

Research on the Influence Mechanism of Luxury Purchase Intention of Invisible Poor Groups Based on the Self-Presentation Perspective of Exquisite People--Taking College Students in Ningxia as an Example

Mengzhu Wu

North Bangkok University, Bangkok 10220, Thailand.

Abstract: In recent years, the rapid development of the Internet in China, the rapid development of the Internet makes it easier for people to obtain information. With the rapid development of China's economy and the continuous improvement of residents' income level, the new consumption with the traditional consumption and the vigorous rise of new consumption as the main content. Consumers are paying more attention to personalized, diversified and high-quality consumption experience, especially these "post-90s" young people who have quietly become the main force of consumption. While the "hidden poor" young people buy products to fill a kind of emptiness and confusion, vent a kind of depression and depression, relieve a certain anxiety and sadness, and release a certain emotions and helplessness, while they are also looking for their own position in the specific order and social structure. For the "hidden poor" youth, the occasional explicit luxury is actually a way to integrate into the city, the circle of friends and the subgroup. They begin to obtain the label of "delicate" image by presenting "delicate" people.

Keywords: "Delicate" People Set; Invisible Poverty Group; Self-Presentation; Purchase Intention

1. Background

In the process of pursuing a better life, some bad consumption phenomena follow. An article published by the *People's Daily* in April 2020 reported that young people fall into the consumption trap for buying famous brands, eating big meals and sharing delicate products. This phenomenon is no accident. The survey data show that the trend of China's luxury consumption market is showing the characteristics of younger and younger, and the number of luxury consumers in the post-90s group has increased dramatically.

The term "invisible poverty" was first used in 2006. The real popularity of "invisible poverty" came from a micro blog about the invisible poverty groups in April 2018. According to existing research, invisible poverty refers to the unknown "poverty" state behind the nourishing life of food and drink, including zero savings or even debt, which is a living state between wealth and poverty. However, the post-1997s and post-2000 college students have become a new force in the consumption field. College students are more likely to become an invisible poor group due to unreasonable consumption, and even derive a series of problems such as "campus loan". Therefore, college students are also included in the scope of the "invisible poor group".

2. Research objectives

Analyzing the impact of self-presentation on the purchase intention of the invisible poor groups.

Exploring the influence mechanism between the following groups of factors.

According to the statistical analysis results, compare the importance of various factors, understand the characteristics and needs of consumers, according to consumer needs, through the establishment of consumer portraits to help enterprises to seek accurate target consumer groups.

3. Range of study

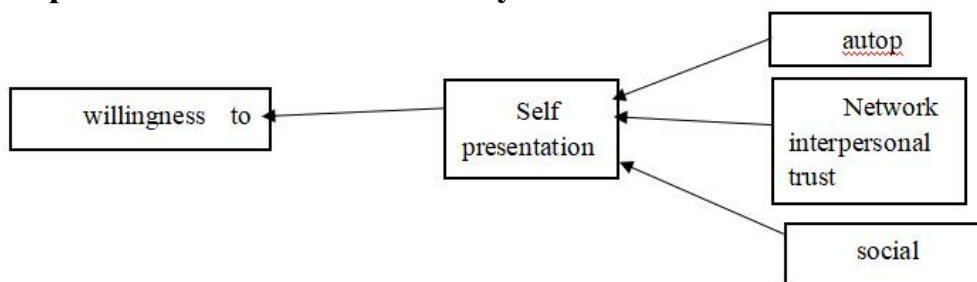
3.1 Significance and value

As consumer shopping experience and rational consumption consciousness, traditional marketing for luxury goods industry also weak industry development bottleneck, simple advertising and marketing, brand positioning is difficult to attract consumers, this shows that consumers for products and its enterprise also requires higher, cope with the new development and new changes, for now expanding special groups, enterprises need to be more to understand its purchase intention.

3.2/Regional demographic characteristics of the study

Based on the area selected for the research topic, the researchers strictly limited the scope of the study. Researchers limited the scope of sample collection to Ningxia according to the perspective of social resources with their own research ability and ability scope.

