



Researcher: Social Science Studies

RSSS

ISSN:2148-2691

(2018) Cilt 6 / Sayı 4, s. 297-309

Hizmet Pazarında Tüketici Deneyimlerinin Yeri

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Özet

Hizmet pazarında tüketici deneyimini dikkate alma, günümüzde hizmet pazarında olumlu konumlanabilmek için önemli özelliklerden biridir. Pazarda tutunabilmenin ön koşulu tüketiciyi ve deneyimlerini göz önünde bulundurmadır. Tüketicinin satın alma kararı vermeden önceki tutumundan itibaren satın alma davranışına yönelik olarak gösterdiği her aşamadaki davranış dikkatle izlenip kayda geçmelidir. Tüketicinin vermiş olduğu, rasyonel, duygusal, davranışsal ve etik tepkiler daha sonraki aşamalarda hem tüketiciyi hizmete tutundurma hem o hizmeti satın alma davranışını kazandırmak ve bu doğrultuda müşteri memnuniyetini sağlamak açısından değer taşımaktadır. Bu çalışma tüketicinin hizmet pazarında nasıl etkilendiğini, satın alma davranışında hangi faktörlerin etkili olduğunu ve bu davranışı yönetirken nelere dikkat edilmesi gerektiğini ortaya koyma amacını taşımaktadır. Bu çalışmada öncelikle tüketici kavramının tanımından, tüketici deneyiminin nasıl yönetildiğinden, tüketici deneyiminde duygusallığın ve rasyonelliğin yeri ve öneminden, deneyim alanları modeli ve ortak yapım deneyim modellerinden ve daha sonra tüketici deneyimi süreçlerinden söz edilmektedir. Çalışma nitel bir çalışma olup daha önce yapılan çalışmalarını derleyen, betimleyici bir niteliktedir.

Anahtar kelimeler: Hizmet Pazarı, Tüketici, Tüketici Deneyimi

The Place of Consumer Experiences in the Service Market

Abstract

Taking into account the consumer experience in the service market is one of the important features to be positively positioned in the service market. It is necessary to take into consideration the consumer and his / her experience in the market. Since the attitude of the consumer before the purchase decision, the behavior at every stage of the purchase behavior should be carefully monitored and recorded. The rational, emotional, behavioral and ethical responses given by the consumers are valuable in terms of providing the consumer to the service and purchasing the service in the following stages and ensuring customer satisfaction in this direction. This study shows how the consumer is affected in the service market, what factors are effective in purchasing service behavior and what should be considered when managing this behavior. In this study, firstly, the definition of consumer concept, how the consumer experience is managed, the place and importance of emotionality and rationality in the consumer experience, the model of experience areas and co-production experience models and then the consumer experience processes are mentioned. The study is a qualitative study and it is a descriptive study that compiles the previous studies.

Keywords: Service Market, Customer, Customer Experience

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Introduction

In marketing literature, the concepts, such as retail business and service management, are considered customer experiences, and these are not considered as separable concepts. Thus, the researchers deal with studying customer experiences and service market together (Verhoef& Lemon et al., 2009, s.32). As a result of these studies, the agencies and companies find out how to achieve customer satisfaction, sensitivity, feelings, thoughts, and actions in experimental market, and how to create a relationship with the company and the brand. On the other hand, all customer instincts, effective disclosures and attitudes are important in terms of organizing all tips that the people should determine in the purchasing process (Verhoef& Lemon et al., 2009, s.31-41). That's why people should determine that customer not only affected by instincts but also other people's experiences and disclosures. Based on all of these viewpoints, customer experience is currently defined as follows: "A part of the organization between the customer and the company creates many interactions in customer experience. This experience is directly personal and it refers to customer's different levels of (cognitive, emotional, physical, and psychological) brand/product/service loyalty" (Gentile et al., 2007, s.397).

The retailers have control over service interface, retail atmosphere, variety and price when answering customer's cognitive, emotional, affective, social, and physical needs; however, there are also some elements under the control of the seller (e.g., influence of other people, purpose of shopping, etc.). While the study basically focuses on characteristics of purchasing behaviors of the customers in service market, it also includes persuasive elements that influence purchasing behaviors of the customer, which are under the control of the seller, rather than the customer.

