

Research on Value Co Creation in Entertainment Experience

Yuanle Cheng^{*}, Hai Hu

Nanjing Normal University, Nanjing, Jiangsu 210023, China

^{*}Corresponding author e-mail: 2371797839@qq.com

ABSTRACT. A large number of studies believe that customer participation experience is the cause, customer participation in value co creation is the result, and customer participation in value co creation has been considered as the main way of value creation in the future. At present, the use of new technologies makes entertainment more interactive and expressive. All entertainment projects have become traffic portals. Consumers pay more attention to the pleasant emotional experience brought by commodity addition when purchasing commodities, which is no longer limited to commodities themselves. Entertainment is the most effective way to stimulate emotion, and entertainment experience marketing has its own advantages in experience marketing with the help of entertainment elements. Therefore, this paper explores the mechanism of value co creation in entertainment experience. Based on the research of the previous literature, this paper puts forward the hypothesis of entertainment experience on the co creation of customer participation value, and verifies it. The results show that the shopping environment, commodity design, entertainment experience marketing and entertainment corporate culture all have a positive impact on the value co creation behavior initiated by the customer participating enterprises, and the spontaneous value co creation plays an intermediary role in the value co creation behavior initiated by the customer participating enterprises.

KEYWORDS: entertainment experience, experience marketing, spontaneous value co creation, initiating value co creation, social exchange theory

1. Introduction

Now the consumers have changed as follows: the customers now live in an omni-channel environment, and the purchase is no longer limited to a single channel, they may purchase products from various channels; they are more digital than before, and the content is more important for them; they have changed from the channel centered shopping mode that the company wanted before to the purpose centered shopping mode; It is hoped that the interaction with each brand is related to and consistent with the purchase (consumers hope that they can get a consistent

consumption experience whenever and wherever they want, for example, on the web, on social media, on the mobile end, face-to-face). Therefore, only to adapt to the overall purchase behavior of consumers can we win customers, and the company with customer first as the enterprise value orientation needs to realize Implement Omni channel marketing.

At present, the problem of food and clothing of consumers is increasingly solved. They express their pursuit of a better life and their desire for a quality life in the future. In the past, task-based shopping made consumers tired physically and mentally. Now, consumers pursue shopping experience. They can relax their body and mind while purchasing necessary goods. Shopping has evolved into a way of leisure and entertainment. Entertainment experience plays an important role in shopping experience. There are many entertainment devices in the mall, attracting a large number of consumers. Customers socialize, entertain and entertain in the mall. The main ways of entertainment in retail industry are as follows: first, place entertainment equipment in shopping malls and stores to facilitate the interaction between consumers and products and service personnel, gather consumers, and improve brand awareness; second, build virtual communities with social platforms and Internet forums, and put product update information, promotional videos, product design ideas, exchange and interaction areas in the communities to let fans participate in enterprises In various activities of the industry, online marketing is implemented to improve the shopping experience of consumers. In the context of Omni channel marketing, entertainment experience marketing is an important measure to attract online and offline traffic.

Recent research shows that customer participation in value co creation is the core competitiveness of enterprises in the future and the main way of value creation. From the perspective of consumers, customer participation in value co creation can help enterprises to find the right market demand, carry out a reasonable market positioning, and also save a lot of publicity costs; from the perspective of enterprises, it can reduce the phenomenon of enterprises building cars behind closed doors, save social resources, reduce investment costs, and constantly improve products to produce products with higher customer satisfaction.

Customer participation experience, interaction with enterprises and other consumers is an important way for customers to participate in value creation. As an important part of experience marketing, entertainment experience has its unique advantages. Therefore, this paper aims to explore the mechanism of value co creation behavior in entertainment experience under the background of omni-channel marketing, so that enterprises can reasonably design entertainment interaction projects with customers, and consumers can better participate in value co creation, so as to improve the competitive advantage of enterprises.

