Post purchase experience
A multidisciplinary review

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ABSTRACT

The majority of literature on consumer behavior and marketing focuses on promoting buying behavior. As a result, there is a lack of focus and of what happens to a customer after purchase. This study responds by investigating how experiential attributes could contribute to positive customer evaluations and emotions in the post purchase phase. Based on review of existing literature, the paper presents how the construct of experiences is understood in different fields of study in relation to this phase. This multidisciplinary knowledge is useful to a designer in order to align product experiences to successfully fit into a larger consumption context. Discussing the connection between the research fields reveals a gap between marketing and design literature. Possibilities for further study to fill these gaps are suggested.

KEYWORDS: post purchase, experience, consumer behavior, design approach

1. INTRODUCTION

Post purchase is the period of time after a customer acquires a product or service. Several scholars and practitioners point out that this stage is somewhat neglected. What happens to the a customer post sales might not get the level of attention it deserves [1]. Research in the field of consumer behavior has a strong focus on how to encourage purchase decisions [2], so much so that post purchase phase has been overlooked to a great degree [3]. Few studies in marketing literature have focused on strengthening and maintaining brand attitudes following a purchase [4]. Much less attention has been paid to the emotion consumers experience after purchase as they possess and consume the product [2]. All this despite the fact that the post purchase phase has a strong impact on rebuy behavior[3], word of mouth and customer loyalty [5].

In addition, much of the existing post purchase literature on consumer behavior is focused on how to prevent and handle problems such as regret (cognitive dissonance), or how to deal with the complaining customer. One can argue that the first line of defense to avoid problems is good product design and quality control. The designer's role in this regard is to provide good usability by making products that are easy and effective to use. The second line of defense is often customer service. Arguably, as the quality of usability and customer service continues to improve across the line, it becomes something customers expect rather than a differentiator. What is the next differentiator? Pine and Gilmore pioneered experiences as a distinct economic offering to become the next competitive battlefield [6]. Many years later, experiences as a differentiator in the marketplace is still recognized [7, 8]. However,

there is a lack of focus on how experiences influence the post purchase stage where consumption emotions are elicited. This article investigats how experiential features can act as a differentiator to keep the customer engaged after purchase. Different approaches to the post purchase phase will be presented and, and customer experience will be investigated in this context, both an organizational level and a product-person level. The purpose of the article is to provide a broad overview of how the experience construct is understood and utilized in different fields of study, with the ultimate goal of understanding how to provide the best post purchase experience.

2. METHOD

This article uses literature review to gain theoretical insight. Given that the topic of post purchase experience is not a coined term, identifying a direct discussion on the topic is a challenge. Keywords like post purchase, after purchase, post sales, after sales were used in combination with experience, behavior, satisfaction, evaluation etc. In addition, articles on customer experience, and experience design were included. Disciplines investigated are design research, marketing, management, business and applied psychology. Majority of the literature was sourced from the Oria portal, provided by the NTNU University Library, as well as Google Scholar. When reviewing documents, explicit discussion or mention the period of time after acquisition was a sought after. Content was sorted in two major groups, one on an organizational level, considering how interaction between a customer and an organization shape the experience of a customer. The other group considered experiences on a human-product level. In these groups, articles were again sorted based on their respective fields of study. Naturally, most of the content considering product-person interaction was design research

oriented, while a majority of organizational came from marketing, management and business literature. Following the literature review is a discussion of the implications of the findings. A gap between marketing and design literature is identified. Possible research topics to fill this gap is suggested as further work.

3. RESULTS

3.1 Definition of experience

The understanding of the term experience in itself often lead to confusion. A wide range of dictionary definition add to this confusion [9]. There is no general consensus on its definition [10]. However, an emotional component is often what distinguishes an experience from any other encounter. The Cambridge dictionary define an experience as something that happens to you that affects how you feel [11]. In the context of this article, this could be any type of interaction between customer and a company/product or other sources of influence. This serves as a broad an all-encompassing definition for the follow investigation.

3.2 Background and focus

One approach to understand how a designer can influencing the post purchase experience of customers, is to look at how the design profession has evolved over time in relation to the consumer market. As Donald Norman puts it:

'Design has moved from its origins of making things look attractive (styling), to making things that fulfill true needs in an effective understandable way (design studies and interactive design) to the enabling of experiences (experience design). Each step is more difficult than the one before each requires and builds upon what was learned before.' [12]

This transition to enabling experiences is reflected in the focus on user experience in human computer interaction, and other research topics such as emotional design, product experience and experience design. The adaptation of the design profession reflects the evolution of what is regarded as a differentiator in the marketplace (see figure 1).

