

Analysis of Marketing Strategy of Livehouse Bars

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Abstract. With the popularity of music culture around the world, Livehouse bars have gained wide attention and are rapidly developing in domestic and foreign markets. By analyzing the target market positioning, SWOT analysis, and marketing strategy of Chinese Livehouse bars, this paper puts forward the existing problems and causes in the experience marketing of Chinese Livehouse bars and puts forward optimization suggestions.

Keywords: Livehouse bars, Marketing strategy, Market analysis.

1. Introduction

The Livehouse bars is an entertainment venue featuring live music. Livehouse bars usually set up a stage, equipped with professional sound and lighting equipment, and hold band performances, DJ performances, theme parties and other musical activities. The Livehouse bars offer both bar and food service. Live house bars originated in Europe and America in the middle of the 20th century. In 1950, small clubs and bars in the United States offered live music, such as Birdland. [1] Jazz, blues, and rock and roll dominated these venues during this period, with the Blue Note in New York and Chess Records Club in Chicago becoming mecca for music lovers. 1960-1970s, with the rise of rock and roll and other emerging musical styles, the Marquee Club in the United Kingdom and CBGB in the United States became iconic venues. In the 1980s and 1990s, the Livehouse bars gradually spread worldwide. With the development of China's reform and opening up, some Livehouse bars imitating European and American styles began to appear in Beijing and Shanghai, such as Happiness Club, Haoyun Club, Baohao Performing Arts bar, clubx. Although these Livehouse bars are small in scale, they provide a place for Chinese music lovers to show themselves and gradually cultivate the domestic Livehouse culture.

In the 21st century, the development of modern technology has greatly improved the performance quality of Livehouse bars. Advances in sound technology and electronic equipment enable these venues to provide a more professional and diversified music experience. Digital sound equipment, lighting system and live recording technology greatly enhance the audience's sense of experience, making Livehouse bars flourish in Beijing, Shanghai, Guangzhou, and Shenzhen. To meet people's cultural entertainment and social needs. During this period, Chinese Livehouse bars began to gradually localize, which not only retained the style of Western independent music but also combined with Chinese cultural characteristics, attracting a large number of consumers. It not only provided a platform for music lovers to enjoy music and socialize, but also provided a stage for music performers to show their talents and interact with the audience. The Chinese Livehouse bars show the development trend of diversification and branding. Large Livehouse bars chain brands appear in succession, attracting a large number of loyal consumers through a unified brand image and high-quality music performances. At the same time, small specialty Livehouse bars have emerged in an endless stream, and they have formed their characteristics and reputations through unique music styles and personalized services.

However, there is little research on Chinese Livehouse bars. In CNKI, only 15 papers studied the communication and interaction of Livehouse bars and the operation of Livehouse. For instance, Chen Aoni [3] and Liu Ji [4] studied the spatial construction of Livehouse bars and individual identity recognition from the perspective of communication studies, concluding that Livehouse bars represent a new, emotionally connected, and fluid form of gathering, where individuals shape their identities,

gain recognition, and spontaneously promote independent music and related cultures within these new tribes. Ge Yunlu [2] and Cheng Lina [5] analyzed the operational models and problems of Livehouse bars and proposed optimization suggestions. These studies have deepened our understanding of Livehouse bars, but there is still limited research on marketing strategies in the context of new media.

This paper takes Chinese Livehouse bars as the research object. Through interviews, questionnaires, and case analysis to examine the target market of Livehouse bars, utilizes SWOT analysis to assess their current operational status, and based on the theory of experiential marketing, analyzes consumer satisfaction and the issues present in marketing strategies. Furthermore, this paper proposes marketing optimization strategies that incorporate new media.

2. Marketing Strategy Analysis of Chinese Livehouse Bars

2.1 Target Market Analysis and Positioning

The consumer groups of Chinese Livehouse bars are mainly college students aged 18-25 and workplace people aged 25-35. The monthly income of consumers ranges from 3000-10,000 yuan, and they have a certain consumption power, but they will also consider the cost-effectiveness of Livehouse bars. These people are interested in a variety of music genres, such as rock, pop, and electronic music, and seek excitement and novelty.