2. Literature review

2.1. *Omni channel marketing*

Omni channel marketing is to provide customers with the same buying experience in order to meet the needs of customers at any time, any place and any way. The meaning of "Omni channel": it includes not only all channels for the transfer of ownership of goods, but also all information channels, all production channels, all capital (payment) channels, all logistics channels, and even all channels for the movement of customers [1]. The sudden rise of Omni channel customer base. Now the most dynamic, purchasing power and influential customers in the market are Omni channel customers. These channels integrate with each other and respond to each other to become a comprehensive marketing force. Customers will search for goods all over the channel: there are many channels for customers to search for commodity information. In the Internet + era, information is transparent and media are developed. Customers search for information not only through traditional landing advertisements, such as advertising screens in bus and subway, elevator advertising machines, electric video, etc., but also through intelligent terminal products, such as mobile phones and iPad, can not be searched by time and space constraints. Product information. Customers will choose from all channels: the products that customers search through multiple channels will be compared and analyzed to select the most satisfactory products. Customers will buy all channels: they can use PC, iPad and mobile phones to use UnionPay card or Alipay, WeChat online payment, or online cash shop or cash card. Customers will feed back and spread through all channels: people like to share what they like and dislike, and they will spread the consumption experience to the surrounding people through microblog, wechat, post, etc. In social networks, information is spread in layers, more quickly than ever before. At the same time, enterprises can use the feedback of consumers to let customers participate in the design and manufacture of goods.

2.2 *Entertainment experience*

Manufacturing industry meets the basic needs of human survival, service industry meets the requirements of human development, and experience industry meets the needs of individual self realization. With the rapid development of science and technology, the production capacity is increasing and the material is rich. Consumers not only pursue simple goods and services, but also need personalized consumption experience to achieve physical and mental pleasure. With the coming of experience era, entertainment economy has become a new business development path. Harold L. Vogel studied the changes of people's entertainment time and working time in the second half of the 20th century, as well as the observation of the price changes, demand changes and competition situation of entertainment related industries, and proposed that entertainment has affected every part of people's life. Entertainment factors will become an important entry point for consumer attention [2]. In 1972, Tauber put forward that one of the purposes of shopping is leisure and

entertainment. In order to achieve the purpose of shopping and enjoy the shopping process, Tauber first began to study the entertainment experience. In 1980, Bellenger and Korgaonkar proposed that entertainment shopping refers to a kind of leisure activity, in which customers get emotional satisfaction from shopping itself. In 2006, Guiry and Magiet al believed that entertainment shopping refers to the shopping activities in which shoppers get internal entertainment experience in the process of shopping.

Entertainment experience has more unique advantages in experience marketing, more convenient communication, more unimpeded information and higher social efficiency. Due to the development of e-commerce, physical stores have been hit. However, no matter how the price of physical stores is reduced, the cost of physical stores is also higher than that of e-commerce. Therefore, in order to maintain competitiveness, physical stores need to improve customer experience. In the sensory experience of e-commerce, there is no sense of smell, vision is limited by the screen, hearing volume is not controlled by itself, and touch is only cold screen glass, which cannot surpass the physical store. Therefore, offline physical stores can take entertainment experience as the entry point, improve the experience effect of customers by changing the shopping environment and commodities, and at the same time, take advantage of the advantages under the background of big data, establish social platforms and virtual communities for consumers, strengthen communication between customers, enterprises and customers, and complete omni-channel marketing.