The Concept of Customer Experience

Gentile et al. suggested the definition for the concept of customer experience: "The customer experience includes the reaction between the customer and the product, or the sets of interaction of the part of the organization that creates reaction. This experience is directly personal, and it refers to customer's different levels of loyalty. The evaluation of this depends on the comparison between the customer's experience and the stimulant at the time of interaction when the product and the customer come across" (Gentile et al, 2007, s.397).

Another similar concept of customer experience is: "The customer experience is an international and subjective response that the customer has to get into a direct or indirect communication with the company. Direct communication usually starts at the purchasing stage, use and service stage, or with the customer. Indirect communication often involves the product, service, brands, or representations of the company, and the unplanned means. This includes a form of word-of-mouth evaluations or criticisms, advertisements, news, or comments (Meyer & Schwager, 2007, s.118). The first and primary definitions ensure the benefits of sensory, cognitive, emotional, physical, and relational elements in terms of open directionality of the customer experience (Gentile, Spiller& Naç, 2007, s.397).

There are two concepts, which are confused with each other. First one is customer satisfaction and the other one is customer experience. In service purchase, customer satisfaction includes the responses of cognitive and emotional evaluations (Lenig-Lewis, & Palmer, 2008, s.69-85). Customer experiences (e.g. functional values) focus on effective (emotional) responses and social and physical elements. With this regard, customer expectations are related to customers' and business's practices by using different channels such as internet, social networks and physical stores or employees as well. All these experiences form customers life style and by observing their life styles we can find out their shopping habits.

Customer researchers brought a new perspective to the customer experiences. Accordingly, the consumers are considered the primary rational decision makers. In recent years, the concept of experience is considered as a significant element to understand customer behavior (Akter, 2011, s.10).

For the first time, the customers found that the services, brands, and products are suitable at one place. Similarly, the customers in rural areas/regions can get information about the products and services before the retail catalogue arrives to their town. For example, X Company offers them many options, which they normally cannot access. The attraction is quickly unraveled for the customers. In addition to this relevance, the department stores and other suppliers offer new things. The customer experience means an opportunity beyond shopping, and it means more than intangible but emotional values.

Together with the integrated conceptualization of customer experience in people's minds, the loyal customers, brand loyalty, and thus, some other connections that the customer builds in retail industry create a positive effect. This creates a social environment, an tangible value and promotion. The multichannel environment of today's consumer gains considerable experience through one channel (e.g. the Internet) (Konus, Verhoef & Neslin, 2008, s. 398-413).

This model shows the influences of transformative determinants of customer experiences. They have been modified and customized by shopping intentions of the customer. For example, while task-oriented customers believe that variety is a more significant factor for customer experience, experience-oriented customers do not care about variety. These characteristics may also be shaped by personality traits, socio-ethnography, location, and situational conditions. Consequently, the existence of potential situational mediators in this model determines the type of stores (e.g. discount & full service (specific and general), channel (e.g. store vs. internet), location (e.g. rural areas, city center), economic climate (interdiction & abundance), and competitive intensity) (Verhoef et al., 2009, s. 31-41). By focusing on these elements, the decisions of the customers can be studied by reviewing their cognitive evaluations and responses.

Customer Experience Management

Customer experience management is a strategic approach. It may be characterized as a reliable process, which includes connection of both rational and emotional experiences to create a continuous competitive advantage followed by the effective management of the milestone of the company.

Similar to the concept of customer experience, many different definitions of customer experience management can be found in literature. Schmitt defines customer Experience Management as “the strategic management process of the ultimate experience of the customer with a product or a company” (Schmitt, 2003, s. 17). Schmitt emphasizes the variety of contact points / fields of view / service locations of different means of customer experiences. However, using this definition as a baseline does not rationally and emotionally explain customer experience management scheme (Schmitt, 2003, s. 17).

As previously mentioned, the customer experience management is an approach integrated through evaluation of systematic design and various clues in order to create distinctive customer values (Schmitt, 2003, s.17-18). These clues arise through human behaviors, for instance, service production, other customers, and physical environment product and service (Akter, 2011, s.14).

