
CONTEMPORARY APPROACHES STUDYING CUSTOMER EXPERIENCE IN TOURISM RESEARCH

Edited by
Dhouha Jaziri and Raouf Ahmad Rather



Contemporary Approaches Studying Customer Experience in Tourism Research

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Contemporary Approaches Studying Customer Experience in Tourism Research

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INVESTOR IN PEOPLE

In memory of Mama Zohra

Often times, I imagined you opening the door, as you often did, with your beautiful smile and a lovely shine upon your beautiful green eyes as you proudly see me holding my second book in hand. However, death took you away and usurped me of my dream. I dedicate this book to your soul... RIP

*To our 20 years of common life, to you Mejdi, thanks for being by my side
To my parents and my children with all my love*

–Dhouha Jaziri

*I wish to express my sincere thanks for the support and encouragement offered by
my beloved family members, parents, sisters, brother, my wife,
my friends, and colleagues*

–Raouf Ahmad Rather

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List of Abbreviations

AI	Artificial Intelligence
AR	Augmented Reality
AVE	Average Variance Extracted
ÇAYKUR	General Directorate of the Businesses
CC	Customer Co-creation
CCX	Cyber Customer Experience
CDRA	Customer-driven restaurant analysis
CE	Customer Engagement
CEK	Customer Experiential Knowledge
CEKM	Customer Experiential Knowledge Management
CEKMC	Customer Experiential Knowledge Management Competence
CEK-PC	Customer Experiential Knowledge-Process Competence
CI	Customer Introspection
CJM	Customer Journey Mapping
CRA	Constructive Research Approach
CRM	Customer Relationship Management
CV	Consumer Value
CX	Customer Experience
DV	Discriminant Validity
DVD	Digital Video Disc
EA (chapter 13)	Emotional Attachment
EA (chapter7)	Experience Accounting
EEG	Electroencephalography
EMG	Electromyography
ET	Eye-tracking
eWoM	Electronic Word of Mouth

FAO	Food and Agriculture Organization of the United Nations
GIS	Geographic Information System
GPS	Global Positioning System
GSR	Galvanic Skin Response
GWR	Geographically Weighted Regression
HMD	Head-Mounted Device
HVM	Hierarchical Value Map
IJCHM	International Journal of Contemporary Hospitality Management
IJHM	International Journal of Hospitality Management
IoT	Internet of Things
M-DL	Memory-Dominant Logic
MDTE	Memorable Digital Tourism Experience
MR	Mixed Reality
MTE	Memorable Tourism Experience
OLS	Ordinary Least Squares
PLS-SEM	Partial Least Squares-Structural Equation Modeling
RBV	Resource-based view
RQ	Research Question
S-D Logic/S-DL	Service Dominant Logic
SoLoMo	Social, Local, Mobile
SPI	Subjective Personal Introspection
SRMR	Standardized Root Mean Squared Residual
TK	Tacit Knowledge
UGC	User-Generated Content
UNWTO	United Nations World Tourism Organization
USAR	Uniform system of accounts for restaurants
VCM	Value creation model
VOSviewer	'Visualization of Similarities' viewer software
VR	Virtual Reality
WEF	World Economic Forum
WHO	World Health Organization
WoS	Web of Science
Z-Met	Zaltman Metaphor Elicitation Technique

About the Editors

Dhouha Jaziri is a Senior Lecturer at the University of Sousse, FsegSo, Tunisia. She holds a PhD in Marketing from ISG Tunis (2015). Her research concerns mainly customer experience, tourism management, customer knowledge management, innovation, digital marketing, and customer brand engagement. She is a member of the editorial Advisory Board in several handbooks and journals. Her work to date is published in high-ranked journals, including the *Journal of Product and Brand Management* and *Journal of Business Research*. Moreover, she has edited mainly the *Handbook of Research on Tacit Knowledge Management* (2017) by IGI-Global.

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Preface

The experience, such a polysemous concept, has been considered for several decades an attractive concept that has been studied through the lens of research fields ranging from the philosophy, anthropology, to marketing and consumer research. Rooted in the depths of consumer research, this book stands out by shedding the light on the needed methodological approaches to study the experience, be it customer, consumer, and tourist experience while highlighting the consideration of a dynamic, processing, and systemic nature of the lived experience in the tourism field.

