UNDERSTANDING CONSUMER EXPERIENCE LITERATURE: BIBLIOMETRICS OF HIGH ACADEMIC IMPACT PUBLICATIONS FROM 2010 TO 2019

Compreendendo literatura sobre consumer experience: uma bibliometria de publicações de alto impacto acadêmico de 2010 a 2019

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Abstract

The article aims to acknowledge the characteristics of recent high academic impact consumer experience literature. A bibliometric analysis was used to study the most cited scientific articles published between 2010 and 2019. The results point to some characteristics of the field according to publishing years, related areas and key notions, academic journals and authors: most of them were published between 2010 and 2015; there are 17 areas related to consumer experience, among which technology, marketing and tourism stand out; a few journals have more than one publication, such as the International Journal of Hospitality Management and the

Resumo

O artigo busca entender as características da literatura recente e de alto impacto sobre *consumer experience*. Foi adotada uma bibliometria dos artigos mais citados de publicação entre 2010 e 2019. Resultados apontam alguns traços do campo de acordo com anos de publicação, áreas relacionadas e noções importantes, revistas científicas e autores: a maioria deles foi publicada entre 2010 e 2015; existem 17 áreas relacionadas a *consumer experience* entre as quais se destacam as de tecnologia, marketing e turismo; poucas revistas científicas possuem mais de uma publicação, entre as quais se destacam o *International Journal of Hospitality*

Journal of Business Research; also a few authors have more than one article in the sample, for instance, Andrew Walls; some of the main seminal authors identified were Bernd Schmitt, James Gilmore and Morris Holbrook. Universities: The United States and The United Kingdom concentrates the most publications in an overall flat distribution. At last, a research agenda is proposed. The article offers an overview of the field for researchers, offering the possibility to access sources of theory and methodology more properly. The list of key notions, well-regarded and seminal works given in this article can be highlighted in this perspective.

Keywords: Consumer Experience; Bibliometrics; High academic impact.

Management e o *Journal of Business Research*; poucos autores têm mais de um artigo na amostra, e Andrew Walls é um destaque; alguns principais autores seminais são Bernd Schmitt, James Gilmore e Morris Holbrook. O artigo oferece um panorama do campo que possibilita de acessar fontes teóricas e metodológicas mais eficientemente. Como destaque, pode-se apontar a lista de noções-chave e de autores referência e seminais do campo.

Palavras-chave: Consumer Experience; Bibliometria; Alto impacto acadêmico.

INTRODUCTION

The Experience Economy came to stay, according to Pine and Gilmore (2011). They explain that human efforts and demands made it possible to sell commodities, such as coffee beans, which were commercialized for higher prices when industrialized into a product format on stores shelves. Those coffee beans could also be sold in restaurants for even higher prices as coffee cups in a service format. If this restaurant could design a sophisticated atmosphere, generating a unique experience, even higher value could be created, making it possible to rise prices and, consequently, profit. Experience is, in this sense, at the top of value creation. Such an advantage cannot disappear easily in economy.

This so called Consumer Experience needs a proper introduction. Experience, as a consumer issue, is a term with many different meanings. In consumption literature, its definition involves the acknowledgment of an internal state (Schmitt, 2011), emotional, pshysical, intellectual, spiritual elements (Mossberg, 2007) and even senses, fantasy and fun (Hirschman & Holbrook, 1982). On account of this plurality, Scussel, Fogaça e Demo (2021) created a unifying concept that defines Consumption Experience as an interactive and sociocultural process that addresses consumers and an organization's value propositions that impacts emotional, cognitive and behavioral instances in the consumer and results in experiential value. The consumer experience field refers to all those possibilities (and more) related to the comprehension of the experience in a consumer perspective (Carù & Cova, 2003).

Researchers have been trying to acknowledge the rich and heterogenous field of Consumer Experience and developed various categories and definitions to make sense of the knowledge created. Issues such as what experience is (Schmitt, Brakus, & Zarantonello, 2015), how to manage it (Lemon & Verhoef, 2016), how to study it (Becker, 2018), how consumers relate to it (Jiang, Luk, & Cardinali, 2018) drive the researchers into new investigations.

In view of this multiplicity, researchers who aim to understand all those investigations can be confused by the magnitude of the published knowledge. In this sense, systematic reviews and bibliometrics are useful to understand the landscape of such productions. Some of them revealed both qualitative and quantitative descriptions of the field (Palmer, 2010; Schmitt & Zarantonello, 2013; Kranzbühler, Kleijnen, Morgan, & Teerling, 2017; Scussel, 2019), however, this articles' samples aimed to address wide perspectives of the field. Such a focus creates a gap and an opportunity to comprehend the characteristics of only the most relevant Consumer Experience literature, which is the aim of this research. Its relevance points to the understanding that the most cited articles have a higher academic

community endorsement, and knowing their patterns and characteristics can lead to an optimization of the comprehension and use of the literature.

Following this consideration, our research question is presented: what are the characteristics of recent high academic impact consumer experience literature? It provoked this research, which samples the most cited scientific articles published between 2010 and 2019 and performs a bibliometric study focused on publishing years, main themes, journals, authors, countries and universities. It all also leads the article to the proposition of a research agenda. These topics define the contribution of this article: revealing a map of key Consumer Experience field characteristics fostering the comprehension of important themes, literature highlights and facilitating the access to theories and methods through important authors.

