

Customer Experience

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How Customers Remember Their Experiences: Investigating the Conflict Between Experiencing and Remembering

Over the past two decades, researchers have been studying the distinction between „experienced“ and „remembered utility“ and its implications for decision-making. While experiences are fleeting over time, memories are what we get to keep from them. In addition, the process of remembering experiences does not merely entail passive retrieval of stored information. Rather, remembering seems to be an interactive and reconstructive process. Research in the field of retrospective experience evaluations suggests that memories tend to be biased estimates of actually perceived events. Moreover, memories and „remembered utility“ might represent the basis for consumer decision-making. It is therefore necessary to investigate the nature of retrospective evaluations of customer experiences more closely. This thesis aims to address this issue by obtaining insights from consumers, including their recollections and depictions of prior customer experiences. In the first part of the thesis, a thorough literature review on the intersection between retrospective evaluations and customer experiences should be provided. Finally, focus groups with customers should be used to address the main research questions.

Format: Literature Review, Focus Groups

Advisor: [Aleksandar Blečić](#)

Literature:

Ariely, Dan (1998), „Combining Experiences Over Time: The Effects of Duration, Intensity Changes and On-line Measurements on Retrospective Pain Evaluations,“ *Journal of Behavioral Decision Making*, 11(1), 19-45.

Fredrickson, Barbara L. and Daniel Kahneman (1993), „Duration Neglect in Retrospective Evaluations of Affective Episodes,“ *Journal of Personality and Social Psychology*, 65(1), 45-55.

Loewenstein, George F. and Drazen Prelec (1993), „Preferences for Sequences of Outcomes,“ *Psychological Review*, 100(1), 91-108.

Out of Sight, Out of Mind? – The Role of Construal Level in Retrospective Evaluations of Customer Experiences

Little is known about how retrospective evaluations of customer experience (CE) – assessments of CE after it has been completed – unfold over time. For example, does it make a difference whether evaluation of the visit to a music festival is made one day after, or two months after the festival? Are there any systematic processes in play that shape the delayed evaluations? This thesis attempts to provide initial answers to these questions using construal-level theory (CLT) as an underlying framework. The basic premise of CLT is that individuals can perceive an object or an event to be abstract or concrete, which might have important consequences for consumer evaluations and decision-making. First, this thesis aims to provide a state-of-the-art review of literature pertaining to construal-level theory and retrospective evaluations. Afterwards, a conceptual model that integrates CLT and retrospective CE should be developed and tested empirically. At the end, the thesis is intended to derive concrete implications for marketing researchers and practitioners.

Format: Literature Review, Empirical Study

Advisor: [Aleksandar Blečić](#)

Literature:

Klaaren, Kristen J., Sara D. Hodges and Timothy D. Wilson (1994), "The Role of Affective Expectations in Subjective Experience and Decision-Making," *Social Cognition*, 12(2), 77-101.

Liberman, Nira, Yacoov Trope and Cheryl Wakslak (2007), "Construal Level Theory and Consumer Behavior," *Journal of Consumer Psychology*, 17(2), 113-117.

Sutton, Robert I. (1992), "Feelings about a Disneyland Visit: Photography and the Reconstruction of Bygone Emotions," *Journal of Management Inquiry*, 1(4), 278-287.