

## SECTION 2

### ACTUAL PROBLEMS OF INTERNATIONAL MANAGEMENT AND MARKETING

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#### A CUSTOMER OF THE XXI CENTURY: SATISFACTION OR EXPERIENCES?

What people have demanded since the beginning of times is ‘bread and circuses’. However, nowadays the balance between these two needs seems to have moved to the last one. Today’s customers are no longer satisfied with a simple purchase – they require impressions and emotions to support this process. Therefore, it is time for the experience economy, the urgency of which actually doesn’t arouse any astonishment.

This phenomenon can be explained by Maslow’s hierarchy of needs. As a person satisfies all basic needs, there comes the longing for self-actualization and aesthetics. Thus, the economy of impression doesn’t contradict human’s psychology.

One more explanation for the emergence of the experience economy can be found in the so-called law of Linus, the creator of the famous operational system known as Linux. His approach interprets this phenomenon as an integral part of logical social development.

Furthermore, the results of a customer survey conducted prove the necessity of the experience economy and its popularity among consumers.

Unfortunately, nowadays most producers are still unaware of the changes in customer needs or else, even being aware of them, they have no idea of what direction to take. For the purpose of overcoming these obstacles a simple, but efficient solution is offered, based on the so-called ‘Marketing Mix’ or ‘Four Ps of Marketing’.

All in all, it is advisable for everyone engaged in the experience economy to remember its basic principle: ‘You do not sell only what you make, but who you are’. So, it is significant to do everything in one’s power and present themselves and their products in a favourable and catching way. Besides, ‘flavouring’ it with experience is well worth as that is what customers insist on nowadays.