



Embedded Study on the Experience Marketing from Consumers' View

Jianjun Ma

Management School, Xuzhou Normal University

Xuzhou 221009, China

Tel: 86-516-8399-8571 E-mail: mjj6868@126.com

Abstract

The experience marketing breaks the "hypothesis of rational consumers" in traditional marketing, and it emphasizes consumers' participation, contact, and "emotional resonance" to fulfill and create consumers' individualization demand. In the article, the 6Es strategies of the experience marketing from consumers' view are designed to dig the route selection of the experience marketing strategy.

Keywords: Experience marketing, Analysis, Design, Route selection

1. Definition of Relative Concepts about the Experience Marketing

1.1 Experience

The experience is the individual psychological feeling of one person, and it is the nice feeling in one's consciousness when his emotion, physical force, intelligence even spirit achieve certain specialized level, and it is one person's special and instant and deep affection with high strength which can not be described in the social life over general experiences and cognitions. Therefore, the experience will not only come down to human sense, emotion, sensibility and other sensitive factors, but also come down to human knowledge, intelligence, thinking and other rational factors, and also include some activities of the body. So the experience is the nice and profound feeling generated in consumers when they participate in designing, driving, emerging and feeling the whole consumption process in the consumption situation offered by the enterprise. With the deep research about the experience marketing theory, human understandings about the concept of experience are difference with the difference of the research depths, and according to different layers, the experience can be divided into four kinds from shadow to deep, i.e. the critical experience, the full-value experience, the extra-value experience and the overflow experience.

The level model among above four kinds of experience is seen in Figure 1. In Figure 1, the critical experience is the center of other three kinds of experiences. And with the updating to fulfill consumers' demand level, the experience is continually expanding to the periphery, and accordingly achieves the overflow experience on the most exterior level. The implementation of four kinds of experience all can fulfill consumers' demands and actualize consumer value, and realize the management target of the enterprise, and achieve the double-win of enterprise and consumers.

1.2 Experience economy

The so-called experience economy is a kind of economic form that the enterprise takes service as the key and takes the commodity as the materials to create valuable feelings for consumers. The traditional economy mainly gives priority to powerful function, beautiful exterior, and cheap price of the products, but the present tendency is to start from the life and situation to build the sense experience and thinking cognition, which can grasp consumers' attention, change their consumption behaviors, and find new survival value and space for the products. Just as the status of the service economy is higher than the product economy's, the status of the experience economy is higher than the service economy. Essential differences exist between the experience economy with the product economy, the commodity economy and the service economy (The comparison of the attributes of various economy types is seen in Table 1).

1.3 Experience marketing

The experience marketing is the marketing measure that the enterprise tempts consumers to consume, and utilizes consumption experience to drive consumers to cognize the product, and finally promote the distribution of the product. The marketing personnel experience consumers' buying concept, buying program, buying psychology and buying drive from consumers' view, i.e. they should redesign and redefine the marketing from five aspects including consumers' sense, sensibility, thinking, action and association. This kind of thinking breaks traditional hypothesis of "rational consumers", and thinks that consumers' consumption is rational and sensible, and consumers' experiences before consumption, in consumption and after consumption are the key to study consumers' actions and the brand management. The experience marketing emphasizes consumers' participation, contact, and "emotional resonance", and it is largely

difference with the traditional marketing (seen in Table 2).

2. Advantage Analysis of the Experience Marketing

2.1 Enhancing the profit ability of enterprise

By good service and consumers' active participation, the experience marketing can enhance the additive values of products and services, and increase the profits of enterprise. The experience marketing doesn't take the price as the competitive measure, but utilizes individualization, service, quality, function and technical character as the competitive measures, and make the benefits brought by high-quality product and service to counteract even exceed the price difference additionally paid by consumers for this high-quality service. In this way, to bring different services for various consumers and realize the additive values of the brand and the maximum commercial value in the tiny services could realize the real profits in experiences.

2.2 Offering new market chance

The experience marketing could properly be the standard to measure client satisfaction, i.e. client's feeling. It is human-oriented, and creates the brand by actions, and tries to keep and develop client resources, and really actualize the promises what it made for clients.

2.3 Enhancing consumers' loyalty for enterprise

With the demands for emotion and rationality, consumers could feel excited in the contact with the enterprise, and leave memorable and nice memories. The experience formed between consumers and enterprise makes consumers to want to acquire more experiences, and further communication with the enterprise, and in this way, loyal consumers of the enterprise can be formed. The experience marketing could better and comprehensively fulfill consumers' demands, and always take consumers' experiences as the orientation in the design, production, distribution, and after service, so more loyal consumers could be cultivated in this process.