If we want to get an accurate view of customer experience management, the management should be experienced within an accurate context. A multiple effect and a single customer experience should be created; if we want to become a member of branding, the 4C should be well understood. The 4C can be defined as: Customer Experience, Commitment, Customer’s Intelligence, and Competence. If we are to give further explanation about the 4C of 21st century (Fill& Jamieson, 2014, ss.18-19):

- Customer’s intelligence (Douglas, 2018), requires an accurate insight. In the future, the customer experience will considerably be guided by analysts and customer intelligence. The data is based on customer experience management ecosystem and provides insight to its providers.

- Talent (Tilles, 1963), means doing something through the accurate ways. To become efficient and competent for efficient marketing, existing resources must be utilized. For instance, you may need to have a good website, however, if other operational processes and analytical estimations are not suitable, this will not be enough for customer satisfaction.

- Commitment means doing the right thing. Doing the things through accurate operationality and brand loyalty are necessary. These will be followed by good customer experiences. For example, when necessary, accurate refund/return policies are important because it is necessary to be active in order to ensure customer loyalty, in other words, it is necessary to give quick responses to customer needs (Skilbeck, 2017).

- Customer experience is a real-time process. Thus, customer experience requires immediate competence and commitment. It is necessary to inform customer’s intelligence for ongoing brand management and development. Today’s global power, customer, and customer experience are all parts of the cycle that supports/protects/advocates the brand when the brand is created or damaged (-, 2018, ss.1-12).

Customer experience management is a way which goes to customer relationship management if this 4C’s apply in a right way and right time. This process will create customer satisfaction and customer experience will create customer relationship

management. That's why these 4C components is a way that is beneficial to reach the period in a good way.

With an opposite point of view marketing activities apart from product value focus on to understand customers experience in the way of produce empirical consumption. Today, brands attach an excessive spirit, personality, and individuality, which are surrounded by feelings, to the service or the product.

To understand what creates experiential marketing and memorable customer experiences, it is helpful to examine the underlying logic of this particular form of marketing in relation to this particular form of marketing and in relation to the other proposed strategic marketing logics. One way to distinguish between marketing logic is to examine their assumptions regarding resources, transactions and value (Lanier & Hampton, 2009, s. 10).

The Roots of Emotions and Rationality

To create unforgettable customer experiences, a designer must have a good grasp of the science behind emotions and rationality. These two concepts have been the based field of philosophers, neuroscientists, biologists, psychologist, and even Hoolywood. In the original Star Trek television series from the 1960s, Mr. Spock was the epitome of rationality and logic. His pure logic and eradicating of emotion formed one end of a continuum that was balanced on the other end with Dr. McCoy's emotional antagonism. From these popular culture examples, it is clear that emotions and rationality form the boundaries of human experience. And it is also clear that people's passing from emotional beings to rational beings has been evolutionary (Honnebein & Cammarano, 2009, s.123).

Even the emotions are fueled by information at the decision making stage because they cannot stand and exist on their own. Emotions either respond to the stimulant, or they are a part of the stimulant of the individuals (conscious or unconscious). According to Lasarus (1993), a psychologist working on emotions suggested the following: "Before emotions are created, people behave automatically, and act unconsciously. This is an evaluation of what happens, what it means to them, or what they take into consideration. Based on this point of view, emotions are not only rational, but they are also essential elements of life". As a result, when an emotional reaction arises, for example, the customer thinks "I have concerns while I am waiting, but I feel more comfortable when I talk to the sales representative". The real emotions can be seen when the real cognitive evaluation arises, and consequently, these will be followed by real actions. For example, happiness occurs when something develops in accordance with the

