

## Research on Consumer Behavior Based on Experience Economy

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**Abstract:** the experience economy is a brand-new economic form. Compared with the pursuit of self-value realization of enterprises in the era of product economy, it completely changes the perspective of economic operations, that is, from the stage where the enterprise determines product design and marketing operations to the customer's own initiative. Decide on requirements and enable customers to monitor the stages of their production process from time to time. Compared with the system and complete service provided by enterprises in the era of service economy, it also completely changed the service model, that is, from the stage where the enterprise formulates service procedures and provides services, to the stage where customers decide the service procedures themselves and select the key services. Relying on the network economy, the experience economy has shaped a brand new operating model, which has improved customer value. Under the influence of the experience economy thought, more companies have carried out experiential marketing work, especially some multinational companies have launched the operation module of the experience economy in the market. These marketing methods undoubtedly bring value and enjoyment to consumers, but under what circumstances are consumers willing to accept the experience provided by the company, what kind of experience they want to get, what conclusions and reflections will form after the experience, and based on these contents, companies should how to define marketing operation ideas, etc., all these need to be further studied. Especially in the current economic era dominated by consumers, how to define the interdependent conditions of experiential purchase and consumption will be a problem that must be solved before enterprises begin experiential marketing.

### 1. Introduction

Experience economy is the third economic form that emerges after industrial economy and service economy. Compared with the pursuit of self-worth realization of enterprises in the industrial economy (product economy) era, it completely changes the perspective of economic operation, that is, from the stage where the enterprise determines product design and marketing operations to the customer's own decision on the requirements, and enables customers to constantly monitor the stages of their production process. Compared with the system and complete service provided by enterprises in the era of service economy, it also changed the service model, that is, from the stage where the company formulates the service regulations and provides the service, to the stage where the customer decides the service regulations and chooses the service model. This new operating model of the experience economy relies on new operating methods, such as network transmission and interactive communication, to motivate consumers and make consumers truly become the masters of meeting their own needs. Therefore, it reduces it reduces customer complaints and improves customer satisfaction; it reduces economic uncertainty and strictly controls market waste. This economic operation, which is carried out in full accordance with the demand scale and quality, has resulted in a comprehensive improvement in customer value. The emergence of the experience economy has changed the way companies produce. In the era of industrial economy, the production method of an enterprise is based on its own understanding of the market to innovate its products. Whether the products produced meet the needs of customers can only be verified by the sales stage. The operation of the service economy is provided by the enterprise. Service, passive acceptance by consumers is a form of expression. here, service is used to explain what the company has created and provided. Consumers still do not have the right to self-determination; the first thing that comes

to mind in the operation of the experience economy is the customer and what products the customer needs. It is up to the customer to decide. The work that the company does is to carry out production and management in accordance with the customer's requirements. This process is also an interactive process between the enterprise and the customer. This is the requirement of the era of consumer sovereignty and the inevitable result of the awakening of consumers' autonomous consciousness. The advent of the experience economy has changed the way consumers live. In the 21st century, consumers are no longer satisfied with passively accepting the inducement and manipulation of enterprises, but have shown a form of actively distinguishing and selecting enterprises and products, and proactively putting forward their own design opinions and requirements for products. Under the strong desire of product design and development, they have become the designers, observers, reviewers, evaluators and users of the products they need, and all the behaviors of consumers are under their control.

## **2. Basic Characteristics of the Experience Economy**

With the outbreak of the industrial revolution and subsequent economic operations, the development of economies of scale has already become a huge force for economic development, and it has also played a huge role in promoting the operation of the service economy. In the theoretical research of western economics, the research on economies of scale occupies an important position. Although the analysis of economies of scale varies from school to school, the understanding of the savings and benefits brought by economies of scale to production organizations is almost the same. Because the positive role of economies of scale has played a significant role in the history of the development of the world economy, and it has also shined in the field of economics research. Therefore, people do not abandon the pursuit of economies of scale in practice, and people in the theoretical world do not abandon in-depth research on economies of scale. However, the advanced experience economy has targeted the weaknesses of economies of scale since the day of its birth (there are diseconomy phenomena at small or no scale), and has launched a huge offensive on this. The purpose is to tell people that scale the economy has a positive effect, and economies of scale still have a positive effect. If an enterprise can move its economic trajectory along the path of non-scale economy, then the enterprise must be an advanced organization.