Firstly, for college students aged 18-25, their spending typically comes from their parents or part-time jobs. Therefore, this group tends to prioritize the price of Livehouse bars, the quality of drinks, sound systems, and the performance level of bands, comprehensively evaluating the cost-effectiveness of Live bars. Additionally, most college students possess a strong sense of curiosity, which often drives them to consume at Livehouse bars out of sheer interest in the concept or due to invitations from friends. Secondly, for young professionals aged 25-35, many are corporate executives, office workers, freelancers, and those in creative industries with monthly incomes exceeding 8,000 yuan. They have higher incomes and consumption power, preferring high-quality entertainment and social activities. They typically engage in recreational spending during weekday evenings and weekends. They enjoy diverse musical styles such as rock, jazz, pop, and folk, valuing the quality of experience and having high expectations for premium musical performances. They seek unique, high-end musical experiences, preferring to relax and enjoy music and social activities in a comfortable environment, willing to pay more for high-quality service and ambiance. Moreover, within this consumer group, there are many professionals in creative industries, arts, and culture who have a strong tendency for cultural consumption. They enjoy exploring new cultural and entertainment forms, emphasizing individuality and innovation. They have a keen interest in emerging and avant-garde music genres, particularly independent and experimental music, pursuing distinctive experiences and favoring Livehouse bars with unique styles and cultural atmospheres for their consumption.

2.2 SWOT Analysis

SWOT analysis is a strategic planning tool used to evaluate a business or project's Strengths, Weaknesses, Opportunities, and Threats (SWOT). This analytical method helps organizations identify internal positive factors and areas that need improvement (strengths and weaknesses), as well as potential growth opportunities and risks within the external environment (opportunities and threats).

2.2.1 Strengths Analysis

(1) Unique Live Music Experience: Livehouse bars offer a unique live music performance experience, attracting a specific consumer group and enhancing customers' musical enjoyment.

(2) High-Quality Music Performances and Professional Equipment: Equipped with top-notch audio equipment and a professional music performance team, Livehouse bars deliver exceptional music performances.

(3) Prime Location: Strategically located in bustling city areas with convenient transportation, Livehouse bars enjoy high foot traffic.

(4) Diverse Music Styles: Covering genres such as rock, jazz, pop, and more, Livehouse bars cater to the diverse musical preferences of consumers.

(5) Vibrant Social Atmosphere: Beyond offering top-quality music performances, Livehouse bars provide an excellent social platform and interaction opportunities for music enthusiasts. Customers can gather with friends or make new acquaintances while enjoying the music. Additionally, as a fixed indoor venue designed specifically for music performances, Livehouse bars offer stable stage, audio, and lighting equipment. This permanence enables Livehouse bars to provide more meticulous services, including seating arrangements, bar services, catering, and clothing storage services. Meticulous service can cultivate a loyal audience group, enabling audiences to develop a sense of belonging and identity towards Livehouse bars, where they can find a group of like-minded music lovers

2.2.2 Disadvantage Analysis

(1) High Operational Costs: Livehouse bars incur relatively high operational costs, encompassing rent, decoration fees, equipment maintenance costs, and performance expenses.

(2) Greatly affected by time: the customer flow of Livehouse bar is high on weekends and holidays, but it is difficult to operate on working days and daytime. Therefore, the utilization rate of Livehouse bar is low on working days and daytime.

(3) Intense Market Competition: With the increasing number of Livehouse bars opening, the market competition has intensified, making it challenging to establish a unique competitive advantage.

2.2.3 Opportunity Analysis

(1) The increasing popularity of music culture: With the increase of people's interest in and participation in music culture, music festivals, concerts and other music industries are booming. The Global Music 2023 Report released by the International Federation of the Phonographic Industry (IFPI) shows that the total revenue of the global music market in 2022 reached \$26.2 billion, an increase of 9.0% over 2021. This is the eighth consecutive year of revenue growth in the global music market. This will also lead to the development of Livehouse bars, which are expected to attract more music lovers.

(2) The rapid development of tourism: With the end of the domestic epidemic and the vigorous development of tourism, Livehouse bars can attract more tourists by cooperating with tourist attractions and travel agencies.

(3) Promotion of social media such as short videos: The development of network information and social platforms enable consumers to directly receive information related to LiveHouse bars, which not only improves the transmission speed of Livehouse bars, but also enriches the publicity methods of Livehouse bars, and makes the marketing content more diversified. Consumers can have a more intuitive understanding of Livehouse bars through live broadcasting and short videos.

2.2.4 Threat Analysis

(1) Market competition is fierce, there are many alternatives. With the diversification and rapid development of the music industry, people have more and more ways to feel and enjoy music. For example, outdoor music festivals, concerts, music parties, may have a negative impact on the development of Livehouse bars.

(2) Uncertainty of economic environment and policies: economic downturn, reduced consumer spending, and policies will hurt Livehouse bars.

