



Consuming Experience

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This book covers the ‘hot topic’ of the experiential consumption in an accessible manner and from a unique industry perspective which is not used in any other book. It highlights the idea that an experience is not something that can be readily managed by firms and is not limited to the market: an individual’s daily life is made up of consuming experiences that can occur with or without a market relation.

Offering an overview of the consumption experience, it outlines a continuum of experiences of consumption that consumers go through, including:

- those that are mainly constructed by consumers around small items that comprise their daily life, such as organic products and non-profit or local associations
- those that have been co-developed by companies and consumers: tourism or adventure projects, rock concerts and cultural events
- those that have been largely developed by the companies where consumers are immersed in a hyper-real context such as fashion, sports brands, edutainment and retail.

Broad and comprehensive, this book provides a challenging vision of the consumption experience, which is an invaluable tool for all those studying marketing and consumer behaviour.

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