2.4 Enhancing the brand recognition of enterprise

People would pay higher price for the brand, or buy more commodities with brands. The brand could express six kinds of meaning, i.e. attribute of product, function and emotional benefit, value view, culture of enterprise, individuality of product, and users' character. The sustainable meaning of one brand is its value view, culture and individuality. The brand is the best carrier to carry spiritual benefit. Surrounding one topic, the experience marketing could profoundly convulse consumers' heart, fulfill consumers' mental demands, endow the brand for special experience connotation, and better enhance the brand recognition of enterprise.

3. Analysis of Consumer Experience Demand Characters

3.1 Interaction

To make consumers to generate nice experiences for the commodities and services offered by the enterprise, the enterprise, the experience provider, must deeply analyze and grasp the experience proffers which can stimulate consumers' nice feelings, because any one kind of experience should be the result of interaction between consumer's individual intelligence status with those conscious planning events.

3.2 Difference

As consumers' mental spirit and psychological feeling, the experiences are different because of different people's education, culture, story, and taste, so different people would generate different experiences. Therefore, the enterprise must carefully study the objective consumers' differences of experience demand according to the consumers' individual and psychological characters.

3.3 Active consumption

Whether in the experience production, or in the experience consumption, consumers' experience could be active, and it is consumers' individual psychological feeling. Therefore, how to instruct and implement the experience diffusion to attract consumers' consumption demand and desire is the research task which should be further studied for the enterprise.

3.4 Real-time and continuation

In the experience consumption, the experienced buyer could obtain truly feeling on the scene, and good psychological feeling can bring psychological pleasure instantly, though this feeling is real-time, but the value of this experience could continue in consumers' heart.

4. Basic Principles of the Experience Marketing Strategy Design

4.1 Confirming the topic of experience

Topic is the base of experience, to confirm good topic is the key step going to the road of experience. A good topic

which can stimulate experience should be simple and affecting, and accord with the consumption psychology. Only thus topic can stimulate consumers' emotion and desire. The conformation of topic is a work with strong challenge. First, before the topic is confirmed, all topics should be selected from good angles such as classic civilization, rural feeling and nostalgia, urban sentiment, popular fashion, natural zoology, custom and habits, scientific fantasy or a sort of special living mode. The key to select good angle is to grasp what is really compelling. To understand that point, designer should deeply investigate consumers' emotion and psychological process, social culture and natural conditions, and grasp abundant various kinds of knowledge as much as possible, and exert large fancy and arts exploring spirit. Second, various factors composing the topic must be harmonious. The experience topic with sufficient lingering charms depends on the organic matching of various factors carefully designed, and only these factors are combined properly, consumers' experience could be deepened and the topic could be dominant.

4.2 Building image by positive clues

After confirming a topic, clues should be built closely surrounding this topic. By elaborately combining material things, the whole environment where consumers could easily grasp the topic can be created, which can exert clues incisively and vividly, fully stimulate consumers' senses, make consumers to be personally on the scene, and leave memorable image finally.

4.3 Eliminating negative clues

To build complete experience, not only many positive clues should be designed, but many negative clues which will weaken, refuse, and transfer the topic must be eliminated. The experience marketing could create an impressive environment for consumers, and this environment will be hard to avoid contain some negative clues disobeying the topic, and a tiny negative clue may largely influence the effect of the topic, even run counter to the topic sometimes.

4.4 Fully utilizing keepsakes

To offer keepsakes for consumers to memorize experience will strengthen the effect of experience. Though the price of keepsake is not much higher than the same product without memorable value, but because it has the value to memorize the experience, consumers are still wide about buying.

4.5 Integrating various sense stimulations

Marketing strategy design personnel should consider how to stimulate consumers' vision, hearing, feeling and various sense organs, in order to promote consumers to develop abundant images about the topic, and leave impressing image in consumers' hearts.

5. Design of 6Es Strategies for Experience Marketing Based on Consumers' View

5.1 Strategy of experience

The experience is the most basic factor in the combination of experience marketing, and it describes the experience what the enterprise offers to consumers. However, consumers' experience can not be distinguished clearly to belong to the type or the combination of several types. Based on the level development of value, this kind of combination is presented by the form of "wheel of experience". When designing the experience strategy, the connection point of various types should be found, and on the connection point, the experience lines should be expanded and combined to generate a complete consumer experience plan.

