

The Paradox of Emotional Oversaturation

From the Economy of Impressions to the Economy of Utility

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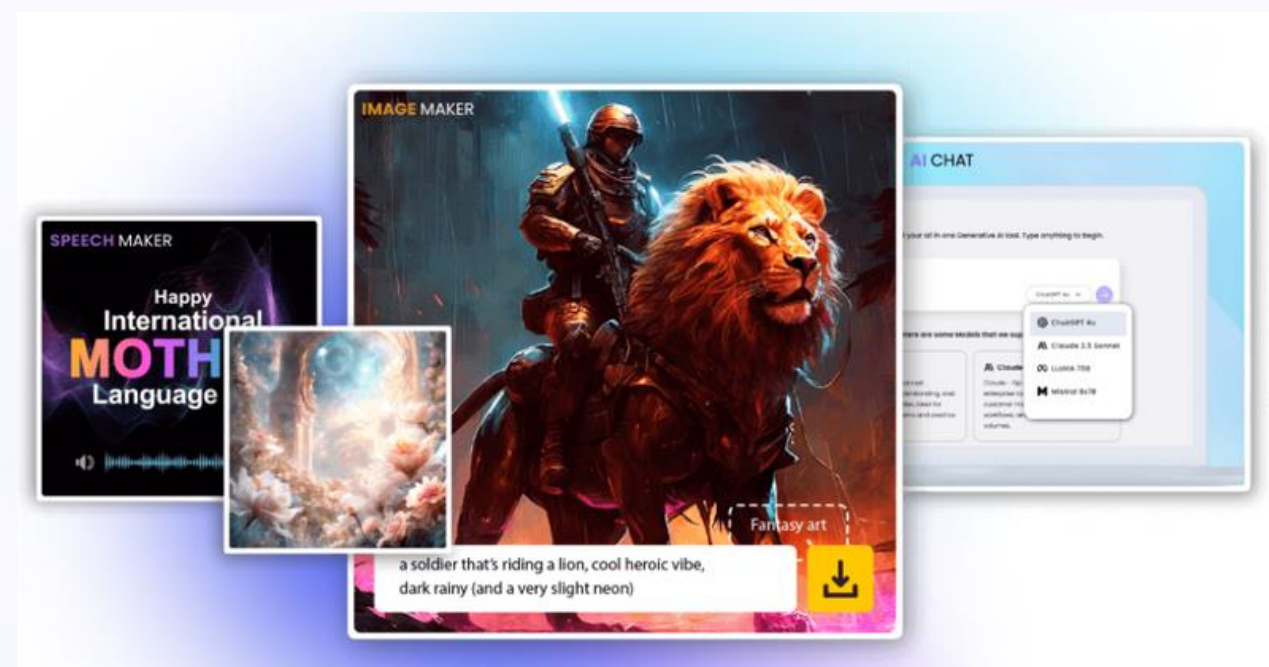
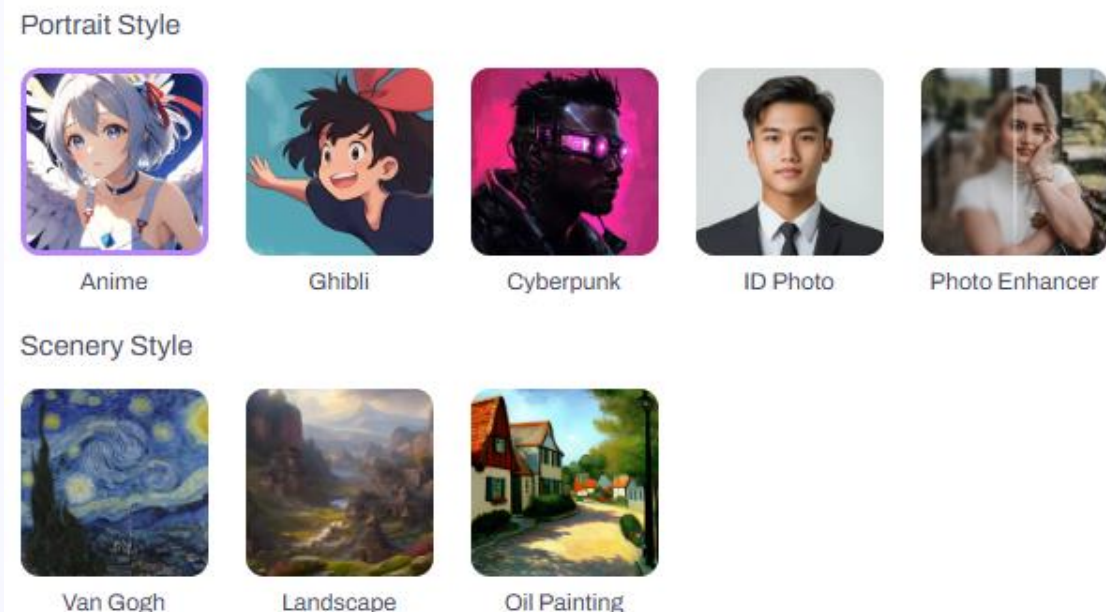
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The Crisis of Pine and Gilmore's Concept

Joseph Pine and James Gilmore introduced the revolutionary concept of the "experience economy." Their idea was that experiences are the next stage of economic development after goods and services.

