Memorable Customer Experiences

A Research Anthology

Edited by ADAM LINDGREEN, JOËLLE VANHAMME and MICHAEL B. BEVERLAND

GOWER
## Contents

List of Figures vii  
List of Tables ix  
About the Editors xi  
About the Contributors xiii  

Introduction 1  

**PART I**  
**CONCEPTUAL FOUNDATIONS** 7  
Chapter 1 Experiential Marketing: Understanding the Logic of Memorable Customer Experiences 9  
*Clinton D. Lanier, Jr. and Ronald D. Hampton*  
Chapter 2 Experiential Marketing and Brand Experiences: A Conceptual Framework 25  
*Karsten Kilian*  

**PART II**  
**BRANDS AND BRAND COMMUNITIES** 45  
Chapter 3 Tally Ho, Chocs Away! The Morgan Motoring Experiences 47  
*Michael B. Beverland*  
Chapter 4 Hush, It's a Secret: How Trappist Breweries Create and Maintain Images of Authenticity Using Customer Experiences 61  
*Adam Lindgreen and Michael B. Beverland*  
Chapter 5 Brand Communities as Experience Drivers: Empirical Research Findings 87  
*Fabian von Loewenfeld and Karsten Kilian*  
Chapter 6 Orchestrating the Experience: Authorship of the Soul. The Case of Mag Nation Melbourne 101  
*Michael J. Healy, Michael B. Beverland, and Harmen Oppewal*  

**PART III**  
**DESIGN OF CUSTOMER EXPERIENCES** 119  
Chapter 7 Balancing Act: The Impact of Rational and Emotional Designs on Memorable Customer Experiences 121  
*Peter C. Honebein and Roy F. Cammarano*  
Chapter 8 Reflections on Ultra-Fine Dining Experiences 135  
*Michael Basil and Debra Z. Basil*  
Chapter 9 Co-Production in Memorable Service Encounters: Three Hot Chocolates in Belgium 149  
*Ben Wooliscroft and Alexandra Ganglmair-Wooliscroft*
# Memorable Customer Experiences

## PART IV MANAGEMENT OF CUSTOMER EXPERIENCES

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Oh Yeah, I Remember That Store! Memory, Experience, and Value</td>
<td>Barry J. Babin and Adilson Borges</td>
<td>161</td>
</tr>
<tr>
<td>11</td>
<td>Managing Hospitality Experiences: Las Vegas Style</td>
<td>Kathryn A. LaTour, Lewis P. Carbone, and Suzie Goan</td>
<td>177</td>
</tr>
<tr>
<td>12</td>
<td>Considerations in Creating Memorable Tour Experiences</td>
<td>Frank M. Go and Robert Govers</td>
<td>195</td>
</tr>
</tbody>
</table>

## PART V METHODOLOGICAL ISSUES

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Made it More Memorable? Evaluating the Customer's Emotional Experience</td>
<td>Adam Finn and Luming Wang</td>
<td>211</td>
</tr>
<tr>
<td>14</td>
<td>The Surprise–Delight Relationship Revisited in the Management of Experience</td>
<td>Joëlle Vanhamme</td>
<td>231</td>
</tr>
</tbody>
</table>

## PART VI CRITIQUE OF EXPERIENTIAL MARKETING

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Please Hold, Your Call is Important to Us: Some Thoughts on Unspeakable Customer Experiences</td>
<td>Stephen Brown</td>
<td>253</td>
</tr>
<tr>
<td>16</td>
<td>Manufacturing Memorable Consumption Experiences from Ivy and Ivory: The Business Model, Customer Orientation, and Distortion of Academic Values in the Post-Millennial University</td>
<td>Morris B. Holbrook</td>
<td>267</td>
</tr>
</tbody>
</table>

# Index

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
</table>