In the era of service economy, the means of market competition are concentrated in the aspects of service connotation, service quality, and service speed. At this time, the establishment of customer relationships has become a key element in the operation of the service economy. And the establishment of customer relationships is focused on the company's commitment to customers—the redemption rate, expanding the content of the promise and the degree of redemption. All these aspects are included in the connotation, quality and speed of the service. As a result of its economic operation, consumers rely on, pick and discriminate against corporate commitments, which in turn makes consumers not accept companies without commitments, companies that do not honor commitments, companies that do not accept discounts and benefits, and services Businesses that do not satisfy consumers. Compared to the industrial economy era, this is a huge economic progress, but it has also plunged enterprises into a quagmire of price competition. Whether it is an industrial economy or a service economy, all economic activities come from the thinking and behavior of the economic subject—the enterprise. Consumers play a passive role in it, that is, passively accept products and services, and passively accept business-to-consumer Various economic policies. In the era of experience economy, the means for enterprises to participate in competition is not the measurement given by various indicators of products and services, but the customer's “experience” evaluation of the company and its brand formed by the customer's feelings and customer satisfaction. The company aims to attract consumers to experience and appreciate the kind of happiness and unforgettableness brought about by the planning and display of “experience”. When an “experience” experience ends, people cherish the feeling of “experience” in their hearts and endure it. In the operation of the experience economy, all economic activities are the process of interaction between the enterprise's planning of events and operation, and the consumer's

acceptance of the “experience” and the central state of intelligence in the acceptance process. Therefore, in the experience economy operation, the emotional interaction and behavioral performance between enterprises and consumers are positive and upward. There is no power to obliterate this enthusiasm. Therefore, “the enterprises with such economic value will not only win a place in the hearts of consumers, but also get their money.” Consumers seeking this economic value will encounter unexpected thoughts because of their highly targeted choices.

The operation of enterprises under the conditions of non-experienced economy is trapped within the walls of the enterprise both ideologically and behaviorally. Although the company understands consumer demand and its changing trends and directions through market surveys and forecasts, and implements corporate innovation, product design, and various economic operations in order to meet consumer demand, all these tasks are more subjective, and there is basically no consumer participation in economic operations. Because all these tasks are done by enterprises in closed economic operation under the control of closed ideology. This closed economy not only impedes the thinking of enterprises, but also enables consumers to choose to consume in a state of ignorance. Consumers' grasp of the company's information is obtained through the information produced by the company and the media of its choice. Therefore, its authenticity, authenticity, reliability and credibility are all amazing. Question from the spoon. This will inevitably make consumers choose under a blindness, bewilderment, formalization, and blind worship: brand, choice of consumption, consumers simply do not understand the economic operation of the enterprise and the true energy of the enterprise. The operation of the experience economy has enhanced consumers' “experience” awareness. As long as they enter the “experience” state, consumers must increase their participation in the economic activities of the enterprise and “experience” the true side of the enterprise. In this case, the degree of openness of the enterprise will be higher and higher, and the retention will be less and less. The higher the degree of openness of the enterprise, the more consumers will participate in the work, and as a result, the level of consumer trust in the enterprise will become higher and higher, and as a result, the company's brand value and brand appeal will also increase. Closed companies cannot create attractive “experiences” because they are unwilling to withstand the tremendous pressure and constraints that openness brings them. Only excellent companies have the ability to set up a stage for consumers and accept consumer inspection. Consumers believe more in their “experience” and “observation”. They understand the company through the opening of the company, feel the company, and determine their choice direction and brand.

### **3. Analysis of Consumers' Pursuit of Customized Services**

In the classification of industrial economy, according to the thinking of China's national economic industry classification 5, and based on whether it is related to the experience economy as the basis for analyzing the problem, we divide the industries that are closely connected with consumer life into: manufacturing, Transmission industry (small logistics) 6, distribution industry, service industry, tourism industry, entertainment industry, etc. Among them, manufacturing and transmission industries are natural non-experience industries; circulation industry and service industries are semi-natural experience industries; tourism and entertainment industries are natural experience industries. Regarding the natural experience industry, whether or not the concept and form of the experience economy emerges in economic development, it carries out business activities in accordance with the operation mode of the experience economy. The difference is that in the non-experienced economic conditions, “the organization (enterprise) side” mainly me “, what I can do is provided. Under the condition of advocating the experience economy, the organization (enterprise) side will make the economy The operation incorporates more humanized elements, making the entire process of operation not only taking the customer as the main body and the main line, but also the main consideration is to put the wishes and requirements of the customer body before, during, and after the economic operation. That is to create entertainment or tourism products according to customer requirements, which fully reflects customer value. For the semi-natural experience industry, because economic operations directly deal with customers, it not only reflects

the satisfaction of customers' needs for products and services, but also integrates humanity. And human tastes, such as making consumers feel, feel, perceive, think and act, including consumers' evaluation of the environment and processes. Therefore, the semi-natural experience industry chooses the operation mode of the experience economy compared to the non-experience industry. Simple and easy.