2.3 4p Marketing Strategy Analysis

2.3.1. Product Strategy

The core product of a Livehouse bar is an exciting and joyful experience, with its physical product being live music performances, drinks, and snacks. When providing tangible products to customers, the bars should not only pay attention to the basic functional quality of the product, such as high-quality live music performances and high-quality drinks, unique cocktails, and well-prepared food, but also pay attention to the feelings of customers when using the product, that is, the decoration style and environmental atmosphere of the Livehouse bars are an important part of the customer experience. Unique decor, comfortable seating arrangements, good acoustics, and lighting create a pleasant music and social space for customers. In the process of providing service to customers, the Livehouse bars should focus on delivering the experience value to customers. Livehouse bars can improve professional service skills, such as bartending skills, through training and assessment of service personnel to meet the overall experience of customers.

2.3.2 Price Strategy

The price strategy of the Livehouse bars should be formulated according to the market positioning and target customer group, to attract customers and ensure profit. Unlike traditional Live houses, Livehouse bars do not charge admission fees as the main source of income, their main revenue is from drinks and catering. Drinks and catering should be priced in line with the consumption level of the target market. Some discount packages, group buying and other pricing strategies can attract more customers during off-peak hours. At the same time, it can also develop a membership mechanism, such as pre-storage and deliver wine, points for gifts, and birthday special offers, which can also attract loyal customers.

2.3.3 Channel Strategy

Livehouse bars rely on social media platforms, bar mini-programs, promotional posters and other ways to attract customers. A distribution channel that can impress customers will help increase the bar's traffic and make the bar more successful. In the interview, most of the Livehouse bars owners will use the form of bloggers to conduct publicity, but such publicity will only attract a certain number of customers in the short term when it is published, and the effect is not so significant. In order to have a long-term effect, a large amount of capital needs to be invested. This increases operating costs for some fledgling Livehouse bars.

2.3.4 Promotion Strategy

The promotion strategy aims to improve the popularity and attractiveness of Livehouse bars, stimulate customers' consumption desire, and achieve the purpose of manufacturing and delivering experience by mobilizing various sensory stimuli of consumers. Livehouse bars use social media platforms (such as WeChat, Weibo, Tiktok, RED) to release performance previews, event tidbits and customer experiences to attract the attention and participation of potential customers. During holidays, anniversaries or special events, plan unique themed parties, music festivals or special performances, and do some low-priced cocktail package promotions in Tiktok or Meituan to attract more customers.

It can be seen that, the channel strategy and promotion strategy adopted by Livehouse bars are relatively simple. Relying only on online celebrity bloggers to bring traffic and customers, as well as discount promotions, can not form a competitive advantage of Livehouse bars, and it is difficult to achieve sustainable management. Next, this paper will analyze the consumer motivation of Livehouse bars and the existing problems in marketing.

3. Analysis of Problems and Causes in the Experiential Marketing of Livehouse Bars

3.1 Research Design and Practice

This paper investigates consumer needs and the current operational status of Livehouse bars through questionnaires and interviews. The questionnaire comprises three parts. The first part collects basic information about customers, including gender, age, income, education level, etc. The second part focuses on understanding consumers' consumption motivations and habits. The third part surveys consumer satisfaction with products, prices, and the environment. A total of 138 questionnaires were distributed, and 134 valid responses were received.

The interview outline emphasizes the marketing strategies and competitive advantages of Live music bars. The interviewees were four managers from Live music bars.

3.2 Data Analysis

3.2.1 Consumer Profiling

The consumer of Livehouse bars is primarily female, accounting for 61.94% of respondents, while males make up 38.06%. The age is mainly 18-25 years old, and the proportion of 18-25 years old consumers has reached 74.63%. In terms of education, 64.18% of consumers hold a bachelor's degree, 11.19% have a diploma, 14.93% possess a master's degree or higher, and 9.7% have completed high school or below. Occupationally, students constitute 52.99% of the customers, followed by company employees at 23.88%, government or public institution staff at 6.72%, and freelancers and self-employed individuals, each accounting for 8.21%. Regarding marital status, 65.94% of consumers are single, while 34.06% are in a relationship or married. In summary, the primary demographic of Livehouse bars consists of 18-25-year-old, single, female students with a bachelor's degree, who tend to have a relatively low income range of 1000-3000 yuan.