4. The conceptual framework of the study



5. Theoretical principle

In the situation of social networking sites based on Snow (2021), she proposed that the self-presentation of social networking sites positively affects the purchase intention of new products, and the unique needs play an intermediary role between the self-presentation of social networking sites and the purchase intention of new products. Alkis, Zafer Kadirhan, Mustafa Sat (2017) compiled the social media user anxiety scale, from the sharing content of anxiety, privacy anxiety, interactive anxiety, self-evaluation anxiety four dimensions to examine the level of college students' network social anxiety, through the analysis of sample data collected in Turkey, the results show that this scale is a useful tool to evaluate college students as social media users of social anxiety. CAI Guotian (2022) found that the social anxiety caused by the lack of social confidence will affect their positive self-presentation behavior in wechat through the intermediary role of online interpersonal trust, and online social anxiety plays a certain role in regulating it. Qian Haijiao (2022) found significant positive associations between college students' narcissistic personality, extroversion, perceived positive feedback and self-presentation in WeChat circle of friends.

6. Related studies

From the perspective of competition principle, Liu Yan (2020) put forward that the pursuit of exquisite life has its individual and structural realistic logic, especially in the era of cultural economy, they pay attention to the individuality of self-realization and self-development, and emphasize the establishment of a distinctive image. However, the youth group is trapped in the "cage" of meaning woven by consumption symbols, ignoring the delicacy of the individual. Jung-Hyun Lee (2017) explored the relationship between brand consistency and luxury purchase intention, under the mediation effect of self-interpretation. This analysis divides the brand consistency of luxury fashion products into social consistency, actual consistency and transaction consistency. Niu Wenjuan (2018) found that social value, emotional value and quality value have a significant intermediary role in materialism and the purchase of luxury goods. Zhou Yanping (2015) conducted a study on counterfeit luxury goods consumption, added two independent variables of self-esteem and social status perception, and tested their willingness to buy real and fake luxury goods according to the different levels of self-esteem and stimulating different perception of social status.

Conclusion

It is also a direction to study the luxury purchase behavior in the future to combine the behavior characteristics of internal consumers with the characteristics of external products. In-depth exploration of the relationship between consumers and products is

more conducive to the precision marketing of enterprises and reduces the possibility of ineffective marketing. From a consumer perspective, companies need to identify the target group of their new products can fully understand the characteristics and needs of consumers before investing in product research and development, try to avoid "excessive innovation" that make consumers perceive the risk of violating social norms. Target consumers can also be found through quantitative forms such as establishing consumer portraits or establishing models. Last, in terms of enterprise marketing strategy, people prefer luxury goods more, more willing to buy luxury goods. Therefore, enterprises can appropriately choose social media platforms such as Weibo, moments and so on to put luxury advertising, besides, in the consumption scene, elements such as "tell your story with the product" can also be added to the scene, thus stimulating the consumers' desire to buy luxury goods.

References

- [1] Tencent Marketing Insight, the Boston Consulting Group.2020 China Luxury Consumer Digital Behavior insight Report [DB / OL]. Available from: <http://www.199it.com/archives/1125256.html>.
- [2] Wang QB, Fang SJ. Analysis and Countermeasures of Invisible Poverty among College Students [J]. Journal of Higher Education, 2021,7 (13): 67-70.
- [3] Zhang YH. Media dependence, social anxiety, and self-presentation in network communication [D]. Jilin University, 2019.
- [4] Cai GT, Wu Y, Ma WN. The effect of realistic social anxiety on WeChat self-presentation: a moderated mediation effect [J]. Journal of Huzhou Normal University, 2022, 44 (07): 50-59.
- [5] Qian HJ, Qu Z, Zheng AY. Narcissistic personality of college students and self-presentation in WeChat circle of friends: the chain mediation effect of extroversion and perceived positive feedback. Journal of Southwest Jiaotong University (Social Science Edition): 1-8.