Consumers' attitudes towards customized products and services are expressed as likes, dislikes, or uncertainties. In order to gain a deeper and more accurate understanding of consumers' "customization", the text uses a cross-analysis method; the relevant factors affecting consumer attitudes are introduced into it to find the factors affecting consumer attitudes and pass the chi-square test Test the correlation between the two variables. Correspondence analysis was performed on the indicators that passed the chi-square test. Based on the determination of the correlation between the two variables in the chi-square test, the specific relationship and internal logic between the two variables were found. For indicators that do not pass the Chi-Square test, due to space limitations, this article does not introduce them, does not display them, and does not carry out special explanation and analysis. The cross-analysis indicators identified in this article and whether consumers like "customized products and services" mainly include: consumer's residential district, consumer gender, consumer age, consumer occupation, consumer income and consumer education. Indicators.

Table 1 Customization and Related Claims Sample Table

	Case					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Area	1056	98.8%	13	1.2%	1069	100%
Gental	1019	95.3%	50	4.7%	1069	100%
Age	1032	96.5%	37	3.5%	1069	100%
Career	731	68.4%	338	31.6%	1069	100%
income	991	92.7%	78	7.3%	1069	100%
Education	1033	96.6%	36	3.4%	1069	100%

It can be seen from Table 1 that the effectiveness indicators) Yi production `` the proportion is very high, the highest is the consumer) The sample index of the urban area heard is 1056, accounting for 98.8%; the lowest is the occupation of the consumer, The sample index is 731, which accounts for 68.4%. The proportion of all the effectiveness indicators can meet the needs of the problem analysis in this paper.

The factors identified by this article that influence consumers' choice of "customization" are: urban areas where consumers live, gender, age, occupation, income, education, and other factors. Cross-analyze these influencing factors with consumers' choice of "customization", remove the items that do not pass the chi-square test, analyze only the key items that pass the chi-square test, and extend the corresponding analysis to find the environment Factors and their own conditions influence the index, degree of influence and distance of consumers' customized attitudes.

Consumers' attitudes toward "customized products and services" are related to gender, and consumers of different genders show different degrees of identification with "customization". Its male and female attitudes towards customization are shown in Table 2.

Table 2 shows the order of the first three items in terms of whether men and women like "customized products: with service". They are all formed in the order of "depending on the situation, very liked and more like". Attitude sequence, but a difference was formed in the ranking of the two dislikes and dislikes. Since the number of female respondents is 91 more than that of male respondents, the difference in absolute numbers cannot explain the problem, but the difference in the relative numbers is more obvious. Table 2 shows that consumers like "whether they like customized products different. And services. The males are 3.8% higher than the females, indicating that men have a higher desire for addressed products and services than women: In the degree of preference, women are 4.8 percentage points higher than men, indicating that women have a lower degree of hope for "customization" than men. In the "depending on the situation" option, the ratio of male to female is only 0.1 percentage points, indicating that there is no significant difference

between men and women in thinking about “customized” conditions. To a lesser extent, women are 0.8 percentage points higher than men; to a lesser extent, men are 2 percentage points higher than women. Although the latter two indicators are both small indicators, there is a difference of 2 percentage points in the small indicators, which indicates that men's attitude to things is a clearer victory, less affected by external factors, and women's attitude to things His attitude is more independent and more influenced by external factors.

