

# LVMH and the Cultural Trend of Consumerism

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## Abstract:

This study aimed to examine how stature and influence of LVMH brand is growing in the culture of consumerism, especially among young consumers, as material living standards become saturated. It also explores the effect that saturation of material living, and how internet influence the foundation of public's aesthetic and. The study points out that the appearance anxiety from the influence of dressing and beauty bloggers, and the star power of celebrity endorsements prompt the role of social comparison psychology in driving the desire to consume luxury goods. This study also inflects a universal notion between public that life of high consumption is taken as a symbol of happiness and social status and the travel blogger sand a billion bloggers on the internet are strength this notion smoothly. These results show that call for a re-examination of the relationship between consumption and happiness and joy. It is preferable to search for a more sustained and authentic happiness than to consume the "pleasures" of repressed fleeting contact.

**Keywords:** LVMH, Luxury goods, Consumerism, Internet, Happiness

## 1. Introduction

While the economy is in recession due to the epidemic, the luxury industry continues to grow, as it always does. In 2021, this growth skyrocketed, surging 47% higher than 2019, according to Bank of America Corp. data. The luxury sector is expected to continue its upward trajectory, expanding another 8.5% this year and cumulatively more than 20% by 2025, making these brands the star of the retail real estate market. This growth is attributed to U.S. affluence and the engagement of younger consumers. According to Coresight Research, the U.S. is home to 22 million individuals with a net worth over 1 million dollars. These ultra-wealthy households are "revenge spending" on goods and experiences as physical office spaces, travel and special events return post-pandemic. The pandemic also forced luxury brands to leverage e-commerce, something they were historically slow to embrace. E-commerce currently represents more than 20% of luxury sales, double the market penetration of 2016, and this online presence has sparked the interest of Millennials and Generation Z. By 2025, NetBase Quid predicts that these younger consumers will make up 50% of luxury market spend[1]. Luxury brands are capitalizing on the growth of this consumer base and the Internet boom, which is a huge opportunity for recognizable, popular brands like LVMH.

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## 2. Saturation of Material Life and Transformation of Consumer Psychology

### 2.1 . Saturation of material life and its impact on people's values and lifestyles

The Figure 1 shows a document titled "Main data on national income and expenditure of the population in 2023", which lists various economic data, including disposable income per capita in a given country, which includes economic data on different population groups such as urban and rural residents, as well as the growth rates of their incomes[2]. The growth rates of disposable income per capita and consumption expenditure per capita are not only positive, but also relatively high, indicating an improvement in people's material well-being. In addition to this, the table shows that the growth rate of expenditure on education, culture and recreation is the highest of all the types of expenditure listed, which indicates that people are investing more in spirituality and culture.

Indicatot	Absolute	Growth over the previous year(%) (actual growth rates in brackets)
(0)Disposable income per capital of the national population:		
By place of permanent residence:	59218	6.5 (6.1)
Urban residents		51(4.8)
Rural residents	51821	7.7(7.6)
By source of income	21691	
Wage income	22053	7.1
Net business income	6542	6.0
Net property income	3362	4.2
Net transfer income	7261	5.4
(II)Median disposable income per capital of the whole country	33036	5.3
By place of permanent residence		
Urban residents	47122	4.4
Rural residents	18748	5.7
(III)Consumption Expenditure per Capital By place of permanent residence:	26796	9.2 (9.0)
Urban residents	32994	8.6(8.3)
Rural residents	18175	9.3(9.2)
By consumption category		
Food, Tobacco and Alcohol	7983	6.7
Out of home	1479	8.4
Home	6095	3.6
Household goods and services	1526	6.6
Transportation and Communication	3652	14.3
Education, Culture & Entertainment	2904	17.6
Healthcare	2460	16.0
Other Goods & Services	697	17.1

**Fig. 1. Key data on national residents' income and expenditure in 2023 (Source: China Statistical Bureau)**

**2.2 . Impact of material saturation on people values and lifestyles**

When the material life of a society develops to a certain level, people's needs are no longer satisfied with material things, but follow deeper spiritual and cultural needs, such as focusing on education and participating in cultural and recreational activities. This can be interpreted as a gradual shift in people's values and lifestyles from material pursuits to spirituality, as people begin to focus on spiritual nourishment and recreational activities to enrich their otherwise monotonous material lives.

Maslow's Hierarchy of Needs Theory (shown in Figure 2) suggests that our most basic need is physical survival, which would be the first thing that motivates our behavior[3]. But once basic needs (physiological needs) and physical needs (safety needs) ,the next level is what motivates us, and so on is that people will seek higher needs such as socialization, respect, and self-actualization. Then, when the material life continues to develop or even saturated, people will education and culture and entertainment investment increases, more willing to meet the self-needs to pursue higher spiritual power.

### 2.3 . Relationship between Consumerism and High Consumption Aspirations

The gradual consumption of people shifting their consumption to spiritual pursuits represents the germ of consumerism. Consumerism means that a social and economic order in which the goals of many individuals include the acquisition of goods and services beyond those that are necessary for survival or for traditional displays of sta-

tus (Wikipedia)[4]. People consume in order to consume, aiming to bridge the gap between hedonism and pain and to satisfy their inner desires. In this case, people buy products with a greater emphasis on the symbolic value of the product and crave the emotional value of consumption. Some luxury brands have sensed the

