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# Experiential marketing — the state of research in Poland

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## Marketing doświadczeń — stan badań w Polsce

The aim of the paper is to present the concept of the experience economy and experiential marketing as well as the state of research in the field of experiential marketing in Poland. The concepts of the experience economy and experiential marketing emerged in the Western countries in late 90-ties, while in Poland they started attracting researchers' attention in the last 10 years. Still, the systematic literature review presented in this paper reveals that a number of empirical studies in this field is low and most of the papers present case studies. The directions for future research include measuring customer experience in different contexts with special emphasis on online and mobile customer experiences. The unexplored paths are also connected with co-creation of experiences and understanding and measuring the experience concept and its relation to value for customer.

**Keywords**

experience economy, experiential marketing, systematic literature review, Poland

Celem artykułu jest przedstawienie koncepcji gospodarki doświadczeń i marketingu doświadczeń oraz stanu badań w dziedzinie marketingu doświadczeń w Polsce. Podczas gdy rozważania na temat gospodarki doświadczeń i marketingu doświadczeń w zachodnim piśmiennictwie pojawiły się już pod koniec lat 90., w Polsce zyskały zainteresowanie dopiero w ciągu ostatniej dekady. Przeprowadzony systematyczny przegląd literatury wskazuje na niewielką liczbę badań empirycznych, wśród których dominują studia przypadku. Zidentyfikowano następujące kierunki przyszłych badań: pomiar doświadczeń konsumentów, ze szczególnym naciskiem na środowisko online i mobile, zjawisko współtworzenia doświadczenia oraz pogłębione zrozumienie związku doświadczenia konsumenta i wartości.

**Słowa kluczowe**

gospodarka doświadczeń, marketing doświadczeń, systematyczny przegląd literatury, Polska

JEL: M30, M31

### The experience economy and experiential marketing

According to Sundbo and Sorensen (2013), the experience economy is a scientific and managerial concept, which refers to public and private activities leading to satisfying a human need for experiences. This concept goes beyond culture-related and creative industries and encompasses the way in which products and services can deliver

experiences. The fathers of the concept, Pine and Gilmore (1999; 2011), originally focused solely on companies for which offering customer experiences was the opportunity to increase sales and profit. Today, however, it is believed that the experience economy can also be successfully applied in other sectors, such as non-governmental and public (Smidt-Jensen et al., 2009). The experience economy may comprise free-of-charge activities and events which stimulate consumer experiences, such



as concerts and sporting events. Also, some of the experiences occur in situations when consumers remain beyond the reach of the commercial, public or even voluntary stimuli, e.g. during a lonely jogging session in a forest or a family picnic in a park (Sundbo & Sorensen, 2013). Experiences occurring in such circumstances can be just as memorable. Importantly, contrary to common belief (especially on consumers' side), these experiences are not detached from the experience economy: there are many companies and organizations that provide consumers with necessary accessories (e.g. running shoes and a picnic basket) and a platform enabling the creation of experiences (e.g. a public park and a designated running trail) (Bryman, 2004).

Research on the experience economy is interdisciplinary as it covers a variety of aspects from many perspectives, economic, managerial, psychological, sociological, and technological among others. Each of these perspectives exists as a separate field, however, in the context of the experience economy they all share a common goal which is the research on the use of experiential stimuli purposefully applied by organizations (public and private) in order to achieve a desired customer's response. Sundbo and Sorensen (2013) postulate that studies on the experience economy should be considered a specialization within social sciences.

