

# Research on the influence of luxury brand communication mode on the purchase motivation of generation Z Youth

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**Abstract:** the so-called “generation Z youth” is a popular name in Europe and America. It mainly refers to the generation born between the mid-1990s and 2010. This generation is greatly influenced by information technology because it was born to coincide with the information age. It is also known as “Internet generation”, “digital media indigenous” and other different names. With the advent of the information age, commodity brand communication has become more efficient. In particular, the rapid development of China’s economy has given most of the generation Z youth a strong desire to buy, and luxury brands have sprung up as a result. The effective luxury brand communication mode has a great impact on the purchase motivation of generation Z youth. Therefore, choosing the appropriate brand communication mode is of great significance for luxury brands.

**Key words:** generation Z youth; Luxury goods; Brand communication mode

The generation Z youth have strong consumption ability and desire, so they have gradually become the main customers in all walks of life. In particular, luxury brands, which regard generation Z youth as the main customer group, began to vigorously promote, hoping to get the attention of generation Z youth through effective publicity, so as to sell their own goods. However, different brand communication modes have different effects, which also have different effects on the purchase motivation of generation Z youth. Therefore, to find the most suitable brand communication mode is the top priority for luxury merchants, which is related to the future development of luxury brands.

## 1. Consumption and characteristics of luxury brands in China

### 1.1 Consumption of luxury brands in China

Luxury goods account for a very important part of the consumption structure of most people in China. It can be said that luxury goods are essential items for many families. China’s luxury consumption originated in the early 1990s. When luxury brands entered China’s society, they quickly led the consumption fashion, thus driving the rapid economic development. Especially according to the data survey report in recent years, the amount of luxury consumption in China has reached tens of billions of dollars per year, and this amount is still growing steadily.

### 1.2 Characteristics of luxury consumption in China

#### 1. age characteristics

The majority of luxury consumers in China are between 25 and 30 years old, and most of this group is composed of generation Z youth. Compared with China, luxury consumers in developed countries in Europe and America are concentrated between 40 and 70 years old. Although the amount of women in luxury consumption has increased significantly, the main target of luxury consumption is still men, which is one of the characteristics of luxury consumption in China.

#### 2. consumption direction

The main consumption motivation of most luxury consumers in China is to be able to give gifts and achieve their goals through expensive gifts. According to relevant statistics, more than 50% of luxury consumers in China are motivated by gift giving.

#### 3. regional differences

The consumption preferences of luxury consumers in the north and south of China are different, because there are great differences between the two regions. For example, the main preferences of luxury consumers in the north are prominent decoration and conspicuous logo. While luxury consumers in the South pay more attention to workmanship, details and so on. The difference between the two is obvious.

#### 4. purchase characteristics

With the rapid development of China’s economy, tourism is also developing. Luxury consumer prices are different in different regions. Luxury goods in foreign countries are cheaper and have a large discount, and because of the rise in the value of the RMB, many Chinese people will choose to buy luxury goods in tourist areas.

### 1.3 Luxury consumption motivation of generation Z youth

#### 1. conspicuous consumption

At present, most of the generation Z youth are in the prime of their youth. Coupled with some adverse cultural influences on the

Internet, many generation Z youth's consumption and values have been greatly distorted, and the trend of comparison has become increasingly serious. This has led many generation Z youth to buy some luxury goods in order to show off to their peers. Generation Z male youth are more keen on buying luxury goods such as watches and suits, while generation Z female youth are keen on bags, clothes and various decorative luxury goods. Therefore, conspicuous consumption is one of the main motives of luxury consumption of generation Z youth.

#### 2. appreciative consumption

Many generation Z youth are in literary and artistic families, so influenced by the atmosphere at home, they have a high pursuit of some special luxury goods, especially some luxury goods with high technology level and deep product culture, which are the main objects of their consumption. In this part of the values of generation Z youth, they believe that only brands appreciated and liked by a few people can be regarded as luxury goods. Therefore, appreciative consumption is also one of the consumption motivations of many generation Z youth.

#### 3. enjoying consumption

Enjoying consumption is the most common consumption motivation of generation Z youth. About 70% of generation Z youth buy luxury goods because of enjoying consumption. The so-called enjoying consumption means that consumers want to buy some luxury goods in order to reward themselves. The luxury consumption here refers not only to the consumption of luxury goods, but also to various services.

## 2. The influence of luxury brand communication mode on the purchase motivation of generation Z youth

### 2.1 Types of luxury brand communication modes

#### 1. direct mode

Many luxury brands will adopt advertising, brand press conferences, press conferences and other ways to carry out publicity, which is collectively referred to as the direct mode. Because the effect of these publicity channels is more direct, they can show the directness of the appearance and beauty of products. However, the disadvantage of this communication mode is that it can not bring the use experience to consumers, so its brand connotation can not be effectively displayed.

#### 2. indirect mode

The so-called indirect publicity mode refers to the display of products in the event venue in the form of funds and commodity sponsorship, and the promotion of brand communication through the impact of the event, so as to enhance the brand communication and influence. However, such a publicity mode is easy to be covered by the content of the activity, and there are some so-called communication errors.

#### 3. event marketing

Activity marketing is one of the main modes of promotion for most luxury brands at present, and its manifestation is to show the product characteristics through different marketing activities. Different from the indirect publicity mode, marketing activities are activities directly initiated by luxury brands, which are active activities. But in the marketing activities of luxury brands, they do not simply carry out product display and demonstration, otherwise they will become a direct publicity mode. The content of marketing activities is to unify the activity spirit and products, and show the luxury brand value in the marketing activities, so that consumers can accept luxury goods imperceptibly, so as to establish the emotional connection with luxury brands, and finally create a group of loyal consumer groups.

