

A Study on the Non Conspicuous Consumption Motivation of Consumers in Reclusive Hotels

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Abstract: With the maturity of the luxury goods market in China, the consumption motivation for purchasing luxury goods has shifted from material based conspicuous motives to more low-key spiritual motives. This article focuses on four boutique hotels serving the Chinese market: Aman Hotel, Banyan Tree Hotel, Anyu Hotel, and Sixsenses Hotel, exploring how consumers' desire to 'escape from daily life' has become the underlying consumption motivation of the four major hotels in the current context of widespread mental fatigue. The qualitative research method of cross case comparative study was used to identify the core characteristics of four hotels in five aspects: site selection, construction and design, privacy, local culture, and escape needs, and comparative analysis was conducted. Research has shown that boutique hotels, with their unique positioning in the above aspects, provide consumers with multi-dimensional unique services such as geography, psychology, and culture, thus meeting their needs for escapism and escape. Through non standardized and anti symbol hotel products, they meet the demand for non flashy consumption

Keywords: Non conspicuous; Boutique hotels; Consumption motivation; Escapism; Escape.

1. INTRODUCTION

With the continuous maturity of the luxury goods market in China, new trends are gradually emerging in the demand for high-end luxury goods consumption worldwide. Contrary to the past where luxury goods represented more identity and social class, showcasing personal face and wealth, an increasing number of consumers are no longer consuming luxury goods solely for symbolic value, presenting a new trend of de symbolization and de LVization. Consumers exhibit a tendency towards non conspicuous consumption, especially high net worth consumers. These types of brands typically attract those who pursue understated luxury through low-key design, no logo, ultimate craftsmanship, or intimate experiences. Their consumption patterns are gradually becoming low-key, implicit, and rational. More and more domestic consumers are paying more attention to the culture and spirit of luxury brands, brand stories and connotations, and are concerned about their own psychological experiences and feelings. Their consumption behavior is gradually shifting from conspicuous to non conspicuous consumption.

In the luxury goods industry, an increasing number of luxury goods in physical manufacturing have effectively responded to the increasingly common non conspicuous consumption tendency among consumers by adjusting their business strategies in a timely manner, in order to meet the emerging new demand for non conspicuous consumption.

The Row, a luxury ready to wear brand founded by Olsen sisters, advocates minimalist aesthetics and pursues silent luxury. It utilizes consumers' non conspicuous consumption motivation, with a full range of product designs without logos, reflecting the uniqueness of its products through its silhouette and fabric (such as double-sided cashmere, silk blend), and being recognized by consumers familiar with its brand. For example, its Park handbag does not have a logo, but its loyal customers can recognize it as The Row brand at a glance through its square shape, leather luster, and metal accessory details.

The Bottega Veneta brand also meets consumers' non conspicuous consumption needs. There is a widely circulated saying in the Italian luxury brand fashion industry: 'When you don't know what to use to express your fashionable attitude, you can choose LV, but when you no longer need to use anything to express your fashionable attitude, you can choose BV. Bottega Veneta adopts an unmarked

design, and its products do not have brand labels or brand names. Its customers or consumers familiar with the brand usually identify it as Bottega Veneta's products through its unique leather weaving pattern. Bottega Veneta proposes that when your own initiatives are enough, you no longer need the brand name to show others who you are. Although there is no visible brand logo on the appearance of the product, it has won the favor of many consumers with its unique design and excellent quality.

In addition to physical products such as bags and watches in the manufacturing industry, the intangible experiential service industry has also emerged as a trend of non conspicuous consumption in the luxury goods industry. For example, in the tourism industry, for hotel products, consumers pay more attention to the experience process, seeking a new sensory, emotional, and even spiritual experience. They have upgraded from the need for food and clothing to the level of seeking personalization and experiential experience, enjoying a spiritual healing and exploration through comprehensive sensory experiences such as vision, hearing, smell, taste, and touch.