In order to answer that question, this research shall examine consumer experience definitions and the previous knowledge about the characteristics of the field, which will be presented in the next section. Following that, the method used and how it was applied will be presented, informing about bibliometrics and how it was executed in this work. Then, the results will address a synthesis of all the information collected about the field. Finally, the conclusion shall point out the main findings, contributions and research limitations.

Looking for definitions

Due to the plurality of the Consumer Experience field roots and its development, clarifications about its key definitions have to be made. As reported by Carù and Cova (2003), the term "experience" has different meanings according to the discussions of different disciplines. They show that experience can be understood as objective and associated to experiments in the philosophy of science; as phenomenological and subjective, in a philosophical approach; as a cognitive and affective phenomenon by psychology; as a process of social construction by sociology; and finally, for anthropology, experience is considered a cultural process. Thus, it can be assumed that the notion of experience can be viewed through multiple perspectives.

Considering that plurality, Schmitt and Zarantonello (2013) stated that those different definitions led to specific principles in the field of consumer experience. They point that some marketers attempt to observe experiences and their different dynamics of feelings and cognitions and assumed an objective comprehension of the topic. Other authors, who consider it a subjective phenomenon, believe that the main research concern is to interpret the unique consumer experiences, taking into consideration the influence of others in the process, as society and culture. In this sense, the cited authors give an insight into the identification of clusters in the mentioned heterogeneity.

Those multiple perspectives can be explained by theorization practices in which authors create, appropriate or adapt definitions of experience according to their research scope. Schmitt (1999, 2011), in his attempt to develop a marketing framework based on experiential conditions, defines experience as private events that happen due to external stimuli. Mossberg (2007) understands it as a blend of elements that immerses a person emotionally, physically, intellectually and spiritually. Arnould and Price (1993) focus on the extraordinary experiences and define them to be of high emotional intensity. On a more phenomenological and interpretative perspective, Hirschman and Holbrook (1982) define it as facets of a subjective state associated with senses, fantasy and fun. The list of different definitions goes on and on due to the different research agendas.

Despite the efforts to make sense of this diffusion, the wide range of definitions lead to the conclusion that the concept of consumer experience has no clear consensus (Jain, Aagja, & Bagdare, 2017; Keningham et al., 2017; Palmer, 2010). In an effort to refine definitions already in use, Carù and Cova (2003) differentiated the terms consumer experience and consumption experience. The former refers to the experiences that emerge with direct contact of the market; and while the latter points to that too but also refers to the experiences that occur without a direct market mediation, such as conversations about a product with family or friends. Schmitt and Zarantonello (2013) also state that the terms consumer experience and costumer experience are used with similar meanings. On the other hand, Jain et al (2017) established a distinction between the definitions of service and consumption. While the concept of service experience is related to studies about the people who offer the service and

the consumer who receives it, consumption experience focuses only on the consumer, who receives and creates the experience, in an internal process.

Beyond those umbrella definitions, the authors defined consumer experience according to their research scope. Consumer experience was defined as a subjective state that emerges in the consumer related to meanings, esthetics and hedonic elements (Holbrook & Hirschman, 1982); or as economical offers to which consumers engage on a personal level (Pine & Gilmore, 1999, 2011); as individual events that occur in response to organization stimuli (Schmitt, 1999; 2011); or even as a consumer dynamic and an interactive trajectory to all points of contact with organizations (Lemon & Verhoef, 2016). Those definitions help to understand what consumer experience can be.

Field trajectory

The creation of the concept of consumer experience is attributed to Morris Holbrook and Elizabeth Hirschman (Scussel, 2021; Kranzbüler et al., 2016; Lemon & Verhoef, 2017). Their article describes the key elements of experiential consumption. First, the traditional marketing construction of the consumer action is presented trough a rational mechanism which helps consumers to solve purchase problems. This is contrasted by the experiential view, which is composed by elements as feelings, fantasies and pleasure. Despite the apparent opposition, the authors highlight the purpose is not to reject the traditional perspective, but to amplify it with the experiential one, avoiding reductionisms (Holbrook & Hirschman, 1982).

In the following decade, the 1990s, consumer experience studies were enriched with knowledge about consumer response and economical and marketing contributions (Scussel, 2021). Experience was considered a singular and lucrative economic activity that surpasses commodities, goods and service advantages. It is argued that consumers consider experience a more valuable offer than other ones because the impact of the sensations is more effective than characteristics, features or benefits. Those are the roots of the Experience Economy, according to Pine and Gilmore (1999, 2011). In parallel, Schmitt (1999) develops a marketing framework called Experiential Marketing. He assumes that marketers can work in an experiential perspective using five strategic modules, which are the senses, feeling, thinking, action and social relations. Each term points to a source of interaction with consumers related to mental operations.

During the 2000s, subjectivity and emotion were the pillars of the experiential field, and, in the 2010s, the concept of cocreation was used in order to enrich the understanding of consumer experience (Scussel, 2021). Subjectivity emerges aligned to philosophical perspectives (Carù & Cova, 2003) and emotion is discussed as complementary of rational operations (Addis & Hoolbrook, 2001). Lemon and Verhoef (2016) made clear that consumers are part of the experience, creating and transforming value along with organizations.

