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THE CONCEPT OF METAMARKETING IN THE EXPERIENCE ECONOMY

The new conditions of the digital environment and the formation of the impression economy have caused the transformation of marketing, which involves the introduction of innovative strategies, methods and tools of digital marketing into the activities of enterprises to form a positive immersive experience for customers on the basis of impressions created by enterprises. The aim of the article is to substantiate the concept of metamarketing, which is based on the offer of impressions in the modern conditions of the digital environment. The hypothesis is formulated: the formation of the impression economy in the digital environment has led to the transformation of marketing, which includes digital marketing and impression marketing. The convergence of these types of marketing forms its new concept, in particular metamarketing, which involves the application of digital marketing methods and tools to create and provide impressions in physical and digital space. General scientific and special methods were used: analysis and synthesis, systematic, comparison, logical generalization. The research carried out: substantiation of the importance of impressions for producers and buyers; systematization of strategic directions for ensuring customer impressions; highlighting key elements and principles of the impression economy and formulating the author's definition of the "impression economy in the digital environment"; systematization of the conditions of application, management decisions, limitations and risks of marketing concepts in evolutionary development; substantiation of the concept and formulation of the definition of metamarketing for forming impressions of enterprise customers in the digital environment.

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КОНЦЕПЦІЯ МЕТАМАРКЕТИНГУ В ЕКОНОМІЦІ ВРАЖЕНЬ

Нові умови цифрового середовища та становлення економіки вражень обумовили трансформацію маркетингу, що передбачає впровадження у діяльність підприємств інноваційних стратегій, методів та інструментів цифрового маркетингу для формування позитивного імерсійного досвіду клієнтів на основі створюваних підприємствами вражень. Метою статті є обґрунтування концепції метамаркетингу, що базується на пропозиції вражень у сучасних умовах цифрового середовища. Сформульовано гіпотезу: становлення економіки вражень у цифровому середовищі призвело до трансформації маркетингу, який включає цифровий маркетинг і маркетинг вражень. Конвергенція цих видів маркетингу формує його нову концепцію, зокрема метамаркетинг, що передбачає застосування методів та інструментів цифрового маркетингу для створення та надання вражень у фізичному й цифровому просторі. Використано загальнонаукові та спеціальні методи: аналізу та синтезу, системний, порівняння, логічного узагальнення. У ході дослідження здійснено: обґрунтування значення вражень для виробників та покупців; систематизація стратегічних напрямів забезпечення вражень клієнтів; виділення ключових елементів та принципів економіки вражень і формулювання авторського визначення дефініції "економіка вражень у цифровому середовищі"; систематизація умов застосування, управлінських рішень, обмежень і ризиків концепції маркетингу в еволюційному розвитку; обґрунтування концепції та формулювання визначення метамаркетингу для формування вражень клієнтів підприємств у цифровому середовищі.



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Keywords: impressions, impression economy, digital marketing, impression marketing, customer centricity, design, branding, personalization, digital technologies, metamarketing, immersive customer experience.

Ключові слова: враження, економіка вражень, цифровий маркетинг, маркетинг вражень, клієнтоцентричність, дизайн, брендинг, персоналізація, цифрові технології, метамаркетинг, імерсійний досвід клієнтів.

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Introduction

Changing consumer behavior in the context of globalization, urbanization, and the rapid spread of digital technologies requires companies to adapt existing and create new business models, taking into account new patterns of behavior on the consumer's digital journey and high customer expectations of companies' value propositions. The new conditions of the digital environment and the emergence of the impression economy have led to a transformation of marketing, which involves the introduction of innovative digital marketing (DM) strategies, methods, and tools into the activities of companies to create a positive immersive customer experience based on customer impressions created by companies.

The concept of an impression economy focused on consumer feelings was pioneered by Pine II and Gilmore (2021/1999), who in their fundamental work "The Experience Economy" identified the evolution of consumer value from the supply of raw materials, goods, and services to the supply of experiences. Continuing to explore the factors influencing the future of the experience economy, Pine II (2023) identified the active transition of consumers to the digital environment due to COVID-19, which has shaped a new individual consumer experience, to ensure which, by preserving the unique time spent with the company and increasing its value, he emphasizes strategies and innovations in creating value through experiences.

The research of modern scholars is based mainly on the work of B. Joseph Pine II and James H. Gilmore "The Experience Economy". Thus, the work of Boiarska (2016) demonstrates the beginning of the study of the economy of impressions by a scientist, while the author focuses on the essence of the concept of "economy of impressions" and notes, following Pine II and Gilmore, that this is a type of economy in which human feelings and experiences become central to the economic activity of an enterprise. In addition, the author emphasizes that impressions can be both a final product and a tool for promoting traditional goods. The same division in identifying impressions is followed by Zaitseva and Fursov (2019a). Agreeing with the conclusions in the authors' works, we note that changing consumer behavior towards individualization and digitalization of consumption involves the formation of customer experience by enterprises through providing

impressions at every point of contact with consumers, both online and offline, which will ensure the integrity of the experience and sustainable positive associations with the product, brand, and company.