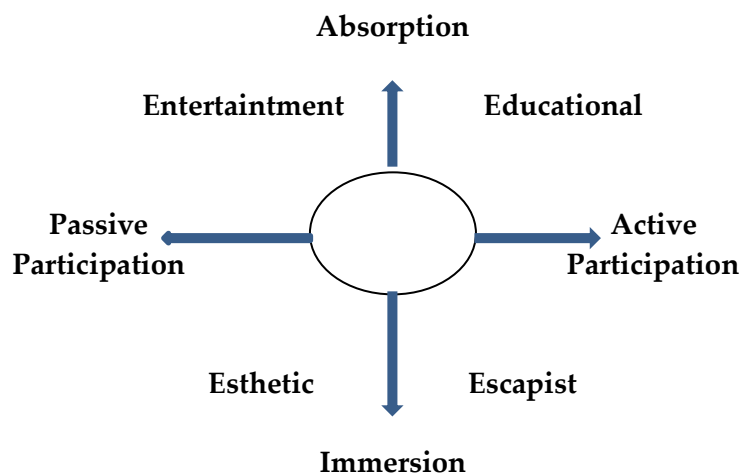
purpose; fear occurs when there are threats. This appears so simple, but many jobs avoid this when the performance evaluation often becomes the point of focus (how do good and bad experiences occur? By answering the experiences that arise by ignoring the evaluation of the emotions) (compiled by Walden& Janewska, 2014 and Verweij & Senior et.all, 2015).

Experience Realms Model (ERM) and Coproduction Experience Model (CEM)

Customers observe and participate in memorable customer experiences every day, whether in the brick-and-mortar walls of the shopping mall, the virtual world of the Web, or direct experience with goods and services. Two primary models enlighten our eyes to see the emotional and rational parts of an experience (Honnebein & Cammarano, 2009, s. 124).

In 1999, “Experience Realms Model” (ERM), occurred. Pine and Gilmore suggest that superior customer experiences have a well-balanced mixture of entertainment, education, escapism, and esthetics (Pine and Gilmore specifically call this “esthetics”) (Pine& Gilmore, 1999, s. 30).

Figure 1. Four Realms That Drive Emotional Experiences



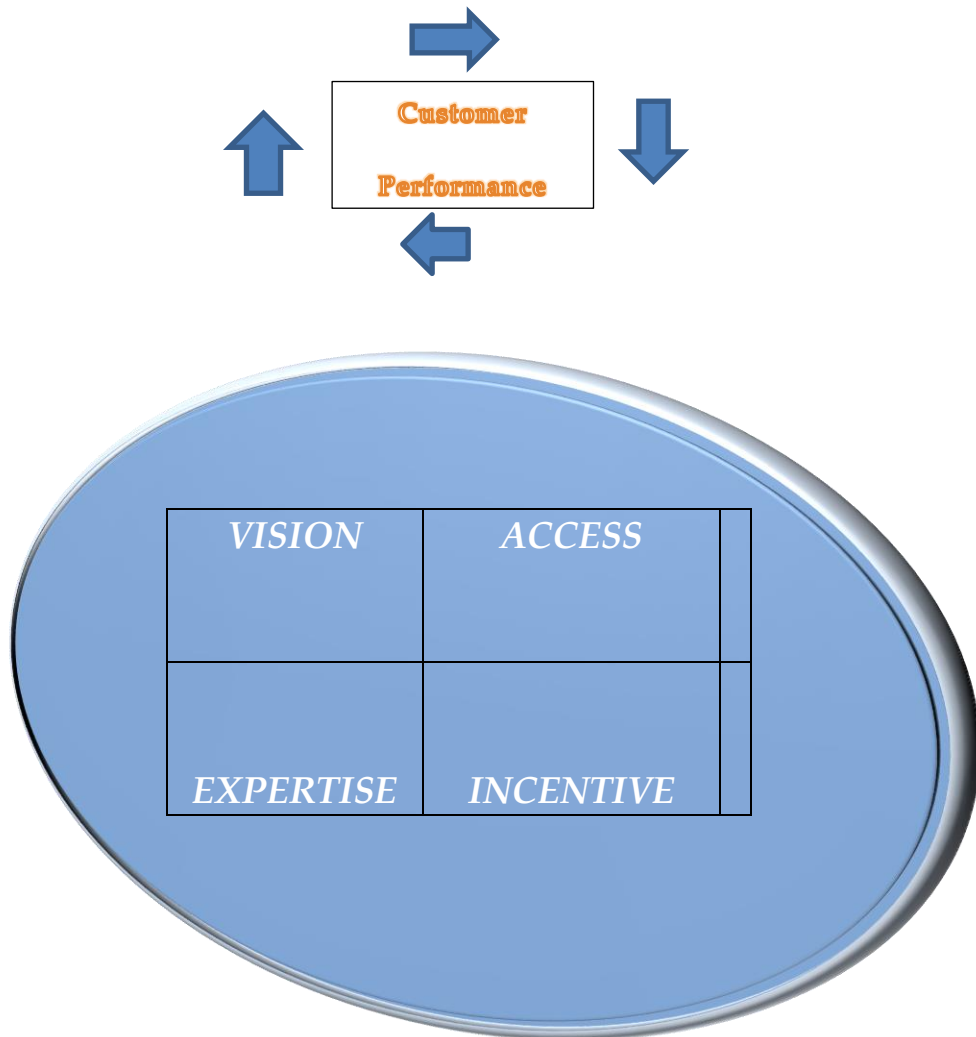
Source: (Pine& Gilmore, 1999, s. 30)