Several attempts to determine the sectoral scope of the experience economy have been undertaken in the literature. Sundbo and Barenholdt (2007) introduced a typology of primary and secondary sectors of the experience economy. The primary sector comprises industries, often called creative, whose major purpose is to produce experiences. They include tourism (e.g. hotels and restaurants), entertainment (e.g. amusement parks), art and culture (e.g. music, theatre), and IT industry (e.g. producers of computer games). Here, customer experiences are a goal in themselves. In turn, the secondary sector comprises companies and organizations that have different operational and strategic purposes and experiences are merely an add-on feature to offered products and services. Their objective is to increase the value of the offer in customers' eyes. This approach dominates in marketing research (e.g. Schmitt, 1999; Pullman & Gross, 2004; Verhoef et al., 2009, Brakus et al. 2009). Experiences are treated instrumentally as a means to achieving particular outcomes.

In summary, the experience economy is a separate theoretical and research field, a specialization within social sciences. It focuses on activities (performed by individuals and organizations, paid for and voluntary) that provide people (consumers, citizens, family members) with stimuli evoking memorable experiences, which at the same time become the

purpose of consumption. In turn, experiential marketing is a narrower concept limited to commercial aspects of consumption. Here, experiences become a tool to achieve company's goals such as customer satisfaction and loyalty.

## The consumer experience

The concept of an experience has been in the center of researchers' and practitioners' interest for a few decades and its popularity has increased since 2000 (Ferreira & Teixeira, 2013; Walter, Edvardsson, & Ostrom, 2010). However, there is still lack of clarity as to the scope and definition of this concept. This results from the fact that research on the experience has been conducted in various fields and thus, it has been variously understood. According to Caru and Cova (2003), researchers on consumer behaviour consider experience as a personal occurrence often accompanied by emotional significance. It is founded on the interaction with stimuli (products and services consumed) (Hirschman & Holbrook, 1982) and may lead to a transformation of the consumer (Arnould & Price, 1993). The experience is a central element of a life of a consumer who is constantly looking for sense. In turn, for marketing and economy (Gupta & Vajic, 2000; J. Pine & Gilmore, 1999; Schmitt, 1999) an experience is a type of offering added to products and services to suit the needs of a postmodern consumer who is not as rational as previously assumed. The consumer no longer is an individual who purchases only from a functional need-use perspective, but they also buy products and services on the basis of the experience of the purchasing process and how a product or service function in practice (Sundbo, 2015). Therefore, good experiences should be memorable (Pine and Gilmore 1999) and even extraordinary (LaSalle & Britton, 2003), produce strong and positive emotions and lead to transformations in individuals' life (Caru & Cova, 2003). This notion is consistent with Pine and Gilmore's (1999, 2011) concept of the experience economy that has been replacing the service economy, which followed agrarian and industrial economies. It is worth noting, that studies on consumer experiences in the context of the experience economy have been predominantly conducted in the USA and Western Europe while Central and Eastern Europe remain a poorly explored field.

The notion of consumer experience has had a significant impact on how companies conceive their offers (Chaney, Lunardo, & Mencarelli, 2018). Particularly influential has been the concept introduced by Pine and Gilmore (1999, 2011), who claimed that after living in an agrarian, industrial



and service economy, consumers now have entered an era of the experience economy. Offering strong and memorable experiences allows companies to differentiate their offer, achieve competitive advantage, customer satisfaction and loyalty, build image and word-of-mouth communication (Arnold, Reynolds, Ponder, & Lueg, 2005; Berry, Carbone, & Haeckel, 2002; Carbone & Haeckel, 1994; Crosby & Johnson, 2007; Gentile, Spiller, & Noci, 2007; Palmer, 2010; B. J. Pine & Gilmore, 1998; J. Pine & Gilmore, 1999; Prahalad & Ramaswamy, 2004a; Rawson, Duncan, & Conor, 2013; Schmitt, 1999; Shaw & Ivens, 2002; Vargo & Lusch, 2004; Verhoef et al., 2009).