Chubukova and Yarenko (2016) define the experience economy as a new type of economy based on the psychological need of society for emotions and new impressions of consumers. Boiko and Gudzenko (2019) consider the experience economy as emotional capitalism in a socio-cultural context. The empirical results of the study confirm the actualization of the human need for emotional pleasure and impressions from goods and services. That is, the desire to receive emotional pleasure and impressions is a natural need of people, but today consumers have clearly formed expectations regarding the satisfaction of this need precisely from goods and services for which they are willing to pay a higher price. Sadchenko and Robul (2020) in their study of the essence of the experience economy focused on the economic and ecological component of creating a marketing space of the experience economy, which makes it possible to form a higher price for goods and services, in particular due to original services of impressions from a product or service.

A thorough approach to the study of the impression economy was taken by Yastremska (2024). Exploring the theoretical and methodological basis of the phenomenon of the impression economy, she emphasizes that modern consumers of goods and services need not only emotions, but also experiences that they will remember and in the long term will be willing to repeat.

In general, the analyzed studies repeat the conclusion about the paradigm shift, the consideration of impressions as a source of added value, the connection of impressions with innovations, descriptions of the proposed theoretical models, etc. are provided. However, there is a lack of applied marketing approaches and methods for creating and providing impressions to consumers, which is due to the diversity of approaches and, accordingly, the lack of a holistic marketing concept that includes both DM and impression marketing and is based on impressions in the digital environment.

The purpose of the article is to substantiate the concept of metamarketing, which is based on the offer of impressions in the modern conditions of the digital environment. To achieve this goal, it is necessary to identify strategic directions for ensuring the impressions of enterprise customers; to highlight the key elements and principles of the impression economy; to investigate the evolution of basic concepts of marketing management from the end of the 19th century to the present; to substantiate the concept of metamarketing in the modern conditions of the digital environment for ensuring the impressions of enterprise customers.

To achieve this goal, the hypothesis is formulated that the emergence of the impression economy in the digital environment has led to the

transformation of marketing into a composite function that includes DM and impression marketing. The convergence of these types of marketing forms its new concept, namely metamarketing, which involves the use of DM methods and tools to create and provide impressions to consumers in the digital environment, which includes physical and digital space.

To test the hypothesis, the following general scientific and special research methods were used: analysis and synthesis, system, comparison (to identify strategic directions for ensuring the impressions of enterprise customers; to systematize the conditions of application, management decisions, limitations and risks of marketing concepts in evolutionary development; to substantiate the concept of metamarketing in the economy of impressions); logical generalization (to formulate conclusions regarding the conducted research).

In the main part of the article, based on the identified strategic directions for ensuring impressions, key elements and principles of the impression economy, and researched marketing concepts, the concept of metamarketing for forming impressions of enterprise customers in the digital environment is substantiated.

1. Strategic directions for ensuring consumer experiences

Rapid changes in people's values and behaviour, as well as the rapid development of digital technologies in society, digital transformation in business and marketing indicate that in 2019–2020 an institutional revolution took place, associated with the development of digital ecosystems, the catalyst for which was the COVID-19 pandemic. "Changes in the institutional environment shape new conditions for economic activity" (Umantsiv, 2021, p. 274). The current stage of socio-economic development is characterized by the following factors: the development of the information society and the knowledge economy; the development of digital technologies and the formation of the digital economy; the recognition in economic theory of human irrationality in the decision-making process under conditions of choice and the formation of behavioural economics; a change in consumer value for people and the formation of the impression economy. The process of formation of the listed concepts occurs almost simultaneously, and all of them have an impact on each other and on the socio-economic development of society, while historically the formation of the impression economy is a logical result of the development and interpenetration of the knowledge economy, digital and behavioural economies. Digital technologies expand the possibilities of interaction between enterprises and consumers by creating impressions and forming a holistic immersive experience for customers. And just like behavioural economics, impression economics is based on people's

psychology and emotions. However, the evolution of value, for which people are willing to pay a higher price, is fundamental to the experience economy.

The peculiarity of experiences is that they can be both a separate product (amusement parks, immersive theatre, 7-D cinemas, various shows, etc.), and a way of forming demand and selling goods and services in any field of activity. Planning experiences as an economic offer with the aim of forming demand belongs to the marketing function of the enterprise. Since the experience economy involves a conceptual change in economic relations between sellers and buyers based on changes in consumer behaviour and economic offer, this requires new approaches to the interaction and promotion of goods and services in all areas of human activity. The newest type of economy involves the transformation of business models and, accordingly, the concept of marketing, which in the digital environment is transformed into digital and further, taking into account the creation and promotion of experiences, is transformed into metamarketing (Kotler et al., 2021).

A feature of impressions, associated with the peculiarity of human brain activity, is their memorability. Over time, a person may forget the details of certain impressions, but the feelings from their own experience remain forever, even if at this moment in time the person does not remember it. Therefore, marketing uses various psychological triggers that can return a person to impressions and emotional experiences through reminders. In addition, according to Dan Ariely, people's irrationality is predictable, that is, one that can be influenced through feelings and lead them to actions planned by the enterprise (Ariely, 2008). For this purpose, DM and branding tools are actively used today.

