

## Customer Experience Management

### Experiential Marketing

Experiential View of Consumption- The Consuming Experience- The Production of Experience- The Production of Experience to Experiential Marketing- Resistance to Experiential Marketing- The Continuum of Consuming Experiences

### Threads of Experience

The sensual thread- Emotional Thread- the Compositional Thread- Spatiotemporal Thread- Types of Experiences- Stages of Experiences- Cognitive Determinants of Emotion- Appraisal Theory (Factors Determining Emotional Experiences) - Role of Emotion in marketing- Measuring Emotions- Pleasure Arousal Dominance

### Branding

Brand Equity- Aakers Ten model- Experiential Brands CEM vs. CRM- hedonic vs. utilitarian Technology as Aesthetic Experience- SERVQUAL- Dimensions of Quality

### Consumer Behavior

Theory of reasoned action/planned behavior- Individual Psychological factors-perception attitudes learning personality and motivation- Group factors in consumer behavior - references group concepts - opinion leadership aspects- Model of consumer decision making — its implications on consumer behavior-Major models in consumer behavior- Concepts of customer satisfaction

### Data mining:

Concepts and functionalities- data preprocessing- mining patterns, associations and correlations- social network analysis- applications of data mining methodology

### References

1. Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers- Bernd H. Schmitt Publisher: Wiley; 1 edition (January 31, 2003)
2. Technology as Experience, John McCarthy and Peter Wright The MIT Press, 2004
3. Consumption Experience, Antennala Caru, Bernard Cova, 2013
4. Building Great Customer Experiences by Colin Shaw and John Ivens, 2002
5. Data mining-concepts and applications- Han, J and Kamber, M. 2nd Edition, Elsevier Publications, 2008.
6. Schiffman & Kanuk, "Consumer Behavior", Prentice Hall of India, New Delhi, 1994.

Mrs. RB  
M/K  
2013

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Mrs. Shela  
for Senate Approval  
M/K  
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