Unlike other sectors, tourism provides an intensive experience based on a set of complex interactions between tourists and service providers (Rather, 2020; Yachin, 2018). The experience concept takes a fresh impetus by considering the customer journey as a basis, which will take fully the experience concept in its complexity. It is a plethora of encounters involving the preexperience, an active tourism experience, and a reflective posttourism experience (Yachin, 2018). In this regard, close interactions with tourists present a rich source of experiential knowledge important to shed light on it, as the different parts of customer journey will enable tourism companies to learn from customers on the first level and to develop and readjust their marketing on the second level. To benefit from the experience as a source of knowledge (Jaziri, 2019a), marketing researchers should rethink the use of traditional studying methods/approaches of the customer experience (CX) in tourism sector (as customer survey) and to migrate to an innovative approaches and new related methods or through techniques' combination (example: *the use of interpretive approach*), that will grasp the complexity of CX and can paint the customer' latent desires.

In this regard, this book aims at presenting the contemporary approaches and related methods to study and explore the customer/tourist experience along the three main stages of the customer journey. These different methods have been discussed and applied to understand and to evaluate the CX before, during, and after the experience.

Recently, CX has garnered increasing scholastic and practitioner importance (Jaziri, 2019a; Lemon & Verhoef, 2016; Rather & Hollebeek, 2020, 2021), as reflected by its insertion in the Marketing Science Institute's Research Priorities since 2010–2020 (e.g., MSI, 2020). Further, in line with McColl-Kennedy et al. (2015) and Rather, Hollebeek, and Rasoolimanesh (2021) there is a tenuous empirical support of understanding the CX as a process involving various channels and touch points (see also Rather, Najar, & Jaziri, 2020).

Viewed in this way, the book highlights not only an interpretive view of the customer/tourist experience in tourism research, but it also considers it along an organizational view and in terms of a sequential process related to a set of tourism stakeholders.

Treating the experience concept through different conceptualizations has led to limit the capturing of the CX itself; in fact, this problem resulted from the limitation of the chosen methodologies. Generally, the tourism field investigates the CX by focusing on the self-reported of past experience, forgetting the essence of the experience and the delusive nature of CX changing at touch points with the implied stakeholders, and changing equally along the different series of experiences lived with the company and forming the consumption's lifetime. Hence, the CX needs to be measured moment by moment, to grasp its depths by trying to connect to its essence as well as to capture the totality of tourism experience at previsit, on-site, and postvisit stages.

Book Objectives

- This book bridges the gap in contemporary literature by carefully investigating the contemporary approaches studying CX in tourism research. Hence, it aims at exploring the adoption and implementation of approaches to managing and marketing CXs in various tourism contexts and industries.
- To discuss and provide adequate analytical frameworks, tools, and new methods.
- To emphasize the use of interpretive approaches in capturing the CX in situ or along the customer journey as well as the use of innovative approaches and techniques studying CX.
- To offer a rich nomological framework of the CX while embracing the different tourism types and contexts.
- To provide strategic management and marketing implications and recommendations for tourism businesses and destinations to facilitate them, to successfully create, manage market, and evaluate tourism experiences.

Book Structure Organization

To address the book objectives, we have divided the book in four main parts by treating the CX along several and complementary views of theory, interpretive, integrative, processing, and nomological view. The book takes up the methodological challenge while addressing the conceptual roots of the consumption/customer/tourist experience.

In this line, the book is composed of four main parts: Part I spotlights the theoretical foundations of the CX and its evolution in the tourism field. It presents two chapters. In Chapter 1, *Dhouha Jaziri and Raouf Ahmad Rather* readdress the conceptual and theoretical roots of the consumption experience

while showing the intimate epistemology and methodological connection of CX to consumer value. In this regard, authors discuss the relevance of customer introspection approach to study both concepts through the narration techniques. Then, in Chapter (2), *Mohsin Abdur Rehman, Eeva-Liisa Oikarinen and Mari Juntunen* carried out a bibliometric analysis to explore the CX in the field of tourism and hospitality. This chapter provides the reader with important insights about what he knows and what he/she should know after 14 years of research in the field (2008–2021).