Several fields have been subjects to change due to the experience notion (Chaney et al., 2018). Retailing has probably been the most widely examined empirical setting (e.g. (Arnold et al., 2005; Atwal & Williams, 2017; Dolbec & Chebat, 2013; Grewal, Levy, & Kumar, 2009; Puccinelli et al., 2009), along with tourism (e.g. (Otto & Ritchie, 1996; Quadri-Felitti & Fiore, 2012; Tumbat & Belk, 2010; Tung & Ritchie, 2011), cultural field (e.g. (Bourgeon & Filser, 1995; Minkiewicz, Bridson, & Evans, 2016)), luxury goods (e.g. (Atwal & Williams, 2017), public services (Hardyman, Daunt, & Kitchener, 2015) and even industrial marketing (e.g. (Hadjikhani & LaPlaca, 2013)). Despite the prevalence of the service context in research on consumer experiences, the experience can be enjoyed by any type of customer offering, including physical products (Sandstrom, Edvardsson, Kristensson, & Magnusson, 2008).

In current literature there are two dominant perspectives on customer experience: 1) experience lived from the customer's point of view; 2) experience staged from the operations point of view (Johnston & Kong, 2011). Both perspectives are shortly presented below.

The customer perspective on experience presents the experience as a personal, unique and subjective occurrence resulting from customers' interpretation of the service process and their interactions and involvement with it and how these things make the customer feel and, in consequence, act (Csikszentmihalyi, 2000; Pullman & Gross, 2004; Shaw & Ivens, 2002). This perspective is represented in the following definitions:

- Customer experience is a subjective state of consciousness with a variety of symbolic meanings, hedonic responses, and esthetic criteria that is influenced by environmental inputs, consumer inputs, intervening responses, and output consequences (Holbrook and Hirschman, 1982).
- The take-away impression formed by people's encounters with products, services, and businesses, a perception produced when humans consolidate sensory information (Carbone & Haeckel, 1994).

- Experience happens on specific incidents of response to some stimulus; such as the marketing efforts on before and after purchasing. Experience contains the whole life quality. It's usually caused by direct observation or participation in the incident, whether it is true, as if a dream or fictitious (Schmitt, 1999).
  - The customer experience originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction. This experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial, physical, and spiritual) (Gentile et al., 2007).
  - Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representatives of a company's products, service or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews and so forth (Meyer & Schwager, 2007).
  - The customer experience construct is holistic in nature and involves the customer's cognitive, affective, emotional, social and physical responses to the retailer. This experience is created not only by those elements which the retailer can control (e.g., service interface, retail atmosphere, assortment, price), but also by elements that are outside of the retailer's control (e.g., influence of others, purpose of shopping). Additionally, [...] the customer experience encompasses the total experience, including the search, purchase, consumption, and after-sale phases of the experience, and may involve multiple retail channels (Verhoef et al., 2009).
  - The customer's cognitive and affective assessment of all direct and indirect encounters with the firm relating to their purchasing behavior (Klaus & Maklan, 2013).
- The above definitions indicate that customer experiences are (Jain, Aagja, & Bagdare, 2017):
- phenomenological, process and output-based occurrences;
  - responses or perceptions of functional/rational and affective/emotional nature;
  - internal, subjective and unique;
  - co-created among individuals, communities and companies;
  - multidimensional;
  - holistically evaluated;
  - and related to organizational performance.



The concept of customer experience resonates with Holbrook's (2006) definition of value being "interactive relativistic preference experience" where value creation/experience is seen from the customer's perspective and occurs in an interaction among people or between a customer and an offer. This interaction is relativistic as customer's experienced value depends on the context and situation of consumption, as well as the point of comparison (Walter et al., 2010). Since "value is now centered in the experiences of consumers" (Prahalad & Ramaswamy, 2004b, p. 137) and it results from the total experience of all elements (Gronroos, 2006), companies cannot build competitive advantage solely by providing superior value through core offering, but they must focus on creation of a long-term, emotional bond with customers resulting from the co-creation of memorable experiences involving a constellation of goods and services (Bitner, Ostrom, & Morgan, 2006).