By this four realms of drive emotional experiences we can easily observe how customer's experience is affected. Entertainment includes passive activities such as going to theatre, cinema, watching TV, going to a concert, going to bowling etc. Educational includes passive activities such as learning something for personal development, attending to a class and taking some courses, or reading the instructions for the job position which you want to apply. Aesthetics is a passive participation, which includes the fact that fitness center's walls are painted purple, which you like the most or the juice which you purchased from the grocery and drink, had a new taste, to which you almost get used to. Escapist form engages customer in an active role which means although there is self-checkout system you can also can look its price by barcode system and can decide whether to buy or not or to decide to take help from the clerk at the grocery.

Although ERM is strong in evoking emotion, it lacks strength in guiding the design of the rational elements of a customer experience. In 2005, we created the coproduction experience model (CEM) to provide a context for understanding and enhancing customer performance. This model evolved from Steve Vargo and Robert Lusch’s ideas surrounding the service-dominant logic of marketing, which considers everything offered to customers’ services. For example, objects we typically consider tangible goods, such as a coffee cup, a computer, or even a car, must be thought of as services. A

company can provide the labor to unlock the value these products offer, or customers themselves can provide the labor. In the latter case, the customer becomes a co-creator, or co-producer, of value, and the amount of value customers create correlates strongly with their ability to perform. To enable customer performance, an organization needs to provide a rational customer experience – the CEM. (Honnebein & Cammarano, 2009, s. 125).

Figure 2. The Four Realms of Vision, Access, Incentive and Expertise



Source: (Honebein& Cammarano, 2009, s. 126)

Although emotional realm model evokes emotion, it lacks strength in addressing rational elements of customer experiences. That’s why co-produced experience model includes vision, access, expertise and incentive principles. Vision includes customer's goals, expectations, determinants and also stages of customer experiences and feedback. Access reflects surroundings of the customers, such as self-service easiness, opportunities that are provided to customers. Incentive is the motivator, which makes the customer behave in a certain way. Expertise is the knowledge where the customer

joins specific customer education programs to develop themselves. Through these principles, companies can form extraordinary conditions for customer experiences.

Building Great Customer Experiences

If you want to focus on and if you aim to create great customer experiences you should focus on forming loyalty between customer and the service firm. By standing out against creating a strong relationship between customers and service workers, it plays major role in creating great customer experiences. There are seven philosophies for building great customer experiences and most of them are based upon long-term and stable relationships. 7 principles for creating good and successful customer experiences are as follows: 1) Long-term competitive advantage. 2) Creating long-term physical and emotional expectations in customers. 3) Transformation through planned emotions. 4) Ensuring psychological leadership, empowerment of culture, and becoming empathetic individuals within a happy environment. 5) Focusing more on outer factors rather than inner factors. 6) Eliminating unnecessary costs by rearranging gains. 7) Concretization of the brand (Shaw& Ivens, 2002, s.12).