The results of the analysis of the above scientific sources allow us to highlight and supplement the meaning of impressions for sellers and buyers. So, *impressions* are:

for sellers (manufacturers): an economic offer, a source of added value, a source of competitive advantages, attracting consumers to create value, the possibility of increasing the price of the product, effective promotion through the sales funnel, the formation of a positive customer experience, increasing consumer loyalty;

for buyers: emotions, feelings, experiences; the formation of life experience; co-creation in creating value for oneself; satisfaction of needs; accumulation of customer experience; participation in the processes of accumulating information in social memory.

This division made it possible to determine the strategic directions of providing impressions on the part of the company for consumers: client-centricity as a corporate culture; design of (product, website, mobile site and application, content, etc.); branding; personalization of the offer; experience design at every point of contact on the consumer's journey; marketing strategies; digital technologies; digital marketing methods and tools.

Client-centricity. The experience economy, like the knowledge economy, digital and behavioural economies, is customer-oriented, but unlike the customer-oriented nature of the digital and behavioural economies, the experience economy is customer-centric. In scientific research, customer orientation and customer centricity are often equated (Khalina & Vasylieva, 2018; Komandrovskaya et al., 2019; Rynkevych, 2020; Kalycheva et al., 2022). These concepts are similar, but there is a fine line between them. Customer orientation is based on identifying and satisfying needs, managing consumer loyalty based on customer databases, using CRM systems, segmenting the target audience, creating personalized offers, improving products and services, etc. (Trushkina, 2020; Obruch et al., 2021; Zavadskaya, 2022). Therefore, customer orientation can be explained more by technical aspects of the company's work with consumers as separate segments, according to the relevant rules and procedures. Customer centricity is a continuation of the concept of customer orientation (Savytska, 2020; Marchenko, 2021; Riepina & Potiienko, 2023) and additionally includes the establishment and development of partnership and friendly relations with customers, that is, it is a concept of humanity and emotional response. Customer centricity allows you to focus on mutual understanding and cooperation between the company and customers based on trust, economic ethics and common human values, which the company should embed in its corporate culture. With a customer-centric approach in a company, the customer becomes the center of all business processes – from product development to marketing strategies. This involves the primary planning of impressions based on the identified motives, needs, and interests of consumers, at ensuring of which the marketing as a key function of entrepreneurial activity and DM is aimed in the digital environment. This gives grounds to conclude that the impression economy is an evolutionary form of socio-economic development of society. Thus, the digital economy is based on revolutionary digital technologies that have formed a new (fifth) technological order, in which behavioral economics and impression economics developed at the beginning of the 21st century. The spread of information and communication and other digital technologies has led to the individualization of production and consumption, the possibility of targeted interaction between companies and consumers and the provision of personalized offers. The emergence of the buyer's market in the fifth technological era has contributed to the evolutionary development of interaction between companies and consumers, taking into account their emotions and feelings. Thanks to this, it is possible to plan in advance impressions that are a manifestation of emotions, and increase the efficiency of management based on the principles of humanity and partnership.

Design. The product, around which marketing and branding are based as a marketing technology, is of fundamental importance in providing impressions and satisfying consumer needs. Schifferstein and Hekkert (2008) paid attention to the fact that in modern conditions there has been a transformation in the perception of the product by consumers. The use of a product involves interaction with it and depends not only on the method of such interaction, which is technologically and functionally embedded in the product itself, but also on the use of the senses, motor system and knowledge of consumers, which allows them to process the information they perceive during the interaction and experience one or more emotions. This allows a person to form an affective assessment of the product during interaction with it. At the same time, the effect of emotions, feelings and experiences is characterized by intensity and brevity, physiological manifestations, which are manifested in a subconscious rapid reaction to the current situation (Berent et al., 2020, September 23). Regarding the product, this means that the consumer's first and preferably subsequent interaction with it should be accompanied by both emotional and physical experiences, which is manifested in admiration and the desire to own it.

The founder of Ajax Systems, O. Konotopsky, identified five features of a successful product: quality, design, price, functionality, and compliance with standards. He noted that companies that are engaged in design have higher capitalization than companies that are not engaged in design. It is design that makes people love the product at the start (even with imperfect quality, functionality, etc., which requires refinement). At the same time, design is important, but only if the other components of a successful product listed above are present (Forbes Ukraine, 2023). In general, design should be manifested not only in the product, but also in everything that the client interacts with on the consumer journey: website, mobile application, content, communication channels, points of contact and interaction, etc.

Simon (1996) once emphasized the focus of design on developing options for actions that are aimed at changing existing situations to better ones with given properties. Therefore, design is important in creating impressions, a detailed study of which the further research of the author will be devoted to.

Branding. Branding allows you to create an emotional frame around the product (Barden, 2013). As a marketing technology, branding involves the process of creating, promoting and developing a brand in order to achieve the strategic goals of the business entity, increase its profitability and development efficiency. We note the importance of a strategic approach to the development of a business entity, which in market conditions is based on building relationships with consumers in the long term through the use of a brand. A brand is a system of identification symbols for a product/service, provided that it is of good quality and meets the expectations of consumers, which allow them to form value in the minds of the latter and, thanks to the

user experience, positive associations and impressions, which provides additional value for the manufacturer and higher profitability than the market average, due to the willingness of consumers to pay a higher price (Iankovets & Levytska, 2024, p. 61). Currently, in the science and practice of branding, there are a large number of models of brand building, in which, using different names, there are common components: brand essence, physical data, benefits and values, individuality. The cultural direction of brand identity formation in the socio-cultural aspect, important in the economy of impressions, is used in the models of J.-N. Kapferer, D. Aaker, T. Ged (Iankovets & Palicheva, 2018, p. 55).