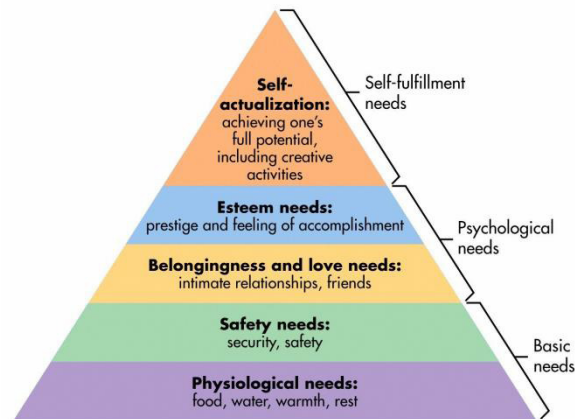


Fig.2.Maslow’s Hierarchy of Needs (Source:Simply Psychology)

business opportunity and the operators are not concerned about whether these packages can fully represent their products, but whether these packages can link their products with the desires in the minds of the audience or consumers. For example, the LVMH brand focuses more on digging out and shaping the product story than on the practicality of the goods, creating a kind of aesthetic consumption and making the public pay for the desire.

## 3. The Symbiosis of LVMH and Internet Aesthetics

### 3.1 . Look Anxiety in the Internet Era and Its Impact on Consumer Behavior

With the popularization of the Internet, which has brought a wide variety of people in the world closer together, people are constantly able to compare their lives and images with those of others, which has largely exacerbated people’s look anxiety, especially among young people. This anxiety has led to investments in fashion and medical aesthetics in order to achieve aesthetic standards. For luxury fashion brands such as LVMH, look anxiety has certainly helped to increase attention and sales. This is because such fashion luxury brands tend to serve as a tool for most people to enhance their image and status, especially the more universally recognized ones like LVMH.

### 3.2 . Promotion of LVMH brand image by dressing and beauty bloggers

So where exactly does this look anxiety come from and what is the connection between the promotion of the LVMH brand? When exploring from the roots of look anxiety, we find that social media plays an important role. According to ins, the number of posts under the hashtag “#lv” is a whopping 13.27 million, speckled with LVMH products and related outfits. With the widespread promotion of the brand, especially content related to high-end and well-wearing, the seeds of anxiety may be sown in consumers. The Internet’s insecurities about appearance and personal image are amplified as advertising and social media drive them to chase aesthetic standards that shape the world’s perception.

## 4. The Symbiosis of LVMH and the “High Quality of Life” on the Internet

### 4.1. The phenomenon of high consumption life as a symbol of happiness

On the Internet, especially on online social media platforms, a high quality of life often symbolizes happiness and success. LVMH brands have a lot of ambassadors, and the ambassadors will wear LVMH clothes. According to KOLOR MAGAZINE, we found out that 13 internationally recognized superstars were hired to represent their fashion brands as Louis Vuitton Global Ambassadors Global Ambassadors in 2023[5]. The debut video of louisvuitton’s announcement to become a global ambassador alone has accumulated a whopping 5,312,954 likes. This

widespread attention highlights the immense influence and appeal of the LVMH brand and its ambassadors on social media platforms. When people pay attention to these social media messages is that they think, successful people use LVMH products, and if I use MLVH products, I too will radiate as brightly as they do and gain a brief moment of happiness and joy. High consumption, which is not only limited to the purchase of expensive items, but also includes some high-class services, travel, food and so on. This lifestyle is often promoted through pictures and videos circulating on the internet, presenting the idea that a high level of consumption means a successful person. In effect, it sets a standard of happiness and joy for the public.

## 4.2 The influence of rich life vlog on ordinary consumers

With the rise of netroots economy and social media, some “rich netroots” began to share their daily life vlogs, showing their mansions, luxury life, travel and elegant life, which gives people a “ideal” way of high-end life. This creates an “ideal” high life style. When the general public sees this, it creates a sense of comparison and aspiration. When this slice of life is associated with luxury brands LVMH, consumers unconsciously accept this set of values, which influences their consumption behavior. They are more inclined to buy high-end consumer goods to emulate this life and create the illusion of living the “ideal life”.

## 5. The Relationship between Consumerism and Personal Happiness

When people fall into the trap of consumerist culture, personal happiness tends to become entangled with material wealth and spending power. Social media and advertisements are also more inclined to convey this message and the idea that happiness is something that needs to be supported by high levels of consumption and that it requires the latest products and the best services to achieve. This culture represents an exaltation of materialism. Materialism is an important life value[6]. Materialists view material possessions as the focus of their lives and derive life satisfaction from consumer behavior[7]. Materialism and the attachment of personal happiness to material things is not desirable. This is because a life of high consumption can only bring transient pleasure and happiness. But when transient happiness is consumed with satisfaction and tired of being satisfied, people will have greater desires, which drives people to have higher and higher consumption to satisfy only transient happiness. Happiness is real, lasting, self-realization and emotional balance. Therefore, a life of high consumption is not the same as real happiness.

## 6. Conclusion

It may be that the complex interrelationship between consumerism and LVMH marketing. The high consumption lifestyle represented by the LVMH de-branding, spread through the use of social media influences, tends to induce people to draw a code word for happiness and success. In order to gain image and status, the public tends to buy, to have to enhance themselves for the sake of the de-branding vanity. But it is necessary for people to separate this material wealth from their personal happiness and joy. Social media tends to want to increase the popularity and idealization of the brand through, for example, videos of affluent lives and brightly lit “fashion” and the display of a large number of LVMH products. This stimulates the society to increase consumption in order to perceive the temptation of happiness. Happiness is supposed to be deeper, more sustained, and should be rooted in self-actualization and emotional balance rather than simple material satisfaction. And false spiritual pursuits. In essence, a life of high consumption can bring temporary spiritual abundance, but it cannot bring true and lasting happiness and truly valuable spiritual needs.

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