5.2 Strategy of environment

The environment is the "show stage" established by the enterprise for consumers, and it is the exterior environment generated by the experience. It can be designed as not only the practical scene, but also the visual world. In the design of environment strategy, the knowledge about dramatic theory, psychology and sociology can be referred, but the environment strategy must serve for the experience strategy.

5.3 Strategy of event

The event is a series of performing program set for consumers. The enterprise must specially design the performing process, and form the event strategy. According to the relaxing degree, the event strategy can be divided into two modes. One is to establish strict program such as the online game. The other is to set up relatively loose program with certain flexibility, such as the farm experience activity organized by the "Disney Birthday Club". In the design of event strategy, except for considering consumers' activities, it should consider the relationship among consumers, and if their activities can not be harmonized, negative experiences are easily brought, which is large loss for the enterprise.

5.4 Strategy of engaging

The experience marketing pays attention to consumers' active participation, and the strategy of engaging is to make consumers to really engage into the event designed by the enterprise by means of the marketing measure, and it requires that the consumers should be a real "player" in the role design. Only consumers really participate into the event, its

psychological activity can really emerge into the environment, and finally induce the generation of paid experience.

5.5 Strategy of effect

When releasing experience to consumers, the experience marketing should pay attention to consumers' lifetime value, and the introduction of effect strategy is just based on that. The memorable process of experience generates the effect which is the important factor to maintain long-term consumer relationship.

5.6 Strategy of expanding

Consumers' experience can be expanded to other products of the enterprise, or to different regions and terms, and be diffused to other people for realizing the maximum of consumer value. By the complete implementation of the expanding strategies from various measures, the experience marketing can extremely exert the efficiency of the experience.

In the combination strategy of 6Es, various strategies are associated very closely. First, the experience strategy is the design process of the experience, and it is the premise and base of the environment strategy, the event strategy and the emerging strategy, and other strategies must obey and sever for the basic connotation and ideas of the experience strategy. Second, the environment strategy, the emerging strategy and the event strategy are the implementation process of the experience, and by the implementation of these three strategies, the enterprise can complete the generation and releasing of the experience. Finally, the effect strategy and the expanding strategy are the management process of the experience marketing, and they are based on the former strategies, and the input of next experience releasing process, and they will influence the strategy combination of next experience releasing.

6. Route Selection of the Experience Marketing Strategy

6.1 Changing from fulfilling consumers' demands to fulfilling consumers' desire and adding consumers' experience in the marketing concept

In the management of enterprise, the experience marketing scans the management of enterprise from fulfilling consumers' desire and adding consumers' experience, and emphasizes fulfilling consumers' spiritual and psychological demands, and this change of consumption demand is the necessity of the development of the market economy. From the view of development, the consumption demand can be divided into three different stages. The first stage is the "fulfillment time of quantity", and the second stage is the "fulfillment time of quality", and the third stage is the current "time of experience consumption". The evolvement of three stages is closely correlated with the development of society and economy from "quantity" to "quality", and it is the social and economic development from "dressing warmly and eat one's fill" to "richness" and to "enjoyment". In the stage of enjoyment, consumers more emphasize the taste, style and good sense of consumption.

6.2 The marketing emphasis gives priority to fulfilling consumers' psychological, spiritual and emotional demands

In the time of experience consumption, single volume-production can not sufficiently fulfill the demands, and to achieve the difference, diversification and individuation of the product, the modern enterprise must take consumers' psychological character, life mode, life attitude and behavior mode as the base to deal with the production management, production design, manufacturing and distribution, which can accord with human spiritual demand, and make the products and services to induce consumers' association and resonance, and create the market performance. For example, the salability of the commodities such as the combined stationery, the palette cosmetic, the worn-out jeans, the new environment disc and tape presenting natural scene is because that the manufactures not only offer commodities, but better fulfill consumers' inner emotional experience. The combined stationery on the desk is not only used as the stationery, but adds the interests of the office, and the palette cosmetic could accord with human changing moods.

In the drastic market competition nowadays, the time that only depends on the hard ad bombing to enhance the additive value of the brand and obtain profits has been the past, and in the days that many brands have completed the initial assets of brand by advertisements in China, to fulfill consumers' desire and creation experience should be the emphasis to occupy consumers' mentality, and consumers should really accept the core value of the brand and identify with it form the bottom of their hearts. At the same time, how to go out from the circle of single advertisement battle and price battle, and how to create a kind of good psychological taste and special experience for consumers by the integrated marketing measures including products, services, consumption environment and marketing extension, have been a new task for modern enterprises to win in the market.