As a product of the experience economy, boutique resort hotels not only have the basic elements of traditional hotels, but also add new experiential elements, emphasizing sensory impact, local culture, spiritual resonance, and healing functions. Therefore, this article will take boutique hotels as the research object to explore why consumers are beginning to pursue such niche experiential hotels? What kind of bottom tier needs can this hotel meet for consumers? Understanding these issues will help to design more successful product marketing strategies, create sensory experiences, and sell 'sensations'. By providing consumers with unique value and experiences, it will help businesses break free from the fierce competition of homogenization in terms of price, service, and other aspects, and gain new profit growth points and premium space.

2. LITERATURE REVIEW

2.1. Boutique Hotel

Boutique Hotel is a high-end hotel model that emerged in the late 20th century, emphasizing personalized design, unique experiences, and cultural narratives, in contrast to traditional standardized hotels. In recent years, with the increasing demand of consumers for personalized, local cultural, and immersive experiences, boutique hotels have become an important topic in tourism and hotel research.

Scholars believe that boutique hotels generally have smaller scales, such as typically fewer than 100 rooms (McNeill, 2008), unique designs that emphasize the combination of architecture, interior art, and local culture (Lim and Endean, 2009), and highly personalized services that distinguish them from standardized services of chain hotels (McIntosh and Siggs, 2005).

People believe that the first boutique hotel was the Morgans Hotel in New York, founded by Ian Schrager in 1980, which revolutionized the hotel industry with artistic design and anti standardization concepts (Rutes et al., 2001). Next, from 1990 to the millennium, boutique hotels underwent global expansion, such as Aman Resorts and Design Hotels, they advocate privacy and design driven. In the later period of 2010, boutique hotels merged with lifestyle brands, resulting in more boutique hotels that emphasized local culture (Pine and Gilmore, 2011), such as Ace Hotel, The Hoxton, and others.

2.2. The Consumption Motivation of Boutique Hotels

The research exploration on the consumption motivation of boutique hotels has found that consumers have different motivations. Some scholars have found that consumers choose boutique hotels to satisfy their social identity and pursue symbolic value. For example, Bourdieu, P. (1984) found that consumers choose boutique hotels to differentiate themselves from other social classes and view them as a form of cultural capital. Snyder and Fromkin (1977) found that consumers display their unconventional identity by consuming boutique hotels. Li et al. (2018) found that high net worth consumers in China satisfy social status by consuming boutique hotels.

In addition, some scholars have found that experience is the underlying motivation for consumers to pursue boutique hotels. Holt, D. B. (1995) proposed an experiential consumption framework to explain the motivation of boutique hotels as narrative carriers. Pine and Gilmore (1998) found that consumers satisfy their experiential needs through immersive designs such as boutique hotel themed rooms and on-site activities. Otto and Ritchie (1996) found that boutique hotels satisfy consumers' emotional resonance needs by creating surprise and pleasure.

Some studies have found that boutique hotels meet consumers' personalized and unique needs. Wand and Sparks (2016) conducted a cross-cultural comparative study and explored that Chinese consumers value the privacy and VIP services provided by boutique hotels more, while Western consumers value the cultural exploration function of boutique hotels more.

Li Hui and Hu Xiaohan (2025) found that the rapid operation of contemporary society has given rise to widespread mental fatigue and identity anxiety, and consumers' desire to 'escape from daily life' has shifted from implicit to explicit. Boutique hotels, with their spatial isolation, cultural immersion, and spiritual healing functions, have become important carriers to meet this demand. Research has shown that in the high-end resort hotel market, brands with 'escape from the world' as their core selling point (such as Aman, Sixsenses, etc.) have recovered significantly faster than traditional business hotels after the epidemic. Behind this phenomenon is the value orientation shift of consumers from 'material flaunting' to spiritual repair and self reconstruction.