To truly impress a customer it seems that one must go beyond their expectations. Several scholars and practitioners promise that this is achieved through the addition of experiential features [6, 8, 13, 14]. One of the reasons experiences can provide a competitive advantage is that they are harder to imitate than more traditional service or product quality measures [6, 8, 13]. As an example, functional attributes of products can easily be reverse engineered, and on an organizational level, any company can provide price match policies or warranty programs to give the customer peace of mind in the post purchase phase. Because they are widely available, such after sales services becomes something that consumers expect.
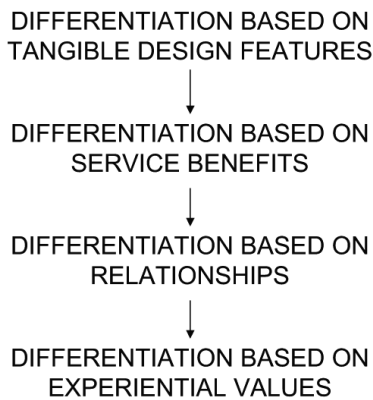
This is the reason why companies who acknowledge the importance of customer experience try to find other ways to create meaningful encounters with customers that elicit an emotional response. As consumption scenarios becomes more and more complex, designers can no longer only consider how a product in itself influence the user. Products are often part of a system, a service or a larger context with multiple touchpoints in addition to the product. A designer will have to align the experience provided by the product to fit this larger context. As designers become more involved in not only designing products but also services, they also have the ability to affect the touchpoints connected to the product. For this reason, the following investigation will not only look at experiences from a product-person standpoint, but also a focus on how organizations try to manage and influence the experience of customers.

3.3 Customer journey

When managing touchpoints with customers, one often consider a customer journey. Shopping in stages is model commonly utilized to understand consumer behavior [15]. The stages are often need recognition, information search, active evaluation, purchase and post purchase (see figure 2). In this sequential model, the post purchase stage is regarded as the final stage of the customer journey. This is when the customer evaluate their satisfaction with the purchase and decide whether or not to stay loyal to the brand in the future.
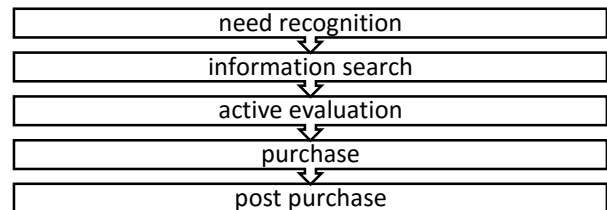
DIFFERENTIATION BASED ON
TANGIBLE DESIGN FEATURES

↓

DIFFERENTIATION BASED ON
SERVICE BENEFITS

↓

DIFFERENTIATION BASED ON
RELATIONSHIPS

↓

DIFFERENTIATION BASED ON
EXPERIENTIAL VALUES

Figure 1: Differentiators in the marketplace [9]

| need recognition |
| information search |
| active evaluation |
| purchase |
| post purchase |

Figure 2: Shopping in stages

The field of consumer behavior has focused predominantly on buying behavior. Consequently, the journey up until the point of purchase has received most attention. Results from a large scale study conducted by McKinsey opposes this linear way of thinking about the buying process [5]. They propose a more circular journey with four main phases (see figure 3): initial consideration, active evaluation, purchase, and post purchase.

The study also points out that the post purchase experience shapes the opinion of the customer for every following decision in a given product category, and can provide several touchpoints to influence consequent consumer decisions. It is the post purchase experience that customers have in mind when something trigger them to reenter the loop of initial consideration, or choose to remain loyal to the brand and enter a loyalty loop. Both models presented have similarities, but the latter puts more emphasis on the importance of the post purchase phase.
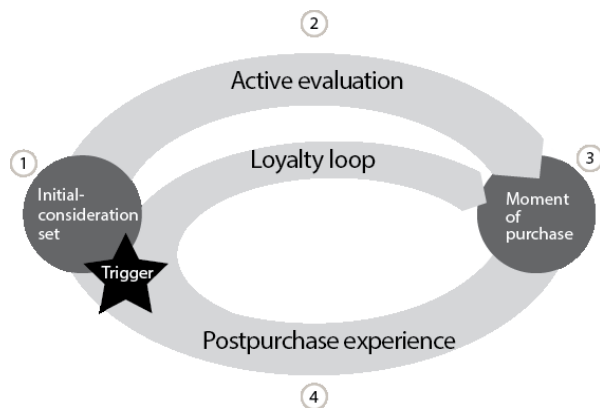

Figure 3: Circular decision journey, adapted from [5].