As for the influencing factors of entertainment experience, the early focus is the retail environment, consumers, transportation, browsing, social and other factors. According to Maslow's demand level theory, consumers will pursue higher level of satisfaction after meeting the lower level of demand. With the development of social economy, the demand of physiology and safety is not the target of the public. Consumers are eager to meet their social needs and be respected and recognized by others by expressing themselves through brand culture and brand image. At the same time, once the brand value proposition matches with the consumer value proposition, consumers will generate brand identity and meet the needs of consumers' self realization, such as who I want to be. Enterprises will also stimulate consumers' entertainment emotional satisfaction through marketing to attract and maintain customer loyalty. After meeting the basic material needs, consumers will choose products according to the situation, characteristics and value orientation. Therefore, the author believes that the influencing factors of entertainment shopping in retail enterprises mainly include four aspects of shopping environment, goods, marketing and corporate culture of entertainment experience [3]. Among them, the shopping environment includes all kinds of functional entertainment interactive equipment and entertainment experiential decoration style; the commodities of entertainment experience include commodity design, commodity brand and commodity placement; the marketing of entertainment experience includes entertainment electronic marketing and entertainment themed marketing activities; the corporate culture of entertainment experience includes brand concept, service concept and brand image.

2.3 Value co creation

Zwass divides value co creation into initiated value co creation and spontaneous value co creation according to different subjects initiated by value co creation in virtual situation. The value co creation initiated by B2C is the value co creation between enterprises or communities that appears in the production field. Spontaneous value co creation occurs in the field of consumption, with the customer as the initiator and C2C as the value co creation [4]. Li Chaohui added that the value co creation initiated by the enterprise in the virtual brand community is the joint development of new products by customers and enterprises, including new product design ideas, feedback, and communication assistance put forward by customers [5]. Spontaneous value creation is a private exchange of experience between customers.

In omni-channel marketing, customers will search for products through all channels, select products through all channels, purchase products through all channels, and evaluate, feedback and disseminate products through all channels. Omni channel marketing aims to build a consistent customer experience across all channels. No matter how an organization's customers shop and enjoy services through mobile, online or in store, they will get a consistent customer experience. Through collecting the information of consumers on various devices and analyzing the big data method of consumers, omni-channel marketing can help enterprises understand consumers better and make various predictions and judgments, so as to realize fully personalized interaction with consumers in electronic media or physical stores.

Therefore, the author believes that under the background of Omni channel marketing, the manifestation of customer participation in value co creation in entertainment experience can also be divided into spontaneous value co creation and initiated value co creation. Because in omni-channel marketing, the communication between customers is more smooth and convenient, which is conducive to the realization of spontaneous value co creation among customers; enterprises collect more comprehensive and accurate customer information, customers feedback information to enterprises is more efficient, which is conducive to the realization of value co creation initiated.

3. Research model and hypothesis

3.1 Model construction

In this paper, social exchange theory is used to explain the relationship between various variables. When customers participate in entertainment experience, if the information in a certain experience is easy to obtain, the entertainment interaction mood is pleasant, and emotional satisfaction is obtained, according to the principle of benefit exchange and reciprocity, customers' perception of product benefits increases, and their awareness and loyalty to the brand are improved, so that they are

more willing to participate in the entertainment experience Value co creation activities of enterprises.

Experience marketing, as an effective channel for customers to obtain information, as the main place for customers to interact with enterprises and other customers, requires good entertainment experience to promote the stimulation of customers' relevant wishes and behaviors [6]. According to the theory of social exchange, first of all, customers will share information in the entertainment experience in case they want to help others in the future; second, when customers harvest emotional satisfaction and good experience in the entertainment experience, they are willing to help other customers or enterprises because of the need of reciprocity; third, customers will pay in the value creation for the praise and respect of others; finally, consumers The group has its own circle, in which the individual wants to integrate, obtain a sense of existence and belonging, and maintain a good interpersonal relationship with others, which requires the individual to continue to pay and participate in the interaction. Through these consumer behaviors, we can get the result that through the stimulation of good feelings of entertainment experience, individuals in the entertainment experience can coexist and win-win through mutual benefit, and form a good cycle in this context, which is conducive to the realization of value co creation [7].