In an effort to understand the key characteristics of the Consumer Experience field, Schmitt and Zarantonello (2013) reviewed the perspectives and the key areas of research, generating categories that influenced important academic works along the years. The field of consumer experience focuses on frameworks and categorizations of experience and its processes (Sit, Hoang & Inversini, 2018; Ducros & Euzéby, 2020). The area of Offline and Online experiences concerns topics such as retailing spaces, atmospherics and online environment experiences (Roy et al., 2019; Farah, Ramadan, & Harb, 2019). The consumption experience area studies experience in a broader perspective, connected to overlapping relationships of personal, environmental and situational inputs, focused on the emotional aspects of consumption (Tezer, 2020; Morton, Treviño, & Quintanilla, 2020). The brand experience area concerns numerous and diverse brand touchpoints experienced by consumers (Japutra & Molinillo, 2019).

The authors also identified core research issues of the consumer experience field considering common themes of the mentioned research areas, giving an important contribution for understanding the field in a wider perspective. The first one is about the processing of experiential attributes. It refers to how the consumer processes elements such as colors, shapes and similar experiences attributes and their possibility to create value (Hoyer, Kroschke, Schmitt, Kraume, & Shankar, 2020). Another issue is the reflection of how consumers process experiences over time, which points to the way consumers

relate to the memory of experiences (Siebert et al., 2020). It focuses on discussions about intensity, intervals and forgetting related to consumer experiences. The last issue listed by the authors is the one that questions if positive and negative experiences can occur and what happens in the mind as result (Barari, Ross, & Surachartkumtonkun, 2020).

In a systematic review of 115 studies, Kranzbühler et al. (2017) described different streams of consumer experience research, which provides information for a structured understanding of the field. They are the organizational perspective (Keiningham et al., 2020) and the consumer perspective (Bustard et al., 2019), described in the following three levels: theoretical, conceptual and empirical.

The organizational perspective in a theoretical level assumes that experiences can be designed, that stimuli have a homogenous impact and that the studies assume a normative approach; the focus of this level is the management of product development, costumer's relationship and supply chain. The conceptual level comprises studies about elements of the organization, such as the firm, the department, the team, focused on processes and systems, and has as its principle the possibility to manage the diverse points of contact between the organization and the consumer. The empirical level focuses on how firms design interactions with customers and describes organization systems in general.

In parallel, the consumer perspective, in a theoretical level, states that value is peculiar to each individual and depends on the context and not firm delivered. The conceptual level focuses on the individual and on elements such as cognition, affection and the senses, considering the experience as subjective phenomenon associated to meanings, hedonic responses and esthetics. The empirical level refers to the understanding of reasons and the psychological processes of experiences.

Previous studies describe important characteristics of the field, showing concepts, categorizations and patterns of the academic production. In this sense, another broad analysis of the field was made by Scussel (2019), in a systematic review of 414 articles and provides more details about the field in a quantitative perspective. The study reveals that the number of articles was in a growth trend; the publications came from a variety of authors and institutions; the journals which had published the most articles about Consumer Experience are from the fields of tourism and retailing; yet, there is a prevalence of empirical studies, use of quantitative methods and focus on organizational perspectives. The main themes are experience design, experience antecedents and holistic experiences.

Scussel's conclusions are similar to the ones this article presents, that is, the quantitative information about the field. On the other hand, her sample does not filter high academic impact articles from the others, providing a broader view of the studies. This article, in turn, only analyzed the most cited recent articles to find a sample of some of the most important articles in the Consumer Experience field. We present an important academic contribution due to the quantitative insights and the singular filter applied, which will be further explained in the method section.

METHOD

The aim of this research was to discover the characteristics of high impact scientific articles of the Consumer Experience field in the last ten years. To achieve that, a bibliometric study was made and this section describes the method used, key elements related to its application and the research process.

Bibliometrics

Bibliometrics is a term used to define the investigation of books and other means of communication using quantitative methods (Pritchard, 1969). Although its emphasis is on mathematical and statistical procedures, other complementary analysis methods can be employed depending on different types of information that may compose the data under analysis (Jiang, Martek, Hosseini, & Chen, 2019).

The application of bibliometrics in this research has scientific articles as a source of data. Specifically, the quantitative approach investigates issues about time, areas, authors, references, and the journals associated with the scientific articles that were sampled. A complementary qualitative approach is used to collect key notions in the investigation of the articles and organize them by themes, as a category, in a basic codification procedure as described by Creswell (2018).

In practice, bibliometrics is used in attempts of sophisticated comprehension of published empirical data to discover patterns that exist in an academic field (Donthu, Kumar, Mukherjee, Pandey, & Lim, 2021). The patterns that emerge in an academic field can clarify intellectual traditions, indicate projections of development in the course of time or simply identify major themes, topics, authors or information within the body of literature in an area of study (Donthu et al., 2021; Vogel & Güttel, 2013).

This research aims to comprehend a sample of outstanding publications in the Consumer Experience literature. The patterns identified are the characteristics that support the comprehension of this exceptional academic performance and facilitate the extraction of insights for further research. For example, the identification of the journals that most publish high academic impact articles (pattern) helps other researchers to find the most interesting journals to follow and/or discover more relevant material in a specific field.

The approach is structured according to information indicators, such as quantity, used to provide a systematic data analysis (Pritchard, 1969), creating the need to reflect and decide about the appropriate indicators (Gaviria-Marin, Merigo, & Popa, 2018). They must be implemented considering the best representation of data according to the research question (Blanco-Mesa, Merigó, & Gil-Lafuente, 2017).