To create impressions, it is advisable to use sensory branding, the model of which was proposed in 2005 by Lindstrom (2010). The peculiarity of sensory branding is to involve all five human senses in order to awaken an emotional response in building a relationship between the consumer and the brand, which directly affects the impressions that a person receives from such interaction. This, in turn, forms a unique and individual experience of the consumer as the basis for his further interaction with the product, brand, company.

Offer personalization. Individualization of production and consumption in the digital environment is a consequence of the spread of *BigData* digital technologies, artificial intelligence, machine learning, which provides the opportunity to provide personalized offers to each unique user, taking into account the consumer's experience and the history of interaction with the brand, the company. Such a personalized approach, taking into account the principle of client-centricity, makes it possible to create an immersive experience for each client of a brand or company. The company's systematic work on the formation of a positive experience (by maintaining the brand's reputation and fulfilling the brand's promises) will contribute to the client's desire to share impressions in social networks (in particular, using UGC content), which will spread through the network according to the principle of "word of mouth", which will allow expanding the target audience, attracting new customers, build long-term relationships with existing customers, etc. and thus improve the results and efficiency of business activities.

Experience design. Experience design, as a new marketing promotion method, involves the process of organizing elements of an experience to provide participants with the opportunity to maintain and develop interaction, leading to the results intended by the designer and expected by the participants (Rosman & Duren, 2019).

Digital technologies. Digital technologies are considered by the author as a structural component of the digital economy on the way to becoming an experience economy. The use of digital technologies allows businesses to create and provide experiences based on collected information about consumer behaviour in the digital environment. This opens up the opportunity for businesses to use Data Analytics to predict consumer actions, engage them in interaction through social media, and provide an immersive

customer experience based on providing personalized offers and prices. In addition to BigData technology and complex data analytics algorithms, new information technology as a general term includes the following technologies (Bukht & Heeks, 2017, August 3; Williams, 2021; Ministry of Digital Transformation & Diia, 2021): Internet of Things (IoT), smart sensors, additive technologies (3D printing), social media, multimedia, identification technologies, machine learning, multi-level customer interaction and profiling of him, streaming video, augmented reality, cloud computing, mobile technologies, fraud detection and authentication, robotics and cyber systems, artificial intelligence, virtual/augmented reality and metaverse, "friendly" user interface, geolocation, blockchain, quantum technologies, etc. The spread of these technologies has contributed to the emergence of new segments of users who are not programming professionals, but who actively participate in the information process in the digital environment and are consumers with new needs that shape markets for new digital products.

Marketing strategies. In general, a marketing strategy is a long-term plan of actions (measures) aimed at forming, maintaining and expanding demand for a product (products, services, works) of an enterprise. Like any strategy, a marketing strategy includes goals, indicators, measures, resources and monitoring (Iankovets, 2019, p. 94). In the digital environment, the overall marketing strategy of a company/brand has a digital marketing strategy, which is defined as a systematic program of actions (measures) using innovative digital technologies, channels, methods, tools to achieve the goals of the DM. A detailed description of the digital marketing strategy by stages of formation is given in the author's article (Iankovets, 2022). By the way, digital marketing strategies are divided into conversion, image and reputation strategies, which are designed to ensure the implementation of the financial and non-financial strategic goals of the company/brand. That is, the company must simultaneously implement all three types of strategies, the synergy of which ensures positive impressions and forms a holistic immersive customer experience, taking into account the stages of the consumer's journey in the digital environment.

Digital marketing methods and tools are designed to implement a company's/brand's DM strategy and involve both online and offline interaction between the company and consumers at every stage of the consumer journey.

Service. As a value proposition, experiences are based on goods and services, since their provision requires material means and services to provide experiences. Hence, service is strategically important in providing positive emotions during the preparation for receiving experiences, during receiving experiences, and after receiving them. At the moment when a person experiences the received impressions, it is important not to lose contact with him in order to build long-term partnerships and attract him as a regular customer and later – to transform him into an advocate and promoter

of the brand. Service involves both technological solutions and support, and the participation of company employees in the process of creating and providing experiences, as well as support after receiving experiences. In addition, considering service as a relationship between people, it is important to maintain it at a high level both in relation to external customers and internal customers (company employees), as well as in relation to other stakeholders. High-level service involves human relations aimed at mutual positive emotions. Therefore, service as a strategic direction should be built in the company on the basis of a customer-centric approach (both in relation to external and internal customers), which is the basis of corporate culture in the impression economy, which will contribute to improving business reputation, brand loyalty and, as a result, will ensure an increase in the strength and capital of the brand, improving financial results, operational efficiency and business profitability.

Taking into account the above, *Figure 1* presents the key elements and principles of the impression economy, which allow us to formulate the author's interpretation of the definition of the "experience economy in the digital environment".