In consumer behavior research the post purchase phase is seldom broken down any further. Newbery and Farnham (managers of METHOD, a design consultancy firm) divide this phase into several stages [1]:

- First use (out of box experience)
- continued use
- discontinue
- renew/recycle.

This is a general framework intended as a communication tool to manage customer interaction touchpoints and look for opportunities. Utilizing a similar breakdown of the post purchase stage in a research setting could establish a better common ground for discussion. In a matrix one could organize the different concerns of customers and companies (such as functionality, emotions, pleasure, guilt etc.) in relation to the different stages, and provide a better overview of what areas of the post purchase stage that lack investigation.

3.4 Customer experience and loyalty

Facilitating a positive post purchase experience for the consumer could be understood through the customer experience construct. Consumer experiences emerges from interactions between the customer and product, and the customer and organization or company that provides the product. Through these interactions, value is created for the customer and the company [16]. It is pointed out that in order to sustain lasting customer loyalty in the post purchase phase, it is important to deliver a holistic customer experience [13]. On an organizational level, the customer experience is about managing the relations to the customer and their interactions with the company. Consistency across these interactions is important for the total experience. Interacting with a company is part of any customer relation. However when addressing customer experience, an emotional component is

often included because of the belief that customers are not purely rational [8]. By the definition presented earlier, experiences affect how a person feels. Therefore, an emotional bond may form between the customer and a company. In terms of maintaining loyalty, emotional bonds are both harder to imitate and sever [13]. If products and services provide satisfaction through physical attributes together with high emotional experience and high perceived value, you have the makings of a total customer experience. It is argued that this leads to long lasting loyalty, and that a 'ladder of customer loyalty' is a function of the total customer experience [13].

3.5 Consumer value and experience

In a commercial setting, it is important to consider the value provided to customers. Value is the benefits perceived by the customer, and can be seen in relation to the cost of obtaining and maintaining these benefits [13]. There are two main types of consumer value, utilitarian and hedonic. Utilitarian value refers to the instrumental or practical value, such as product quality or the ability to perform a task effectively. Hedonic value includes an affective component and accounts for the experiential value based on an affective definition of experience. In an empirical study the role experiential features in relation to product success of a selection of well known products was tested [17]. The results showed that experiential features contributes to the value recognized by customers. This confirms that customers are not purely rational. Simultaneously, customers did not neglect function. Products that included some sort of practical use had to live up to a required standard and have certain functional features to enable an optimal experience. For these products, the study concludes that it is optimal to deliver a balance between utilitarian and hedonic value. The

appropriate weight of utilitarian versus hedonic value would depend on the given product [17].

3.6 Managing and measuring experience

Given that a good customer experience plays a role in achieving loyalty, how does one manage these experiences? The number of touchpoints between a company and a customer are increasing. This could lead to a challenge in managing the experiences customers have in all these encounters. In a paper by Adrian Palmer, customer experience as a construct is critically reviewed [9]. Palmer points out that it is a challenge to measure an manage customer experience on an operationally acceptable level due to the differences between individuals, difference over time in an individual's attitudes and emotions, and a variation of context and situational factors. Because of this complexity, qualitative measurements could be better suited than quantitative. The subjectivity of an experience to an individual makes it challenging to deliver experiences that meet the needs and expectations of a customer. Still, empirical evidence has been presented that acknowledge the value of experiential features to customers[17], thus motivation to solve these challenges exist. In a service setting, Klaus and Maklan (2012) has developed a measure of customer experience quality [18]. It has been tested and validated to be a more effective measure that traditional service quality indicators [7, 14].