3.2.2 Consumer Behavior and Habits Survey

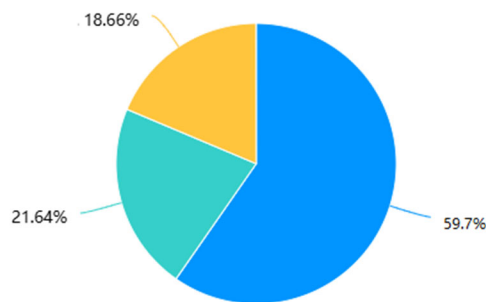


Figure 1. How often consumers visit Livehouse bars

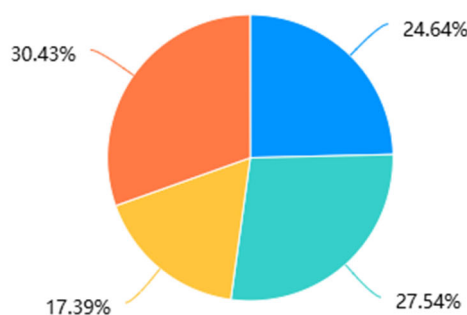


Figure 2. The monthly consumption amount of consumers in the Livehouse bars

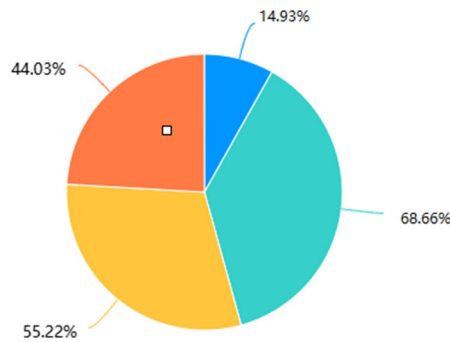


Figure 3. Consumers know the way of Livehouse bars

As shown in Figure 1, during the year, 59.7% of consumers attended Livehouse bar performances less than 5 times, with 29 people (accounting for 21.64%) attending 5-10 times, and 25 people (accounting for 18.66%) attending 10 times or more. It can be seen that for most consumers, going to Livehouse bars is not a regular activity nor a necessary form of entertainment. Livehouse bars are relatively niche forms of entertainment in China. Therefore, how to increase the old customer stickiness of Livehouse bars and increase the buyback rate of old customers is also the focus of marketing. As shown in Figure 2, there is a bipolar trend in the amount consumers are willing to spend on bars each month. While 30.43% of consumers do not mind the cost, 51% of consumers are willing to spend between 0-300 yuan. This indicates significant variations in the spending power and willingness to spend among Livehouse bar consumers. Furthermore, 34% of consumers do not care about the amount spent, suggesting that for this 34% group, the atmosphere and experience of the bar may be more important than the monetary cost. As shown in Figure 3, 68.66% of the consumers learned about the Livehouse bars through the recommendation of friends, 55.22% of the consumers learned about the Livehouse bars through the online platform, 44.03% of consumers chose to explore and discover bars on their initiative, and only 14.93% learned about the bar through advertising leaflets. It can be seen that friend recommendation and network platforms are the main ways to understand the bar, which also shows the importance of word-of-mouth publicity, customer recommendation and new media publicity in the marketing of Livehouse bars.

3.2.3 Consumer Motivation and Influencing Factors Survey

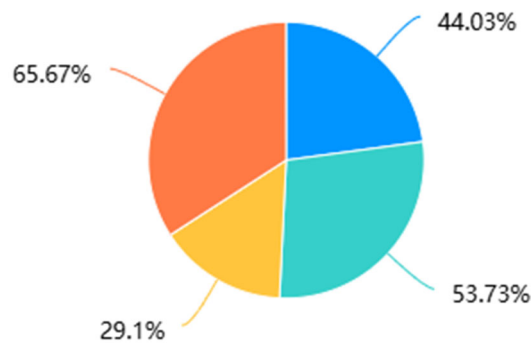


Figure 4. Consumer motivation survey

As shown in Figure 4, the main reasons for consumers to watch Livehouse bars are to experience the atmosphere (65.67%), love for music (53.73%), and the desire to relax and relieve stress from study and work by watching performances (44.03%). It can be seen that the development of Chinese Livehouse bars are still in the stage of market penetration and cultivation, and most consumers have

a curiosity-driven mindset to experience the live atmosphere of Livehouse bars. Therefore, on the one hand, Livehouse bars need to expand consumers' awareness and attract more potential customers. On the other hand, it must continuously update its products to stimulate the purchasing desire of regular customers.

Among the factors that influence consumers, the primary consideration is the quality of music, and the band's performance. The Second is the ambiance and decoration style of the venue. Following closely are the event programs, the quality of beverages, geographical location, pricing, and brand culture. However, parking availability and designated driver services are considered the least significant by customers.