The value co-created in a customer experience is not limited to emotional appeal (Hwang & Seo, 2016). Both experience and value are multidimensional concepts and a significant overlap in typologies presented in the literature can be observed. The following table presents sample classifications of customer experience and value dimensions.

The state of research on customer experience, experience economy and experiential marketing has a long tradition and is rather extensive. Despite

studies are conducted in North America, Australia, West Europe and China, while other regions remain underrepresented. Secondly, qualitative studies comprise the majority of the research and there is need to employ other methods (Ferreira and Teixeira, 2013). Another underexplored area is conceptualization and validation of customer experience and experiential value, as well as management of total customer experience. Finally, there is a gap in terms of customer experience metrics, both for customer responses and company's processes and performance (Jain et al. 2017).

## Dissemination of experiential marketing concept in Poland

The concept of the experiential marketing reached Poland in 2006 when papers authored by Boguszewicz-Kreft (2006) and Mazurek-Łopacińska (2006) introduced this concept to the Polish audience. This was closely followed by Kostera's (2008) chapter on management of the experience as a new trend in managerial theories. The interest in the concept gained momentum in 2010. Since that time several authors presented theoretical papers on the experiential marketing and connected it with various key marketing

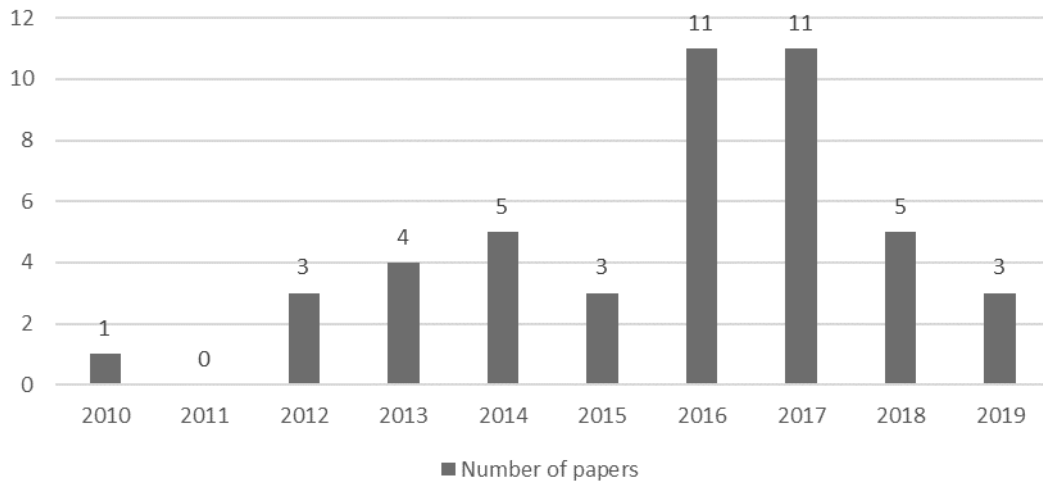
**Table 1. Dimensions of customer experience and value**

	Schmitt (1999)	Gentile et al. (2007)	Kacprzak, Dziewanowska & Skorek (2015)
Customer experience	Sensory Affective Behavioral Intellectual Relational	Sensorial Emotional Cognitive Pragmatic Lifestyle Relational	Sensory Affective Cognitive Utilitarian Symbolic Cost Relational Escapist
	<b>Park, Jaworski, MacInnis (1986)</b>	<b>Sheth et al. (1991)</b>	<b>Smith and Colgate (2007)</b>
Customer value	Functional Symbolic Experiential	Functional Social Emotional Cognitive Conditional	Functional/instrumental Experiential/hedonic Symbolic/expressive Cost/sacrifice

Source: author's own elaboration.

this richness of studies and data, there is still need for further research (Ferreira and Teixeira 2013; Jain, Aagja and Bagdare, 2017. Firstly, most of the

phenomena. Customer experience is referred to as a new marketing paradigm (Boguszewicz-Kreft, 2010a; Daszkowska, 2010; Dziewanowska, 2013)