3.2 The influence of the shopping environment of entertainment experience on customer participation in value co creation

At present, the difficulty of the development of real retail lies in how to attract consumption. Consumers are more interested in technology and social media, and are willing to spend entertainment expenses on seeking unique life experience. These factors urge the industry to focus on creating more entertaining and experiential shopping places. Attracting customers, gathering capacity and experiencing entertainment formats have become the hot spots of shopping malls and shopping centers. If shopping centers want to develop for a long time and let consumers pay, novelty and fun are the trend. Scenario has become the focus of attention, also because we need to better improve the consumer experience. Shopping has become a less purposeful thing. Commodities have been returned to the use scenarios, making consumers "what they see is what they get", making commodities more concrete, and thus promoting consumption. At the same time, the two sides should maintain interaction and combine online and offline diversion. The shopping environment of entertainment experience can not only attract consumers, but also increase sales performance.

Based on the self-determination theory and S-O-R theory, in the entertainment experience environment, the interest, pursuit of stimulation and satisfaction of the internal factors of the individual customers will improve the internal motivation due to the guidance of the entertainment interaction environment, and the increase of the internal motivation will cause the customers to pursue the results of participation, such as high scores, achievements and more lasting value co creation behavior.

When consumers stop in the entertainment area to watch or improvise to participate in the experience, customers will comment and discuss the use experience, advantages and disadvantages of the product, forming a spontaneous value co creation; at the same time, the shopping environment of the entertainment experience will increase the activity of members participating in the activities, including the value co creation activities initiated by consumers participating in the enterprises.

3.3 The influence of entertainment experience commodities on customer participation in value co creation

In the interaction of entertainment experience, customers will interact offline or rely on the social platform and virtual community of electronic media to communicate about products, form product consensus and establish friendship. Product consensus is an important factor in building social identity. For the party who provides product knowledge, because of their own efforts to let others learn and recognize, they will improve their self-efficacy; for the party who obtains product knowledge, their skills will be improved, their confidence will be increased and their willingness to continue to learn and participate will be increased, which is conducive to the formation of spontaneous value co creation; in the process of knowledge sharing and learning, customers will be more professional in product use Knowledge, gain customer function experience value. Customers will actively learn more product knowledge or show themselves in the group and actively participate in the value co creation initiated by the enterprise. This is conducive to value co creation initiated by enterprises.

3.4 The influence of entertainment experiential marketing on value co creation

It is impossible to complete the closed-loop marketing by simply obtaining traffic. First, it needs to be covered, then activated, and finally transformed. It only solves the problem of information reaching, but fails to establish an effective "strong relationship" - it does not form user loyalty and customer preference, the marketing link is incomplete, and the enterprise naturally cannot transform performance. It needs deep relationship marketing to build the relationship with users and establish effective contact with each other. With the help of entertainment elements, entertainment experience marketing establishes close contact with customers through online and offline interaction of mobile terminal software, website forum, billboard and TV, and realizes the precipitation, retention and development of core users. Entertainment is a good way to induce personal mood fluctuation and form emotional resonance of customers. In the entertainment marketing experience, the customer contact is more frequent. Through specific theme activities, the recognition among members is constantly strengthened, the relationship between customers is closer, and social identification is promoted. When all people have common here, they start to play value. This is conducive to the formation of spontaneous value co creation.

The idea of entertainment experience marketing is to bring more real spiritual pleasure and psychological satisfaction to consumers through their experience of vision, hearing, taste, touch or feeling [8]. In the era of fragmented information saturation, consumers pay more and more attention to immersive experience caused by product or brand information in the form of five senses, including hearing, vision, touch, taste and smell. It can be said that from the gradual coverage of beauty and cute selling to the spread of the image of the second and third dimension, consumers' pursuit of sensory satisfaction has become an urgent need. Through the stimulation of the senses, people will have a special and pleasant sense of stimulation in the skull, skin, bone or other areas of the body. When the customer's emotion is stimulated and the experience is satisfied, according to the principle of reciprocity, the customer is more willing to participate in the value co creation initiated by the enterprise.