(1) Music, Sound System, and Band Quality. The music, sound system, and band quality are the core of a Livehouse bar. High-quality music and sound equipment can provide clear and powerful sound effects, immersing consumers in the atmosphere of music. The quality of the sound system directly impacts the presentation of music. Excellent sound equipment can enrich musical details, bringing consumers delightful auditory enjoyment. The band's quality is crucial in determining the quality of live performances. A seasoned band can not only accurately interpret works of various musical styles but also adjust the repertoire based on the the atmosphere of the scene, stimulating audience emotions and enhancing interactivity. An outstanding band performance often creates a memorable entertainment experience, encouraging consumers to stay longer and increase spending. Furthermore, high-level bands often have a fan base or attract specific music enthusiasts, who tend to have higher spending power, bringing stable customer flow to the bar. The music, sound system, and band quality also influence the bar's brand image and word-of-mouth promotion. Livehouse bars with excellent sound effects and captivating band performances are often remembered and recommended by consumers to their friends, attracting more customers. In contrast, poor-quality sound equipment may produce ear-piercing noise or detract from the auditory experience, while subpar band performances may bore consumers and lack novelty, having the opposite effect and leading to customer loss.

(2) Decoration Style and Ambient Atmosphere. The ambiance and environment of a bar significantly influence customers' consumption behavior. The decoration style of a Livehouse bar forms the first impression for patrons entering the premises. A unique and appealing decoration style can quickly capture consumers' attention. For instance, a retro-style Livehouse bar may attract customers who enjoy nostalgia, while a modern and minimalist style may be more favored by young people pursuing fashion and simplicity. Different decoration styles can also convey the theme and positioning of the Livehouse bars, assisting consumers in quickly identifying a place that suits them among numerous options. A favorable ambient atmosphere, with excellent live band performances, can enhance the overall experience by providing a significant audiovisual impact that deepens customers' impression of the Livehouse bars.

(3) Promotions and Events. Promotions and special events at Livehouse bars are also crucial factors in attracting customers to spend. Discounts, buy-one-get-one-free offers, and limited-time specials can grab consumers' attention. In particular, promotions during holidays or specific times can significantly boost the bar's traffic and sales. Furthermore, long-term promotional strategies such as member discounts and reward points redemption can enhance customer loyalty, motivating them to frequent Livehouse bars and make purchases. Additionally, themed events provide unique experiences for consumers. For instance, theme parties, ladies' nights, and other events can create a distinctive atmosphere in the bar, giving customers a sense of novelty. Themed events also strengthen customers' interaction and sense of participation, fostering an emotional connection with the bar and enhancing their overall experience.

(4) Location and Convenience. The location and convenience of Livehouse bars also influence customers' consumption decisions. First- and second-tier cities, with their developed economies and strong cultural consumption capabilities, can attract more musical talents and investments. Moreover, these cities boast well-established infrastructure, including advanced performance venues and equipment, providing excellent hardware support for music creation and performances. In contrast,

the cultural environment in third- and fourth-tier cities is relatively homogeneous, which is not conducive to the development of Livehouse bars. In terms of specific locations, Livehouse bars situated in areas with convenient transportation, high pedestrian traffic, or near university towns tend to attract more customers.

(5)Price and Beverage Quality.According to the survey, over 50% of customers are students with limited spending power. Reasonable prices make customers feel that their consumption is affordable, while excessively high prices may deter potential consumers. High-quality beverages not only enhance the drinking experience for customers but also strengthen the bar's brand image. Livehouse bars should offer a diverse range of beverages to cater to different customers' tastes and preferences, from classic cocktails to creative signature drinks. Quality beverages significantly elevate the overall customer experience. Beverage quality also encompasses the bartender's skills and service standards. Experienced and skilled bartenders can craft drinks with excellent aroma, taste, and appearance, while also recommending suitable beverages based on customers' preferences, thereby increasing customer satisfaction. Livehouse bars must strike a balance between providing premium beverages and maintaining reasonable prices to meet consumers' demands for value for money.