3. CASE INTRODUCTION AND ANALYSIS

3.1. Aman

Aman Hotel was founded in 1988 by Adrian Zecha, an Indonesian Chinese gentleman born in 1933. It is a top luxury resort hotel brand in the world, renowned for its ultimate seclusion, privacy, and unique design style, and is known as the 'Hermes of the hotel industry'. Its name 'Aman' originates from Sanskrit and means 'peace, tranquility'.

In 1972, Zecha and industry legend Robert H. Burns co-founded Regent Hotels, one of the earliest luxury hotel groups in Asia. Once, while searching for a location to build a vacation home in Phuket, Zecha strolled along Pansea Beach and came across a coconut plantation, which sparked his idea of building a small boutique resort. In January 1988, Amanpuri's creation Amanpuri opened on a coconut plantation in Phuket, costing \$4 million and consisting of only 40 rooms.

3.1.1. Site Selection

Aman Hotel is renowned for its 'hidden luxury' and is often located in secluded secret places. It integrates nature and culture into its design and is known as the 'Hermes of the hotel industry'. Aman prefers to choose ancient villages for site selection, such as Aman in Hangzhou, on the mountain next to Fayun Temple, Aman in Beijing, in the courtyard of the Summer Palace, and for example, AmanJena in Jordan chooses a desert site, Amanpro in the Philippines chooses an island, and Aman in Bhutan chooses the foothills of the Himalayas. Through these locations far away from the city center, customers can avoid the world, experience the ultimate natural landscape, and escape from the hustle and bustle of the outside world.

3.1.2. Architecture and Design

In terms of design, Aman embodies the integration of minimalism and local culture, using native materials such as stone or wood to create Zen inspired spaces, such as the reconstruction of Aman's millennium old mansion in Yangyun, Shanghai. Aman fayun in Hangzhou achieved isolation from the world and escaped worldly troubles through high walls and bamboo forests.

3.1.3. Confidentiality

The main selling point of Aman Hotel is its reclusive luxury. It is far away from the hustle and bustle, emphasizing privacy, like the satellite hotel experience formed by connecting five secret places in Aman, Bhutan. Its guest rooms adopt a decentralized layout, such as the setting of the Amanpro detached villa in the Philippines, ensuring that guests do not interfere with each other. The lack of television in the hotel and the weakening of WiFi signals, as well as the forced disconnection of digital dependencies, all demonstrate a level of privacy that brings to customers. At Aman, consumers refuse to take photos for check-in, and we rarely see photos of Aman customers staying on social media. Aman Hotel emphasizes more on private space, a form of practice, dialogue and solitude with oneself, enjoying a kind of daydreaming and spiritual healing and relaxation. Aman sells reclusive symbols and defines social status through scarcity. He not only does not show off, but also deliberately hides the symbols to avoid the secular world.

3.1.4. Local Culture

Aman has a deep cultural depth, and Aman in various places integrates a large number of local elements. For example, Hangzhou Fayun Aman provides meditation activities for clients, and Kyoto Aman

provides Japanese tea ceremony. These help guests achieve psychological and spiritual escapism and escape.

3.1.5. The Need to Escape from the World

Aman's clients pursue identity and uniqueness. They showcase their social status and unique taste by choosing scarce and secretive hotels, satisfying the identity of 'niche elites'. They also achieve a sense of spiritual belonging through Aman's consumption, escape the hustle and bustle of modern society, pursue immersive healing of nature and culture, and relieve stress and anxiety.

3.2 Banyan Tree

Banyan Tree was founded in 1994 by the couple He Guangping and Zhang Qi'e. The hotel focuses on environmental protection and social responsibility, with 'romantic escape' and sustainable development as its core, and specializes in tropical vacation and spa experiences.

3.2.1. Site Selection

Banyan Tree hotel gives priority to ecological secrets in site selection, such as Songshan Lake in Dongguan city in China, which is surrounded by lush green lakes, forming an urban oasis, and Banyan Tree Resort on Wabinfalu Island in Maldives, which can be reached by a 25 minute speedboat. There are no roads, high-rise buildings, or even televisions or telephones on the island, cutting off the interference of daily life through physical distance. The Buahon Banyan Tree Resort in Bali is hidden deep in the jungle and requires crossing the pristine rainforest to reach; Mandai Rainforest Resort in Singapore is embedded in a tropical rainforest reserve, adjacent to a wildlife park, and filters out the general public with an ecological barrier.