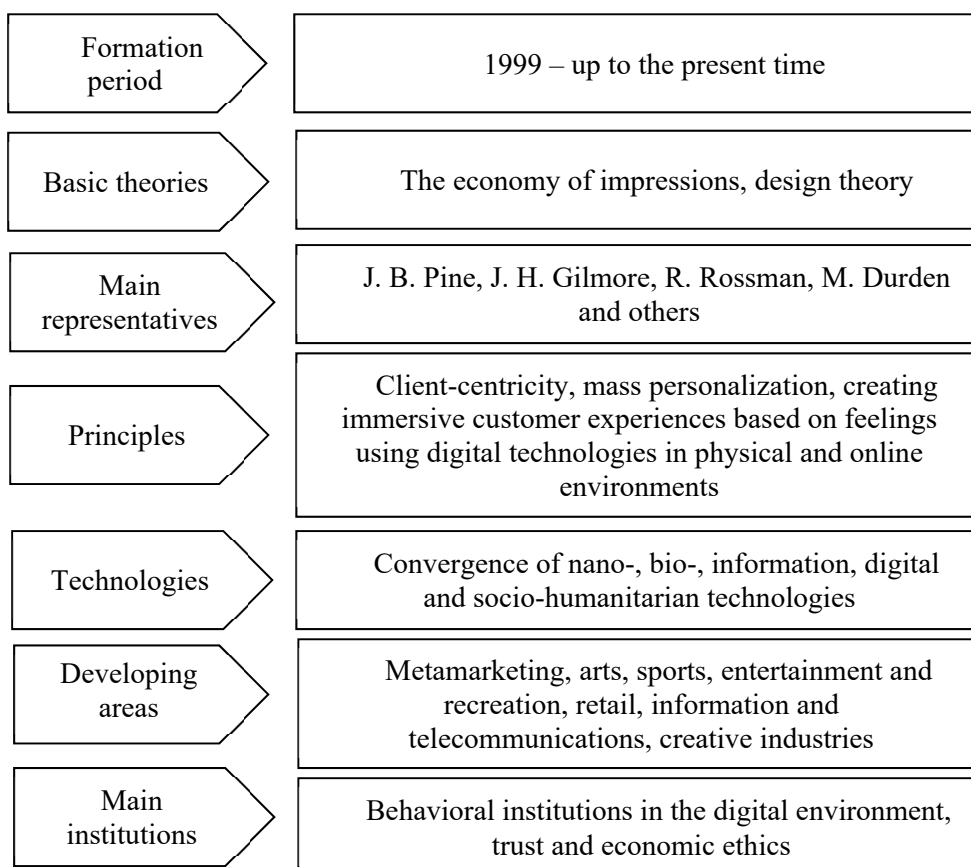


Figure 1. Key elements and principles of the experience economy

Source: compiled by the author.

The experience economy in the digital environment is a type of modern economy based on: the economic offer of experiences using a customer-centric approach and digital technologies in a digital environment that includes physical and digital space; involving customers in co-creation to create value for themselves, which contributes to the formation of a holistic immersive customer experience, positive sustainable associations; the desire to interact with the product, company and brand in the long term based on partnership and friendship. This definition does not emphasize efficiency for enterprises, but this is implied, since any economic activity of business entities is aimed at achieving economic and social results, and entrepreneurial activity, in addition, is aimed at making a profit and increasing profitability (Economic Code of Ukraine, 2024/2003). A feature of the definition, unlike existing ones, is the central place of the client as an active subject in interaction with the company to create value for himself, which turns him into a partner involved in the company's business processes.

Engaging customers, following the strategic directions of providing impressions and creating a unique customer experience described above, allows you to build relationships and become a *Lovemark* company / brand, that is, one that people not only respect, but also love, that is a manifestation of impressions and creates a strong emotional connection of people with the company/brand. The *Lovemark* concept was proposed by Kevin Roberts, CEO of the British advertising and communication agency *Saatchi & Saatchi*. According to him, "this is a brand that managed to find its place not only in the market, but also in the hearts of consumers" (KMBS, 2024, May 7).

A strong emotional connection, which is formed taking into account strategic directions for providing impressions, as well as brand marketing tools, influences the subconscious choice of a product, company, brand, which consists of a set of discrete choices throughout the consumer's life journey, which forms his holistic customer experience and stable positive associations with the product and brand.

2. The emergence of the concept of metamarketing in the digital environment

The almost simultaneous emergence of the knowledge economy, the digital economy, the behavioral economy, and the experience economy has influenced the transformation of the modern concept of marketing. *Table 1* systematizes the basic concepts of marketing management in evolutionary development from the late 19th to the early 21st centuries.

Table 1
The evolution of basic concepts of marketing management from the late XIX to the early XXI century.

