

CONTENTS

	<i>page</i>
<i>List of figures and tables</i>	IX
Introduction	XI
1. From behaviours to experiences	
1.1. Consumer behaviours	1
1.1.1. Factors influencing behavioural choices	2
1.1.2. The post-modern consumption paradigms	3
1.1.3. The linear consumer journey	5
1.2. Satisfaction, value and experience	7
1.2.1. An experiential perspective on value creation	10
1.3. The circular consumer journey	13
1.3.1. The role of emotions	17
1.3.2. Towards memorable experiences	18
2. Eclectic approaches to measure consumer' responses	
2.1 Understanding behavioural bias	21
2.1.1. The behavioural layer	21
2.1.2. The declared layer	23
2.1.3. The perceived layer	24
2.2. Using big data to understand what people do	26
2.3. The survey as tool to measure what people say	27
2.4. Neuromarketing to capture what people feel: setting the scene (for chapter 3)	28
3. Neuromarketing to discover the small insights	
3.1. Marketing and neuroscience	33
3.2. Consumer neuroscience and consumer theory	35
3.3. Applications of consumer neuroscience	38
3.4. Neuromarketing and branding	41
3.5. Research in consumer neuroscience	44

VIII Defining, measuring and managing consumer experiences

	<i>page</i>
3.6. Most common methods and devices used during a typical neuro-marketing experiment	46
3.6.1. Biometric indicators	47
3.7. How neuroscience can help marketing research	47
4. Managing consumer centrality	
<i>(By Myriam Caratù)</i>	
4.1. From consumers to people	51
4.2. Towards an experience-oriented approach	52
4.2.1. Designing experiences	54
4.2.2. Managing the consumer experience	56
4.2.2.1. Physical stimuli	58
4.2.2.2. Digital stimuli	59
4.2.2.3. The effects of advertising	61
4.3. Measuring behavioural responses	66
4.4. Implementing customer experience management: setting the scene (for chapter 5)	67
5. Customer experience management (CEM). State-of-the-art and best practices	
5.1. Introduction	71
5.2. Aims and methodology	73
5.3. Measuring CEM from the firm's perspective	74
5.3.1. The four patterns model	74
5.3.2. The six pillars model	76
5.4. State-of-the-art of CEM implementation	79
5.5. Case studies	80
5.5.1. The case of Mediolanum bank	80
5.5.2. The case of Paganella Top Experiences (PTE)	83
5.5.2.1. PTE strategic model	84
5.5.3. The case of Mediterranean Shipping Company (MSC)	86
5.5.3.1. The MSC endless consumer journey	87
5.6. Discussion	88
Conclusion	91
References	95