3.2.2. Architecture and Design

The overall architectural design of the hotel is a Southeast Asian style villa, with each room having a private swimming pool and an outdoor courtyard. The building materials extensively use natural main materials such as bamboo and rattan elements. The Buahon Banyan Tree Resort in Bali adopts a 'no walls, no doors' villa, with only thin gauze separating the interior and exterior, allowing fireflies and morning mist to naturally flood in.

3.2.3. Confidentiality

The villas of Banyan Tree Hotel come with private swimming pools and courtyards, utilizing environmental white noise such as waves and bird songs to cover urban noise and create a 'miniature escape unit'. There are only 16 villas in Buahon, Bali, and 48 rooms in Wabinfaru, Maldives, ensuring that each household enjoys a private beach and swimming pool. Dongguan Banyan Tree divides independent courtyards such as 'Sunshine Courtyard' and 'Heart Moon Courtyard', and uses hollow screens to separate public areas, creating a 'faintly visible' solitary space.

3.2.4. Local Culture

Banyan Tree combines nature with the hotel's unique SPA, offering traditional Asian therapies such as Thai massage and hot stone therapy. Banyan Tree advocates environmental protection concepts, promotes coral conservation and carbon neutrality plans, and its Banyan Tree Pavilion promotes local handicrafts.

3.2.5. The Need to Escape from the World

Consumers yearn to escape the high-pressure society of reality and return to nature. For example, Banyan Tree Vietnam is located in a rainforest, while Banyan Tree Phuket occupies the entire beach. The natural elements of Banyan Tree's rainforest and beach can reduce the mechanical feel of urban life. Banyan Tree satisfies human attachment to the primitive environment and temporary isolation from the modern world.

3.3 Anyu

Established in 2017, Anyu is a high-end boutique hotel brand in China founded by retired Chinese soldier Li Bin. Its main positioning is Chinese localization culture, with the concept of 'being at ease in a corner' to create a secluded residence. The service provides 24-hour butler style service, offering free laundry and customized catering.

3.3.1. Site Selection

Anyu Hotel is often located at the edge of the core scenic area of a famous historical and cultural city, which is close to cultural landmarks (such as Sifang Street, the Old Town of Lijiang, and Ten Sceneries of Hangzhou West Lake), and avoids tourist intensive areas. For example, Anyu in Lijiang is located on Nanmen Street in Yigu Lane, which is within walking distance to the center of the ancient city. However, it is necessary to pass through winding alleys to reach the hotel. The location of the hotel is mainly chosen at the edge of the ancient city through physical flow filtering. For example, Anyu in Dali avoids popular scenic spots in Erhai Lake or within natural landscapes. For example, Anyu in Hangzhou hides in one of the ten scenic spots of West Lake, 'Man Long Gui Yu', surrounded by green mountains.

3.3.2. Architecture and Design

In terms of architectural design, Anyu mainly transforms historical buildings, such as the Naxi Ancient Residence in Lijiang, the Song style courtyard by the West Lake in Hangzhou, and the Suzhou garden style architecture, preserving traditional forms and changing temporal and spatial perception through historical scenes. In terms of design, Anyu adopts the new Chinese style, integrating North South architecture with ethnic minority elements, such as the layout of 'three squares and one screen wall'. For example, in Anyu, Lijiang, based on the Naxi ethnic group's 'one entrance and two courtyards' pattern, elements such as sunken courtyards and solid wood beams and columns are preserved. Through the design of low walls and winding paths, the sense of spatial isolation is strengthened. Hangzhou Anyu adopts the minimalist style of the Song Dynasty, with an architectural appearance that is consistent with the colors of the mountains and forests, weakening the visual presence and integrating into the natural environment.