The indicators in this study are the quantity of scientific articles that makes it possible to understand the characteristics of the consumer experience literature. Publication years can lead to conclusions such as the rise in the importance of the discipline; areas point to related areas to experience; scientific journals can highlight important sources of information about the field; mentions of authors and references can indicate the most important authors in the analyzed context. Those are a few examples of the utility of those indicators to this research.

Research process

To achieve the bibliometrics goal, a search for adequate scientific articles was made. There was also an extraction, analysis and organization of useful data from a sample of relevant articles. Figure 1 illustrates this process.

Following what can be seen in the illustration, the first step was a broad search for consumer experience scientific articles on Google Scholar. The search was made using the term "consumer experience" (in quotation marks) so the platform's algorithm could identify articles including the exact expression, matching both words. In addition, a filter within a ten-year publication range was applied. That platform was chosen due to its ranking that favors the articles by their academic impact, which other similar services do not have (Rovira, Codina, Guerrero-Solé, & Lopezosa, 2019). The research tool also offers information about works citations and its sophisticated search engine makes possible to consider many publication sources and use different search operators, as period and precision (Google, 2021), used in the forms already described: years searched and the quotations. All those features address the research objective to consider the most academic relevant articles about consumer experience in the past ten years.
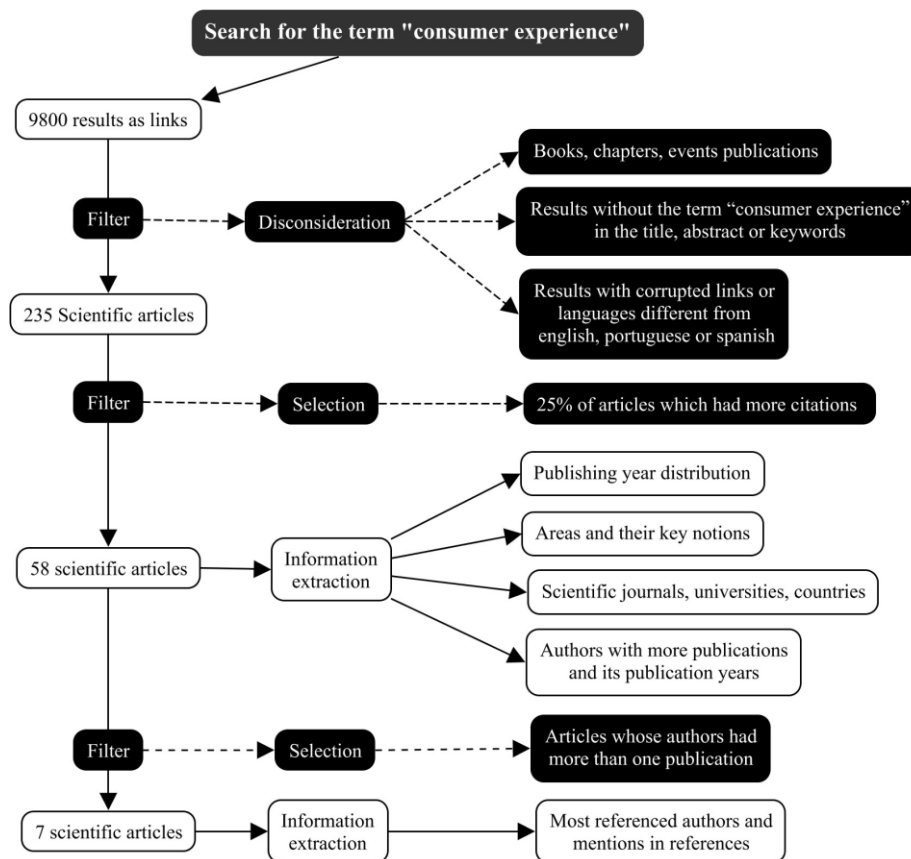
Source: Developed by the researcher
Figure 1. Bibliometrics process overview

The initial search generated 9800 results as links. Since the intention was to explore only scientific articles, then books, chapters and events publications were not considered. Among the articles left, there were those that did not include the term "consumer experience" in neither the title, abstract or keywords, which made them less focused on the consumer experience discussions. Because of that, they were also not considered. There were also articles with broken links or written in languages different from English, Spanish and Portuguese, making it impossible to read due to technical problems or the researcher's abilities and, for this reason, they were not considered.

After the previous filter described, 235 scientific articles remained. Those had their title, abstract, keywords and publication and other information analyzed and registered in a Microsoft Excel spreadsheet including data about title, journal, publication year, related areas and authors. Furthermore, each article of that sample had its number of citations collected from Google Scholar and added to the spreadsheet. At this point, another filter was applied to select only publications with high academic impact in the consumer experience area. Nearly 25% of the most cited articles were chosen to be the sample for the key bibliometric information, creating then, a collection with the most relevant considered publications of the area.

The prior filter created a sample of 58 articles from which information was used to extract the first bibliometric information. It was composed of the publishing year distribution; a list of key notions including quantity of articles mentioning them; articles publishing journals and the quantity of articles in each of them; authors' universities and countries; and the authors with more than one publication, including quantity of articles per author and their publication years.