**Figure 1. Number of papers on experiential marketing in Poland through years**

Source: author's own elaboration.

that revolutionizes the way companies operate. Understanding of the multidimensional customer experience allows for its effective management and creation of compelling value proposition (Boguszewicz-Kreft, 2010b; Daszkowska, 2010; Kozielski, 2011). This in turn leads to a number of positive consequences such as customer satisfaction and loyalty (Dziewanowska, 2011), positive brand and company image (Skowronek, 2011) and thus building competitive advantage (Boguszewicz-Kreft, 2010b; Kozielski, 2011). The experiential marketing has also been a subject of several monographies. Skowronek (2012) focuses on company and brand image and emphasizes the role of customer experiences and their consequences in image determination. Dziewanowska and Kacprzak (2013) present both a comprehensive view on the origin of the experience economy that comprises socio-cultural, psychological and market trends, as well as its key theoretical underpinnings. Finally, Boguszewicz-Kreft (2013) applies the concept of the experiential marketing to services and emphasizes the role of emotions in experience management in the service context.

## Data and methods

To answer the research questions stated above a systematic literature review was performed (Palmatier, Houston, & Hulland, 2018). To identify scientific articles and books on experience marketing the EBSCO, ProQuest, Google Scholar and Polish National Library bases were searched. The keywords such as: "marketing doświadczeń",

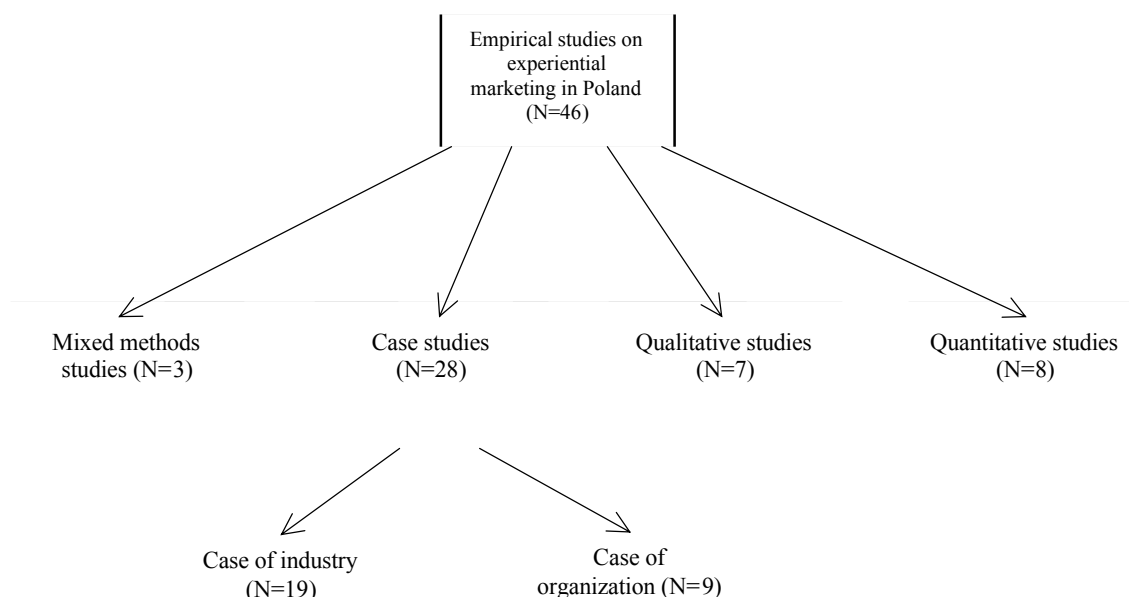
"gospodarka doświadczeń", "experiential marketing", "experience marketing" and "experience economy" were used. In case of foreign databases, the scope of search was limited to Poland. The use of multiple sources allowed to include a large number of relevant studies in this review. After systematic collection of articles, conventional literature review methods were used to refine the search results to empirical studies and exclude purely theoretical papers and books. The final set comprises of 46 papers published in 30 journals and 3 books. Vast majority of analyzed papers was published in Poland — 91%. Figure one shows the structure of papers on experiential marketing in Poland divided into types of study (case study, quantitative research, qualitative research, mixed methods). As can be seen, most of the works took form of a case study describing experiential marketing techniques used in selected organizations and industry branches. It can also be observed that the peak of interest was reached in 2016–2017 with 11 papers published per year (see Figure 1).