6.3 Creating and strengthening the brand image of experience in the promotion strategy

Today, the consumption market has entered into the stage of autumn, and consumers' demand has already exceeded the stage of "quality", and begins to enter into the "taste" level on higher layer. The taste is not the commodity, but the concept, so the commodity extension in the 21st century is not to sell the commodity, but sell the concept, i.e. creating a kind of brand image emphasizing experience, and under that environment, consumers will actively buy, possess and use this commodity. In the drastic market competition that the homogeneity tendency is gradually obvious, single benefit

demand has not touched consumers' heart, but the high-level taste pursuing which can fulfill consumers' dignity and self-implementation can more arouse consumers' resonance. Therefore, combining with the character of product and consumption psychology, the concept of "taste" which could conquer consumers' heart can create a kind of brand image emphasizing the experience.

7. Conclusions

Traditional marketing pays attention to the character and benefit of the product, and regards consumers as a purchase decision-maker, and regards consumers' decision as a process to solve problems in which consumers very rationally analyze and evaluate and make the purchase decision, i.e. the traditional marketing pays attention to the classification of product and the marketing orientation in the competition. But the emphasis of the experience marketing lies in consumer experience, and it thinks that consumers are rational and sensible, and they can experience the consumption scene in extensive social and cultural background. To adapt the new change of the marketing environment in the time of experience economy, the strategy of enterprise marketing must make corresponding adjustments. The strategy of experience marketing can be induced as in the Figure 2.

(1) Integrating with the total strategy of the enterprise, the experience marketing takes the topic of emotional experience as the start of the enterprise marketing strategy.

The experience should confirm a "topic" first, i.e. the experience marketing starts from a topic and all services surround this topic, or at least, a "topic prop" should be established. These "experiences" and "topics" appear non-randomly, but are designed by the marketing personnel of the enterprise.

(2) Taking "adding consumer experience" as the guidance of the marketing activity.

The experience marketing tries to near consumers, and taste consumers' demands and feelings, and fulfill consumers' psychological demands by the "emotional marketing". The enterprise should understand which stimulation can induce the emotion, and naturally infect consumers to emerge into this environment.

(3) Taking "fulfilling and creating consumers' individualized demands" as the emphasis of marketing.

(4) Taking the consumer participation as the marketing measure to strengthen the interaction between enterprise and consumers.

First, the communication network between enterprise and consumers should be established. Second, the enterprises should emphasize the technology innovation, use highly new technologies, especially the modern communication technology and measure, to fulfill consumers' demands by offering convenient and quick products and services. Finally, the brand connotation should be built to strengthen consumers' sensibility requirement for the product. In the time of experience economy, the product is not the leading actor of the marketing activity, but the prop to build certain life mode. Only when establishing the strategy of experience marketing, the enterprise can support it from the total strategy of enterprise, and implement it from the marketing strategy, and integrate the "experience" into each aspect of enterprise marketing. In that way, the enterprise can establish the strategy of experience marketing which can accord with the interior and exterior environment of the enterprise, and be propitious to the long-term development of the enterprise.

References

- Agarwal R., & Karahanna, E. (2000). Time flies when you're having fun: Cognitive absorption and beliefs about information technology usage. *MIS Quarterly*. No. 24(4). P. 665-694.
- Mano, Oliver H.M., & Richard L.O. (1993). Assessing the dimensionality and structure of consumption experience: evaluation, feeling and satisfaction. *Journal of Consumer Research*. No. 20. P. 451-466.
- Peter Doyle. (2002). *Innovation of Marketing Market*. Beijing: China Modern Economics Publishing House. No. 280-284.
- Qin, Dezhi., & Guo, Minna (2008). Study on the Innovation Mode of Enterprise Marketing. *Enterprise Economy*. No. 8, P. 71-73.
- Wakefield K.L., & Julie B. (1998). Excitement at the mall: determinants and effects on shopping response. *Journal of Retailing*. No. 74(4), P. 515-539.
- Wu, Chaoyu. (2008). Study on Market Strategy Development of Enterprise and Marketing Idea Innovation. *Journal of Anhui Institute of Architecture & Industry (Natural Science)*. No. 4, P. 27-29.
- Zhang, Chengkao, Nie, Maolin., & Chou, Yanping. (2004). Ten Tendencies of Enterprise Marketing Innovation in the 21st Century. *Commercial Economics Review*. No. 2, P. 30-33.