One way to approach the challenges associated with managing customer experience is to learn from the shortcomings of earlier similar constructs. Customer experience management is commonly regarded as a successor to customer relationship management [9]. The latter builds on the analogy of close personal relationship, emphasizing cooperation, mutuality and trust [19]. It has been noted that relational strategies

pursued by organizations in some cases have had the unintended consequence of deteriorating consumers trust [20]. As an example, participants in a study regarded store cards and loyalty schemes as an instrument to increase purchase behavior rather than reward loyalty. While relationship management has proved unsuccessful in some contexts, it has been pointed out that the construct of experience shows more promise as a managerial tool than a relationship [21]. Still one must consider the risk that similar reactions could exist within costumer experience construct if experiences are not accepted as relevant or genuine, but instead as a vehicle for hidden commercial exploitation. As previously noted, the totality of the customer experience is of importance. To be successful, the entire organization should be focused on providing meaningful customer experiences, not just view them as simple marketing schemes or wrappings to products or services. Improving only one aspect of the customer experience in not likely to deliver the full experience that customers desire [7].

4. HUMAN-PRODUCT INTERACTION

4.1 Experience and emotion
The definition of experience presented put emphasis on the emotional response. When considering human-product interaction, not all products have high probability to elicit significant emotions during consumption. Such items are often referred to as mundane products [2], and include everyday items such as toothpaste. Products that elicit consumption emotions in almost every customer are often expensive or have strong hedonic, symbolic or experiential qualities. They are referred to as extraordinary products. Examples are cars or fashion goods. The last group is conditional. That means they may shift from mundane or extraordinary based on the context of the consumption and the person who consumes the product [2]. The following

investigation will focus on products that have the potential to elicit consumption emotions, like extraordinary and conditional products. These emotions are influenced by both the product-person interaction and interactions the customer have with an organization or company.

4.2 Pre purchase influence

While consumption emotions are elicited in the post purchase phase, it cannot be seen in isolation from the rest of the customer journey. Satisfaction literature commonly addresses the influence of expectations in relation to product performance; however, there are also more emotional and imaginative aspects to consider. Richins (2008) claims that the cognitive and affective process of the consumer before acquisition influence the both the magnitude and nature of the experienced emotion after acquisition [2].The consumer imagine how they will feel driving a new car, how they will look in a new dress, what their friends will think etc. These hypotheses are influenced by marketing, prior experiences and other types of social influence. These thoughts and emotions are carried over in the post purchase stage where they influence the emptions during consumption.

4.3 Product experience

In design literature Hekkert and Shifferstein (2008) define product experience as the research area that develops an understanding of people's subjective experiences that result from interacting with products [22]. When understanding how to elicit such a response one can deliberately 'design for experience'. Seen in relation to the broader construct of customer experience already discussed, product experience is more specifically focused on the product and its user. The many facets of product experience research is too much to present in the scope of this article. Therefore, a general framework will be presented.
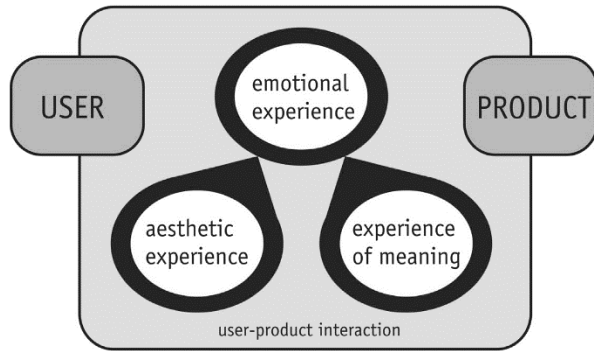
Figure 4: Product experience framework, adapted from [23]

Hekkert and Desmet (2007), two authorities in design oriented product experience research, propose the following framework as common ground for discussion (figure 4). They distinguish three levels of product experience [23]:

Aesthetic experience: The degree that all the senses are satisfied or pleased (including visuals, sound, touch, smell)

Experience of meaning: Meanings attached to the product (the personal or symbolic significance of products based on an individual's cognitive process). As an example, a person might give symbolic meaning to a product as luxurious, masculine or feminine. This is due to semantics and symbolic association of the stimuli provided by the product.

Emotional experience: Feelings and emotions that are elicited (because of cognitive, though often automatic and unconscious evaluation of the significance of a stimulus for one's personal wellbeing).