## Results

The experiential marketing is still an uncharted territory in Polish scientific literature. The number of empirical studies is low. The research field can be divided into three directions: companies' perspective, consumers' perspective and experiential marketing use in certain company/industry (case studies). Table 2 presents these three main fields of research in Poland and lists relevant studies.



**Figure 2. Empirical papers on experiential marketing in Poland — type of study**



S o u r c e: author's own elaboration.

**Table 2. The list of empirical studies on experiential marketing in Poland**

Field of research		N	Studies
Company's perspective		2	Gebębarowski & Siemieniako (2014), Krawiec & Szymańska (2018)
Consumers' perspective	Real	5	Dziewanowska & Kacprzak (2016), Dziewanowska, Kacprzak & Skorek (2015), Kacprzak & Dziewanowska (2019), Kacprzak, Dziewanowska & Skorek (2015), Skorek, Kacprzak & Dziewanowska (2014)
	Virtual	2	Dziewanowska & Kacprzak-Choińska (2012), Kacprzak (2017)
Use of experiential marketing techniques in certain industry/organization	Tourism	13	Bosiacki & Holderna-Mielcarek (2017a, 2017b), Grobelna & Marciszewska (2013), Niedzielska (2017), Niezgoda (2013a, 2013b), Płaskonka-Pruszek (2017), Sieczko (2018), Stasiak (2016a, 2016b, 2019), Żemła (2014, 2017)
	Virtual	5	Delińska (2017), Kacprzak (2017), Krawiec (2016), Stangierska & Górka-Warsewicz (2016), Świerczyńska-Kaczor (2010)
	Sport	3	Berbeka (2018), Malchrowicz-Moško & Chlebosz (2019), Waškowski (2017)
	Culture	3	Kolny (2017), Krawiec & Szymańska (2016a, 2016b)
	Products	3	Dziewanowska & Kacprzak (2016), Kacprzak, Dziewanowska & Skorek (2015), Rodzeń, Stoma & Dudziak (2017)
	Education	2	Dziewanowska (2014, 2016)
	Libraries	2	Wójcik (2016, 2018)
	Restaurants	2	Dziewanowska & Kacprzak (2014), Gajewska & Szewczyk (2012)
	Events	2	Proszowska (2015), Waškowski (2016)
	Banking	1	Boguszewicz-Kreft & Jaworski (2013)
	Airlines	1	Gębarowski (2018)
	Medical services	1	Skowronek (2012)

S o u r c e: author's own elaboration.



## Companies' perspective

The first field of research refers to attitudes and opinions towards the experience economy concept and experiential marketing tools among Polish enterprises. As can be seen in Table 2, this direction of studies calls for further investigations as only two studies cover this topic. The first study investigating the companies' perspective was authored by Gębarowski and Siemieniako (2014) who run a survey among 34 exhibitors during real estate fairs in Cannes combined with mystery visitor technique to investigate experiential marketing tools used. In the second study, Krawiec and Szymańska (2018) present results of a survey among 30 managers of Polish theaters and philharmonics. Their results indicate discrepancies between the intentions and preferences of the surveyed managers regarding the implementation of experience marketing modules and the expectations of audience and people responsible for the overall strategy of the analyzed organizations.

