

FROM GOODS TO EMOTIONS: HOW IMPRESSIONS ARE CHANGING OUR CONSUMPTION

In today's world, where the choice of goods and services seems limitless, companies face a unique challenge: how to stand out from the numerous competitors? Simply offering a quality product is no longer enough to attract and retain customers. Consumers are becoming more demanding, and their attention is focused not only on functionality and price, but also on the emotional experience they get when interacting with the brand.

Let's take an illustrative example: coffee beans are just raw materials, and their price is minimal. Ground and packaged coffee is already a commodity that costs more. If you order coffee with home delivery, it will be a service that you will have to pay for in excess of the cost of the product itself. But when coffee is prepared for you in a restaurant and served by a waiter, it's already a complex impression: from the interior and furnishings to the service and background music [1, p. 22-32].

Indeed, very often "going out for coffee" is just an excuse for a business or friendly meeting, and the coffee itself is of secondary importance. People go "for a cup of coffee" primarily for impressions: from communication, hearing news about mutual acquaintances and the atmosphere that is created in the cafe. The institution that provides the opportunity to meet and "chat about this and that" receives payment for these impressions.

In this context, a new paradigm is beginning to take shape — the economy of impressions. This concept emphasizes that emotions and unique experiences are becoming the main currency in the consumer world. Understanding how impressions influence customer behavior opens up new horizons for businesses and creates opportunities to build deep and meaningful relationships with consumers. The impression economy is a modern model for the development of economic systems that focuses on the emotional perception of goods and services by the customer. This concept, introduced by Joseph Pine and James Gilmore in 1999, has become especially relevant in the context of global economic changes, when traditional models based on raw materials, goods and services are beginning to give way to more complex forms of supply. At a time when consumer preferences are becoming more diverse and individualized, there is a need for analyzing the economy of impressions as a new paradigm of interaction between business and customer [2].

The purpose of this study is to identify the key characteristics and factors contributing to the growth of the impression economy, as well as to study its impact on consumer behavior, especially in the tourism sector. This area is becoming especially important, as the impressions received by customers are becoming the most important indicators of quality of life and satisfaction. In an environment where traditional goods and services are no longer able to meet the growing demands of consumers, businesses

need to adapt to new realities and develop strategies to create unique and memorable experiences.

The main differences between impression economics and previous economic models are in several aspects. Firstly, impressions cannot be made in advance. They are created at the moment of interaction with the customer and are unique for each individual consumer. Secondly, impressions are intangible and cannot be evaluated in traditional material categories, which makes them difficult to quantify. Thirdly, impressions do not bring direct financial benefits, which requires businesses to take a new approach to evaluating the success and effectiveness of their proposals [3].

The most important factors contributing to the growth of the impression economy are social media, time constraints, and the economic difficulties faced by modern consumers. Social networks play a key role in shaping consumer preferences, as they provide a platform for sharing experiences and impressions, which, in turn, influences the purchase decision. Time scarcity is also becoming an important aspect, as modern consumers strive to get the most out of their experiences in the shortest amount of time. Economic difficulties such as inflation and market instability force customers to look for alternative ways to obtain satisfaction, which makes the experience more valuable in their eyes [4].

The study of the impression economy opens up new horizons for understanding consumer behavior and developing innovative business strategies. As impressions increasingly become key indicators of quality of life, it becomes essential to create effective strategies that foster their development and maintenance. This includes leveraging technology to personalize experiences, craft unique offers, and engage customers through various channels such as social media and online platforms. The economy of impressions is a dynamic field that requires businesses to constantly analyze and adapt to changing consumer preferences and behaviors. Understanding its key characteristics will form the basis for the long-term success of companies in today's competitive market and is crucial for advancing both theory and practical applications in marketing, management, and consumer behavior.

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