However, today we observe a paradox: the more effort is expended on creating "perfect" content, the less it impresses the audience. Artificial intelligence enables the mass production of such content, leading to consumer emotional oversaturation.



Problem Diagnosis. Impression Inflation

Content Saturation

The modern information environment is oversaturated with content. Social media algorithms are optimised for maximum attention capture, creating a constant escalation of emotional intensity.

Emotional Inflation

What seemed impressive yesterday is perceived as ordinary today. Consumers develop an immunity to standard influence techniques, forcing marketers to seek more extreme ways of attracting attention.



Evolution to the Transformation Economy

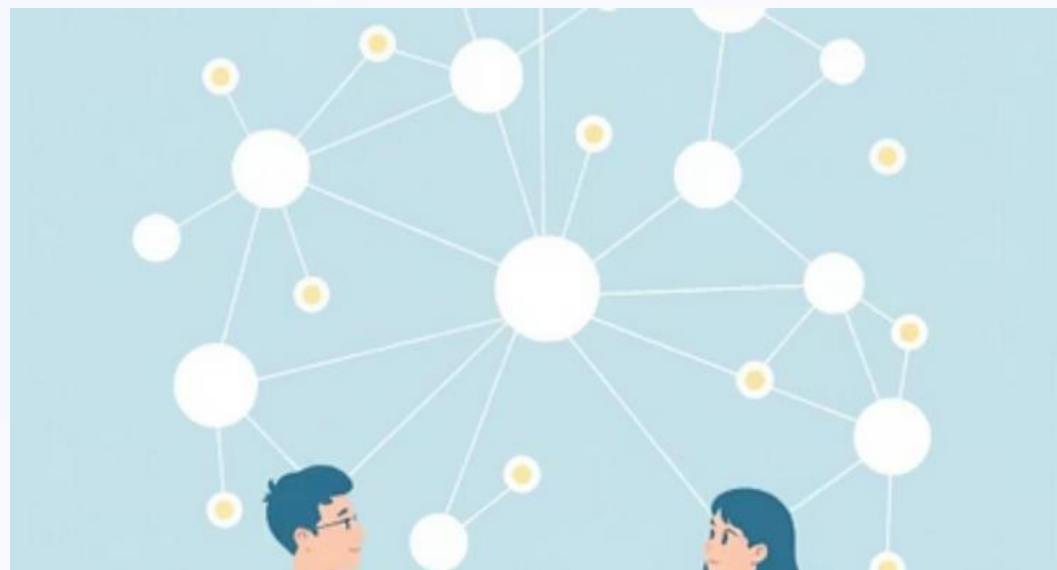
In 2024, Pine and Gilmore announced the next stage of evolution - the "**transformation economy**". Instead of short-term emotional bursts, businesses should focus on long-term changes in customers' lives.

Consumers are increasingly paying for help in achieving their own aspirations: high-class retreats, coaches, gurus, and guides who promise personal transformation. True value lies not in fleeting emotions but in sustainable changes.



The Future of Emotional Design

Consumers are increasingly paying individuals for help in achieving their aspirations, including high-class retreats, coaches, gurus, and guides who promise personal transformation. The transformation economy reflects the understanding that true value lies not in instant emotions, but in sustainable changes.



Rethinking Metrics

Instead of engagement and conversion, metrics such as life satisfaction, personal growth, and sustainable changes become more important.



Technology and Values

Companies that combine technological capabilities with humanistic values for a deeper understanding of people's needs will be successful.

Toolkit for alternative emotional influence

The modern arsenal of strategies for escaping the cycle of hyperstimulation is systematised into three main directions.

1

Contrastive Influence

- Anti-marketing
- Contrastive Simplicity
- Aesthetics of "Imperfection"

2

Functional Focus

- Utility-first Approach
- Transparent Pricing
- Empathetic Approach

3

Temporal & Social Modulation

- Emotional Deceleration
- Ambient Marketing
- Community Building

Key Takeaways

The crisis of the traditional experience economy opens up opportunities for a radical rethinking of the principles of emotional influence.

Rethinking Principles

Moving away from hyper-stimulation towards deep, meaningful connections.

Business Responsibility

Companies must profoundly rethink their role and responsibility in society.



Shift to Transformations

Focus on long-term development and personal growth of customers.

Diverse Toolkit

Utilising anti-marketing, functional focus, and social modulation.