3.3.3. Confidentiality

Anyu first sets a sense of isolation through the difficulty of arrival, bringing a hidden experience. For example, Anyu in Lijiang needs to walk through narrow ancient alleys that vehicles cannot reach directly, and enhances the experience of seclusion through "tortuous arrival". For example, in the deep mountains and forests of Anyu, Hangzhou, it is necessary to enter along winding mountain roads, which makes it difficult to screen customer groups and enhance privacy.

In addition, the internal flow of Anyu also has strong concealment, for example, public areas (such as tea rooms and book bars) are designed as semi open courtyards, using green plants and screens to block the view and create a solitary space. Its guest rooms are scattered and only a few minutes' walk away to avoid guests interfering with each other; At the same time, Anyu often uses courtyard structures with winding paths, such as the "three in four courtyard", to physically isolate and delay guests' arrival time in the rooms, while also enhancing the sense of distance between rooms and increasing privacy.

3.3.4. Local Culture

The main selling point of Anyu is the immersion of traditional Chinese culture, such as providing Pingtan performances, Dongba cultural experiences, and connecting ancient towns with modern life. Provide traditional Chinese cultural experiences such as the tea space 'Yuelu Terrace', viewing Cangshan cloud scrolls, and handicraft workshops (pottery making, calligraphy). By experiencing Eastern aesthetics and traditional architecture, we aim to satisfy the pride and root seeking needs of the domestic middle and high-end population towards local culture.

3.3.5. The Need to Escape from the World

Anyu allows residents to temporarily retreat in the historic city, cutting off daily connections through geographical isolation and architectural design, alleviating the fatigue of urban life, achieving isolation from reality, and meeting the need for escape.

3.4 Six Senses

Six Senses was founded in 1995 by Sonu Shivdasani and Eva Malmström, and was later acquired by InterContinental Group in 2019. Sixsenses focuses on 'slow living' and sustainable development, with a focus on health and ecological friendliness. We place great emphasis on ecology and environmental protection, advocate for zero plastic policies, self built organic farms, 100% solar power supply, and the application of Tesla battery microgrids. For example, Fiji's Six Senses provides solar installations.

The main features of Sixsenses also include health preservation, providing integrated sleep experts and nutritionists, and providing customized health plans for hotel guests.

3.4.1. Site selection

The Sixsenses emphasize symbiosis with nature, and site selection is often far away from the hustle and bustle of the city, such as on islands, rainforests, snow capped mountains, etc., emphasizing interaction with the natural environment. The site selection of the Six Senses includes ecological islands, such as the Shaharut Six Senses in Israel located in the desert and the Fiji Six Senses located in extreme island environments, which can also screen customer groups based on geographical difficulty. Find clients who require psychological and physical isolation.

3.4.2. Architecture and Design

In the design of the hotel, Qingcheng Mountain Sixsenses in Chengdu, China uses natural materials such as bamboo weaving and thatched roof. For example, Qingcheng Mountain Sixsenses in China uses the style of western Sichuan villages and uses a large number of main materials of thatched roof for building. The naming of guest rooms such as 'Shangshan' and 'Nature' originates from Taoist philosophy and creates a Zen inspired space. In Bhutan's Six Virtues, buildings are designed based on the traditional fortress 'Zong', connecting five places including Thimphu and Punakha to form a 'satellite hotel', showcasing Bhutan's religion and royal history through regional connectivity; At the Six Senses on Palm Island in Dubai, the hotel building is inspired by coral reef form, with honeycomb shaped exterior walls echoing the bay landscape, while incorporating UAE parliamentary culture to create a community communication space.

