



Research on the Impact of Experiential Consumption Under the Background of Lonely Economy

Huiying Zhang^(✉)

Chongqing Vocational College of Transportation, Chongqing, China
421860892@qq.com

Abstract. With the development of science and technology, loneliness is still very common in the current convenient social environment. The lonely economy has given birth to a new consumption mode. Mini-KTV, single apartment, play with games, rent boyfriend/girlfriend, live broadcast of online celebrity and so on have emerged in succession [1]. The curtain of the lonely consumption market has been opened and the consumption potential has been gradually tapped. At the same time, the concept of experiential consumption has also been put forward, and its forms are increasingly diversified, and gradually occupy an important position in the consumer market. A large number of studies have focused on the outcome variables of experiential consumption, confirming that experiential consumption can improve people's happiness, but it lacks the antecedent variables of experiential consumption. Based on the above background, this survey focuses on the impact mechanism of experiential consumption and constructs a regulated intermediary model to help businesses and enterprises better meet the experience needs of consumers.

Keywords: aloneness · Experiential consumption · Independent experience consumption · Social experience consumption

1 Introduction

The rapid development of social software such as WeChat and QQ has expanded people's social scope, and online social networking continues to increase [2]. On the contrary, people's sense of loneliness has become increasingly strong. Based on this background [3], "one-person" consumption and experience are gradually emerging. "Smart" enterprises and businesses can always find business opportunities in the first time and turn "loneliness" into business. As a result, the "lonely economy" gradually rose [4].

Based on the above background, this survey focuses on the impact mechanism of experiential consumption, and discusses the impact of loneliness, social orientation and consumption type on it, with a view to helping businesses and enterprises better meet consumers' experience needs, improve consumers' experience happiness, conform to the trend, and promote economic development.

2 Research Hypothesis and Model Construction

2.1 Concept Definition

1) Aloneness

Peplau and Perlman proposed that loneliness is an unhappy subjective experience. They believed that loneliness includes four basic assumptions[5]: first, from the perspective of interpersonal relationship, loneliness originates from the lack of social interaction and improper interpersonal relationship; Secondly, loneliness is not entirely due to the lack of objective social relations (that is, isolation), but includes the subjective perception (that is, loneliness); Third, loneliness is an unpleasant experience; Fourth, individuals have internal motivation to reduce loneliness [6].

2) Lonely economy

It can be seen from previous scholars' research on loneliness that with the rapid development of social situation, the phenomenon of people's loneliness has become more and more obvious, which has led to a large number of people who are venting, relieving or able to enjoy loneliness [7].

3) Retrospective study of experiential consumption

Bowen L first put forward the concept of experience consumption in 2003. They studied the two different consumption modes of experiential and physical consumption [8].

4) Discussion on the willingness of experiential consumption

With the improvement of living standards, people's consumption concepts and demands continue to change. Especially when young people consume, they begin to focus more on the sense of experience. They are also willing to pay for comprehensive products, intangible experience, experience and leisure and entertainment projects [9].

5) Discussion on experiential consumption factors

Summing up the views of the respondents, it can be seen that the two factors that the respondents are most concerned about in experiential consumption are the environment, followed by culture and building facilities. In addition, economic benefits and emotional resonance are also the factors that are more concerned [10].

2.2 Construction of Conceptual Model

Based on the above assumptions, the model of this study is constructed by taking college students' boredom in all dimensions as independent variables, mobile phone addiction as intermediary variables, and learning burnout as dependent variables, as shown in Fig. 1:

3 Questionnaire and Analysis

3.1 Influence of Demographic Characteristics on Loneliness

According to in-depth interviews, demographic variables have the following effects on individual loneliness:

- 1) Marital status has a significant positive impact on loneliness, that is, divorced and widowed people are more lonely than single and married people;

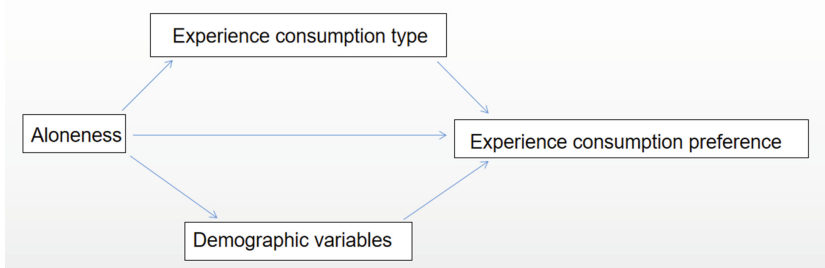


Fig. 1. Research model

Table 1. Linear regression of loneliness to experiential consumption preference (n = 1213)

	B	Standard error	Beta	t	p	R ²
constant	16.848	0.173	–	97.645	0.000**	0.063
loneliness	0.060	0.007	0.252	9.078	0.000**	

Note: dependent variable: experiential consumption preference; D-W value: 1.856* p < 0.05 ** p < 0.01

- 2) Gender and living conditions will have a significant negative impact on loneliness, that is, men are more lonely than women, and living alone is more lonely than living with others.

3.2 The Influence of Loneliness on Experiential Consumption Preference

It can be seen from Table 1 that the regression coefficient value of social loneliness is 0.060 (t = 9.078, p = 0.000 < 0.01) when loneliness is regarded as an independent variable and experiential consumption preference as a dependent variable, which means that social loneliness will have a significant positive impact on experiential consumption preference.

3.3 Regulation Effect of Experiential Consumption Preference

We use the model to develop a moderated intermediary effect model with loneliness as the independent variable, consumption type as the adjusting variable, and experiential consumption preference as the dependent variable. Using SPSS program, taking experiential consumption preference as the dependent variable Y, loneliness as the independent variable X, and experiential consumption type as the adjusting variable W (0 for independent type and 1 for social type), the Bootstrap method was used to conduct 5000 samples with release, and the adjusted intermediary effect analysis of 95% confidence interval (Bias Corrected method) was performed. The test results are shown in Table 2.

Table 2. Regulation effect of experiential consumption preference

	β	SE	t	p
constant	11.383	0.583	19.530	0.000**
loneliness	0.029	0.010	2.795	0.005**
Experience type	1.256	0.222	5.649	0.000**
Loneliness * experience type interaction	-0.005	0.004	-1.213	0.225
R ²	0.229			
F	F (4,1208) = 91.078,p = 0.000			

4 Conclusion

After logical deduction, this survey conducted in-depth interviews on the basis of sorting out existing research, and verified the proposed research assumptions. The research conclusions of this paper are embodied in the following aspects:

1) Impact on loneliness

This study first regressed demographic variables with loneliness and experiential consumption preferences, and found that marital status has a significant positive impact on loneliness, that is, divorced and widowed people are more lonely than single and married people; Gender and living conditions will also have a significant negative impact on loneliness. The survey shows that men are more lonely than women, and living alone is also more lonely than living with others.

2) Impact on experiential consumption preference

Taking demographic variables as independent variables and experiential consumption preferences as dependent variables, and then putting the two into stepwise regression analysis, we can know that the average monthly expenditure will have a significant positive impact on experiential consumption preferences.

3) Loneliness positively affects experiential consumption preference

Loneliness is an individual's subjective feeling of social isolation as well as a negative feeling. The individual will have a strong desire to break away from this subjective feeling of social isolation, and try to integrate into the public through some consumer behaviors to alleviate loneliness and its negative impact. Experience consumption can more effectively improve social relations, not only enable individuals to obtain more opportunities for interpersonal communication, but also enrich individual experience and improve their social status. The results show that loneliness will positively affect individual experiential consumption preferences.

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