Abstract

- **Research objectives and questions**
  The aim of this paper is to extend research into the creation of in-store experiential contexts. Based on the identification of seven in-store experiences expected by customers, it suggests the combination of levers to be associated with each in order to create suitable experiential contexts.

- **Methodology**
  Following a qualitative approach including 12 interviews to identify the expected experiences and 38 life histories to explore the registers in greater depth and identify the levers which characterize them, a quantitative study was carried out on a sample of 303 people to measure the weight of the levers associated with each experience and to illustrate them with reference brands.

- **Results**
  Seven experience registers were identified: simplicity, efficiency, conviviality, entertainment, learning, discovery, and escapism. Each of these is associated with a combination of levers to be activated in order to build the ideal experiential context.

- **Implications for marketing decision**
  The matrix of experiential contexts proposed in this research should enable managers to design contexts aligned with the intended positioning and the expectations expressed by consumers. The challenge is to offer customers one or more meaningful and memorable experiences, in line with the retailer’s intended positioning.

- **Originality**
  This research supplements the literature on the production of in-store experiences and gives full scope to more ordinary experience proposals. For the first time, it associates a mix of stimuli with a typical experience and enhances our knowledge of how experiential contexts are created.

- **Keywords**: experience production, stimuli, easy shopping, efficiency, interactions, inspiration, stores.

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To contact the authors: blandine.anteblian@u-bourgogne.fr ; cadenat@u-pec.fr

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