3.4.3. Confidentiality

Firstly, Six Goodness strengthens privacy through traffic restrictions. Some of its hotels only support entry by water, speedboats, or private planes, such as the Red Sea Ruiji Resort, which can cut off direct contact with the external transportation network, form a closed community, and ensure extreme secrecy. In addition, from the location and layout of the guest rooms, their absolute privacy is also evident everywhere; The rooms of the Six Senses are distributed in standalone villas or satellite style, such as the Bhutan Six Senses connecting five secret realms to ensure that guests do not interfere with each other. Another example is that the guestroom buildings of Qingcheng Mountain Sixsenses are hidden in the mountain forest, and it takes 10 minutes to walk to other guestrooms, creating a mini seclusion unit. From the decoration of the guest rooms, one can also feel the secrecy. For example, the Six Senses residential project in Thailand adopts an elevated design, utilizing sunshades and terraces to enhance privacy. At the same time, it offers a private health center, infinity pool, or customized starry sky dinners and unmanned island barbecues to avoid contact with other guests. The Japanese style courtyard suite in Kyoto's Rokkaku district features a private tea room where guests can enjoy a Zen inspired space inspired by 'Genji Monogatari'.

3.4.4. Local Culture

Through activity design, Sixsenses allows guests to directly participate in cultural practice. It provides activation of intangible cultural heritage skills. For example, Sixsenses in Qingcheng Mountain, Chengdu, China, provides Tai Chi morning exercises and Taoist breathing methods courses, which are led by local masters and combined with the natural sound and scenery of mountains and forests to enhance the experience. Six Senses on Krabe Island in Cambodia offers Khmer cooking courses, teaching traditional dishes such as "fish sauce stewed meat" and inviting villagers to share stories of fishing villages. Sixsenses also pays attention to integrating into the local folk festivals of the hotel location, such as Bhutan Sixsenses planning the 'Jie Chu Festival' celebration experience, where guests can participate in mask dance performances and meditate with monks; Fiji's Sixsenses combines the local Tabu ecological taboo culture to design coral conservation and snorkeling activities, conveying the concept of ocean conservation. These activities demonstrate the application of Sixsenses Hotels to local regional and local culture.

3.4.5. The Need to Escape from the World

First of all, Sixsenses provides space isolation. For example, the buildings of Qingcheng Mountain Sixsenses are hidden in the mountain forest and distributed in the style of western Sichuan folk houses. It takes 10 minutes to walk between rooms to ensure physical privacy. In addition, Six Senses provides

natural elements, submerging consumers' senses, making them escape from the modern hustle and bustle, and realizing their seclusion needs. For example, Six Senses in Fiji uses the sound of waves, and Six Senses in Qingcheng Mountain uses the sound of bamboo forests to replace urban noise, and some hotels turn off artificial lighting at night, leaving only starlight and bonfire.

Sixsenses Hotel also prohibits disposable items and reconstructs consumption habits through environmental regulations, forcing guests to break away from modern convenience dependence and demonstrating a sense of isolation and avoidance from modern consumer culture. Sixsenses helps hotel guests escape through data-driven methods, transforming health management into quantifiable game tasks through sleep monitoring wristbands and nutrition intake apps, alleviating modern people's sense of powerlessness towards sub-health. Provide a digital detoxification room type to escape from reality. In such a room type, there is no power outlet, but health technology equipment is retained to balance the conflicting needs of withdrawal and control desire.

4. CASE COMPARISON

4.1. Features, Position, Style comparison

Through the analysis of the four hotel cases mentioned above, it can be seen that the four major brands all have their own characteristics in terms of site selection, architectural design, privacy, local culture, and escape from the world. They are all against commercialization and standardization, anti show off and anti symbolism, and all have the core logic of escaping modernity. The cases all demonstrate a non conspicuous consumption motivation of consumers. One manifestation is the rejection of standardization and the pursuit of non-standard hotel products.