3.5 The influence of corporate culture of entertainment experience on value co creation

From the landing of a new store, we can see that with the development of the new era, being able to play has become an important indicator to measure a store. The offline innate experience attribute is magnified in the new retail era. The scene becomes diversified, and the store no longer only exists as a seller, but undertakes more functions of brand image and corporate culture communication.

When the entertainment experience is applied in the marketing practice, it will affect the consumer emotion, which involves three levels. The first level is the entertainment of direct sensory stimulation, which is a shallow level of influence; the second level is the influence of the feeling generated through the human body's senses on the human heart, such as the change of mood, happiness, anger, sorrow and joy, which can be called functional entertainment; the third level is rational entertainment. Rational entertainment refers to the consumer's experience of entertainment, first experiencing sensory stimulation, then emotional stimulation, and finally identifying with the concept of entertainment in terms of values. This unity from the outside to the inside and then to the ideology is the value and cultural influence of entertainment experience, such as the brand image, brand concept and service concept felt by customers in the entertainment experience. According to the theory of social identity, social identity can make members choose and carry out activities consistent with their identity, and tend to support their social identity. Secondly, social identity often affects important group results, such as cohesion, cooperation, altruism and positive evaluation of the group, and members' loyalty and pride to the group are positively related. This facilitates the formation of spontaneous value co creation; when customers agree with the vision, mission, strategy and goal of the enterprise, they tend to have a higher level of pride, loyalty and a more positive attitude. This is conducive to the active participation of customers in value co creation activities initiated by enterprises.

3.6 The influence of spontaneous value co creation on initiating value co creation [9]

Innovation diffusion theory explores the process of information passing to people or organizations over time, which can bring about innovative applications. Innovation can be new goods, services, practices, ideas and so on that people feel. Diffusion is a process in which innovation is transmitted or contributed to people in the social system over time through communication channels. Communication about innovation often involves two-way communication between people, rather than one-way communication from information source to information receiver. Communication channels include face-to-face communication, electronic communication and other forms of information contribution. The entertainment experience has built a good interactive platform for consumers. Consumers can communicate in the offline shopping environment, physical stores and online virtual communities.

Communication involves people's exchange and creation of information, thus forming people's collective understanding of the innovation. In the interaction of entertainment experience, information sharing and experience accumulation among customers not only strengthen personal product knowledge, but also promote knowledge integration and knowledge innovation (spontaneous value creation). Mele et al. Believe that resource integration is the main influencing factor of value creation (initiated value co creation), which includes the integration of knowledge among customers [10]. At the same time, it is proposed that knowledge innovation among customers has a positive impact on the innovation behavior of enterprises initiated by customers.

3.7 The intermediary role of spontaneous value co creation

The shopping environment of entertainment experience has the natural ability of gathering customers, attracting customers' attention, enabling more consumers to participate in the interaction, communicating with each other in the experience, which is conducive to spontaneous value creation; in the entertainment experience, customers can share knowledge about products, establish friendship and social identity among customers, which is conducive to promoting spontaneous value Co creation; entertainment experience marketing is progressive from three aspects of customer interest, interest and rational interest to meet customer sensory experience, emotional pleasure and value recognition, which is conducive to promoting spontaneous value co creation; the corporate culture of entertainment experience gathers a group of like-minded customers, whose values, concepts and practices will be considered more unique, distinct and positive, which are more and more Positive cognition will lead to a high level of customer loyalty and commitment to the enterprise and its culture, which is conducive to promoting spontaneous value co creation. Entertainment experience attracts many customers, promotes the acquisition of product information and knowledge, obtains good shopping experience and emotional satisfaction, and makes a group of identified friends.

According to the principle of interest exchange, customers are willing to join the enterprise to initiate product innovation collection, feedback and trial experience, which is conducive to accelerating the progress of product innovation and promoting the value of the initiative Create.