Part II treats the methodological development of the CX by discussing mainly the interpretive approaches through chapter 3 and chapter 4, an integrative approach through chapter 5, and organizational approaches through Chapters 6 and 7. Respectively, in Chapter 3, *Yasin Sahhar, Raymond Loohuis and Jörg Henseler* take in the whole complexity of the consumption experience through a focus on the autohermeneutic phenomenology. Chapter 3 provides a thoughtful piece to illustrate how grasping the experience extremities (whether it is a consumer, customer, or tourist experience). Likewise, Chapter 3 has developed methodological guidelines for inspecting the layers of experience in tourism.

In Chapter 4, *Narjess Aloui and Imen Sdiri* examine the cyber-CX in online visitor attractions while conducting an in-depth netnography approach to understand the online CX of visiting virtually the attractions in lockdown situation.

In Chapter 5, *Maksim Godovykh* is interested in studying the affective components of CX, and he advances a selective review of measures to assess them. At this point, *Maksim Godovykh* prints up the need of a holistic interdisciplinary approach by associating a set of techniques to capture emotion states before, during, and after visit experience through combining the moment-based psychophysiological techniques and other techniques, to highlight the usefulness of following an integrative multidisciplinary methodology.

Then, the book will transport the reader to discover two newness organizational approaches and their related concepts to study the CX in tourism. Hence, in Chapter 5, *Dhouha Jaziri and Raouf Ahmad Rather* relaunch the discussion of CX as a source of experiential knowledge (see also Jaziri, 2019a, 2019b) and perform a first measurement development of the customer experiential knowledge-process competence in driving the experiential innovation in the well-being tourism. This organizational competence aims at measuring to what extent the management levels are processing the customer experiential knowledge (CEK, Jaziri, 2015; Jaziri-Bouagina, 2017; Jaziri-Bouagina & Triki, 2015) by adopting a global approach of ethnography; grounded on a phenomenological philosophy.

In the same perspective, Chapter 7 of *Mats Carlbäck* debates the fundamental role of valuing the customer information through the implementation of a Customer-Centered Management System. Hence, the author found the Experience Accounting (EA) as an organizational approach to establish a competitive advantage for hospitality and tourism firms.

Part III aims at studying the CX along a process perspective by focusing on the tourism journey via the concept of memorable tourism experience (MTE). The latter is discussed by the book along chapter 8 and chapter 9 through its examination, respectively, in online, digital tourism experience, and offline context that of tea tourism (ch. 9).

In this vein, *Nila Armelia Windasari, Halim Budi Santoso and Jyun-Cheng Wang* discuss the digital tourist experience by understanding tourists' emotions along different tourist experience journeys. Hence, they are following a systemic view via the Service-Dominant Logic (S-DL) paradigm and mapping out the interactions with other possible stakeholders in co-creating the experience with the customer (Vargo & Lusch, 2004; Vargo, Koskela-Huotari, & Vink, 2020). Chapter 8 outlines the digital tourism experience complexity and advances the memorable digital tourism experience framework (MDTE) that has stressed the interaction between actors, emotions as resources, and sensory stimuli enabled by a set of novel technologies.

In the same line, in chapter 9, *Suat Akyürek and Özcan Özdemir* invite the reader to understand in depth the essence, the environment, and the set of interactions in studying the memorable experience components of tourists participating in tea tourism. Authors have examined the tourist experience in a new type of tourism, that of tea tourism, which is based on culture sustainable nature-based tourism in Turkey.

The final part of the book, part IV, exposes and studies a rich nomological framework implying the CX through various types of tourism. Recognizing that the CXs are uniquely and contextually interpreted (McCull-Kennedy et al., 2015), part 4 treats the CX relationship with antecedents issued from the experiencescape as well as its relationship with consequences such as satisfaction (Chapter 12) and loyalty (Chapter 13).