One more filter was applied at this point. As already described, the research selected the articles whose authors had more than one publication in the previous sample. As a result, 7 articles remained. This selection was made to identify the works of the authors who stood out among the most relevant publications. The prior sample indicated the most relevant articles in the Consumer Experience area,

those authors who had more than one publication in this select group can be understood as having a high level of importance. Because of this, this final sample was used to extract the information about the most referenced authors, indicating seminal authors of the field. The proceeding was to list authors of all references of those 7 articles and quantify them. The result was the discovery of the 19 most mentioned authors, nearly 10% of the authors mentions in total. This information and all those that were shown will be exhibited in the next section.

Bibliometrics results

The bibliometric analysis generated information about relevant publications in the consumer experience field. First the main findings are presented according to quantities of articles in the sample, classified by year of publication. Then, related areas and their key notions are shown, as well as the quantity of articles that has mentioned those notions. They are followed by the distribution of articles in the journals that have published sampled articles. Then, the authors who have more than one article in the sample are listed; the most referenced authors in the previous article selection are displayed; researchers' countries and universities, and a research agenda are also presented.
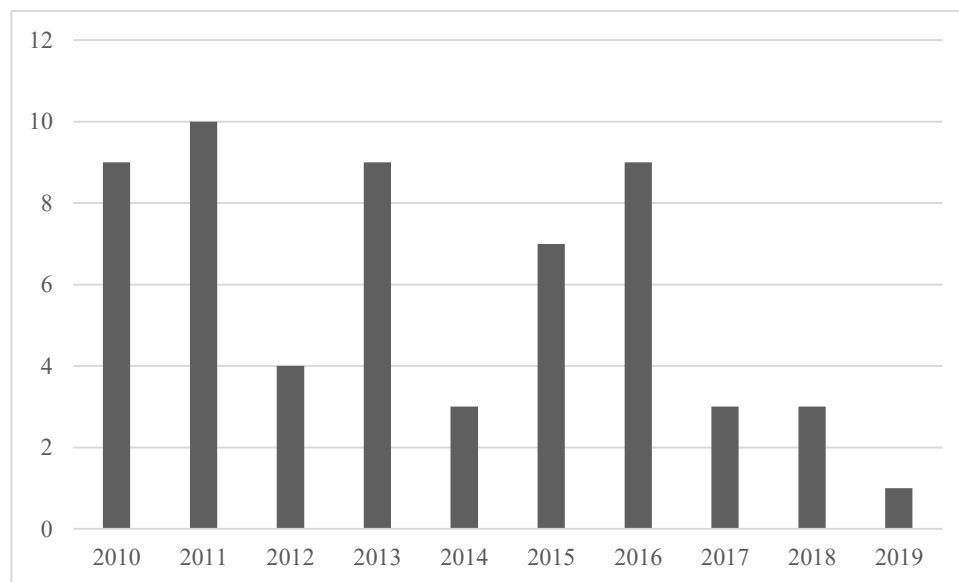
Source: developed by the researcher
Figure 2. Publications distribution by publishing year

Figure 2 shows the distribution of the articles according to their publishing year. It is possible to notice that the first half of them, the early years, had more relevant publications than the other half, the later ones. This can be explained by the possibility of the oldest articles having had more time than the recent ones to be studied and cited. With this in mind, it is also possible to say that the years 2015 and 2016 had so many publications that this pattern had a distortion; in a similar way, the year 2012 was not as important because it had a low quantity of relevant publications, contrasting with the group of the oldest ones.

Some publications can be highlighted. Aligned with the perspective of the time advantage of the oldest articles, there is also the information that the most cited one among all is dated 2010 and discusses online consumer experience (Mollen & Wilson, 2010). In another front, 2011, the year with the highest amount of relevant publications, has as the most cited article Askegaard and Linnet's (2011), with an investigation about the epistemology of consumer experiences related to studies of Consumer Culture Theory.

Table 1
Key Consumption Notions

Key consumption notions
Co-creation, collective service experience, consumer culture, consumer behavior, consumer choice behavior, consumer coping, consumer digital culture, consumer experience, consumer experience quality, consumer happiness, consumer society, consumer Information System (CIS), consumer journey, consumer learning, consumer perception, consumer shopping experience, consumer travel experience, consumer trust, consumer value, consumer-perceived benefits, consumers' emotion, contemporary consumer society, craft beer experience, customer experience, ethical consumption, experience co-creation, experience marketing, experience quality, experiential consumption, fashion-brand experience, food shopping, holistic consumer experience, hospitality experience, hotel guest experiences, inpatient experience, consumer perspective, mall experience, music consumption, object experience, peak tourist experience, politicized consumers, product experience, relationship experiences, restorative experiences, shopping behavior, shopping experience, tourist food consumption, tourist experience, value co-creation, Virtual Product Experience (VPE), wine tourism experience.

Source: developed by the researcher

The most cited articles were used to list the key notions as Table 1 shows. All those articles discussed experiences related to consumption, which led to the collection of all consumer-related notions used as pillars in studies' discussions. The table comprises traditional consumption issues, such as consumer behavior and consumer journey; issues about experience, as consumer experience itself and holistic consumer experience; and also some hybrid ones, pointing to interdisciplinary discussions, such as peak tourist experience and Consumer Information System. Due to this interdisciplinarity, some notions are also listed as key notions related to specific areas, listed in Table 2, as follows.