Table 2 Contingency Table between Customization and Gender

		Gental		Total
		Male	Female	
Custom Altitude	Like Very Much	138	144	282
		29.7%	25.9%	27.7%
	Like	102	149	251
		22%	26.8%	24.6%
	Depends	206	247	453
		44.4%	44.5%	44.5%
	Not So much	7	13	20
		1.5%	2.3%	2.0%
Total	Unlike	11	2	13
		2.4%	4%	1.3%
		464	555	1019
		100%	100	100

#### 4. Analysis of Consumer Choice Experience

Consumers 'pursuit of experience areas and experience methods depends on many factors, such as regional culture, personal interests, income levels, age differences, education levels, and professional status. These conditions all have a certain impact on consumers' choice of experience areas. Some of these factors have a direct impact on the choice of consumer experience field, and the degree of influence is great: while other factors do not have a direct impact on the choice of consumer experience field. This article studies consumer choices in the field of experience by setting the field of experience, conducting experience surveys, and data analysis to observe the basic status of consumer experience behavior and the degree of correlation with relevant experience indicators, and follows this Find out the behavior rules that consumers are willing to participate in experience projects. The areas of consumer experience set out in this article include: consumption (use), shopping, entertainment, travel, and visits. Any consumer must have a thinking process when choosing the experience field and determining the experience behavior. This process is the process of selecting and determining the experience field and experience mode. Each consumer may make the same choice or make a different choice under the same conditions due to some reasons (such as personal and daily reason). Making the same choice is often the result of common conditions (such as regional culture, gender, etc.), and different choices are often the result of personality conditions (such as education, income, occupation, etc.). At the same time, consumers may have some alternatives when choosing and deciding, thus forming the order of first choice, second choice and second choice. This article lists this situation as the first choice (first choice), the second choice (second choice), and the third choice (again), and finds out the direction and tendency of the consumer's choice of experience and the relationship with the choice direction through analysis. Dependency. In the data analysis, because all the cross-analysis of the third-place option failed the chi-square test, it does not have statistical significance to continue the analysis, indicating that consumers expect the strength of the third-place option to be weaker. This article only analyzes the first and second options and influencing factors in the field of consumer experience.

Consumers in different regional environments have different pursuits of the experience field, which indicates that regional culture, regional economic development status, regional folk customs and customs inherited from history have a direct impact on the choice of consumer experience field.

Table 3 Consumer Test of the Correlation between Residential Areas and Preferred Experiences }

	Value	df	Asymp.Sig
Pearson Chi-square	58.104	20	.000
Likelihood Ratio	60.913	20	.000
Linear by linear	601	1	.438
N of Valid Cases	1058	/	/

The chi-square test results of the correlation between the consumer's residential area and the preferred experience area given by the Pearson chi-square test, in which the Pearson chi-square statistics given by Pearson chi-square and the LikelihoodRatio Likelihood ratio chi-square statistics, the two are consistent, and at the same time verify that consumers in different urban areas show significant differences in decision-making on the preferred experience field, with a significance level of 0.00.

The environmental conditions of different living areas include regional culture, economic development level, and consumption concepts, which have a direct impact on consumers' first and second choice experiences. This is manifested in the fact that Shanghai people pay special attention to daily life consumption and social interaction. And the consumption of their own image building, therefore, they are willing to take daily necessities, food, cosmetics and various apparel products as the first experience objects; Beijingers attach great importance to the choice of experience products for transportation products, indicating that Beijing people attach great importance to automobiles. The degree of preference is higher than in other cities; Guangzhouers pay more attention to the life consumption and the experience of transportation products, which shows that Guangzhouers have taken into account the dual characteristics of Shanghaiers' emphasis on daily life and Beijing's love of cars. The preferences of consumers in the three places for the choice of experiential objects, whether they are the first choice or the second choice, are non-produced, and the directions of the second choice are also very consistent. This shows that the influence of regional culture and related conditions on consumers has the same effect. As for consumers' choice of experiential objects, consumers in the same region tend to choose their favorite experiential objects as their first choice or intestinal second habit. Today's well-known cattle Ibu / Gan 1 / Hu Huchang. The influence of gender on consumers' preferred experience is that men pay more attention to the choice of “durable consumer goods” and “transportation products”, while women pay more attention to the choice of “cosmetics” and “apparel and clothing products”. The impact of academic qualifications on consumers' preferred experiential objects is that among the top choices, consumers with lower academic qualifications prefer experiential objects to products with lower technical content in life, and consumers with higher academic qualifications prefer experiential objects. For products with higher technical content. In the second election, the relationship between education and consumers and their first choices are complementary. The effect of age on consumers' choice of experiential objects is that a complementary form is formed between the first choice and the second choice, thus forming the consumer's favorite and second love for the experience selection. There is a trade-off between favorite and second love. This trade-off depends on the life goals and life orientation of consumers at different ages. The correlation between the first choice and the second choice is found through association analysis. This internal connection is closely related to various indicators of consumers.