Hence, in Chapter 10, *Elena Proietti and Michela Addis* shed light on the cultural and heritage tourism through an illustration of the critical economic situation of museums in Europe and beyond, due to the pandemic's impact. Specifically, they focus on the contemporary art organizations and young adults' relationship. Hence, they examine the contemporary arts aesthetic experience while determining the barriers and benefits of young consumers' engagement toward the arts to identify possible strategies to engage the Y generation.

Through Chapter 11, *Omid Oshriyeh and Antonella Capriello* focus on how films and popular media could present an effective means for tourism managers to enhance their capacity to improve the film tourist experiences and experience satisfaction. Hence, they adopt a comprehensive literature review to explore film tourism and its role in the tourist experience. The analysis highlighted the role of film tourism experience satisfaction, and storytelling as a contemporary approach to enhance film tourism experiences.

In Chapter 12, *María Illescas Manzano, Sergio Martínez Puertas and Manuel Sánchez-Pérez* apply a spatial analysis tool to analyze the customer satisfaction as a main outcome of CX. The chapter emphasizes the use of online reviews while measuring customer satisfaction via online rating. Following the geolocation analysis, this chapter sheds light on a complex relationship associating the price,

CX, the objective quality, and the subjective quality with customer satisfaction in the Spanish hotel industry.

In the end, Chapter 13 of *Raouf Ahmad Rather and Dhouha Jaziri* focus on the CX concept during COVID-19 crises in the tourism industry. They follow a service-dominant logic perspective and develop a model that investigates the impact of customer engagement (CE) and customer co-creation (CC) on CX, which consequently affects emotional attachment (EA) and customer loyalty (CL).

At its conception stage, the writing of this book has constituted a complex and an ambitious project for discussing the contemporary approaches studying CX in tourism research. At its final development stage, this book succeeds its challenge through embracing various international contributions and in treating adequately the tourist/consumer experience in all its facets. Hence, the customer/tourist experience is viewed through new and revisited interpretive, behavioral, and organizational approaches to capture the holistic and dynamic nature, the different facets, and the roots of the lived experience.

Through this book, we hope to fill knowledge gaps for readers and to push academics as well as tourism managers (service providers and destination responsible) to remodel their way of thinking about the CX and hence to readapt their practices and research employed methods.

We wish you a good travel along the contemporary approaches in studying the customer experience in tourism research.

On behalf of me and my co-editor Raouf Ahmad Rather

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Part I
Theoretical Foundations

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Chapter 1

Readdressing the Consumption Experience, Customer Experience, and Consumer Value: A Happy Marriage Blessed by Introspective Approach in Tourism Field

Dhouha Jaziri and Raouf Ahmad Rather

Abstract

Ranging from the romanticism era to the postmodern paradigm and the experiential approach, this chapter reexamines the fundamental roots of the consumption experience concept while addressing the conceptualizations and nature of customer experience. In this context, the concept of customer experience in the tourism field is outlined. We set out to readdress the essence of the customer experience in the light of the consumer value (CV) as a relevant empirical ground to study it. Hence, this chapter revisits the intricate epistemological and methodological connection of the customer experience to CV. This leads to a rediscussion of the key role of customer introspection approach while outlining the narration side in studying this intimate connection of both concepts in the tourism field.

Keywords: Consumption experience; customer experience; consumer value; experiential value; introspective approach; phenomenology

Introduction

An emotional history has been emphasized with the advancing of the 3F by Holbrook and Hirschman in 1982, such a particular year that has changed the consumer behavior theory in marketing within 40 years of consumption study. Fantasy, feelings, and fun as the signature of the experiential view have made 40 years of research representing the key aspects of the consumption experience concept (Holbrook, 2006, 2018; Holbrook & Hirschman, 1982). Hence, the subjective hedonic sides of the consumption experience are supplementing the

utilitarian facets to expand our understanding of consumer behavior (Holbrook, 2018, p. 423; Holbrook & Hirschman, 1982). In this regard, fantasies encompass the unconscious thoughts, mental images, dreams, and daydreams. Feelings refer to the broad range of emotions, and fun extends the behavior to reintegrate the playful consumption activities (product usage).

Later in the 1990s, the concept of consumer value (CV) was defined by Holbrook (2018) as the “interactive relativistic (comparative, personal, situational) preference experience” (p. 424). A definition that has come to highlight the dissociate relationship of both concepts – the consumption experience and the CV.