Abovementioned emotions define the importance of an experience. Durations, choices and attribution to service help creating specific emotions. Experiences are related both physical and emotional. They cannot be considered without each other. Because every physical experience add new emotions to customers and every emotional experience forces customer into new physical experiences such as giving up to purchase a brand or service.

Innovations of new technologies; innovations of new channels; innovations in business models; innovations within society which have freed our economies and created growth; innovations in transport that have created a global business community; innovations that have led to the dawn of the digital age. Innovation and competition increase in accordance with the speed of change. These three components, innovation, competition, and change, are organizational cultures, and they gain more speed by creating a self-perpetuating commercialization, which previously seemed a long shot in the market. (Shaw& Ivens, 2002, s. 15).

No primary physical diversifications occur, and this had been going on for many years. The new diversification will be the customer experience and emotions that stimulate and arise physical elements. The customer experience evaluates customer experiences against all moments of contact with revival of the company's physical performance and emotions.

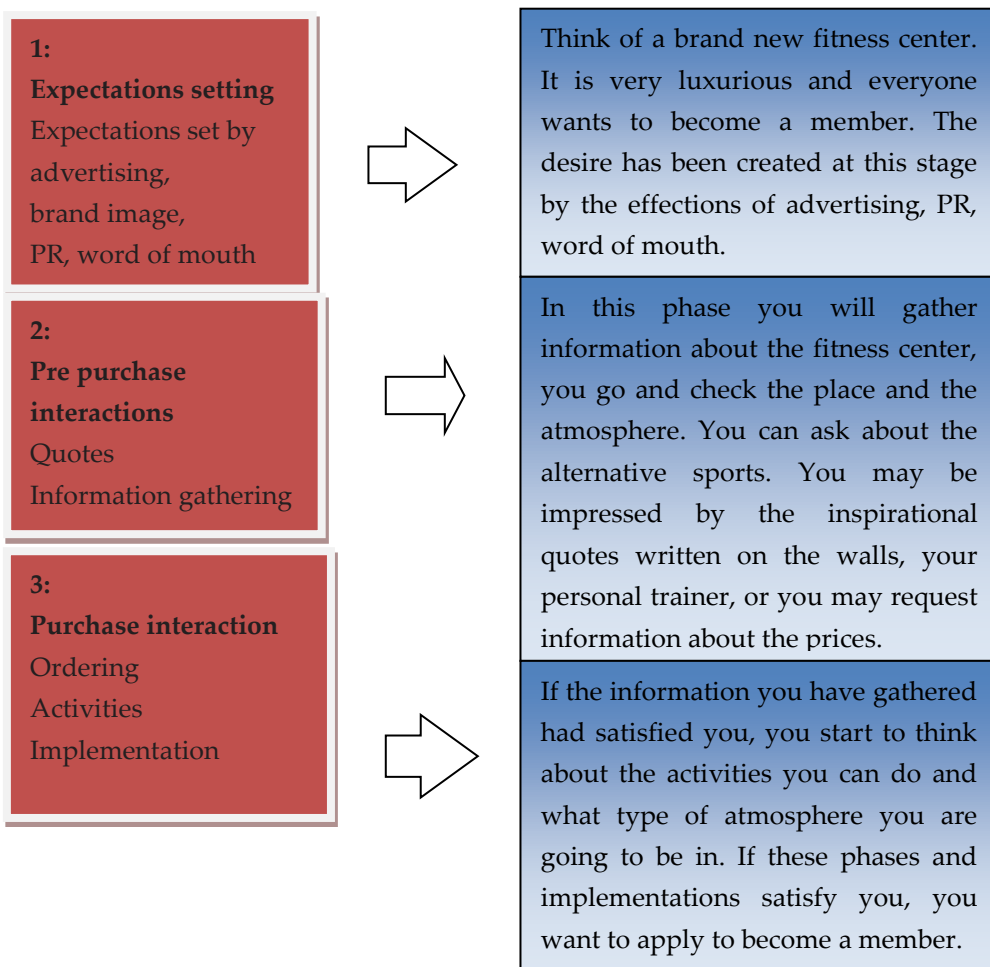
Buying experience can be managed by observing the store and customer relationship. By looking at how they feel themselves in the store, for example if they, by wearing a dress, feel themselves in a party atmosphere, or if they want to buy a new TV unit for their new house, they would want to imagine themselves watching games or TV shows and drinking some soft drinks or beer and eating popcorn or snacks and would want to move away from their daily problems that they had with colleagues in workplace and would want to relax. Thus, the manufacturers must focus on customer's