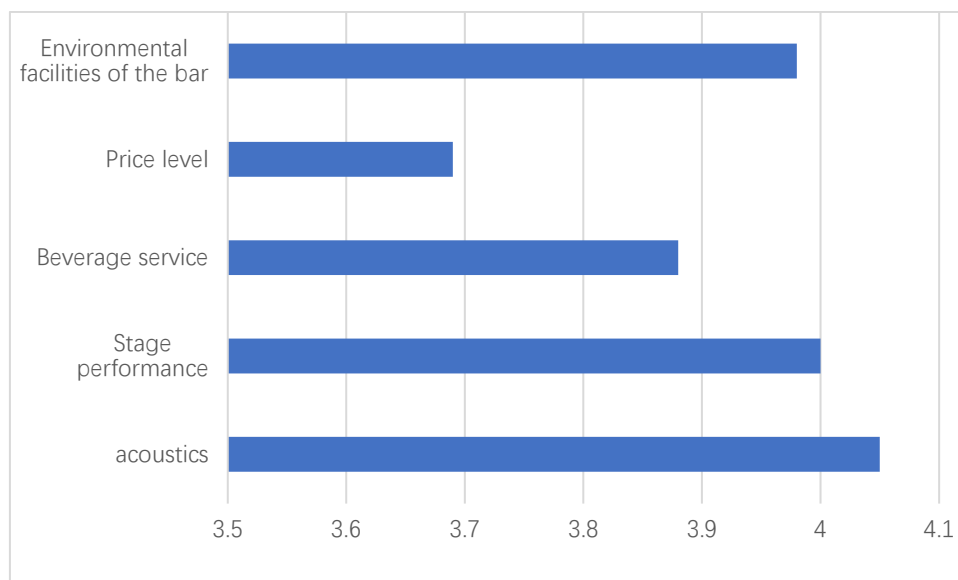


Figure 5. Consumer satisfaction survey

3.3 Problems Existing in the Marketing of Livehouse Bars

As shown in Figure 5, consumer satisfaction ratings are lowest for price level and beverage service, and highest for acoustics. Therefore, this paper combines satisfaction survey and 4p theory to study the problems existing in Livehouse bars.

The 4P theory refers to Product, Price, Place, and Promotion. The Product encompasses five levels: the core product, the physical product, the additional product, the expected product, and the potential product [6]. The core product refers to the benefits that consumers seek when purchasing a product [7], it is what customers truly desire. In Livehouse bars, consumers purchase the experience of a live music atmosphere, a process of relaxing and expressing themselves freely. During this experience, the creation of the live atmosphere, such as audio equipment, lighting design, and band performances, are key factors and constitute the physical product. Additionally, interactive activities with consumers and the availability of alcoholic and non-alcoholic beverages are also physical products. The additional services that consumers receive when purchasing these tangible products, such as designated driver services, birthday surprises, and complimentary drinks, are considered the additional products. Through the physical products and additional products offered by Livehouse bars, consumers anticipate an experience that allows them to enjoy music, relax, and freely express

themselves. Price refers to the amount that customers pay for a product, including the base price and any discounts [8]. Place (or Distribution) refers to the activities involved in bringing a product to market or reaching target markets, encompassing channel selection, storage facilities, transportation arrangements, and more [9]. Promotion refers to the various activities undertaken by enterprises to advertise and persuade customers to buy their products, including advertising, public relations, personal selling, and sales promotions [10]. In this section, focusing on the current operational status of Livehouse bars, this paper will primarily discuss issues related to products and promotion.

Firstly, in terms of products, the quality of beverages is subpar, and the variety is limited. In a Livehouse bar, consumers not only anticipate high-quality live music performances but also expect to enjoy top-notch drinks. Many consumers have complained about the high prices of drinks in live house bars, coupled with their low quality and limited variety. Some businesses, in a bid to maximize profits, have resorted to using fake alcohol or cheap ingredients to deceive customers. Such practices not only ruin their drinking experience but also potentially diminish their overall impression of the bar. The lack of variety in beverage options fails to cater to different tastes and preferences. The customer base of live house bars typically encompasses a diverse range of drink preferences, with some favoring classic cocktails, while others prefer craft beers or non-alcoholic beverages. Most Live house bars rely heavily on beer or whiskey packages as their main selling points, lacking in specialty cocktails. There are no dedicated cocktail bars, and the bartenders may not possess the requisite skills to craft exquisite cocktails.

The performance song style is relatively simple, and the single music style may lead to aesthetic fatigue of consumers. Even if consumers are initially interested in a particular style of music, if the live house bar offers only one style of music for a long time, they will soon become bored and lose interest. The uniformity of music styles will also limit the audience of Livehouse bars. In addition to the band singing, there are few other activities that can interact with users. In the survey, 40% of consumers are also interested in dance performances, dating activities and so on.

