



# Research on the Purchase Intention of Generation Z's National Wave Products

## —The Chain Mediation Effect Based on Cultural Identity and Identity Construction

Xuanke Ma

School of Shanghai University Business Management, Shanghai, China

keerama@163.com

**Abstract.** Generation Z's identification and satisfaction with the country's excellent traditional culture and the need for product individuality form their consumer demand for national wave products. Based on previous studies, this paper constructs a model of the role of national wave products on the purchase intention of Generation Z consumers based on the theory of value perception, selecting cultural identity and identity construction as mediating variables in turn. Using SPSS and other statistical software, an empirical test was conducted on the 288-point valid questionnaire, and the results of the study show that national wave products not only positively affect purchase intention; they also positively affect purchase intention through the mediating role of cultural identity and identity construction, respectively; moreover, cultural identity and identity construction play the chain mediating role in the relationship between national wave products and purchase intention. The products promote the level of identity construction and then promote the level of cultural identity and identity construction, and then promote the level of identity construction. In addition, cultural identity and identity construction play a chain mediating role in the relationship between national wave products and purchase intention. National wave products promote the level of identity construction through cultural identity, which then positively affects purchase intention.

**Keywords:** National Wave Products; Purchase Intention; Cultural Identity; Identity Construction.

## 1 Introduction

Driven by the wave of globalisation and Internet technology, Generation Z, as an emerging consumer group, is leading the changes in the consumer market with its unique values, consumption concepts and lifestyles<sup>2</sup>. Among them, national wave products are increasingly favoured by Generation Z consumers due to their unique cultural flavour, design style and fashion elements<sup>31</sup>. Therefore, it is important to explore the factors affecting the relationship between national wave products and purchase

intention. Wang Xiaochuan and Luo Luping believe that "national trend" is a combination of "country" and "trend", with brand as the carrier and culture as the language, which not only embodies Chinese culture, Chinese elements and Chinese symbols, but also creates Chinese culture through culture. At the same time, it will create Chinese people's own trend brand through culture, reflecting the fashion brand of Chinese culture and design style. The current academic world around national wave products mainly focuses on in-depth exploration of how national wave products can be integrated into traditional Chinese cultural elements and combined with modern design concepts to form a unique product style, mainly focusing on the external form of the product<sup>13 24,28</sup>. In fact, it is more important to analyse consumers' purchase intention for national wave products and the influencing factors behind it nowadays, when Generation Z consumers occupy the vast majority of the market.

The "tide" is from the American street culture, which is not the same as the current trend. On the other hand, the "Chao brand" is the street culture originated from the United States, combined with other current brand culture, and has had a certain influence in the global scope<sup>20</sup>. At present, national wave products can quickly occupy the market, increase consumer recognition, market response is good, and its main forms of expression are divided into three kinds: museum cultural and creative products "national wave", brand co-branding and brand heritage of Chinese culture<sup>20</sup>. With the new generation of consumers' acceptance of new things, cultural self-confidence gradually increased, more and more national brands are loved<sup>7</sup>, while more and more cultural elements are injected into the national wave products, such as the perfect diary and the National Geographic co-branding, the cooperation between the flower West and the Forbidden City, are constantly influencing the consumer's purchase intention of the national wave products<sup>11</sup>.

According to the theory of consumer perceived value proposed by Zeithaml et al.<sup>34</sup> in 1988, it refers to the comprehensive perception and evaluation of a brand after consumers compare the cost they pay with the benefit they get from the product or service, and is regarded as an important indicator to guide their choice or evaluation behaviour. Consumers are often influenced by perceived value when making purchasing decisions, and perceived value is divided into various dimensions based on different bases. Sheth et al.<sup>27</sup> proposed five dimensions of perceived value: social value, emotional value, functional value, cognitive value, and conditional value. In the process of consumption of Generation Z, in addition to the functional value, the product needs to satisfy the consumers' recognition of the brand's culture, niche culture, and national style culture<sup>31</sup>. In addition to functional value, products need to satisfy consumers' identification with brand culture, niche culture, national culture, etc. Cultural identity, as an individual's sense of belonging to and identification with the cultural group to which he or she belongs, is an important psychological motivation for Gen Z consumers to choose national wave products. Under the background of globalisation, Generation Z consumers are facing the impact and fusion of multiple cultures, and they are eager to find and confirm their own cultural identity through consumption. National wave products, with their deep cultural heritage and unique cultural expression, have become an important carrier of cultural identity for Generation Z consumers. By purchasing and using national wave products, Gen Z consumers can not only display their cultural