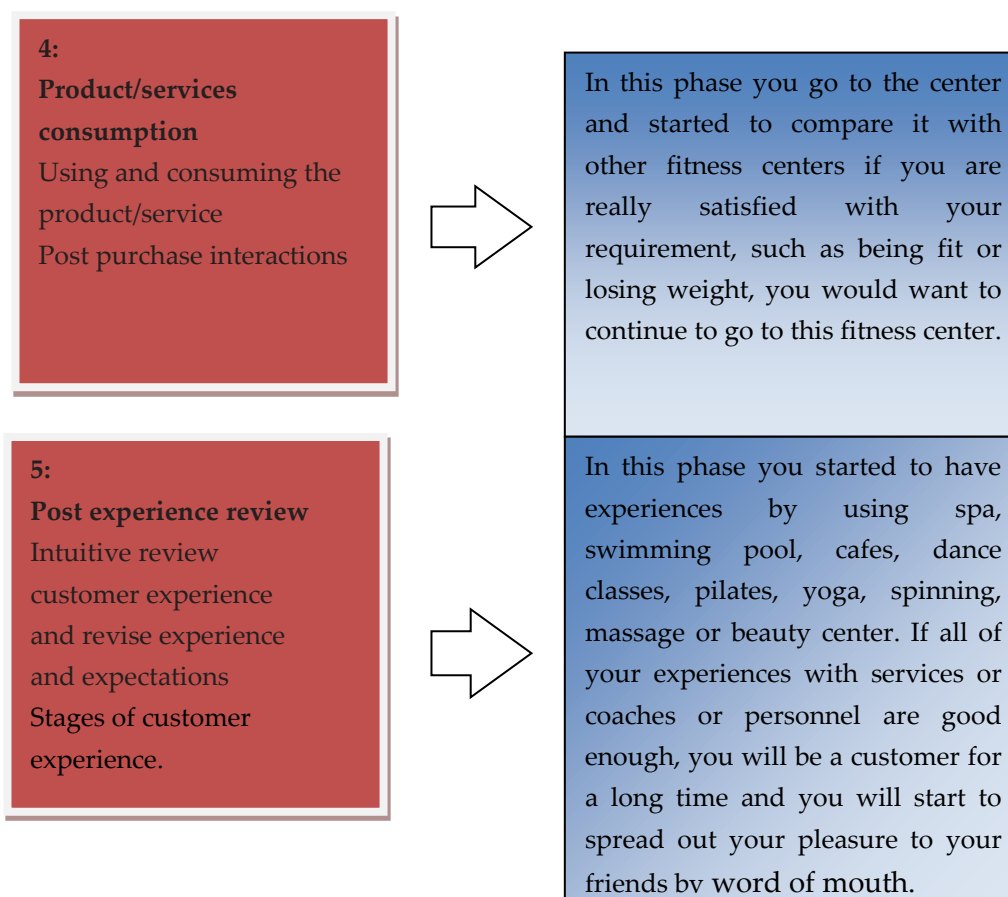
imagination by considering this vision of the consumer/customer and by making the sales locations fit for this vision and if they design the sales location in accordance with their vision, they would appeal to their feelings with the physical atmosphere and capture the customer's dream.

The customer experience is a blend of a company's physical performance and the emotions evoked, intuitively measured against customer expectations across all moments of contact. Social interaction, communicating with visitors, services, accessibility, quality, activities that forms by public relations, environment, product, price, range, delivery, location, availability, accessibility are the principles that customers live physical experience with service marketing.