Believing that all human experience entails consumption (Holbrook, 2018, p. 426), this chapter treats the consumption experience according to a broader view, integrating the consumer experience and the customer experience. Accordingly, the tourist experiences in market and nonmarket side are equally concerned.

In this chapter, we aim to highlight the human essence of the consumption experience/customer experience while revaluing the role of CV to approach the customer experience concept (CX) in the tourism field (Holbrook, 2018). Both concepts are epistemologically and methodologically connected to foster the adoption of customer introspection (CI) approach for grasping the in-depths of consumption experience and its related specific types of values. In this regard, we shed the light particularly on the phenomenology approach and the narrative techniques in dealing with the experience signification. This chapter is organized into three sections. First, we elucidate the roots and the conceptualization of consumption experience; second, we rediscuss the CV and its inextricable connection in studying the CX. Finally, we discuss the need to reemphasize tourism research on the interpretive approach as an adequate epistemology leading to a methodological introspective framework to grasp the depths of both concepts. This can be achieved mainly through phenomenology and narrative introspective techniques, i.e., CX and CV.

Literature Review

The Roots of Consumption Experience

For a long time, the modern era has emphasized the power of metanarratives in achieving gains and productivity. The world has been embracing the capitalist and Marxist thoughts. Hence, the *Reason* drives the modern thought in establishing order and drawing a Cartesian unified subject.

Indeed, the modern thought is constantly affecting the economic system, which empowers the objectivism (Cova, 1996; Jaziri-Bouagina & Triki, 2014). Nevertheless, this rational perspective has shown limitations in studying the consumer behavior. Adopting such a pure cognitive vision neglects the hedonism role in framing the behavior (Bourgeon & Filser, 1995).

The emergence of postmodern thought in the 1970s marks the establishment of a fragmented society where ideologies are collapsing and the technology is evolving (Firat & Venkatesh, 1995). Several disciplines such as philosophy, arts,

and consumption behavior have re-enriched their roots to point out the juxtaposition of opposites, the possibility of espousing two realities by joining the hypotheses via a supported framework of simulations (Raaj, 1993). “Consume” transcends the mere signification of destroying, to produce meaning through consumption and hence, to produce some form of being.

A postmodern consumer is looking for a self-emancipation from restrictions. In this line, he is constantly searching to produce symbols, live emotional experiences, and adopt plural styles of consumption (Firat & Venkatesh, 1995; Jaziri, 2019). While the modern consumer is confined in a binary view of the world, the postmodern one supports symbolism and nonlinear thinking. Living in a world with full of contradictions constitutes an existential assumption adopted by the postmodern consumer. Therefore, postmodern thought has largely affected the consumer reframing as well as the consumption experience concept.

The consumption experience is rooted in the seminal experiential approach defined by Holbrook and Hirschman in 1982. This approach revives dreams, aesthetics, pleasure, emotions, and sensations. Postmodernism reinforced the experiential approach by emphasizing the emotional consumer status. We are concerned with the lived experience, the existence of images, fantasies, and a world rich in alternatives (Venkatesh, Sherry, & Firat, 1993).

Largely embedded in postmodern thought, the experience constitutes its pillar (Addis & Podestà, 2005). Relatedly the consumer culture theory supports the symbolic and pleasure sides of consumption (Roederer & Filser, 2015). In the same vein, the consumer experience is ultimately related to the romanticism era. This era aims to construct a captivating life in which an individual becomes accomplished, and it prioritizes the imagination, the search of intensive pleasures and the high arousal state of consumption (Carù & Cova, 2003b; Carù & Cova, 2007; Holbrook, 1990). The consumer is a romantic hero and the romance is life (Carù & Cova, 2006). Hence romanticism transmits a need for the consumer to fill his time with distinguished experiences (Cova & Cova, 2004).

Revisiting the Concept of Experience. The subject of experience can be an individual, a community, a nation, or even humankind as a whole. Moreover, the experience can be “real” and physical, or “virtual” and observed, or perhaps a holistic phenomenon that combines both “real” and “virtual” elements (Jaziri, 2019). It can also be a single event or a process of events. This ample diversification denotes that the variation of the experience depends upon context and circumstance (Helkkula, 2011).