tastes and aesthetic preferences, but also find a sense of belonging and identity on a cultural level<sup>26</sup>. In addition to the perceived values mentioned above, identity construction is the process by which an individual forms and shapes his or her own identity through self-recognition and the recognition of others in the process of socialisation. For Generation Z consumers, national wave products not only carry the significance of cultural identity, but also provide them with tools and platforms for identity construction<sup>35</sup>. By choosing and using national wave products with unique cultural symbols, Gen Z consumers are able to express their values, attitudes to life and personality traits, thus shaping and strengthening their identities in their social circles, strengthening their positioning and building their identities through the purchase of national wave products<sup>12</sup>, and at the same time, focusing on the sharing of group information and circle cultures, which, once established, will lead to long-term and stable consumer purchases. Once these circle cultures are established, the group's consumption and purchase will be long-term and stable<sup>19</sup>.

Finally, the "environmental stimulus-organism-response" model points out that consumers can influence their behavioural choices by influencing key factors such as motivation and behavioural relationships. Scholars have pointed out that as the cultural impact of national wave products increases, the cultural identity of consumers towards national wave products increases<sup>6</sup>; while Generation Z consumers are facing the impact and integration of multiple cultures, and they are eager to find and confirm their own cultural identity through consumption<sup>33</sup>. From this, it can be seen that cultural identity and identity construction are the transmission mechanisms associated with national wave products and purchase intention. Based on this, this study combines the theory of value perception to construct a chain mediation model, assume, "national wave products→cultural identity→identity construction→purchase intention". This study not only argues the validity of the value perception theory on purchase intention, but also opens the "black box" that is the mechanism of national wave products influencing purchase intention, meanwhile, the research findings have practical and effective reference value for enterprises and consumers.

## **2 Literature Review and Theoretical Hypotheses**

### **2.1 National Wave Products and Purchase Intention**

National wave products will combine "national" and "trendy" brands, with brand as the carrier and culture as the language, not only reflecting Chinese culture, Chinese elements and Chinese symbols, but also creating Chinese own trendy brands through culture, reflecting Chinese culture and design<sup>28</sup>. The fashion brand that embodies Chinese culture and design style. Zhang Yi and Tian Jinjie believe that the national trend is a product of the collision between traditional culture and modern trends<sup>36</sup>. With the development of the times national wave brands take advantage of fashion trends, new media and other diversified means of publicity to integrate Chinese culture and brand concepts, incorporate cultural elements into products, establish brand IP, and help reform, innovate, and reinvent traditional national brands, thus forming national wave products. For national wave products and ordinary products, Cheng Chun et al.'s

research results show that national wave brands have greater advantages in market competition, especially in terms of design, cultural and emotional, brand co-branding, etc., which can greatly improve consumer awareness and love<sup>8</sup>. Perceived value theory suggests that consumers form an overall evaluation of a product or service after weighing the perceived benefits of purchasing the product against the cost of acquiring it. Previous research has shown that there is a significant positive relationship between perceived value and desire to buy, and that consumers make decisions based on their preferences and ultimately make the most meaningful decisions. Consumer Hui is more willing to make a purchase when their liking, enthusiasm, and interest in the brand rises. Based on this, this paper proposes the following hypotheses:

H1: National wave products positively affect purchase intention.

## 2.2 National Wave Products and Cultural Identity

"Identity" is a social psychology concept proposed by Austrian psychologist Sigmund Freud, who divided identity into two categories, one is self-identity and the other is social identity<sup>18</sup>. Self-identity refers to the individual's deep understanding of self, in the display of personality, self-expression, both of which are the process of individual self-identity; social identity refers to the individual to become a member of a group of people brought about by a sense of belonging to the heart and a sense of satisfaction<sup>28</sup>. According to Chen Shilian, cultural identity is a socio-psychological process in which individuals form a sense of belonging to a culture and a cultural group and make a commitment to it, so as to acquire, maintain and innovate their own cultural attributes<sup>5</sup>. Feng Wenhui's research shows that as national brands make efforts on cultural elements, the slogans of "Light of National Products", "Believe in National Products", and "Support National Products" have become more and more intense<sup>13</sup>. Deng Boyi proposed that China's economic strength and international status continues to improve, the growing influence of national wave brands, coupled with the support of cultural strategies, national wave products are branded as "national wave" label, prompting the brand's freshness to rise, to achieve market expansion and traffic realisation, to promote the cultural identity of consumers, and to enhance the cultural self-confidence of consumers<sup>9</sup>. Currently, national wave products are increasingly able to capture consumers' purchasing concepts, adding more and more cultural elements and symbols into the products, making national wave products show Chinese culture more strongly, thus enhancing consumers' cultural identity and confidence. Therefore, this study concludes that national wave products can contribute to cultural identity.