The customer experience is endowed both emotionally and physically. Customer does not interested in the organizational structure; they are all interested about the moments which your organization's product or services contact with or they are just related to moments of events such as looking the comfort of the bed that they going to buy or the quality of the mobile phone. On the other hand, there are some stages that customer have to pass. These stages are (Shaw& Ivens, 2002, s. 123):

Figure 3. Purchasing Process with Examples





Sources: (Shaws& Ivens, 2002, s.123)

As you see from Figure 3. **Expectation Setting** starts with awareness of the brand, the advertisement and the sales person. In this stage, person has got an expectation about what is going to be delivered for him/her and this is set by the perception people's built up with the brand (Shaw& Ivens, 2002, s.123). **Pre-purchase Interactions** stage includes all activities by the customer from first to the purchasing behavior. Based on this view, this stage of "I own this" and "I can actualize my purchasing decision". In the realm of customers, the individuals can quickly gather information before making a purchase. **Purchase Interactions** begins when you decide to by something. This stage shows that you are at the heart of the customer (Shaw& Ivens, 2002, s. 123). **Product or Service Consumption** stage occurs when you become a loyal customer of the product or the service. The customer experience is about using this product and/or service (Shaw& Ivens, 2002, s. 123). **Post-experience Review**, ensures that you re-experience your performance against your own expectation and meeting of this expectation at the end of the customer experience. The Emotional Customer Experience, is the most important level of the process. Many companies define customer experience inside. They consider each individual function that influences experience when they try to improve experience, e.g. the market, customer service, etc. as seen from the outside, the customer experience results in three types of interactions: (Springer, Azzarello et. all., 2011, s.3):

- Brand, advertisement, marketing communication signs, designing and displaying these signs

- Special characteristics of the presentation, product, and the service, and the way the customer utilizes or experiences them
- Contact points, shops, communication centers, websites, social media, and customer communities

Individually or correlatively, these three types of interactions play an improving role. However, their correlative importance changes depending on the industry, and the positioning of the company. The availability and situational insurances of the customer are the most common interactions with the sales representative and the service contact point. The leaders should focus on the following if they want to learn more about customer experience: "What is the most significant segment of the entire experience among the target customers, and what kind of investments should be made to change these segments? Customer experiences brought up various physical diversities, e.g. such emotional diversities, such as time-cleanliness, functionality, heat-temperature, environment, etc., the way of perceiving and maintaining the experience, which are included by the characteristics of the individual. By adding emotional diversity to our experiences and models, we can have a better understanding of customers' perception of the company, and their responses. This eventually makes us create better experiences (Springer, Azzarello& Melton, 2011, s.3).

CONCLUSION

"Tell me and I forget, teach me and I may remember, involve me and I learn"* (Franklin, -). This statement highlighted that customer experience is a significant concept in service marketing because customer value, customer satisfaction and the customer may only be satisfied and pleased when he/she tastes, tries or experience that particular product and by using the product or service, he/she decides whether he/she would purchase/prefer that product or service. Customer value is only physical or emotional part of the product or service but customer experience includes both side of these, it combines physical, emotional, psychological and ethic side of them. Therefore there is a big responsibility on producers and sellers because they have to force great effort to create good customer experiences by managing excellent customer relationships. Regardless of the sector, it is important for the marketer to get a good experience from the beginning to the end of the experience process in order to provide the consumer with a good experience. The four characteristics that emerge in the emotional experience stages can affect the purchasing behavior of the consumer. Customer experiences have a well-balanced mixture of entertainment, education, escapism, and esthetics, if this balance cannot be achieved, the consumer may cancel the service once and twice. For the continuity of the purchase, the existence of these four elements in a balanced manner will provide a permanent purchasing behavior and the person will want to continue the purchase experience. Customer experience is an important subject for including education, aesthetics, escaping and entertainment principles. With this regard producers or sellers can manage the service marketing process in a good way. To create satisfied customer producers might be responsible to know all necessities of them. This study is a descriptive, compiler, qualitative study on

* Bu söz bazı kaynaklarda Kızılderili atasözü bazı kaynaklarda Benjamin Franklin'in sözü olarak geçmektedir.

the principles, models, emotional roles, stages of consumer experiences, and can shed light on an applied and quantitative research.

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