

The festival customer experience: a conceptual framework

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Abstract

Purpose

The purpose of this paper is to contribute to the conceptualisation of the festival customer experience by proposing a new framework based on three interrelated concepts: event design, social environment and digital environment.

Design/methodology/approach

The authors use a theory adaptation research design to adapt an existing customer experience framework to the specific context of festival customer experience based on the literature on customer experience and experiential marketing within events, festivals, tourism and leisure.

Findings

Based on this new conceptual framework, the authors identify interrelationships between event design, social environment and digital environment which can be managed by festival organisers to improve the customer experience.

Research limitations/implications

This study's analysis identifies five areas which are crucial for managing the contemporary festival customer experience. It offers researchers a conceptual framework for further development.

Originality/value

The paper proposes a new conceptual framework for festival customer experience which can be used to improve brand experiences at festivals. This is an emerging area which warrants further attention since festivals provide a valuable opportunity for brands to engage and build relationships with prospective and existing customers. This study is the first to combine insights from the interrelationships between event design, digital environment and social environment to better understand how to improve the management of brand experiences at festivals.

Keywords

- Festival experience
- Customer experience
- Brand experience
- Event design
- Digital environment
- Social environment

Citation

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