H2: National wave products positively influence cultural identity.

## 2.3 National Wave Products and Identity Construction

In order to more fully explain the internal mechanism of national wave products on purchase intention, this study introduces the second mediating variable - identity construction. First of all, "identity" refers to the origin and social status of a person, which is an expression of the external image of a person, and at the same time, it describes in detail the elaboration and construction of an individual's own experience and social

status in a cultural context. "Identity construction" refers to a series of self-definition, confirmation of self-affiliation groups and the process of continuous revision of self-construction<sup>23</sup>. Identity plays an increasingly important role in people's lives, and the process of identity construction is known as an object of study for more and more researchers<sup>32</sup>.

Sociologist Baudrillard pointed out in *The Consumer Society* that "what consumers consume is not the goods themselves, but the meanings and symbols they contain and represent". Ding Hairong points out that the consumption of trendy culture is a very typical behaviour of obtaining identity within a circle through symbolic consumption<sup>10</sup>. Qi Huale and Liu Yanhong found that the pursuit of branded, trendy and national wave products by Generation Z consumers is to a certain extent a symbol of their status, and in order to pursue the construction of external status symbols, consumers usually engage in "face consumption" in order to save face<sup>26</sup>. In addition, Chen Jie believes that products are divided into different levels and product characteristics of different consumer groups and circles, and the identity constructed is also different<sup>4</sup>. National wave products can help Generation Z consumers determine their own positioning, such as "hipsters", second generation, national style groups, beauty experts, etc. According to the theory of perceived value, the more obvious the characteristics of national wave products and the clearer the positioning of national wave products are perceived by consumers, the more consumers are able to carry out identity construction through national wave products. In view of this, this study concludes that national wave products have a positive impact on identity construction.

H3: National wave products positively affect identity construction.

## 2.4 The Mediating Role of Cultural Identity

Further, this paper argues that cultural identity mediates between national wave products and purchase intention. The connotation of national wave products is the externalisation of the excellent traditional Chinese culture into the product image. Luo Yuxin and Zhou Chang argue that Generation Z consumers pay attention to the spiritual connotation and cultural concepts, and are willing to pay for the values of the products they recognise<sup>22</sup>. Hu Chengcheng and Shen Zemei suggest that under the influence of cultural identity, consumers' perception of culture becomes stronger and stronger, and under the joint drive of cognition and emotion, people's purchasing motivation increases, thus enhancing consumers' purchase intention<sup>14</sup>. Based on the S-O-R theory, with national wave products as the stimulus variable, cultural identity as the organism's emotional change, and purchase intention as the response, it can be surmised that national wave products can further promote cultural identity, and then enhance the purchase intention of Generation Z consumers. Based on this, this paper proposes the following hypotheses:

H4: Cultural identity plays a mediating role between national wave products and purchase intention.

## 2.5 The Mediating Role of Identity Construction

In addition, Liu Shuqi pointed out that Generation Z consumers are concerned about the appearance of the product, focusing on "face value", consumers often want to show their own flash point and unique personality, show their own generally rational self, and choose to hide the side that does not want to be exposed, Therefore when the product meets the consumer's preferences, to meet the consumer's identity image, the consumer is willing to buy the product<sup>21</sup>. Therefore, when a product meets consumers' preferences and fulfils their identity image, consumers will be willing to buy the product. In addition, Luo Yuxin suggests that Generation Z's circle culture and preferred interest communities help them determine their own identity positioning, and make product choices to meet identity construction and circle culture<sup>22</sup>. When national wave products can satisfy consumers' identity construction needs, their perceived value is at a higher level, and they will think that the benefit is greater than the cost, Therefore in order to achieve the set goal to satisfy their own needs, they will increase the possibility of making a purchase decision, which in turn promotes Generation Z's intention to choose the products they want to buy<sup>30</sup>. According to the S-O-R theory, national wave products are the stimulus variable, identity construction is the affective change of the organism, and purchase intention is the response variable. In view of this, national wave products promote identity construction for Generation Z consumers, which in turn has an impact on product purchase intention. As a result, the following hypotheses are proposed in this study:

H5: Identity construction mediates between national wave products and purchase intention.