## Consumers' perspective

Research aims in this field of studies comprise general questions, such as what is the level of readiness of Polish consumers to participate in the experience economy (Kacprzak, Dziewanowska & Skorek, 2015), as well as more detailed ones referring to attitudes of Polish consumers towards certain experiential modules (Kacprzak, Dziewanowska, & Skorek 2015; Kacprzak, 2017), types of experiences (Kacprzak & Dziewanowska 2019; Skorek, Kacprzak, & Dziewanowska 2014) or experiential marketing tools (Dziewanowska & Kacprzak-Choińska, 2012; Dziewanowska & Kacprzak, 2016). These studies can be further divided into those focusing on the customer experience in brick-and-mortar stores and virtual stores.

Results of the survey conducted on the representative sample of 1045 Polish consumers show that only 37% of them are interested in participation in the experience economy (Kacprzak, Dziewanowska, & Skorek 2015). These findings were later confirmed and explained by qualitative studies in form of individual and group interviews. The participants of these studies often mentioned shops with the lowest prices as their favourite (e.g. discount stores), and subsequently assessed their shopping experience rather negatively (Dziewanowska & Kacprzak, 2016). The type of a favourite experience is related to socio-demographic characteristics of consumers i.e. women, older consumers and those with lower income levels are more likely to prefer passive

experiences than men, younger consumers and wealthier ones (Kacprzak, Dziewanowska, & Skorek 2015; Kacprzak & Dziewanowska 2019).

Virtual context of the customer experience was covered by Dziewanowska and Kacprzak-Choińska (2012) in a study of consumers attitudes toward advergames. In an experimental design consumers were asked to play two chosen advergames and the results show that a well-designed game can be an effective promotion tool which influences the brand image, purchase intention, loyalty and recommendations through positive customer experience. Customers' attitudes towards different experiential modules of virtual shops were studied by Kacprzak (2017) in a survey on representative sample of 1003 Polish Internet users. The most valued modules of experiences in e-shops appeared to be the utilitarian ones, such as utility, money-saving and relations with personnel. Among the hedonic modules of experiences, sensory ones seemed to be the most important.

## Use of experiential marketing techniques in certain industry/organization

The third stream of research in experiential marketing in Poland comprises case studies of chosen organizations and industries. The aim of most of these cases is to show examples and possibilities of using experiential marketing tools in practice.

The industry that was studied most often as a field of study was tourism, which is in line with the wider, international tendency (Ferreira & Teixeira, 2013). Tourism is considered the primary sector of the experience economy (Sundbo & Sorensen, 2013) as positive memories and exceptional experiences have always been a core of leisure industries. Polish studies focus on preferences of customers towards certain types of tourism experience (Bosiacki & Hołderna-Mielcarek, 2017a), different types of "experiencescapes" in tourism (Stasiak, 2019), authenticity of tourism experiences (Żemła, 2014), as well as particular tourist attractions such as Living Museum of Gingerbread (Sieczko, 2018), the Golub Castle (Płaskonka-Pruszk, 2017), Porta Posnania ICHOT (Bosiacki & Hołderna-Mielcarek, 2017b) and city of Częstochowa (Niedzielska, 2017). In turn, Niezgoda (2013b) describes types of tourists in the experience economy, while Grobelna and Marciszewska (2013) focus on the role of Spa & Wellness services for creation of positive consumer experiences in hotels.

Sport, culture, restaurants and events were among other leisure industries studied by Polish researchers to demonstrate the possibilities of using the experiential marketing concept. The research into



sport emphasizes the importance of the experience in participants' motivation during events such as marathons (Berbeka, 2018; Malchrowicz-Moško & Chlebosz, 2019) and equestrian competitions (Malchrowicz-Moško & Chlebosz, 2019). Subsequently, Waśkowski (2017) emphasizes the role of spectators in co-creation of experiences during sport events. Two quantitative studies into expectations of consumers regarding cultural services such as theaters (Krawiec & Szymańska, 2016b) and leisure-related services (Kolny, 2017) were conducted, showing that exceptional experiences and emotions are valued by customers in this industry. Attitudes of young consumers towards the experiential marketing in restaurants were studied by Dziewanowska and Kacprzak (2014) in a quantitative survey, which showed that little attention is paid to the experiential aspects of the gastronomic offer, except of the restaurant atmospherics.