Table 2
Related areas, their mentions and key notions

Area	Number of articles with mentions	Key notions
Technology	11	Augmented reality, Consumer Information System (CIS), digital marketing, digital media marketing, social media marketing, Electronic Health Records (EHR), Health Information Exchange (HIE), Internet of Things (IoT), smart objects, mobile retailing, online practices, sales configurator, social network, Virtual Product Experience (VPE), virtual reality, 3D Virtual World.
Marketing	10	Digital marketing, digital media marketing e-commerce, experience marketing, experiential marketing, festival marketing, loyalty, marketing strategy, neuromarketing, online marketing, perceived value, satisfaction, relationship quality, social media marketing, value co-creation.
Tourism	8	3D tourism environment, beer tourism, consumer travel experience, culinary tourism, destination loyalty, peak tourist experience, rural tourism, sustainable tourism, tourist experience, tourist food consumption, wine tourism.
Branding	7	Brand equity, brand evangelism, brand experience, brand loyalty, brand preference, brand relationship, branding strategy, emotional branding, fashion-brand experience.
Retailing	5	Consumer shopping experience, mall experience, mobile retailing, retail business, retail management, retail salespeople, sales configurator, store experience, store image, urban retail greenery.
Hospitality	4	Commercial hospitality, hospitality experience, hotel guest experience, luxury hotels.
Services	4	Collective service experience, service quality, Consumer-to-Consumer (C2C) interactions.

Food	3	Emotional responses to food, food politics, food shopping, sensory evaluation of food, tourist food consumption.
Health	3	Healthcare quality, inpatient experience, nursing care, pediatric-to-adult healthcare.
Psychology	3	Behavior, cognition, consumer happiness, emotion, experiential psychology.
Entertainment	2	Digital music technology, festival marketing, music piracy.
Methodology	2	Epistemology.
Design	1	Package design, product design.
Education	1	College education.
Neuroscience	1	Neuroimaging.
Sports	1	Sport management.
Urbanization	1	Urban green.

Source: developed by the researcher

Table 2 shows key notions and their areas related to consumption, used in the articles' discussions. That table also counts the articles which had mentions of at least one of those notions. It is important to address that some articles have mentions of more than one notion and that the scientific studies sampled can utilize notions of different areas in their main discussions. This table helps to understand the disciplines and notions that had more academic impact in consumer experiences studies. Also, it helps to make sense of the important concepts of other disciplines that make consumer experience discussions possible and points to the interest of the researchers of those areas about the experience phenomenon.

Technology is at the top of the list with 11 articles, and the one most cited in this discipline was the one by Mollen and Wilson's (2010). Marketing comes in second, which has the study by Ariely and Berns (2010) (about neuroimaging in a neuromarketing perspective) as the most cited one. Tourism is another prolific area, which has Huang, Backman, Backman and Chang's (2015) study about virtual reality experience in tourism as the most cited.

Table 3
Information about the journals which published sampled articles

Journals	Articles in each journal
International Journal of Hospitality Management, Journal of Business Research	4
Business Horizons, Journal of Consumer Research, Journal of Fashion Marketing and Management, Journal of Services Marketing, Procedia - Social and Behavioral Sciences	2
Agriculture and Human Values, Computers in Human Behavior, Computers in Industry, Current Issues in Tourism, Current Opinion in Psychology, European Journal of Marketing, Family and Consumer Sciences, Food Quality and Preference, International Business Review, International Journal of Organizational Innovation, International Journal of Retail & Distribution Management, International Journal of Tourism Research, Internet Research, Journal of Clinical Nursing, Journal of Consumer Behaviour, Journal of Consumer Psychology, Journal of Hospitality Marketing & Management, Journal of Marketing Management, Journal of Product & Brand Management, Journal of Relationship Marketing, Journal of Retailing and Consumer Services, Journal of Service Management, Journal of Sustainable Tourism, Journal of the Academy of Marketing Science, Journal of the American Medical Informatics Association, Journal of Tourism Futures, Journal of Travel & Tourism Marketing, Journal of Travel Research, Managing Service Quality: An International Journal, Marketing Science, Marketing Theory, Nature Reviews Neuroscience, Pacific Asia Journal of the Association for Information Systems, Psychology and Marketing, Research in Economics and Business: Central and Eastern Europe, Review of Marketing	1

Research, Sport Management Review, The Journal of Pediatrics, Trends in Food Science & Technology, Urban Forestry & Urban Greening	

Source: developed by the researcher

Table 3 displays the journals that have sampled articles in their collection. They are organized according to how many works in the area each journal has published. As an example, the first line presents two journals that have 4 articles each, totaling 8 articles. This table indicates the most effective journals in terms of publishing a sample of the most relevant publications of the field, constituting references of discovery and publishing for researchers.

Some articles can be indicated according to the top journals of Table 3. The article that proposes an epistemology to consumer experiences by Walls et al (2011) was the most cited of the International Journal of Hospitality Management according to our data. On the other hand, the Journal of Business Research had as the most cited article the study by Mollen and Wilson (2010) followed by Morgan-Thomas and Veloutsou's (2013) article about online brand experience.

Table 4
Information about the author with more articles in the sample

Author	Articles	Year
Walls, Andrew	3	2011 (2), 2013
Schmitt, Bernd	2	2013, 2015
Zarantonello, Lia	2	2013, 2015
Kwun, David Joon-Wuk	2	2011 (2)
Okumus, Fevzi	2	2011 (2)
Wang, Youcheng (Raymond)	2	2011 (2)
Wilson, Hugh	2	2010 (2)

Source: developed by the researcher

Among the sample with the most cited articles, there were authors with more than one work. They are exhibited in table 4, which also informs the quantity of articles and their publication year. It is important to stress that some of the researchers in that list are coauthors in a study. The information of this table can signalize outstanding authors, with more than one publication of a sample of high academic impact studies.