## 2.6 Chain Mediating Role

In addition, this study argues that cultural identity is conducive to promoting identity construction. On the one hand, Generation Z consumers are more inclined to seek out the cultural group to which they belong when they have a cultural identity for the product. Out of the need for a sense of belonging and identity, individuals will choose to belong to a certain circle or group, thus establishing and confirming their own identity<sup>36</sup>. As a result, the degree of cultural identity is strengthened and identity construction is facilitated. On the other hand, with the further improvement of cultural identity, consumers identify their circle groups, the perception of products among consumers will be similar, and their pursuit of products will also be similar, when the opinion leaders in the group in line with the characteristics of the circle of consumption, the other consumers within the circle will unconsciously comply with the power of the group to promote the power of the herd to carry out crowded consumption<sup>10</sup>. It can be inferred that national wave products can not only promote the enhancement of cultural identity of Generation Z consumers, but also further enhance the construction of their own identity, which ultimately affects the purchase intention, assume, "national wave products→cultural identity→identity construction→purchase intention", and some scholars have pointed out that the existence of multiple intermediary variables at the same time and the intermediary variables constitute a chain, which is called a chain. Some scholars

point out that the simultaneous existence of multiple intermediary variables and the formation of a chain between them is called the chain intermediary effect. Based on this, this study proposes the following hypotheses:

H6: Cultural identity and identity construction play a chain mediating role in the relationship between national wave products and purchase intention.

Based on the above analysis, this study proposes a conceptual model, as shown in Figure 1.

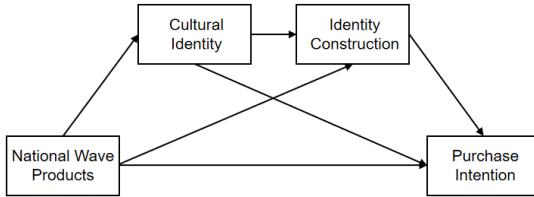


Fig. 1. Theoretical model of this study

### 3 Research Design

#### 3.1 Measurement of Variables

In this study, a 5-point Likert scale was used for evaluation, with 1 being "very non-compliant" and 5 being "very compliant".

National Dynasty products were evaluated using a 4-item scale developed by Sweeney<sup>17</sup>, with representative items such as "National Dynasty products are memorable". The Cronbach's alpha coefficient of the scale was 0.901.

Cultural identity was measured by an 8-item scale developed by Wang Yu and Huang Yifei<sup>29,16</sup>, with representative items such as "I can recognise the Chinese elements in the products of the National Dynasties". The Cronbach's alpha coefficient of the scale was 0.930.

The identity construction was based on a 4-item scale developed by Cheek et al.<sup>3</sup> with representative items such as "Domestic products can highlight my identity status". The Cronbach's alpha coefficient for this scale was 0.912.

Purchase intention was based on a 3-item scale developed by Boulding<sup>1</sup>. The representative items are "I think the national products are worth buying". The Cronbach's alpha coefficient for this scale was 0.906.

The control variables are gender, age, occupation and income.

### 4 Empirical Results and Analyses

#### 4.1 Homologous Method Bias Test

As this questionnaire is anonymous self-assessment, in order to avoid homoscedasticity variance, this study conducted Harman but one-factor method test on 288 valid questionnaires. The results showed that a total of three factors had eigenvalues greater than

1. The first factor explained 33.532% of the variance, which was less than 50% of the reference standard value, indicating that there was no serious homoscedastic method bias.