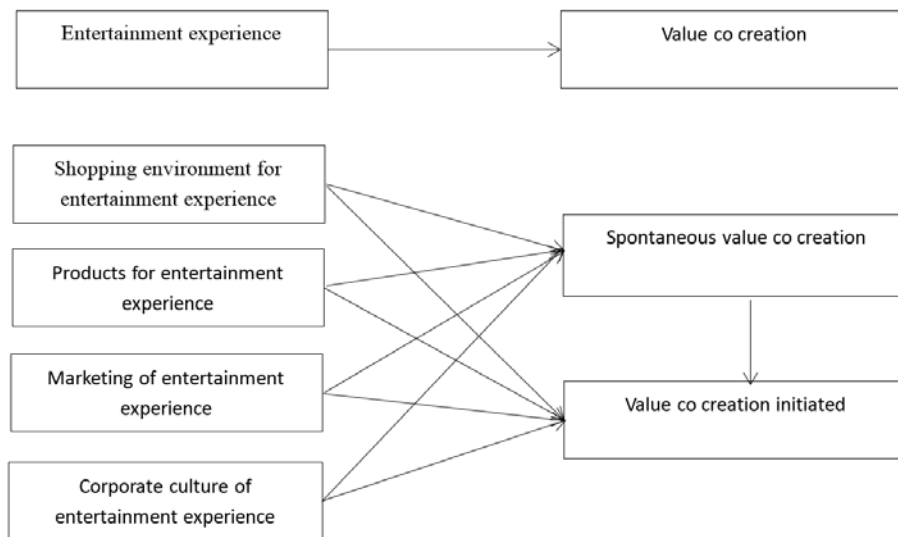


Figure. 1 Theoretical model

4. Research conclusion and Enlightenment

4.1 Research conclusion

The new generation of consumers are all channel reach consumers. The way brands interact with the new generation of consumers will also change. Accurate and instant access to consumers becomes the key. We find that consumers have too many contacts. Social, video, shopping, news, travel and other kinds of apps are all around consumers. It seems that all aspects of life can be digitized, while traditional store, outdoor, paper media and other touch modes still exist. The resulting situation is that this is an era of information explosion, and the brands under many information are anxious. They are anxious that their brands are submerged by various information, anxious that their information bombing will make consumers have negative emotions. The consumers who have access to information channels have obviously increased their requirements for brands, and the brands that cannot be more convenient and accurate to reach consumers will soon be forgotten by consumers and eliminated by the market. Therefore, the brand is also developing towards the direction of "Omni channel". The sales channel without brand is single, and the marketing channel without brand is single.

In the background of omni-channel marketing, entertainment experience attracts customers by means of entertainment, fun and pleasure, and has a good interaction with it, which solves the anxiety of customers under the information bombing. The results show that the shopping environment, goods, marketing and corporate culture of entertainment experience are all conducive to the establishment of a friendly relationship between customers and the co creation of customer participation value.

4.2 Management enlightenment

The research shows that the main carrier of value co creation is entertainment experience, so the customer's entertainment experience environment will be an important factor. The society is progressing, and the pressure of human beings is also increasing. People's fast-paced living conditions and irregular living habits lead to the continuous spread of negative emotions, and people seldom take the initiative to find some fun in life. People are eager to participate in some activities in daily life, which can not only meet the basic needs of life, but also participate in some activities and interact with other people, so as to obtain the sense of participation and pleasure. According to the social exchange theory, when customers harvest the products and services provided by enterprises, they are more willing to feed back information to enterprises and actively participate in the value creation activities of enterprises.

How to establish a marketing experience environment with strong customer gathering ability, strong customer participation initiative, convenient and effective interaction between customers and customer enterprises, and continuous feedback effect is an important issue for managers to consider. While entertainment experience can attract customers' attention and make customers stay longer. At the same time, customers are more willing to try and participate in the interaction of entertainment experience. Entertainment experience has its natural advantages and unique charm to make customer experience more satisfactory.