The table is headed by Andrew Walls, who has as the most cited article his consumer experience epistemological study (Walls et al., 2011), coauthored by David Kwun, Fevzi Okumus e Youcheng Wang. Another author on the list is Bernd Schmitt, whose work with Lia Zarantonello, which discusses experiential psychology and consumer culture (Schmitt & Zarantonello, 2015), features as his most cited one.

It can be said that these articles' main contribution is introducing the perspectives of those important authors on the consumer experience research. Walls, Okumus, Wang and Kwun (2010) developed a framework that shows different facets of the consumer experience, composed by individual characteristics, situational factors, physical experience elements and human interaction elements. The framework was used by Walls (2013) to investigate hotel experiences to understand value creation, and he concluded that the physical environment and human interactions are key factors in the process. In a similar effort, Walls, Okumus, Wang and Kwun (2011) also studied hotel experiences and found that their key influencers are trip-related factors and personal characteristics of the consumer.

Another stream of key contributions points, firstly, to Schmitt and Zarantonello's critical review of the fields of consumer experience and experiential marketing, and offers an overview of definitions, perspectives, key areas, empirical findings, seminal studies and insights. In another front, Schmitt, Brakus and Zarantonello (2014) investigate the research on happiness to offer a consumer happiness model composed by dimensions of materialism and experientialism to acknowledge pleasure and meaning results.

At last, we can cite Wilson's articles. In the first one, Lemke, Clark and Wilson (2010) propose a conceptual model for customer experience quality and its impact on the customer, and is composed by elements such as communication encounter, service encounter, usage encounter, experience context, value-in-use and relationship outcomes. Mollen and Wilson (2010) also propose a consumer experience framework. However, they focus on website response and addresses stimulus, internal state and the outcome of the online consumer experience process.

Table 5
Information about the most referenced authors

Author referenced	Mentions in references	Different articles with mentions in references
Schmitt, Bernd	22	6
Gilmore, James	11	6
Holbrook, Morris	11	6
Carbone, Lewis	10	5
Bitner, Mary	9	5
Pine, Joseph	9	4
Csikszentmihalyi, Mihaly	8	5
Haeckel, Stephan	8	5
Berry, Leonard	8	4
Price, Linda	7	6
Arnould, Eric	7	5
Hirschman, Elizabeth	7	5
Shaw, Colin	7	5
Mathwick, Charla	7	4
Brakus, Josko	7	3
Zarantonello, Lia	7	3
Rigdon, Edward	6	4
Beck, Jeffrey	6	3
Pham, Michel	6	2

Source: developed by the researcher

As detailed in the method section, a selection of 7 articles was made focusing on the articles whose authors had more than one publication among the sample of the most cited, signalizing relevant authors. Those 7 articles were analyzed and a list was generated with the authors who had more mentions in them. The most referenced authors are in table 5, which also informs the quantity of references and the quantity of different articles that mentions them in the references. It represents an effort to understand the seminal authors, who were widely cited in studies of high academic impact.

The list confirms information previously indicated in those articles in the literature review. Some authors and their relevant works were indicated as seminal in the field, as Morris Holbrook and Elizabeth Hirschman (1982), Bernd Schmitt (1999, 2011) and Joseph Pine and James Gilmore (1999, 2011), all of them also presented in Table 5. An important highlight can be made about Bernd Schmitt, who appears as a seminal author both in the literature and in this bibliometric analysis. He was also pointed out in this study with more than one article among the sample of most cited works. Those are indicators of relevance in the past and in the present.

Table 6 shows information about significant countries and universities in the sample. First, on the left, countries with the highest number of published articles. Second, on the right, are the universities whose researchers had the highest number of articles, their authors and sum of citations, organized by this order of relevance. For example, one can read that the United States are at the top of the list with 23 articles, more than all of the other countries. Among the American articles, there are 3 articles published by 1 author who was located in the San Francisco State University, which had also 1111 citations in the sum of all 3 articles. Therefore, the table delivers a synthetized dashboard as a hint of the most relevant countries and universities engaged in the Consumer Experience research.

Table 6
Countries and Authors Highlights

Country	Total articles	Important universities	Articles	Authors	Citations sum
United States	23	San Francisco State University	3	1	1111
		University of Central Florida	2	3	911
		University of Massachusetts	2	4	463
		California Polytechnic State University	2	2	365
		Iowa State University	2	2	347
		University of North Texas	2	2	158
		Columbia University	2	1	539
United Kingdom	16	Cranfield School of Management	2	3	2316
		University of Bath	2	2	539
		University of Glasgow	1	2	479
Taiwan	7	National Taipei University of Technology	1	3	64
		National Dong Hwa University	1	2	82
		Asia University	1	1	298
Italy	5	University Magna Graecia of Catanzaro	1	4	161
		Università di Padova	1	2	82
		Università Bocconi	1	1	181
France	4	La Rochelle Business School	1	2	110
		Université Lille I	1	2	81
		Kedge Business School	1	1	181

Source: developed by the researcher

It is also possible to infer that the United States has a big concentration of articles in the sample if compared to others, followed by the United Kingdom. Those 5 countries have a great number of articles, however the overall sample has a flat distribution. The universities' data is aligned with the countries sample characteristics and, once again, the American universities earn the spotlight, which is why more of them are listed in the table than other countries. It is intriguing to notice that Cranfield School of Management is the first in the sum of citations, although it does not have the most articles among its category.