### 4.2 Validation Factor Analysis

The overall Cronbach’s  $\alpha$  coefficient of the questionnaire in this study was 0.844, and the Cronbach’s  $\alpha$  coefficients of the four key variables, including the products of the national dynasty, were higher than the critical value of 0.7, which indicated that the scale used in this study had good reliability. Validated factor analysis was conducted in this study using AMOS 22.0, and according to the criteria proposed by Hu et al<sup>15</sup>, the four-factor model had the best fit ( $X^2(164)=350.304, p<0.01; RMSEA=0.063; RMR=0.034; CFI=0.915; and TLI=0.901$ ) (see Table 1). So far, this indicates a good differentiation between the four variables.

**Table 1.** Results of validation factor analysis

Model	Factor included	X <sup>2</sup>	df	GFI	CFI	NFI	TLI	RMR	RMSEA
Four-factor model	NWP,CI,IC,PI	350.30	164	0.835	0.915	0.885	0.901	0.034	0.063
Three-factor model	NWP,CI+IC,PI	985.21	167	0.721	0.828	0.800	0.804	0.062	0.072
Two-factor model	NWP+CI+IC,PI	1140.83	169	0.630	0.741	0.716	0.708	0.072	0.081
Single-factor model	NWP+CI+IC+PI	1587.70	170	0.599	0.701	0.678	0.666	0.072	0.087

Note: NWP stands for National Dynasty Products, CI stands for cultural identity, IC stands for identity construction, and PI stands for purchase intention.

### 4.3 Correlation Analysis

Means, standard deviations, and Person correlation coefficients of the control variables and the four key variables are listed in Table 2. According to Table 2, the correlation coefficients between the variables are all less than 0.7. There is a significant positive correlation between National Dynasty products and cultural identity ( $r = 0.619; p < 0.01$ ), identity construction ( $r = 0.483; p < 0.01$ ), and purchase intention ( $r = 0.595; p < 0.01$ ). Cultural identity is significantly related to identity construction ( $r = 0.574; p < 0.01$ ) and purchase intention ( $r = 0.548; p < 0.01$ ), and the correlation coefficient between identity construction and purchase intention ( $r = 0.610; p < 0.05$ ) is also significant. The above analyses provide a certain basis for the hypothesis testing of this study, and regression analyses can be carried out.



**Table 2.** Descriptive statistics and Person correlation coefficients for variables

Name	<i>M</i>	<i>Sd</i>	1	2	3	4	5	6	7	8
Gender	1.653	4.477	—							
Income	2.361	1.020	-0.057	—						
Age	2.313	0.572	-0.048	0.511**	—					
Occupation	1.892	1.614	-0.234**	0.464**	0.482**	—				
NWP	4.156	0.697	-0.111	0.193**	0.207**	0.109	<b>0.648</b>			
CI	4.275	0.625	-0.146*	-0.032	0.013	-0.073	0.619**	<b>0.637</b>		
IC	3.817	0.930	-0.149*	0.206**	0.088	0.200**	0.483**	0.574**	<b>0.780</b>	
PI	4.207	0.680	-0.052	0.072	0.118*	0.086	0.595**	0.548**	0.610**	<b>0.712</b>

Note: N=288; \*\* denotes p<0.01, \* denotes p<0.05, diagonal black deepening data are AVE square roots. NWP stands for National Dynasty Products, CI stands for cultural identity, IC stands for identity construction, and PI stands for purchase intention.

**4.4 Hypothesis Testing**

According to the theoretical model of this study, the SPSS macro developed by Preacher and Hayes<sup>25</sup> was used to test for direct versus indirect effects because this study involves two mediating variables and the need to further test for chained mediation effects. In addition, due to the small sample size of this study, Bootstrapping repeated sampling was used so as to address potential skewed distributions. Gender, age, occupation and income were used as control variables and the Bootstrap was set to 1000 ( times). The method is based on the path analysis method and the least squares method, through the calculation, the final output of unstandardised path coefficients, standard deviations and confidence intervals, the specific analysis results are shown in Table 3 and Table 4.