Marketing concept	Periodization	Characteristic	Terms of use	Management decisions	Limitations and risks of use
Production improvement	The end of the XIX century – the middle of the 20s of the XX century	Consumers prefer common and affordable products	Demand for goods or services exceeds supply; the need to reduce the cost price	Increasing the volume of production of goods or provision of services; increasing labour productivity	Not consumer-oriented, may be unprofitable for one product and unprofitable for another
Product improvement	Mid-20s – late 30s of the XX century	Consumers prefer the highest quality products	Consumers are aware of the product and are willing to pay a high price for quality	Continuous product improvement	The emergence of new ways to meet consumer needs on the market
Sales (intensification of commercial efforts)	Late 30s – mid 50s of the XX century	Product sales need stimulation	Availability of potential buyers with high income levels	Improving the way to find potential buyers and "hard sales" methods	Market saturation with goods or services, buyer fatigue from aggressive sales
Marketing	Mid-50s – late 70s of the XX century	Based on identifying consumer needs and satisfying them in a better way than competitors	Customer-oriented approach, high standard of living, activation of innovative activities	Focusing marketing efforts on generating demand based on identified needs	Lack of strategic guidelines and effective marketing strategies, ignoring the socio-ethical needs of society
Socio-ethical marketing	Early 80s – mid-90s of the XX century	Incorporating sustainable development principles into marketing activities	Aggravation of socio-economic and environmental problems of society, unfair competition	Introduction of social responsibility norms and rules into marketing activities	Compliance with socio-ethical rules and ethical behavior of marketers
Relationship (or interaction)	Mid-90s of the 20th century – early XXI century	Building long-term relationships with the company's stakeholders	Strengthening globalization processes, development of consumerism, development of "green marketing"	Formation of corporate culture based on the principles of respect, trust, and strengthening of individual relationships	The importance of maintaining business reputation, delivering on brand promises, focusing on key customers and stakeholders
Holistic marketing	Early XXI century – up to the present time	Synergy of marketing types: internal, integrated, socially responsible, relationship	The focus of all employees of the company on achieving a common goal	Implementation of the concept of internal corporate governance, strategic approach	Presence and increase of competitiveness at the level of ideas and relationships

Source: formed and supplemented by the author based on (Kotler, 1984; Lavrova, 2012; Bondarenko, 2023; Fisun, & Marchuk, 2023; Mylko, & Fedorchuk, 2024).

Investigating changes in marketing associated with digitalization and changes in consumer behavior at the beginning of the 21st century, Kotler et al. proposed marketing concepts from "Marketing 1.0" to the latest, published concept "Marketing 6.0", which are described in a series of books with the corresponding titles (Kotler et al., 2010; 2021; 2023). Kotler and co-authors established periods of development of these marketing concepts, starting from the 1950s, which is associated with the emergence of the traditional concept of marketing management (*Table 1*). At the same time, an analysis of the names and essence of these concepts allows us to compare the first three of them with the basic concepts of marketing management:

marketing 1.0: product-oriented; corresponds to the basic concepts of product improvement, intensification of commercial efforts (sales);

marketing 2.0: consumer-oriented; corresponds to the basic concept of marketing;

marketing 3.0: is focused on people, common human values in the company and customers, culture, spirituality, creativity, that is, it is human-centric; corresponds to the basic concepts of socio-ethical marketing, relationship marketing and holistic marketing.

The following marketing concepts are innovative and relevant today:

marketing 4.0: the approach of Kotler et al. is compared with the theory of Schwab regarding industrial revolutions and their impact on the development of technologies (Schwab, 2019), which, in turn, affect consumer behaviour and marketing. Thus, "Marketing 4.0" correlates with the fourth industrial (digital) revolution "Industry 4.0" and, accordingly, is digital, focused on promotion on the Internet. The key characteristics of "Marketing 4.0" are the growing role of the mobile Internet, social networks and e-commerce, which contributed to the change in the consumer's path and, accordingly, the spread of the principle of omnichannel in the promotion of goods and services, as well as in sales (Kotler et al., 2016);

marketing 5.0: remains digital, while the types and capabilities of digital technologies in various areas of people's lives are expanding in order to improve their quality. Such technologies include artificial intelligence (AI), natural language processing (NLP), sensor technologies, robotics, augmented and virtual reality (AR/VR), the Internet of Things (IoT) and blockchain (Kotler et al., 2021). These technologies began to be used earlier, but as prototypes that required testing and trial by the market. They became widespread with the completion of the fifth technological order, the intensification of innovative activities of enterprises, and the active spread of digital technologies in various areas of social production, which led to the formation of a new (sixth) technological order. An additional powerful stimulus for the development of digital technologies was COVID-19 and the corresponding institutional changes in society. The goal of "Marketing 5.0" is to identify those points of interaction on the consumer's journey where technologies can add and increase value. Hence, this concept is based

primarily on the connectivity of technologies and people, as well as building an ecosystem of large amounts of data, which allows: to find patterns in consumer behavior and, accordingly, to predict it; to provide personalized experience and enable customers to customize it, which more involves them in co-creation and creating value for themselves; to calculate the results of marketing strategies and marketing campaigns; to implement contextual digital customer experiences in the physical world based on the principle of omnichannel; transfer some of the routine simple functions to technologies that replace humans (AI and NLP in chatbots to handle a large number of requests and provide quick answers, virtual and augmented reality to engage customers in the experience of interacting with the product, which creates an impression and frees up the company's human resources for valuable interaction with customers when it is necessary), etc. "Marketing 5.0" approaches experience marketing as it has both human-centric "Marketing 3.0" and digital "Marketing 4.0". The key technology in "Marketing 5.0" is defined as artificial intelligence, designed to reproduce human abilities in solving problems and making decisions for the benefit of humanity;