Table 4.1. Comparison of four cases on features, positioning and style

Dimension	Aman	Banyan Tree	ANYU	Six Senses
Establishment time	1988	1994	2017	1995
Founder	Adrian Zecha	Mr. and Mrs. He Guangping and Zhang Qi'e	Li Bin	Sonu Shivdasani and Eva Malmstrom
Unique style	Minimalist escapism, unmarked aesthetics, and full interpretation of local culture	Tropical style, private villas, environmentally sustainable	New Chinese style seclusion, deep connection with local culture	Sustainable development, health preservation, and ecological community
Core selling points	Hidden site selection, private guide services, and reconstruction of ancient houses	SPA therapy, independent pool villa, high privacy	Butler style service, handicraft workshops, local catering	Carbon Neutrality Journey, Organic Farm Experience, Earth Laboratory
Experience the unique features	Meditation space, unscheduled travel, immersion in ancient house culture	Rainforest yoga, private beach dinner, customized SPA	Courtyard breakfast, tea horse ancient road private banquet, ancient city stroll	Composting DIY, participation in giant panda conservation, starry sky meditation
Non conspicuous expression	Refuse to take photos for check-in, emphasize solitude and introspection	Choose niche attractions and prioritize privacy protection	Participate in cultural activities instead of shopping	Avoid sharing on social media and focus on ecological practices

4.2. Comparative Analysis of Avoidance and Escape Needs

The four major hotel brands of Aman, Banyan Tree, Anyu, and Sixsenses meet consumers' needs for escape and seclusion, covering multi-dimensional strategic design such as geography, psychology, and culture.

Firstly, they select breathtaking natural areas with exclusive and luxurious natural resource landscapes, as well as secretive guest room designs that emphasize spatial isolation (villas, single family courtyards) to avoid crowded tourist areas and help customers achieve a basic geographical escape from the city to the secret realm.

Secondly, they achieve relationship escape by transitioning from daily socializing to private spaces, such as the two person world at Banyan Tree and the solitary courtyard at Anyu.

Thirdly, they reconstruct identity and time, sell reclusive symbols, define class identity through scarcity, not only not showing off, but also deliberately hiding symbols to avoid the secular world. By utilizing local culture and ritualistic activities, cultural immersion can be achieved to achieve an advanced psychological escape.

Finally, they achieve top-level cultural escape needs through differentiated experiences such as religious symbols and primitive tribal cultural experiences.

Table 4.2. Comparative Analysis of Non Conspicuous Motivation of the four cases for Escaping from the World

Dimension	Aman	Banyan Tree	Anyu	Six Senses
Site selection	Ultimate Secret Realm: Deserts, snow capped mountains, and isolated islands (such as the Jordan Desert and the foothills of the Himalayas in Bhutan), accessible by helicopter/boat and physically isolated from the city.	Ecological barriers: Rainforests, islands, lakes (Bali rainforest, Maldives island), isolating modern civilization with biological communities.	Edge of the ancient city: Narrow alleys/forests next to the core area of the historical and cultural city (Lijiang Ancient Alley, Hangzhou Manlong Guiyu), 15 minutes away from the city center but with temporal and spatial displacement.	Extreme environments: deserts, volcanoes, fjords (Israeli deserts, Fiji volcanic islands), selecting customer groups based on the difficulty of terrain.
Architecture and Design	Minimalist Zen: Native stone/wood, no decorative symbols, scattered layout (40 guest rooms on 30 hectares in Phuket).	Nature Without Borders: A Southeast Asian style villa with a wall free design (Bali's thin veil separates the rainforest), an open courtyard, and a private swimming pool.	New Chinese style courtyard: Renovation of ancient houses (Naxi people's 'one entrance and two courtyards'), with winding paths leading to secluded paths and low saturation color tones.	Ecological technology integration: thatched roof+floor heating (Qingcheng Mountain), bamboo woven wall+Tesla battery, net zero carbon building (Norwegian fjord).
Confidentiality	Desocialization: no TV, weak WiFi, no photography allowed; The distance between guest rooms is 100 meters, and there is no sign of anyone walking for 10 minutes.	Sensory package: Wave sound/Rainforest white noise covering urban noise; The villa comes with a private beach and hollow screens separating the public areas.	Route isolation: Vehicles cannot reach directly (walking through narrow alleys in Lijiang), guest rooms are scattered, and the 'three entry courtyard' delays the arrival time.	Traffic blockade: only Silymar/private planes are allowed to arrive (Maldives); Satellite style villa distribution, exclusive health center and infinity pool.
Local culture	Religious spiritual healing: Kyoto tea ceremony, Bhutan sutra prayer, stripping away social identity.	Ecological ceremony: Coral adoption (Maldives), tribal bonfire dinner (Lijiang), strengthening natural connections.	Reproduction of the life of literati: Tai Chi in the morning, Pingtan in the evening, copying scriptures with a brush, reconstructing the schedule of literati.	Original scientific and technological beliefs: Taoist breath method (Qingcheng Mountain), Angkor herbal SPA (Cambodia), and religious environmental protection actions.
The need to escape from the world	Top level meditation: Satisfying the identity recognition of the elite class, achieving spiritual purification through	Romantic restart: Provide 'idol drama style' natural scenes for couples/families to	Cultural capsule: Allow the middle class in China to temporarily hide in the ancient city, balancing the conflicting needs of	Controllable primitivism: using technology to ensure wilderness comfort (such as