Therefore, enterprises can start from the following aspects:

External entertainment experience form improvement. On the one hand, it advocates the happy experience of health, fashion, movement and sunshine, and intends to become a new entertainment place popular with the public. To establish an experience center integrating sports, entertainment and leisure, it is necessary to have a clear orientation and take into account the needs of different groups such as target consumers and mobile customers. Therefore, it is necessary to innovate not only in the planning of brand format, but also in the communication of visual level.

On the other hand, it is the integration of online and offline retail of enterprises. Online brands can open stores offline. Physical retail has begun to develop online sales channels and change the original online and offline split situation. Some well-known brands or IPS on the Internet have set their sights on a longer term, not satisfied with the virtual world, but have opened up new markets online and offline. Perhaps these stores do not undertake the purpose of direct profit at this stage, but

for brands, the interaction and integration of online and offline can play an important role in image and consumer experience.

Internal influence. From the perspective of "people", we can deeply implant the entertainment gene into the brand. The concept of commodity design, brand image and corporate culture should have entertainment elements and be integrated into the interactive experience. According to social cognitive theory, human activities are determined by external environment, human behavior and individual cognitive process. Individuals shape the environment, but also the product of environmental effects. The integration of entertainment culture and environment will gradually affect our cognition until we and entertainment brand have the same values.

Establish the form of mutual benefit and strengthen the relationship between enterprises and customers. One of the best promoters of all partners knows that they will have to interact with them in the future. Therefore, the direct and indirect establishment of a situation conducive to reciprocity helps to strengthen the future of reciprocity.

Dynamic capability theory describes how an enterprise integrates, constructs, and reconfigures its internal and external resources and capabilities to generate a new capability. When an enterprise is able to reshape its capabilities and match them with changing environmental needs, it will surpass its competitors. The task of managers is to help enterprises perceive, learn, integrate and coordinate organizational resources and capabilities. The knowledge and skills of customers are very important external resources of enterprises. Therefore, enterprises should actively take various measures to let customers participate in value co creation, absorb and integrate them into new value sources of enterprises.

References

- [1] Chen Yun. Development trend and SWOT analysis of Omni channel retail of clothing enterprises in the era of mobile Internet [J]. *Modern business*, 2018 (22): 17-19
- [2] Harold L.Vogel. *Economics of entertainment industry - Financial Analysis Guide (5th Edition)* [M]. Tsinghua University Press, 2002
- [3] Wang Chunjuan. An Empirical Study on the influencing factors of entertainment shopping satisfaction of retail enterprises [J]. *Business economy research*, 2017 (12): 30-40
- [4] Zwass V.Co-creation: Toward a Taxonomy and an Integrated research Perspective [J]. *International Journal of Electronic Commerce*, 2010, 15 (1): 11-48
- [5] Li Zhaohui, Jin Yongsheng, bu qingjuan. The mediating effect of customer participation in virtual brand community value co creation on brand equity research brand experience. *Journal of marketing science*, 2014, 10 (4): 109-124
- [6] Deng Qiang. Research on the influence of virtual brand community experience on customer value co creation intention [D]. Shanxi University of Finance and economics, 2018

- [7] Tang Fangcheng, Jiang Yitong. Research on customer value co creation behavior in virtual brand community [J]. Management review, 2018, 30 (12): 131-141
- [8] Wang Shunguo. Entertainment marketing mode in the era of experience economy [D]. Jinan: Master's degree thesis of Shandong University, 2009
- [9] Shen Guanglong, Peng Xiaodong, Qin Pengfei. Research on the influence of customer interaction on customer participation value co creation in virtual brand community -- taking experience value as intermediary variable [J]. Journal of management, 2016, 13 (12)
- [10] Mele C., Polese F. Key Dimension of Service Systems: Interaction in Social & Technological Networks to Foster Value Cocreation [M]. New York: The Science of Service System, 2010