Table 1. Comparison of the attributes of various economy types

Economy proffer	Product	Commodity	Service	Experience
Economy type	Agriculture	Industry	Service	Experience
Economy function	Excavating & abstracting	Manufacturing	Transfer	Stage revelation
Character of proffer	Material	Corporeal	Immaterial	Memorable
Key attribute	Natural	Standard	Custom-built	Individualized
Supply method	A great deal storages	Repertory after production	Transferring according to requirements	Disclosed after a period of time
Seller	Trader	Manufacturer	Proffer	Comforter
Buyer	Market	User	Client	Guest
Demand factor	Character	Character	Benefit	Prominence feeling

Table 2. Comparison between the experience marketing mode and the traditional marketing modes

Mode of traditional marketing	Mode of experience marketing
Be absorbed in the character and benefit of the product	Focus on customers' experiences
Regard consumers as rational buying decision-maker, and regard consumer's decision as a process of solving problem including very rational analysis and evaluation, and final buying decision	Think that consumers are rational and sensitive, and the probabilities that consumers buy because of rationality and because of temporary impulsion pursuing interest and stimulation are same
Pay attention to the classification of products and the marketing orientation in competition	Test consumption situation in extensive social background

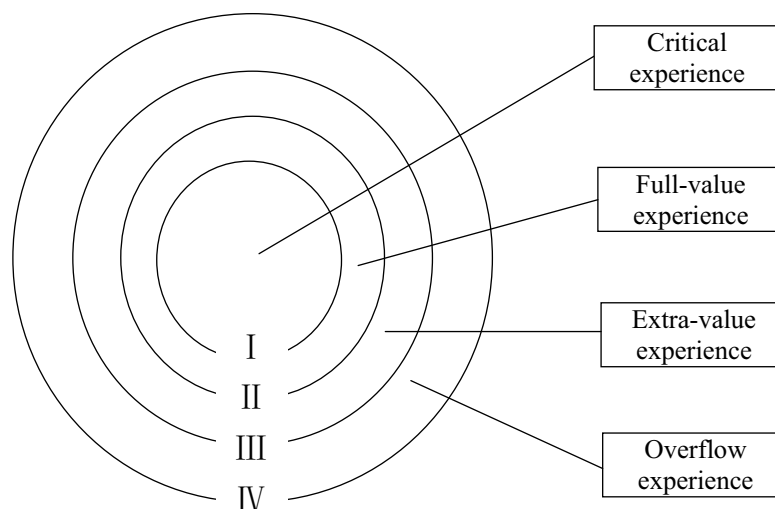


Figure 1. Four Levels of Experience Marketing

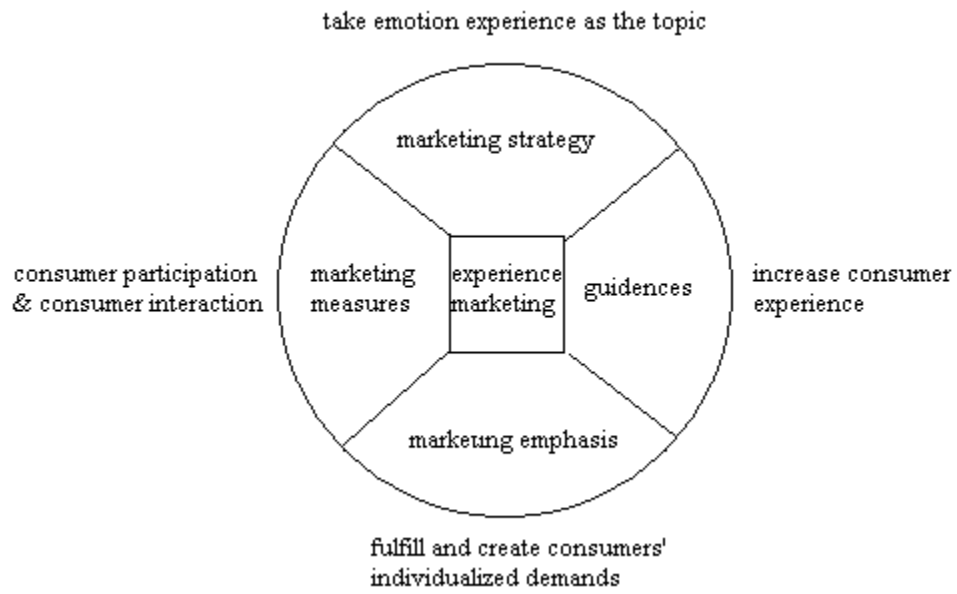


Figure 2. Experience Marketing Strategy Constitution Relationship Model Based on Consumers' Value