**Table 3.** Direct effect tests and 95% confidence intervals

Variable	Efficiency Value	Boot SE	T	p	95% Confidence Interval	
					LLCI	ULCI
Models 1:Implicit Variable=PI						
Gender	0.035	0.068	0.517	0.606	-0.099	0.169
Age	0.003	0.102	0.027	0.979	-0.197	0.203
Occupation	0.025	0.022	1.118	0.264	-0.019	0.068
Income	-0.048	0.043	-1.119	0.264	-0.132	0.036
NWP	0.146	0.076	1.917	0.056	0.039	0.296
Models 2:Implicit Variable =CI						
Gender	-0.141	0.057	-2.468	0.014	-0.254	-0.029
Age	-0.022	0.094	-0.231	0.818	-0.206	0.163
Occupation	-0.044	0.020	-2.192	0.029	-0.083	-0.005
Income	-0.061	0.039	-1.559	0.120	-0.138	0.016
NWP	0.575	0.132	4.366	0.000	0.316	0.834
Models 3:Implicit Variable =IC						
Gender	-0.015	0.091	-0.167	0.868	-0.194	0.164

Age	-0.216	0.091	-2.358	0.019	-0.396	-0.036
Occupation	0.119	0.022	5.375	0.000	0.075	0.162
Income	0.152	0.059	2.556	0.011	0.035	0.269
NWP	0.187	0.119	1.575	0.117	0.047	0.422

**Table 4.** Mediation effects and 95% confidence intervals estimated by the Bootstrap methodology

Path	Efficiency Value	Boot SE	95% Confidence Interval	
			LLCI	ULCI
NWP→CI→PI	0.339	0.068	0.209	0.468
NWP→IC→PI	0.031	0.021	0.006	0.086
NWP→CI→IC→PI	0.073	0.020	0.043	0.124

(1) Direct effect test Table 3 shows the results of the direct effect test. From the results of regression 1, it can be seen that, taking the leader's gender, age, occupation and income as the control variables (the same below), the path coefficient of the national dynasty products on the purchase intention is 0.146, and the confidence interval is (0.039, 0.296), excluding 0, Therefore, Hypothesis 1 is supported; from the results of regression 2, the path coefficient of the national dynasty products on cultural identity is 0.575, with a confidence interval of (0.316, 0.834), excluding 0. Therefore, Hypothesis 2 is supported; from the results of regression 3, the path coefficient of national dynasty products on identity construction is 0.187, confidence interval is (0.047, 0.422), excluding 0, therefore hypothesis 3 is supported.

(2) Mediation effect test Table 4 shows the mediation effect test results. The indirect effect value of cultural identity is 0.339, the 95% confidence interval is (0.209, 0.468), excluding 0, indicating that the mediating effect of cultural identity is significant, and hypothesis 4 is supported; the indirect effect value of identity construction is 0.031, the 95% confidence interval is (0.006, 0.086), excluding 0, indicating that the mediating effect of identity construction is significant, and hypothesis 5 is supported. The indirect effect of cultural identity and identity construction was 0.073, with a 95% confidence interval of (0.043, 0.124), excluding 0, indicating a significant chain mediation effect, and hypothesis 6 was supported.

## 5 Conclusion

Through theoretical reasoning and data validation, it is concluded that national wave products have a positive effect on purchase intention; national wave products affect purchase intention by using cultural identity and identity construction as intermediary mechanisms, respectively; moreover, cultural identity and identity construction play a chain intermediary role between national wave products and purchase intention, assume, by enhancing cultural identity, national wave products then promote the identity construction of Gen Z consumers, and ultimately play a positive role in Gen Z consumer's The Chinese tide products play a chain-mediated role between national tide products and purchase intention.

This study has certain limitations and future research can be expanded in the following areas. First, in terms of direct relationship, the effect of national wave products on consumers' repeat purchase intention, consumer satisfaction, and consumers' word-of-mouth communication can be further investigated; second, combined with the current hot situations, such as from the live broadcast situation and the short video creation background, the influence of the purchase intention of national wave products can be explored; third, in terms of boundary conditions, attention can be paid to the moderating effect that other factors, such as social interaction and price advantage, play on the effectiveness of national wave product effectiveness play a moderating role.

