



Research on Consumer Demands and Marketing Strategies in the Experience Economy Era

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Abstract: This study examines how the experience economy reshapes consumer behavior and necessitates corresponding adaptations in enterprise marketing strategies. Through theoretical analysis of experience economy characteristics and survey research involving 58 cross-industry business owners, the paper first establishes that consumer demands have fundamentally shifted from functional utility to self-expression, emotional resonance, and participatory value co-creation. Based on these identified demand patterns, the study then proposes an integrated experiential marketing framework encompassing six interconnected strategic dimensions: strategic positioning restructuring, deep demand insight, experiential environment design, employee empowerment, technology integration, and value co-creation mechanisms. The findings demonstrate that enterprises must transition from product-centric to experience-centric business models, as traditional marketing approaches prove insufficient in addressing consumers' heightened expectations for personalized and emotionally resonant consumption experiences. The research concludes that successful implementation of these experiential strategies enables enterprises to build sustainable competitive advantages through deepened customer loyalty and enhanced brand-consumer relationships in the experience economy era.

Keywords: experience economy; consumer demands; marketing types; marketing strategies

1. Introduction

As an emerging dynamic economic form, the experience economy reshapes market structures and consumption patterns. Consumers now prioritize experiential and emotional resonance over basic product/service functions. Cross-industry entrepreneurs recognize it as a key to competitive advantages, urging enterprises to adjust marketing strategies. Understanding the experience economy's mechanism, consumer demand trends, and building adaptive marketing strategies are crucial for competitiveness.[1]

2. The Connotation and Characteristics of the Experience Economy

2.1 The Connotation of the Experience Economy

The experience economy is an economic model where enterprises take services as the stage and goods as props, centering on consumers to create participatory and memorable activities. It goes beyond the scope of traditional commodity and service economies, focusing on creating and selling memories, emotions, and personalized experiences. In this economic form, consumers are no longer passive recipients but active participants, and the unique consumption experiences they obtain become an important part of product value.[2]

2.2 Characteristics of the Experience Economy

2.2.1 Personalization

The experience economy emphasizes responding to individual uniqueness. Consumers' preferences, values, and lifestyles guide their choices, requiring enterprises to provide highly customized solutions. Whether the apparel industry creates tailor-made clothing or travel agencies design unique itineraries, the core is transforming standardized services into distinctive experiences that deeply resonate with individuals[3]. All surveyed entrepreneurs agree that the experience economy can promote enterprise development; over 90% believe consumers will have higher requirements for emotions and meaning in consumption, and also recognize measures such as opening co-creation channels, increasing customization, and building brand IP.

2.2.2 Interactivity

Practices like restaurants' open kitchens and brands' offline co-creation activities reflect the interactivity of the experience economy, turning consumers from passive buyers into active participants. For enterprises, this interaction provides an important feedback channel to optimize products and services; for consumers, a strong sense of participation

enhances satisfaction and brand loyalty.

2.2.3 Emotional Resonance

Emotional resonance has become the key to establishing deep connections between brands and consumers. Consumers not only value practical value but also pay more attention to emotional experience and spiritual satisfaction. Home furnishing stores create a warm atmosphere through showroom layout and aromas, while cultural and creative brands arouse identity through craftsmanship stories and cultural heritage, elevating purchases into cherished memories and building lasting bonds.

3. Consumer Demands in the Experience Economy Era

3.1 Self-Expression and Identity

In the experience economy era, consumer demands have shifted from the material to the spiritual level. Modern consumers increasingly use consumption to express personal taste and values, choosing brands that match their self-image, where symbolic value outweighs product functionality. Whether preferring niche designer brands or lifestyle brands, the core is to construct a unique social identity through consumption.