The idea of this framework is that the designer purposely promote a specific affective experience through manipulating aspects of the product such as its stimuli, its aesthetics, and its semantic and symbolic ques. Given that the experience of meaning and emotion are both addressed as a cognitive process, every person will have a different reference frame and hence experience different emotions. Hekkert and Desmet point out that personal values and culture as sources of influence [23]. Arguably, the pre purchase influences mentioned earlier could also affect this reference frame.

4.4 Design for experience

When it comes to 'designing for experience', the recently presented framework can be utilized. Another, though similar approach is suggested by a well recognized researcher in the field, Marc Hassenzahl. He defines experience as a story, emerging from the dialogue of a person with her or his world through action [24]. To influence this story through a product, he argues that one should start with the **why**, emphasizing the emotions involved in an activity, the meaning and the experience. Then one can consider **what** actions the product should afford and **how** to put those functions into action [25]. In support of the notion that experiential features are a better differentiator than utility, Hassenzahl argue that most commercially products are too practical or open ended, and lead to uninspiring and obvious stories. To accommodate this ongoing shift from the material to the experiential, an alarm clock is used as an example. The Philips' Wake-Up Light is a crossing of an alarm clock and a bedside lamp. The lamp gradually brightens, simulating sunrise, and birdsong act as an alarm if the light does not wake you up. While it is an artificial sunrise, it still significantly changes the experience of waking up. In Hassenzahl's words:

'*The Philips Wake-Up Light has the power to 'transcend its encasing' because its contribution is not one to the aesthetics of things, but to the aesthetics of experiences. This is the challenge designers and vendors of interactive products face: Experience or User Experience is not about good industrial design, multi-touch, or fancy interfaces. It is about transcending the material. It is about creating an experience through a device.*' [25]

The experience in this case is mediated with technology; however, the story told by the product is more human centered than technology

driven. Using storytelling through products is perhaps a method to avoid too open-ended products that leave it to the user to give any meaning to them. Because of this, it might be a more effective at provoking the desired experience and emotional response.

4.5 Product attachment

The majority of research on product attachment is carried out by a specific group of people (Mugge, Shifferstein and Shoormans) from a design background, and is published in design journals. However, because product attachment could affect loyalty to a company, sufficient interest to marketers led to one publication in the journal of consumer marketing [3]. Product attachment can be defined as the strength of the emotional bond a customer experiences with a product [26]. Attachments form over time as the person interacts with the object. Product attachment is also related to product experience because attachment is a form of experience of meaning (using Hekkert and Desmet's framework). If attachment is achieved, people will often display protective behaviors, taking care of the object and repairing it if necessary to postpone product replacement [27]. To obtain a personal and special meaning, a product should provide the owner with something exceptional over and above its utilitarian meaning [27]. This imply the importance of experiential and emotional factors beyond product functionality. Still, attachment and satisfaction are higher for products with above average utility than for products with average utility [3]. Implications of this support the results of the study presented in section 3.5 that products with a functional use should strive for a balance between utilitarian and hedonic attributes to achieve the best post purchase evaluations [17].

Other characteristics that promote product attachment are products that are unique, surprising and products that age gracefully. In order to stimulate attachment, Mugge and Shoormans (2008) distinguish four determents: pleasure, self expression, memories and group affiliation. Fulfilling one or more of these meanings, an emotional bond may develop between a person and a product. For an in depth explanation of determinants see [28]. While a designer can encourage product meaning, it is the individual consumer who gives the product meaning. This meaning may differ based on cultural, social and personal influences [28]. Once again, the subjectivity of experiences, as pointed out by Adrian Palmer, and Hekkert and Desmet is mentioned as a challenge to successfully and deliberately elicit a specific response.

One real world example of efforts to promote product attachment is the Norwegian jeans manufacturer Livid Jeans. Following is a citation from their web page about their jeans: '*Through its livid bruising, it'll tell a story that you'll remember and cherish, creating a resilient relationship which will make you never wear anything but a raw denim jeans again* [29]'. This is an example of promoting meaning through self-expression and memories, and emphasizing that wear will only make the product look better (age gracefully).