Furthermore, Wallsa, Okumus, Wangb, and Kwunb (2011) ascertained that the concept of experience presents a field of complicated definitions and theoretical significations due, partially, to its multidisciplinary application. The richness of concept is grounded on the specificity of field studying the experience concept (Wallsa et al., 2011). Hence, philosophy conceptualizes it as a personal event transforming the individual and leading to a knowledge belonging only to him (Carù & Cova, 2003b). For sociology and psychology, the experience is a subjective and cognitive activity that allows the individual to build himself. The individual’s subjectivity, built during his experiences, “constitutes a subjective

view concerning the self, able to give meaning and coherence to a dispersed experience” (Dubet, 1994, cited in; Carù & Cova, 2003b, p. 270).

In anthropology and ethnology (social anthropology), the experience refers to how each individual experiences his own culture. The researcher can only capture the experience through the interpretation of what the individuals express in an oral, written, or physical way... (Carù & Cova, 2002).

Taking these definitions out of management sciences, mentioned above, was the basis for defining the experience in consumer behavior. It should be noticed that we must distinguish between consumption experiences that can be nonmarket (e.g., friendship experience) and an experience called of the customer when it would be the commercial sphere or in exchange with the market.

Nevertheless, before moving to the revisiting of the experience consumption concept, it is obvious to signal the limitations toward the ideology of the extraordinary and ordinary characteristics attributed to the concept. In this regard, the customer experience is contingent upon the context, the time, and the subject himself (Becker & Jaakkola, 2020; Roederer & Filser, 2015). We attribute the relative characteristic to the experience consumption. Since everything is relative in life, the unforgettable experience would not be the expected result as the adepts of experiential marketing have stipulated it. The experience is multi-dimensional and unique depending on situation and on each consumer (Wallas et al., 2011). Consequently, instead of programming each experience as extraordinary, we are supporting to keep the consumer free in his way to connect to the experience elements. The intensity of customer experience is depending on the customer responses to stimuli (Becker & Jaakkola, 2020). Hence, we are approaching the experience according to the lived. Giving the concept a *human* and a *subjective* conception of it.

Consumption Experience Perspectives. Two perspectives have marked the evolution of the consumption experience concept (Chaney, Lunardo, & Mencarelli, 2018). The first is attributed to consumer behavior researchers where the experience encompasses all types of lived experiences, market and nonmarket (Bayet & Girard, 2009), customer and consumer (Holbrook, 2018). According to the model of Punj and Stewart (1983), Carù and Cova (2003a), and Mencarelli (2008) have defended that the real experience of consumption is the interaction between person, object, and situation. In this regard, the service-dominant logic paradigm establishes this interactive conceptualization by defining the co-creation of value through the service experience (Vargo & Lush, 2017). Co-creation is an interactive and demand-centric process; it is generated through interaction and collaboration between at least two parties (actors): firms/brands and customers (Prahalad & Ramaswamy, 2000). Hence, the consumer is an active actor in producing meaning (Cova, 1996).

The second perspective concerns the school of experiential marketing where the experience is a new category, as it is the service, goods, or commodities. Thus, it is a result of economic value progression as founded by Pine and Gilmore (1998). Hence, Schmitt (1999) provided a framework to design an offer of experience by connecting the consumer to immersion in thematic settings and euphoric types and illusions. In this regard, the extraordinary or memorable experience is

the best experience in marketing enabling the consumer to appeal to all his senses (Carù & Cova, 2003b; Rather, 2020; Schmitt, 1999).

Whatever the consumption experience is debated through a behavior or marketing perspective, the lived experience remains the essence (Jaziri, 2019). We are in continuous need for producing sensitive meaning (Carù & Cova, 2006, p. 100). We are searching for building our identities through the experience of consumption (Cova & Cova, 2009). We are dealing with a phenomenological spirit to reach the subjectivity of consumption (Jaziri, 2015).