marketing 6.0: focused on exciting interactive interactions between customers and brands using both digital and physical elements. Kotler, et al., attributes this to the fact that Generation Z and α people have grown up, who were born and have grown up in the Internet age and have had an active digital experience since childhood. Kotler and co-authors began to use the theory of generations proposed by Strauss and Howe (1992; 1997) earlier, describing the concept of "Marketing 5.0", noting the simultaneous residence of five generations with different motives, needs, behaviours, digital experiences, etc., forming different consumer segments in the digital world. The growth of interactivity and immersion in the digital world today is manifested in: the spread of short videos on social networks, which captivate the audience and, through "infinite" scrolling, increasingly immerse them in viewing; innovative e-commerce models in interaction with consumers through chats and live broadcasts; the use of multi-sensory technologies, augmented, virtual and extended (XR) reality technologies to improve the customer experience in physical spaces, etc. The latter reflects the need to supplement physical spaces with digital technologies for generations Z and α , for whom a metaspaces is being formed today – a digital space in which the sensations of the real world are experienced and which can become a virtual immersive version of social networks for young people (Kotler et al., 2023). XR and metaspaces are blurring the lines between the physical and digital worlds, creating a full immersion effect that creates a need to provide an immersive experience through marketing, turning it into metamarketing. The concept of metamarketing is based on an omnichannel approach, but goes further by providing an immersive experience to the delivery of the customer experience by providing a digital experience in a physical space or a real experience in a digital environment, ultimately bringing the physical and

digital realms closer together. With such immersion, potential customers, spending their time, are more and more "involved" in interaction with the brand, which increases the probability of making a purchase based on their own immersive experience and, in the future, brand advocacy. The key technologies in "Marketing 6.0" remain the Internet of Things (IoT), artificial intelligence (AI), augmented and virtual reality (AR/VR), and blockchain, to which is added spatial computing technology that facilitates digital interaction in physical space (for example, "smart" fitting rooms in a clothing store). (Kotler et al., 2023).

In view of the above, *Figure 2* presents the author's interpretation of the transformation of modern marketing concepts based on the scientific views of Kotler et al., taking into account the evolution of modern economies described above.

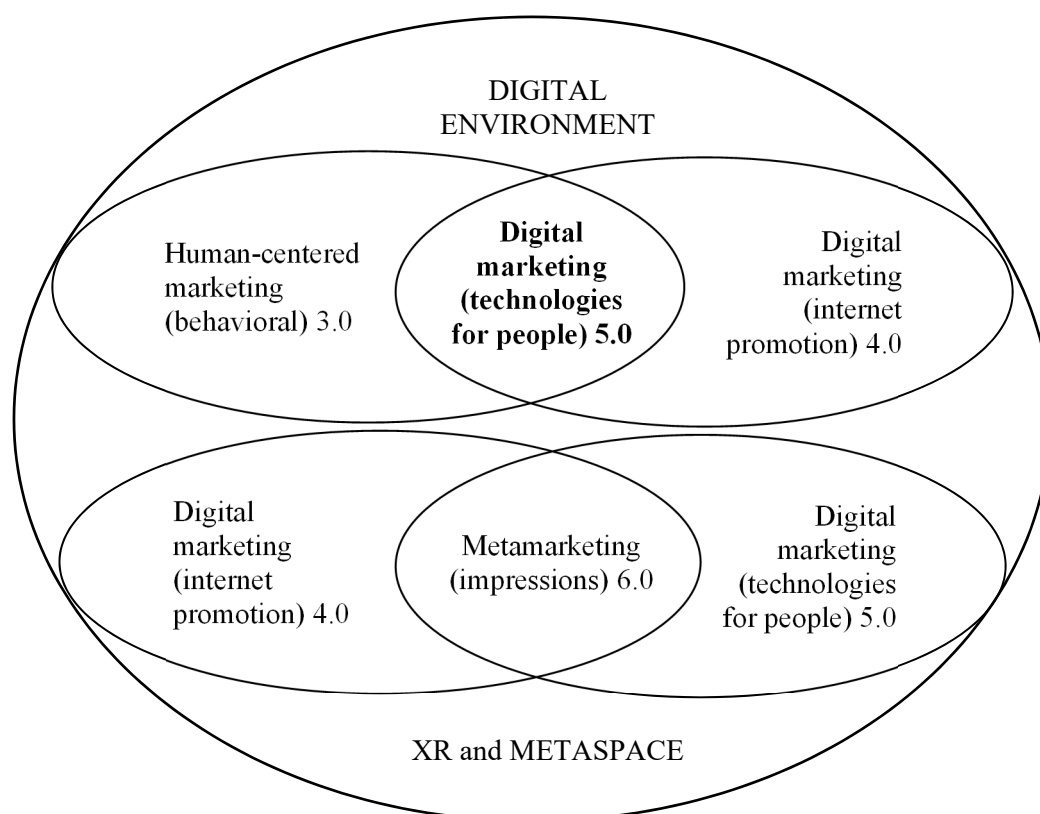


Figure 2. Transformation of modern marketing concepts

Source: proposed by the author based on (Kotler et al., 2010; 2016; 2021; 2023).