Jeans do not last forever, but too further delay product replacement, Livid offer to repair jeans in their store free of charge the first time. In doing so they have established an additional touchpoint, and a possibility for a meaningful brand-consumer encounter. The retail environment also provide an experience to the customer because the store houses sewing machines and actual production facilities where jeans are both repaired and produced not commonly seen (unique). In the store, employees occasionally give compliments to customers who have a pair of "bruised" jeans, promoting the sense of being part of a group or

community (group affiliation). Interestingly most of these measures are not a result of characteristics of the product itself. To the average consumer, subtle differences in quality and characteristics of jeans might go unnoticed, and not be enough to promote attachment. Looking at product attachment in an actual commercial setting with the brand influence as a determinant should therefore be investigated further from a designer's point of view. This could provide valuable insights.

5. BRANDS

When looking at customer experience, the brands are important as they shape the customer experience [30]. For continued engagement, brands are also important, because positive brand experiences positively relate to customer satisfaction and loyalty [8]. Traditionally the emphasis of marketing activities has been to focus on functional aspects and utilitarian value (ex. quality, delivery, price and customer support) [13]. Following the belief that customers are not only rational decision makers, experimental marketing views customers as both rational and emotional pleasure seekers. The goal is to create consistency and coherency between individual experiences in consumer-brand encounters to provide an overall holistic experience that improve the customers impression of the brand [31]. I spite of this, the marketing literatures has primarily focused on eliciting favorable brand attitudes prior to purchase [4]. This raises the question if one can provide a holistic experience without properly understanding how brand attitudes develop post purchase.

He, Chen et al. (2015) present two possible paths of post purchase brand attitude development; decline due to adaptation, or increase due to the formation of a relationship [4]. It is argued that the adaptation path is dominant. Reasons for brand attitude decline could be that excitement from the purchases diminishes and the newness of a product fades. With the relationship, path customers gradually develop relationships to brands through meaningful consumer-brand encounters, and consequently brand attitudes are maintained or enhanced over time. To combat adaptation, establishing product attachment might be one way to maintain positive association with a product as the newness of a product fades.

The brand itself may also affect the post purchase evaluation of products. An interesting example is a study investigating the consequence of choosing preferred brands versus a less preferred brand [32]. With expensive and extraordinary products, such as cars, budget constraints force some consumers to settle for a less preferred brand. The study revealed that when a customer experiences positive product outcomes, those who choose a less preferred brand attributes the outcome to their own smart choice, while those who chose their most preferred brand tend to give credit to the brand. Conversely, when the outcome is negative, those who choose the preferred brand blame themselves, while those who choose the less preferred brand blame the brand. This study proves that brands strongly influence the cognitive process of evaluating a purchase, and the resulting affective response.

In connection to product experience literature, Desmet and Hekkert acknowledge that both the experience of meaning and emotional experience has a level of cognition involved. This gives reason to believe that the cognitive influence of brands could affect the product experience. The study on car purchases also revealed that less preferred brand buyers experience more regret than most preferred brand buyers, and suggest that this is due to lingering attachment or residual desires for the more preferred brand even after purchase [32]. One can assume that this type of reaction could obstruct both attachment to the brand and

the product in question. This is an interesting topic for further study.

6. DISCUSSION

The literature review confirmed that several scholars and practitioner recognize experiences a key differentiator in the marketplace, as tangible design features and service benefits become comparable to the point of commoditization. Still, providing utilitarian value through functional benefits should not be neglected. Failing to provide sufficient functional benefits when needed, will not allow for an optimal experience. It has been established that the uniqueness of an experience makes it harder to reproduce, and therefore may provide a competitive advantage. At the same time, experiences are harder to produce due to their intangible nature. A lack of consensus on the very definition of experience adds to this ambiguity by making it challenging to establish a common ground for discussion. When 'designing for experience', thinking of an experience as a story, as presented by Hassenzahl, could be well suited to encompass the complex nature of experiences. Perhaps more so than regarding experiences as the cognitive and affective responses to set of stimuli. The reason is that a story makes it is easier to envision effects of time and acknowledge that the experiences are not static. With an analogy to literature and drama, the different stakeholders that shape an experience can be regarded as characters in this story. Doing so might help designers align the products experience to fit within the more holistic construct of consumer experience. Then, the influence of the product-person interaction compliments the experience provided on a organizational level and vice versa, to provide an overall more holistic and pleasurable experience to the customer/user.