3.2 Emotional Resonance and Spiritual Fulfillment

Satisfying emotional needs has become a core driver of consumer behavior. With material demands generally met, enterprises must focus on emotional elements in value creation.[4] Consumers expect brands to resonate with their inner world and bring spiritual comfort and joy. Emotional connections not only affect purchasing decisions but also foster long-term loyalty. Enterprises good at telling brand stories and creating a warm atmosphere are more attractive than those emphasizing only product features.

3.3 Participation, Interaction, and Value Co-creation

Modern consumers seek initiative and creativity in consumption beyond one-way acceptance. Enterprises open design and production links to invite consumer participation in value creation.[5] For example, a well-known sportswear brand's customization platform lets users design exclusive footwear, satisfying creativity and enhancing loyalty. Survey results show entrepreneurs emphasize integrating experience design with core businesses, focusing on three paths: scenario-based personalized contact, value pre-positioning and trust-building, and user participation and co-creation.

A tea store owner shared: Their core business is tea sales, with a focus on community tea culture sharing. They organize activities for customers to learn about tea culture, visit tea gardens, and provide feedback. They also engage tea enthusiasts as auxiliary community managers, forming co-creation relationships. These strategies enhance loyalty, recognition, and repurchase rate via in-depth experiences, driving growth.

4. Marketing Strategies for the Experience Economy Era

Facing changes from the experience economy, enterprises need an integrated experiential marketing framework. Core strategic dimensions are as follows:

Table 1. Core Dimensions of Experiential Marketing Strategy and Implementation Pathways

Strategic Dimension	Core Connotation	Specific Implementation Pathways & Representative Examples
Strategic Positioning Restructuring	Transition from a functional value provider to an experience platform operator and meaning facilitator[6].	Integrate experience creation as a core corporate strategy; redefine the value chain and business model around delivering memorable experiences; prioritize investment in experience design over pure product feature enhancement.
Deep Demand Insight	Move beyond superficial needs to explore consumers' emotional drivers and quest for meaning.	Employ qualitative research methods like ethnographic observation, in-depth narrative interviews, and analysis of user-generated content to uncover latent and emotional needs.
Experiential Environment Design	Construct a thematic, multi-sensory "experience field" that immerses the consumer.	Develop themed consumption scenarios; systematically integrate visual, auditory, olfactory, gustatory, and tactile elements to create a holistic sensory atmosphere[7].
Employee Empowerment & Cultivation	Position frontline employees as key performers and deliverers of the experience.	Grant employees service autonomy to handle unique customer situations; provide training focused on empathy, storytelling, and improvisational skills to enhance human interaction.
Technology Integration & Application	Leverage digital tools to enhance the personalization and immersiveness of experiences.	Utilize Augmented Reality (AR) and Virtual Reality (VR) to create interactive try-ons or virtual tours[8]; leverage data analytics and AI to build detailed user profiles for hyper-personalized recommendations and interactions.
Value Co-creation Mechanisms	Establish ongoing, interactive partnerships with consumers.	Foster and actively manage brand communities; develop channels for users to participate in product design (e.g., ideation platforms), marketing content creation, and feedback loops.

These dimensions are interdependent: strategic positioning provides direction, demand insight ensures experience design meets expectations, environment design and employee empowerment deliver quality experiences, and technology enhances effects and supports co-creation — building a shared-value brand ecosystem.

Industry-specific insights: Medical devices emphasize organizational capacity via professionals and systems; foreign trade and quantitative investment highlight product/service value as experience foundation. Unconventional applications: Specialized SME associations optimize services via immersive scenarios; sweeping robot industry integrates experience thinking into strategic planning.

5. Conclusion

In the era of the experience economy, consumer demands have undergone a profound transformation. Consumers now actively pursue self-expression, emotional resonance, interactive participation, and unique experiences. Enterprises should align with this trend by establishing a distinct brand experience theme, designing interactive pathways, leveraging technology to integrate scenarios, building open platforms for value co-creation, and cultivating experience-oriented organizational capabilities. Through these innovative marketing strategies, businesses can gain a competitive edge and achieve sustainable development.

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