Figure 2 shows two main types of marketing in the conditions of the emergence of the impression economy: digital marketing and impression marketing. Under DM, the author defined the marketing activity of the enterprise using digital technologies, channels, methods, tools, which allows, thanks to the presence in both online and offline environments and interactive interaction with consumers, to develop targeted offers to achieve marketing,

branding and business goals, in particular: increasing sales, profit, business profitability, as well as increasing the strength, capital and value of the brand (Iankovets, 2019, p. 92).

The concept of "experience marketing" is identified by scientists with the concepts of "emotional marketing" (Bolotna, 2013; Chubukova, Yarenko, 2016), "marketing of emotions" (Radkevych, 2019), "atmospheric marketing" (Chubukova, Yarenko, 2016), "customer experience marketing" (Schmitt, 2003; Lenderman, 2009; Batat, 2019; Leahy et al., 2022), "empirical marketing" (Lialiuk, 2021), etc. In contrast to the identification, Radkevych (2019) justifies the difference between these concepts, defining "emotional marketing" and "experience marketing" as tools for creating emotions and impressions, respectively, as a product, and considers "emotional marketing" as a branding tool based on emotions.

The same division in understanding the concept of "marketing" is generally applied by Dainovsky (2024), clarifying problematic issues of marketing classifications. He distinguishes two options in interpreting the concept of "marketing" with the use of an additional word in relation to any type: clarification of the means and/or goals of marketing or the areas of distribution (what marketing: emotional, atmospheric, etc.); clarification of the object of marketing (marketing of what: marketing of emotions, marketing of impressions, etc.).

Kryveshko (2020) defines the place of experience marketing among event marketing and show marketing, referring it to a communication tool for building an emotional connection between the consumer and the brand. Zaitseva and Fursov (2019b) also characterize experience marketing, complementing it with the feature of innovation. Using the example of a hotel, scientists distinguish different levels of a hotel product as a commodity and describe the impressions at each level. Such a practical approach allows you to create a positive customer experience that forms brand associations and consumer loyalty.

Sadchenko and Robul (2020) emphasize the financial component in the concept of "impression marketing" as a way of creating impressions.

In general, for today there are few thorough studies in the field of experience marketing, presented in the form of scientific articles by domestic scientists. There are more abstracts of scientific conferences on the topic of experience marketing, which can be explained by the beginning of its formation and development in the context of the emergence of the experience economy in the country. This requires additional discussion, scientific hypotheses, their confirmation or refutation by empirical research, which takes time. Instead, a significant number of English-language works in this area have been identified among foreign authors, which can be explained by the gap in socio-economic development between countries and, accordingly, the difference in value for consumers, and therefore the value proposition from companies.

The study does not emphasize the differences in the listed concepts, since they all reflect the emotional component of marketing in different ways and entered scientific circulation during the period of the emergence of the impression economy. In addition, the authors of the above works, focusing on the psychological aspect, do not specify the specifics of marketing tools used in providing impressions in the digital environment. Therefore, in the future, we will combine the concepts of "impression marketing" and "digital marketing" into the concept of "metamarketing", which involves the use of DM methods and tools to create and promote impressions in physical and digital space. *Metamarketing* is defined as *marketing activities aimed at generating demand for a company's product (goods, services, or experiences) as a value proposition in metaspace using digital technologies to engage customers in interactive interaction, which provides a holistic immersive customer experience, creates positive, sustainable associations with the company and brand, and allows for building long-term partnerships and friendly relationships, which ensures the achievement of strategic marketing goals and the company's activities as a whole.* The definition specifies the directions of creation and promotion of impressions, which expands the possibilities of their identification and application: impressions as a product and impressions as a way of promotion.

Conclusions

The emergence of the experience economy in the digital environment, which includes physical and digital space, the emergence of new consumer segments with new needs, changing patterns of behavior on the digital consumer journey, the emergence of new markets for digital products and services, and high customer expectations of brand value propositions have led to the need to introduce new approaches to interaction with consumers into the business activities of enterprises. A key requirement for such approaches is to ensure an immersive customer experience based on impressions, which forms sustainable positive associations with the product, brand, and company and provides opportunities for sustainable development in the long term. The strategic areas for ensuring the customer experience of enterprises include: customer centricity; product design; branding; offer personalization; experience design; marketing strategies; digital technologies; digital marketing methods and tools.

Identification of impressions for enterprises (producers) and consumers (buyers), substantiation of strategic directions for ensuring impressions allowed to formulate the principles of the impression economy, to highlight key technologies, developing areas, and institutions, to formulate the definition of the "*experience economy in the digital environment*" proposed by the author.

The study of the evolution of marketing management concepts from the late 19th to the early 21st centuries has revealed changes in marketing

associated with digitalization and changes in consumer behavior. Based on a comparison of basic concepts with modern ones, taking into account the scientific views of Kotler et al., two main types of marketing in the context of the emergence of the impression economy have been identified: digital marketing and impression marketing.

For businesses focused on long-term existence on the market and development, improving customer experience in the digital environment is a strategic goal. To do this, it is recommended to use the latest concept of metamarketing, which involves physical and digital convergence, providing a more interactive and exciting customer experience in physical and digital space.

The author's further research will be devoted to systematizing methods for creating and promoting impressions for metamarketing purposes.

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