Furthermore, the events organized overlooked the customer experience. From a customer's perspective, the experience marketing mix encompasses six essential elements: experience, situation, event, immersion, impression, and extension. Experience is the most fundamental element, representing the value created and communicated between businesses and customers. It encompasses heightened satisfaction, better word-of-mouth reputation, stronger industry influence, and longer-lasting vitality. Situation refers to the external environment created by businesses to foster an experiential atmosphere for customers, thereby more directly and effectively evoking experiences in consumers. Events are a series of activities or programs designed for customers to participate in to achieve experiential goals, aiming to immerse their emotions into the situation and differentiate the experience designed by businesses into distinguishable concepts in consumers' minds. Immersion involves actively engaging consumers in events designed by businesses, creating proactive intervention points where participants perceive themselves not merely as consumers but as co-creators of the brand. Impression management involves managing customers' brand impressions, focusing not just on individual transactions but more on brand service and positive experiential impressions to sustain long-term customer relationships. Extension signifies that customers' experiences extend across different regions and periods, spreading to others in a sustainable manner within the entire symbiotic system. Through scenario and event design, consumers gain sensory, emotional, cognitive, and behavioral experiences. In Livehouse bars, consumers primarily gain sensory experiences. The overall environmental design of Livehouse bars, including lighting, colors, decorations, and layouts, provides visual stimulation for patrons. Live music performances offer the ultimate auditory experience, with bands and singers' live performances delivering unmatched sound effects and ambiance compared to recordings. Olfactory experiences in bars often stem from the aroma of drinks, food, and the ambiance itself. Different alcoholic beverages and cocktails exude unique fragrances, while the bar's offerings of beverages and snacks directly stimulate customers' taste buds. A well-crafted cocktail, potent liquor, refreshing beer, or a full-bodied red wine all offer gustatory delights. As music and the ambiance coalesce, the body becomes one with the music, with

each sensory stimulus evoking unique memories and pleasant feelings. This comprehensive sensory experience relaxes and delights customers, yet it lacks emotional, cognitive, and behavioral experiences, resulting in a relatively monotonous experience that may fail to continuously stimulate customers' purchasing desires with novelty. While it may attract new customers, it struggles to retain old ones, maintain long-term customer relationships, and faces customer churn issues.

In terms of product costs, Livehouse bars typically start performances at 9:30 p.m., with staff reporting for work at 7:00 pm, leaving the daytime hours for the Livehouse bars to be closed. This leads to low resource utilization rates. Additionally, the rental costs for Livehouse bars are high, and not utilizing the daytime hours efficiently can further increase costs.

Lastly, there is a lack of effective promotion and marketing strategies to continuously attract customers both online and offline. Currently, Livehouse bars employ two primary methods for customer acquisition. Offline methods such as word-of-mouth and posters, and online methods. Livehouse bars maintain operational accounts on platforms like TikTok, RED, and WeChat, or collaborate with influential bloggers with a large following to generate traffic. While these strategies may yield initial results, their effectiveness tends to diminish over time due to the following four reasons. (1) The lack of clear target positioning is a major issue. When collaborating with bloggers, many live houses only focus on the number of followers the bloggers have, without considering whether they are opinion leaders in music, bars, or related fields. This inability to identify precise target groups leads to vague promotional content that fails to attract specific music enthusiast groups. (2) The propaganda content is seriously homogenized and lacks creativity and uniqueness. Most promotions are limited to basic performance previews and event announcements, failing to fully showcase the unique charm and characteristics of the live house, thereby failing to ignite audience interest and participation. (3) Insufficient interaction is a common problem. Many Livehouse bar's operational accounts merely post information without engaging in interactions or exchanges with viewers, resulting in low promotional participation and low fan loyalty, making it difficult to establish deep emotional connections. (4) In terms of content format, multimedia content can more intuitively attract audiences. However, many Livehouse bars operational accounts rely solely on text and images, failing to fully utilize multimedia tools like videos and live streams to vividly showcase the live atmosphere and exciting performances.

3.4 Marketing Recommendations

The managers of the Livehouse bars interviewed in this paper are all individuals who share a passion for music, have formed bands, and subsequently opened Livehouse bars. Consequently, they lack experience in market management and marketing, indicating a shortage of professional operational and marketing talents within the Livehouse industry. Furthermore, their cooperation with bands tends to be loose and based primarily on personal relationships, lacking deep collaboration and providing limited service support to the bands. These issues have constrained the development of Livehouse bars. This section will propose optimization strategies from the perspectives of enhancing customer experience and marketing.

When organizing events at Livehouse bars, it is crucial to create distinct decorative styles and special performances to set the ambiance. For instance, according to the research, over 50% of Livehouse customers are female. Therefore, a themed event such as "Goddess Night" can be planned. In terms of decoration, pink, gold, and white should be selected as the primary colors to adorn the Livehouse bar. LED light strips and twinkling decorative lights can be used to create a starry atmosphere, immersing customers in a dreamlike scenario. The live band should perform song styles favored by women, such as pop and R&B, to evoke emotional resonance and enthusiasm among patrons. Additionally, cocktails with romantic themes, like "Goddess Margarita" and "Kiss of Venus," can be introduced, adorned with delicate decorations like flower petals and dried fruits. Furthermore, each female visitor can be presented with a rose or complimentary welcome drinks and snacks, adding a delightful surprise to their experience. Through the meticulously planned "Goddess Night," the Livehouse bar can create an enchanting and unforgettable evening for customers. The attention to

detail in decoration and lighting enhances the thematic atmosphere, making customers feel as if they are in a magnificent dream. The special drinks and services not only elevate customers' sensory experiences but also strengthen their brand loyalty towards the bar. Such events not only attract and retain female customers but also motivate them to share their experiences through social media, thereby expanding the bar's influence and reputation.