	loneliness and introspection.	repair emotional connections.	‘leaving the dust but not the city’.	sleep monitoring bracelets) and alleviate health anxiety.
Commercial nature	Selling identity symbols of 'Hidden Monastery'	Creating an 'Ecological Utopia' Relationship Scene	Building a '15 minute escape circle' cultural air raid shelter	Design 'Primitive Adventure with Data Bracelet'

From the above analysis, it can be seen that the four major brands studied in this article all have ‘escaping modernity’ as their core, but their paths are also very different, each with its own characteristics. For example, Aman is a spiritual monastery for top billionaires, defining class by scarcity; Banyan Tree is a natural utopia for couples' families, restoring relationships through romantic scenes; Anyu is a cultural air raid shelter for the new middle class, making escape costs controllable; Sixsenses is an ecological testing ground for technology elites, balancing raw and civilized data. Its essence is to sell 'adventures with safety ropes', making escapism a luxury item that can be priced.

5. CONCLUSION

Based on insights into the new consumer demand for non conspicuous luxury boutique hotels emerging in the Chinese market, this article explores the consumer consumption motivations of four boutique hotels in the Chinese market. Based on the comparative analysis of four boutique hotels, namely Aman, Banyan Tree, Anyu, and Sixsenses, we found that their loyal customer groups choose them not only for material enjoyment, these consumers have become tired of the overly utilitarian society and have experienced identity burnout. They want to escape from the shackles of the secular world and temporarily be alone with themselves. This kind of consumption is for personal enjoyment, not for the ‘pleasure’ that conspicuous consumption can bring.

These boutique hotels, with their spatial isolation, cultural immersion, and spiritual healing functions, have become important carriers to meet this demand. Their core selling point is ‘escape from the world’, and their recovery speed after the epidemic is significantly faster than traditional business hotels, becoming a non standardized hotel provider that sells ‘escape’ and ‘escape from the world’. Behind this phenomenon is the value orientation shift of consumers from ‘material flaunting’ to spiritual repair and self reconstruction.

These four hotels have adopted spatial strategies of geographical isolation and privacy design, service strategies of localized culture and digital truncation, and cultural strategies of local immersion and identity reconstruction to meet consumers' needs for escaping from the world and the bottom. This study enriches the theoretical research on non conspicuous consumption motivation in the luxury goods industry, exploring and revealing the ways to achieve non conspicuous motivation, including site selection, architecture and design, secrecy, local culture, and escapism. At the same time, this study provides a more refined and non standardized design for boutique hotels to meet consumers' non conspicuous consumption needs of escaping the world. It provides very useful practical reference value for boutique hotels to better serve customers, accurately meet customer needs, enhance customer stickiness and satisfaction, and has practical value and significance.

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