## 5. Analysis of Consumer Experience Goal Selection

Experience goals are the hopes and results that consumers place through experience. This result is analyzed from the perspective of the enterprise, and is based on the brand image expected from the consumer experience behavior. From the perspective of the consumer, it is the ultimate acquisition of consumer experience value and the realization of experience benefits. The goal that consumers expect to obtain through experience in economic life is not a single layer and a single item, but a multi-layered and multi-dimensional one. Through combing, we categorize the consumer experience goals into three major categories: the shopping experience goals that consumers expect to obtain, the perceived benefit experience goals, and the deep benefit experience

goals. Here we make the information shopping experience target a first-level target, the perceived benefit target a second-level target, and the in-depth benefit target a third-level target.

After consumers choose and establish the experience field, experience channels (paths), and experiential objects, and put them into experience, they will naturally expect a good experience, or they have already formed this expectation before taking action. The results obtained. Analyzed from the operational level of the experience economy, this expected result can be initially expressed as the acquisition of necessary information to guide one's own shopping and even consumption. This is the goal of the information shopping experience, which is an information goal. The consumer information shopping experience goals set in this article are as follows: What consumers have gained through experience (level one participation): ISEa1: understand the technology and quality of the product; ISEaZ: understand the culture and characteristics of the company; ISEa3: understand the brand's Connotation; ISEa4: Can compare brand; ISEa5: Can find consumption direction; ISEa6: Can reduce consumption risk; ISEa7: Can meet consumer demand; ISEa8: Can feel the joy of life and so on. The main effect of the information directly related to shopping and consumption choices is the guidance of consumer behavior, but the degree and direction of the guidance are also different due to the personality differences of consumers. To this end, consumers will choose different experience goals based on different personal needs.

In general, consumers in the first option showed a strong desire for the first item "ISEa1: Understanding the technology and quality of the product" in the information shopping experience goal, with 305 people choosing, accounting for the effectiveness index. 33.4%; followed by "ISEa7: able to meet consumer demand" were selected by 194 people, accounting for 21.2% of the effectiveness index; and "ISEa6: capable of reducing consumption risk" was selected by 114 people, accounting for 12.5% of the total effective index. This shows that more consumers are most interested and more interested in meeting direct material needs and ensuring consumption safety. From the analysis of specific situations, consumers of all types of occupations have also shown great enthusiasm for the goal of "ISEa1: Understanding the technology and quality of products": the second-ranked target selection, more occupations Consumers choose "[SEa7: able to meet consumer demand", and only securities /II Ai ticket analysts ranked the second and third items of the experience goal as: "ISEaZ: Understanding the culture and characteristics of the company", and one "SEa3: Understand the connotation of the brand"; the second and third items of high-tech personnel are ranked as: "ISEa4; able to compare brands", and "ISEa6: able to reduce consumer risk", and the first three items of high-tech personnel The sorting ratios are all the same. This shows that more consumers are concerned about the actual needs in consumer life, and the pursuit of information shopping experience goals by securities / stock analysts and high-tech personnel is at a higher level.

## 6. Conclusion

The starting point of consumer experience behavior is the attitude towards experience economy. In the fifth chapter, this article analyzes whether consumers like customized products and services. In the survey of consumers' experience and behavior, the question in the questionnaire is based on the design of Likertscale, and gives the consumers the question of "Do they like customized products and services?" The answer is: I like it very much, I like it very much, it depends on the situation, I don't like it very much, I don't like it. From the overall situation of consumer attitudes, the "like" and "more like" are obviously higher than the "dislike" and "less like". It can be seen from the survey data that 51.8% of consumers are very interested and interested in "customized products and services". This shows that in the future consumption, with the change of consumers' consciousness, the environmental conditions and information technology are gradually mature, and the way of selecting consumption and purchase objects through "customization" will be more and more favored by consumers. Only if consumers have a "prefer" and "prefer" attitude towards "customization", the development of the experience economy will have greater prospects and space. Therefore, this article determines the starting point of consumer behavior based on the experience economy-consumers have a "like" attitude towards "customization", which is the cornerstone of the

extension analysis of this article. In the study of “consumer behavior patterns based on the experience economy”, in addition to the frequency analysis, cross analysis, correspondence analysis, and association: analysis involved in this article, you can also explore regression analysis based on consumer attitudes and Cluster analysis, discriminant analysis and factor analysis based on the influencing factors of consumer experience behavior decisions. If these methods can be selected in the analysis, the follow-up requirements need to be taken into account in the design of the questionnaire, so that the mastered data may be suitable for diverse analysis.

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