### 2.2 The influence of luxury brand communication mode on the purchase motivation of generation Z youth

#### 1. change the consumption concept of generation Z youth

In the actual promotion process of luxury brands, they will use the topic setting method to attract generation Z youth, so that they lose their rational judgment on luxury goods purchase, and let them enter the meaning of the topic, so as to change the consumption concept of generation Z youth in the process of subtle influence. The topic management of luxury brand communication activities is not to focus all publicity on products, but to change people's consumption concept and aesthetic concept by creating an issue and a story. The most direct example is diamond. Before diamonds entered the Chinese market, the main medium of marriage for the Chinese people was still precious metals, including gold and silver. However, after the diamond entered the Chinese market, the diamond brand side built the diamond into a symbol of love with the help of the appearance and stability of the diamond, representing unswerving love. Under the management of such issues, more and more generation Z youth are beginning to be affected by such remarks and regard diamonds as the key items for marriage. This is a very successful communication mode. Through effective topic management, the consumption concept and aesthetic concept of generation Z youth have been successfully reversed in a subtle process. It can be seen that the communication mode of luxury goods affects the consumption concept of generation Z youth in China, which makes the consumption motivation of generation Z youth more vigorous and promotes the development of luxury brands.

## 2. influence the consumption behavior of generation Z youth

Luxury brands will use the effect of communication mode to form different opinion climate, and implant brand information through opinion climate, thus affecting and changing the consumption behavior of generation Z youth. Opinion climate is a concept in communication science, which refers to the distribution of opinions in their own environment, including existing opinions and possible opinions in the future. Creating an opinion climate in mass communication can influence public opinion. Many luxury brands create an opinion climate through different communication modes, so that people focus on luxury brands, thus affecting the consumption behavior of generation Z youth.

There are two main sources of opinion climate, one is the group opinion in the environment, and the second is mass communication. Luxury brands form a climate of opinion by means of mass communication, thus affecting the consumption behavior of generation Z youth. For example, Rolex, a luxury watch brand, will form an opinion climate with the help of different mass communication methods. They have implanted a large number of Rolex related advertisements in different films and TV plays. It can be seen in these films and TV plays that only the rich can afford to buy and bring Rolex, which makes people think that Rolex is the representative of the rich. Such an opinion climate has led many generation Z youth to start conspicuous consumption and trendy consumption. They buy Rolex to show off that they are rich, or they buy Rolex as a fashion to follow the trend. It can be seen from such cases that luxury brands can effectively influence the consumption behavior of generation Z youth by forming an opinion climate through the communication mode, helping them to obtain a large number of loyal consumer groups, thus promoting the development of the brand.

## 3. enhance the consumption desire of generation Z youth

In addition to changing the consumption concept of generation Z youth and influencing their consumption behavior, luxury brands will also enhance the consumption desire of generation Z youth through opinion leaders, so that generation Z youth can boldly consume and buy luxury goods. Its main manifestation is that by inviting obvious endorsements, attending fashion parties and other different ways, more generation Z youth can see their favorite idols and some activities representing fashion have the presence of these luxury brands, thus virtually enhancing the consumption desire of generation Z youth and promoting their luxury consumption.

At present, basically all luxury brands will be publicized through opinion leaders. Every luxury brand will choose the current hot stars as spokesmen to promote, so that fans of stars can buy corresponding luxury goods according to their idols' clothing and accessories and enhance their consumption desire. The generation Z youth are the backbone and group of the major star fans, and many of their consumption behaviors are related to their favorite stars. Even if there is no star to worship and follow, the star effect will also enhance the consumption desire of other generation Z youth, thus promoting the luxury consumption.

# 3. Strategies for innovating the communication mode of luxury goods

## 3.1 Strengthen the construction of commodity window

With the advent of the Internet age, more and more generation Z youth choose to shop online. But for the purchase of luxury goods, most of the generation Z youth choose to buy in offline stores. Therefore, if we want to attract generation Z youth to consume luxury goods, we need to strengthen the construction of commodity window for luxury brands. A good commodity window can attract the attention of generation Z youth and let them enter the shops for selection. Only when generation Z youth are attracted to the shops can they be prompted to buy goods. Therefore, the construction of commodity window according to the consumption preferences of generation Z youth is related to the promotion of the communication effect of luxury brands and the development of luxury brands.

## 3.2 Set up warm marketing activities

At present, when most luxury brands rely on marketing activities for brand communication, because of the strong commercial color, many consumers suffer from aesthetic fatigue, which has produced a certain degree of resistance to luxury brands, affecting the communication effect of luxury brands. Therefore, luxury brands need to change the traditional marketing activity mode. They should design some marketing activities with the theme of warmth, and add some delicate contents in the activities, so that consumers can feel the care and warmth of the brand side, so as to shorten the distance between consumers and the brand side and enhance consumers' consumption desire. Especially for the group of generation Z youth, who have experienced the Internet era and have rich experience in various marketing methods, only some marketing methods with characteristics and emotions can attract their attention and enhance their consumption desire. Therefore, setting up warm marketing activities is not only a channel to help luxury brands better carry out brand communication, but also the innovation direction of luxury brand communication mode.

In a word, the communication mode of luxury brands has an important impact on the consumption motivation of generation Z youth. Different communication modes have different effects, and have a huge impact on the consumption concept, behavior and consumption desire of generation Z youth, thus promoting generation Z youth to become the main group of luxury consumption. Therefore, on this basis, luxury brands also carry out communication mode innovation in combination with the actual situation to prevent the loss of generation Z youth, a consumer group, so as to promote the development and progress of the brand.

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