

Sensing Physical Properties for Subjective Meanings: The Phenomenological Consumer Perceived Value

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Abstract

Marketing theory currently lacks holistic conceptualizations of subjective consumer value, accounting for both the conceptual and sociocultural, as well as the sensory and embodied. Adopting a phenomenological perspective, this study introduces sensory perception as the missing link between these domains. First, previous conceptualizations of CPV and ViU/ViE are reviewed. Then, a novel conceptualization for Phenomenological Consumer Perceived Value (PCPV) including a new concept of Sensory Value Affordance are proposed, based on perception-action cycle, ecological psychology, and experimental phenomenology. They cater to B-2-C managers dealing with individualistic and value-oriented consumers, enabling the design of deeply customer-oriented offerings and customer experiences.

Subject Areas: *Consumer Behaviour, Goal-Derived Categorization, Information Processing, Intention-Behavior Link, Theory and Philosophy of Marketing*

Track: Marketing Strategy & Theory