

DRIVING FORCES WHICH CAN LEAD TO GROWTH IN THE EXPERIENCE ECONOMY

ABSTRACT

Purpose – The purpose was to investigate which are the key driving factors for growth within the experience economy.

Methodology/approach – The study was conducted through an electronic questionnaire with mainly open questions that was sent to 270 business people in Sweden and was answered by 136.

Findings – The result shows six key driving forces which can lead to growth in the experience economy.

Research implications – The Service dominate logic has changed the focus from selling products or services to selling a complete experience. The experience economy is also focusing on the importance of selling experience.

Practical implications –

Originality/value –

Key words (max 5) – S-D Logic, Experience Economy, key driving forces

Paper type – Research paper

“The Service dominate logic has changed the focus from selling products or services to selling a complete experience. The experience economy is also focusing on the importance of selling experience. The purpose was to investigate which are the key driving factors for growth within the experience economy. The study was conducted through an electronic questionnaire with mainly open questions that was sent to 270 business people in Sweden and was answered by 136. The result shows six key driving forces which can lead to growth in the experience economy.”