At this point, a research agenda proposition can be presented. This article offers the characteristics of a few and academically relevant articles, different from the other bibliometric analyses cited, which aimed to address broad samples. Considering the vast amount of articles in the field of consumer experience, previously cited in bibliometric analyses and systematic reviews, the small sample used here is not useful to understand gaps, that would be almost as big as the field is. However, due to the sample academical high impact representativity, the present findings lead to the proposition of an insightful research agenda.

Reflections about the results lead to two investigation strategies: the conservative one and the disruptive one. The conservative agenda considers the most cited articles' elements as a starting point to develop new studies and gain relevance by endorsing relevant literature. In this perspective, the researcher will prize older articles, the more relevant themes (as technology, marketing and tourism); the most relevant journals as reference (as International Journal of Hospitality Management and Journal of Business Research); the most relevant authors (as Andrew Walls, Bernd Schmitt, James Gilmore & Morris Holbrook).

In another direction, the disruptive agenda confronts the status quo of the field and prizes other literature. In this perspective, first, researchers will value less the studies with the elements highlighted in the present article. Second, the researcher's movement in this perspective is finding other useful literature to understand similar issues and phenomena. One possibility is to prize authors with relevance in other areas, such as biology or scenic arts, amplifying the possibilities of research. Another alternative is to look for new paradigmatic and methodological literature. It would amplify the

heterogeneity of temporality, themes, authors and journals in a domino effect, with new researchers influencing the others, creating a disruptive movement.

CONCLUSION

Considering all the information presented here, it is important to verify if the research question has been answered: what are the characteristics of high academic impact consumer experience publications over the past ten years? This article selected the 25% most cited articles of the field according to Google Scholar of this time period, and defined as main characteristics information about publishing year, related areas and their key notions, academic journals and authors, including seminal ones, and, at last, the authors' universities and countries.

After the investigation, a mass of information was generated and some key findings can be highlighted to make sense of the sample characteristics. It also can be understood as relevant contributions to the comprehension of a sample of what exists of highly relevant in the consumer experience field. In terms of publishing years, it was found that the years with a greater incidence of relevant articles were 2010, 2011, 2013, 2015 and 2016, with a superficial pattern of the oldest publications being the most cited. Related areas point to 17 disciplines. Among them, three can be highlighted: technology, marketing and tourism. It was also found that a few journals had more than one publication according to the sample and those who had 4 articles published each, at the top of the list, were the International Journal of Hospitality Management and the Journal of Business Research. Only 7 authors among all registered had more than one publication in the sample, and the most relevant one was the researcher Andrew Walls. Observing those 7 authors references list, it was possible to identify the 19 most mentioned, approximately 10% of total mentioned authors. The most relevant ones were Bernd Schmitt, James Gilmore and Morris Holbrook. The authors are concentrated in the United States and The United Kingdom. Some universities stands out: the San Francisco State University (USA), due to the quantity of articles in the sample, and the Cranfield School of Management (UK), because of their sum of citations.

Considerations can be made about the dialogue between existing literature and results, reinforcing the importance of both and pointing to main topics of the field. Aligned with the qualitative approach of other studies, the findings about related areas make it possible to make a few notes. Some key notions found are similar to the categories mentioned in Kranzbühler et al. (2017), which could be seen as part of the organizational perspective (virtual product experience, hotel guest experience) and the consumer perspective (consumer happiness, emotion). In parallel, some related areas can be understood as part of categories dissussed by Schmitt and Zarantonello's (2013). The technology area is related to Offline and Online experiences categories, Consumption is related to the Consumption Experience and Branding dialogues with the Brand Experience. Also, Scussel (2019) highlights that tourism and retailing are main areas of consumer experience studies, which we also indicated in our results.

The contribution of this study orbits around a structured comprehension of only the most relevant Consumer Experience literature, presenting an accurate comprehension of a specific group of studies in the field. In the vast dimension of published articles, one can lose sight of the most important ones that cannot be ignored. Previously in this article, we showed how other bibliometric analyses and systematic reviews focus on a broad search and do not give enough attention to what is presented here. In the face of that, this research explored the literature making use of some filters and procedures, and offers organized data about the most cited articles in the field. As mentioned, it made possible to build an overview of important Consumer Experience information supporting the understanding of relevant themes, publishing spotlights and access to theories and methods through important authors. With that in mind, researchers can either align with the established literature to gain relevance or can adopt a disruptive strategy by focusing in other works.

The study has as limitation: the use of only one research tool, Google Scholar, which may exclude some articles that could enrich the findings. However, this tool was designed to find relevant studies, different from the other ones, which justifies its use, giving it credibility. The sample of 58 articles used in the research can be viewed as small, considering the 235 articles found, and the works of other kinds

were not taken into consideration, as thesis and books. On the other hand, the quantity utilized can give a synthetical picture of the most relevant works and is aligned with the low resources the researcher had. But, surely, the more numerous the works analyzed and the research tools utilized, richer information can be offered, which can be addressed in future research.

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