6.1 Challenges with experience constructs.

Throughout this article, the subjectivity of experiences has been pointed out numerous times as a challenge to effectively and deliberately promote specific experiences and elicit the desired emotional response to these experiences. Because of differences from person to person, one will never be able to fully predict the reaction of a customer/user. One strategy to increase the probability of eliciting a desired response in products is to make them less open ended, and inscribe meaning into them instead of just leaving it to the user to make up its meaning [25]. Another way is to acknowledge and perhaps manipulate other sources of influence on the product experience, such as pre purchase influence and the influence of consumer-company interactions. This implies getting involved on a strategic level of design.

On an organizational level, providing and managing experiences is at the risk of being misinterpreted as simple addition to boost sales and satisfaction amongst customers [9]. If so, it is likely to fail. For it to be effective, consistency across all interactions with the customer has been identified as a success factor. While there is a great hype about the benefits of providing experiences, successfully implementing such organizational changes is not straightforward. Business still struggles to make sense of it [25]. The post purchase phase has been identified as the least investigated part of the consumer journey. To achieve a 'total experience', a better understanding of the post purchase phase is needed. If widely adopted, the circular customer journey proposed by McKinsey would put more focus on the post purchase phase. In this phase, one should identify and establish effective touchpoints that provide pleasurable experiences to the consumer. This would ensure a more holistic experience across the consumer journey. Taking a designers approach, this is an endeavor

to be pursued by service designers. In section 3.3 a framework that further breaks down the post purchase phase into more manageable pieces is suggested. This could be a strategy to identify topics that lack investigation, and a way to organize findings in further studies.

6.2 Gap between marketing and design research.

Designers are good at considering the product in use (post purchase phase), more so than marketers, who focus more on pre purchase phases. However, design oriented research on product experience tend to see the product-person relation in isolation of the commercial context where most consumer products are distributed and consumed and the pre purchase influence on consumption. One can speculate that properties of the product itself may not always be the strongest influence on the product experience. Consider two wristwatches similar in terms product properties, one from a luxury brand and one unbranded. Chances are that the brand would act as the main symbolic association to derive the product meaning of luxury as the experience, not only the symbolic and aesthetic cues of the product itself. In spite of this, design literature seldom discuss the influence of the brand, and how the product is promoted and delivered. One might argue that this is a research endeavor best suited for marketers. However, while it might be useful to isolate influences to pinpoint the impact of specific determinants of the product itself, it would be interesting to include brands into the discussion on product experience.

The gap is also a two way street. In a recent marketing article (2015) on post purchase brand attitudes, a listed opportunity for further research is as how product features (hedonic versus utilitarian) influence post purchase brand attitude change [4]. In other words, there are possibilities for joint scholarly pursuits between marketing and design research that could build on each other's strengths to advance both fields of study.

Product experience in design literature usually focus on the user perspective, and the strategic or commercial context is occasionally mentioned briefly in the discussion of implications. It is suggested that product attachment may have a positive effect on brand loyalty [27], but the possibility of an inverse relationship is not discussed and lacks investigation. It is interesting to consider how brands could aid in establishing product attachment, as the example of Livid Jeans who try to make product attachment a part of their image. Similarly one could investigate if brands could obstruct the formation of attachment if a less preferred brand is chosen due to budget constraints, and lingering attachment still exist to the most preferred brand. Better understanding of a how product attachment is manifested in a commercial setting would be beneficial to promote actual implementation. Delayed product replacement would be of a benefit to the environment. However, in a commercial setting, its application could be limited unless the added value of attachment could be transformed into higher monetary value reflected in higher price or through a business model that provides a more reliable revenue stream. Brands could be one way to communicate capture the added intangible value of product attachment.

7. CONCLUSIONS

This article has presented a broad overview of how the experience construct is understood and utilized in the post purchase phase in different fields of study, both on an organizational and product-person level. This knowledge is made accessible to a broader and more novel audience. Across all fields of study investigated, experiences were identified as a way to differentiate a product

in the marketplace and engage the customer. In spite of this, the subjective and intangible nature of experiences lead to challenges when trying to elicit or design for a specific response. The discussion of the findings revealed a gap between marketing and design literature, but possible strategies were discussed. Several interesting questions for further investigation are suggested as further work, these include how brands affect

the formation of product attachment. The influence of brands on product experience (in design literature) is also a subject of further scholarly inquiry. To advance the knowledge on the post purchase phase it is suggested that this phase is broken down further into pieces that are more manageable. This could facilitate a more specific and fruitful discussion on the topic.

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