On social media platforms, diverse content should be published, such as show previews, behind-the-scenes footage, band interviews, and event retrospectives, to maintain the audience's continuous engagement. By utilizing short videos, photos, and other formats, the vibrant atmosphere and exciting moments of the live house bar can be vividly showcased. Additionally, interactive activities like comment-based giveaways can be organized to enhance audience participation and loyalty. Furthermore, online events and live streaming should be initiated. During live house performances, a dedicated team can conduct real-time streaming, giving customers a glimpse into the unique ambiance of the venue. Concurrently, special activity packages can be offered to spark customers' desire for an immersive and unforgettable experience.

In the selection of bloggers, bloggers or bands and musicians who are influential in the field of music should be selected, and they have a large number of fans. Through their influence and fan base, the exposure of live house bar should be expanded. We can also choose to pay attention to trend information, trend life bloggers, they can share the trend lifestyle, attract the same hobby customer groups. It is also possible to partner with bloggers focused on local events and entertainment who are familiar with the local market and can promote live house events. However, the fan base of such bloggers is more complex, and if the promotion is not strong, it can not achieve effective publicity. In terms of online video content, live atmosphere and audience interaction clips can be released, by capturing the beautiful performances of singers and bands on the stage and sharing the most exciting moments of the performance and the enthusiastic reaction of the audience, potential customers can feel the vitality and charm of the live house bar. Showcase the warm and social atmosphere of the live house bar. Secondly, we can produce high-quality and unique performance trailers to attract the attention of the audience.

In addition, Livehouse bars can enrich customers' experience by enriching products. In addition to the exclusive membership system and VIP activities, Livehouse bars can provide customers with free or discounted music classes, musical instrument teaching, and bartending training, so that they can enjoy entertainment while learning new skills, enrich the experience of customers, so that customers can not only gain perceptual experience, but also gain thinking experience and behavior experience. It can also organize various cultural activities, such as reading clubs, movie nights, art salons, etc., to provide a rich platform for cultural exchange, increase the social attributes of the bar, so that customers can harvest emotional experience. In addition, music performances in the Livehouse bar are basically between 8 p.m. and midnight, however, during the day, these venues tend to be underutilized. Operating demands and revenue during the day are relatively limited, resulting in a waste of resources and loss of potential revenue. To improve the utilization rate during the day, the bar can adjust the layout of the venue at different times through movable furniture and equipment to adapt to different types of activities, such as business meeting rooms, art exhibitions, community events, etc. Many modern offices and creative industries require flexible work spaces, and the live house bar can convert parts of the area into co-working spaces or creative studios during the day for use by freelancers, start-ups, and creative workers. We can also consider cooperating with other enterprises or institutions to rent venues for filming, training, and corporate activities, to increase income sources. For example, a venue can be rented out to a film or advertising production company as a filming location.

Livehouse bars can expand their offline promotional channels by reaching out to various student organizations within schools, particularly those associated with music departments, art departments, student unions, or relevant clubs in universities or high schools. By establishing connections with these groups, Livehouse bars can gain insights into their band resources and activity schedules. By offering a performance platform and opportunities to school bands, Livehouse bars can regularly

organize events like "Campus Nights" or "Emerging Bands Showcases," giving these bands a chance to showcase their talents on the Livehouse stage. Furthermore, as the bands often have fans base of music-loving students, utilizing their influence can amplify promotional efforts, ultimately driving customer traffic and economic benefits to the bars. This symbiotic relationship not only benefits the bands by providing a stage to perform but also enhances the bars' reputation and attracts a younger, more vibrant crowd.

4. Summary

This paper uses the literature review method, questionnaire survey and interview to deeply study the operating status of Livehouse bars in China. Based on the 4P marketing theory and combined with experience marketing, this paper analyzes the existing problems in the marketing of Livehouse bars, and puts forward optimization strategies from the perspective of enriching customer experience.

Livehouse bars pay more attention to the perceptual experience of customers, but ignore the thinking, behavior and emotional experience of customers. Therefore, it is difficult to accumulate old customers and bring repeated purchases. In addition, the publicity channels are relatively narrow and single, and only rely on cooperation with Internet celebrities and bloggers. This is far from enough for the continuous operation and development of Livehouse bar. Therefore, based on the practical problems and difficulties existing in the marketing of Livehouse bars, this paper puts forward the optimization strategy.

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