A smaller number of studies in Poland have been dedicated to the secondary sector of experience economy, which comprises companies that use experiences as an addition to their basic products and services, such as manufacturing, service, retail, and public sector companies. Here, cases of education, libraries, banking, airlines and medical services are featured. Qualitative and quantitative studies (Dziewanowska, 2014; Dziewanowska, 2016) into educational services reveal that intellectual and emotional modules of the experience correlate strongest with students' loyalty and university image. Consecutively, research in libraries sector was focused on how to create a library user experience (Wójcik, 2016, 2018). Boguszewicz-Kreft and Jaworski (2013) analyzed the use of experience marketing in banking sector, while Gebarowski (2018) focused on airline services and performed similar analysis for Singapore and Emirates airlines. In turn, Skowronek (2012) showed the use of experiential marketing techniques in medical services and its influence on service provider image.

Only three studies referred to shopping for products. A quantitative study on a sample of 150 consumers showed what dimensions of the sensory experience are important for consumers of grocery stores (Rodzeń et al., 2017). A qualitative study (interviews with 30 consumers), showed that the utilitarian experience in grocery shopping is seen as more important than hedonic one (Dziewanowska & Kacprzak, 2016). The last study was conducted in a shoe store and revealed that relation with staff followed by utilitarian experience module are most important for customers of this store (Kacprzak, Dziewanowska, & Skorek 2015).

There are only a few studies into online customer experiences in Poland. Świerczyńska-Kaczor (2010) showed how experience marketing is used in Facebook and Second Life. In similar vein Delińska

(2017) pointed to possibilities of employing experiential marketing techniques in social media. Stangierska and Górska-Warsewicz (2016) analyzed the case of two brands: KFC and McDonalds and their use of experiential marketing techniques on Facebook. Winiary and Nivea brands were used as examples of employing experiential marketing techniques into a design of official websites (Krawiec, 2016). The last paper by Dziewanowska and Kacprzak-Choińska (2012) presented examples of advergaming that can be classified as online experiential marketing tools.

## Directions for future research

The above literature review points to the need of further research on experiential marketing in Poland. It is clear that companies' perspective is highly underrepresented, as only 2 studies have been published so far. As for the consumer's perspective, the studies of consumers readiness to participate in the experience economy should be repeated as the social and economic situation in Poland has changed in the last couple of years. Research on the preferences of consumers towards different types of experiences in different economy sectors are also highly needed. Especially in the secondary sector of the experience economy in which the concept of experiential marketing is not so easy to employ. It is also evident that Polish researchers focus more on empirical verification and application of the experiential marketing, rather than purely theoretical considerations aimed at further development of underpinning theories.

New research opportunities lie also in moving customer experience from brick-and-mortar stores into virtual ones. This type of customer experiences presents new challenges as for example the sensory or relational aspects of experiences are very limited. There are only a few studies of e-commerce sector in terms of experiential marketing in Poland which shows a vast research gap. It is also worth noting that research into the use of the experience concept in m-commerce is non-existent, despite the fact that an increasing number of consumers practice consumption via mobile devices.

Finally, an unexplored path leads towards an investigation and understanding of customer participation in experiences designed by companies. There are no studies researching co-creation mechanisms, determinants and consequences of active customer participation in experiences and emerging value. Also, a wider perspective on experience and value co-creation calls for studies on the mutual influence of various groups of participants in such experiences, e.g. other customers, personnel and intermediaries.





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