Hence, the consumption is a subjective state of consciousness connecting *symbolic meanings, hedonic answers, and esthetic criteria* (Holbrook & Hirschman, 1982, p. 132). The individual becomes, at once, a *homo cogitans* and a *homo sensans*. In this regard, Addis and Holbrook (2001) represent experiential consumption as resulting from the explosion of subjectivity.

It is important to remember that most readers or researchers confounded the concept of customer experience with that of consumption experience (Holbrook, 2018). As noted above, the former is a specific case of the second, so as Carù and Cova (2002) clarify. The customer experience is an experience market. As a matter of fact, the consumer lives an experience with the provider and other consumers (Carù & Cova, 2002, 2007) whereas the individual consumption is composed of consumption experiences whether they are in relation to the market or not. This is the position of sociologists of consumption (Carù & Cova, 2007; Edgell, Hetherington, & Warde, 1997).

Customer Experience. In referring to the field of consumer behavior research, the most recent definition presents the customer experience as the set of all moments of interaction between an organization and a customer, in which physical, functional, and emotional factors stimulate the senses of customers (Cantone & Risitano, 2011; Keyser, Lemon, Klaus, & Keiningham, 2015; Rather, 2020; Rather, Hollebeek, & Rasoolimanesh, 2021; Rather, Najar, & Jaziri, 2020). In the same context, Thusy and Langdon (2004) define the experience as an interaction between the customer and the designed environment. For them, the experience is constructed around feelings, emotions, smells, colors, spaces, sounds, human contact, branding, and time. However, Filser (2002) defines the consumption experience as the set of positive or negative consequences resulting from the use of a product or service. According to Keyser et al. (2015), the interaction of CX can be either lived or imaginary and it stems from immediate, past, and future experiences.

Gentile, Spiller, and Noci (2007), Lemon and Verhoef (2016), and Homburg, Schwemmler, and Kuehnl (2015) or Keyser et al. (2015) propose more integrative definitions. They outlined the multidimensional nature of CX, and, hence, they recognized the richness of the concept. Gentile et al. (2007) definition shed light on the most pertinent scientific contributions previously presented. Therefore, they consider the concept of customer experience as an evolution of the concept of the relationship between the company and the customer.

The customer experience originates from a set of interactions between a customer and a product, a company, or part of its

organization, which provoke a reaction. This experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial physical and spiritual). Its evaluation depends on the comparison between a customer's expectations and the stimuli coming from the interaction with the company and its offering in correspondence of the different moments of contact or touch-points.

(Gentile et al., 2007, p. 397)

Relatedly, Lemon and Verhoef (2016) define customer experience as “a multidimensional construct focusing on a customer's cognitive, emotional, behavioral, sensorial, and social responses to a firm's offerings during the customer's entire purchase journey” (p. 71).

Moreover, Homburg et al. (2015, p. 8) view it as a customer's “sensorial, affective, cognitive, relational, and behavioral responses to a brand ... through a journey of touch-points along pre-purchase, purchase, and post-purchase [stages].” Similarly, Keyser et al. (2015, p. 14) present an integrative conceptualization of CX, “it is composed of cognitive, emotional, physical, sensorial, and social elements that mark the customer's direct or indirect interaction with a set of market actor's.” Hence, the customer experience is overall conceptualized through the S-D logic as responses and reactions toward a dynamic process of the customer's journey along with a set of touchpoints.

From that, it is essential to notice that the experience is also a process as stressed by Benavent and Evrard (2002). The consumer experience is situated between the act of purchase, the evaluation, and its consequences. In this context, Frow and Payne (2007) stressed that the customer experience needs to be considered as an entire interaction over the lifecycle of the customer relationship (Rather & Hollebeek, 2020). In the same vein, Verhoef et al. (2009) put in evidence the dynamic nature of CX on the ground that the customer experience is not only affected by the entire journey (exp. the search, the purchase, the consumption, and after-sales phases of the experience) but also by the repeated experiences (Keyser et al., 2015; Verhoef et al., 2009).

Furthermore, other definitions are presented to take into account other aspects of the consumer experience concept. Thus, Meyer & Schwager (2007) mention the nature of the response and that of the contact, so customer experience is

The internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representatives of a company's products, service or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews and so forth.

(Meyer & Schwager, 2007, p. 118).