## Reference

1. Boulding W , Kalra A , Staelin R , et al. A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions[J]. *Journal of Marketing Research*, 1993, 30(1):2-27.
2. Chai Yibo. Characteristics and coping strategies of the lifestyles of "Generation Z" college students[J]. *Research on Logistics in Colleges and Universities*, 2020(05):80-83.
3. Cheek J M, Tropp L R, Chen L C, et al. Identity orientations: Personal, social, and collective aspects of identity. Paper presented at the 104th Annual Convention of the American Psychological Association, Los Angeles, California, 1994.
4. Chen J. Insight into the consumption trend of "Generation Z"[J]. *Knowledge Economy*, 2019(26):66-69.
5. Chen S. L. Cultural identity, cultural harmony and social harmony [J]. *Journal of Southwest University for Nationalities (Humanities and Social Sciences Edition)*, 2006(03):117-121.
6. Chen Xi. China Li-Ning, Chao will play[J]. *Business School*, 2021(05):50-52.)
7. Chen Yuxuan. Cross-border co-branding of contemporary brands - the rise of "national trend"[J]. *Popular Literature and Art*, 2019(17):273-274.
8. CHENG Chun, LI La, CHEN Juan, LI Xinyi, YANG Puyou. A study of contemporary college students' awareness of "national trend" products[J]. *International Public Relations*, 2021(10):115-117.
9. Deng Boyi. The Popularity of "National Wave" and Cultural Confidence: Analysed from the Perspectives of Cultural Conflict and Cultural Identity [J]. *Comparative Research on Cultural Innovation*, 2021, 5(35):161-164.
10. Ding Hiron, Dong Zihan, Exploring the Characteristics and Motivations of Subculture Consumption among Generation Z Youth[J]. *China Newspaper Industry*, 2021(16):110-111.
11. Feng Mingbing. On the Utilisation and Innovation of Traditional Culture in "National Wave" Design[J]. *Artistic View*, 2021(01):158-159.
12. Feng Nana, Lv Hengyu. Exploration of consumer psychology of contemporary college students[J]. *Journal of Hubei Correspondence University*, 2017, 30(17):72-73+76.
13. Feng Wenhui. From breaking the circle to building the circle: brand marketing strategy under the consumption characteristics of Generation Z--Taking Huaxizi as an example[J]. *New Media Research*.
14. Hu Chengcheng, Shen Zemei. Consumers' purchase intention of national wave sports brands in the context of cultural identity--The case of Li Ning brand[J]. *Vitality*, 2021(18):79-81.
15. HU L T, BENTLER P M. Cutoff criteria for fit indexes in covariance structure analysis: conventional criteria versus new alternatives[J]. *Structural Equation Modeling: a Multidisciplinary Journal*, 1999, 6( 1 ) : 1-55.

16. Huang Yifei. Empirical research on international cultural identity and consumption willingness of Chinese elements [D]. Zhejiang University of Technology, 2018.
17. Jillian C. Sweeney, Geoffrey N. Soutar. Consumer perceived value: The development of a multiple item scale[J]. *Journal of Retailing* 77 (2001) 203–220.
18. Li Bin. Case analysis of financial fraud of Kangmei Pharmaceutical [D]. Hunan University of Science and Technology, 2019.
19. Li Caixia. Research on countermeasures for the development of new brands based on the consumer group of generation Z[J]. *Mall Modernisation*, 2022(03):1-3.
20. LI Yan, LIU Xiu, LU Mei. Research on the development trend and design characteristics of "national tide" brand[J]. *Design*, 2020, 33(09):71-73.
21. Liu Shuji. Research on users' identity construction in social media [D]. Shenyang Normal University, 2021.
22. Luo Yuxin, Zhou Chang. How Chinese brands enter the hearts of Generation Z[J]. *Old Brand Marketing*, 2021(11):3-4.
23. Luo Zhiling. Research on the cultivation of second generation entrepreneurs of family enterprises based on identity construction[D]. Guangdong University of Technology, 2019.
24. PENG Mengjie, XIE Zhen, ZHENG Jinhua. Research on cross-border co-branding marketing strategy of national tide and colour cosmetics brands--Taking "Perfect Diary" brand as an example[J]. Liaoning Economic Vocational and Technical College. *Journal of Liaoning Economic Management Cadre College*, 2021(06):27-29+32.
25. Preacher K. J., Hayes A. F. SPSS and SAS Procedures for Estimating Indirect Effects in Simple Mediation Models[J]. *Behavior Research Methods Instruments & Computers*, 2004, 36( 4) : 717-731)
26. QI Huailie, LIU Yanhong. Analysis of marketing strategy based on the consumption psychology of Generation Z--Taking the consumption of blind box as an example[J]. *International Brand Watch*, 2020(25):30-33.
27. SHETH J N, NEWMAN B I, GROSS B L. Why we buy what we buy: a theory of consumption values [J]. *Journal of Business Research*, 1991, 22( 2) : 159-170.
28. Wang Xiaochuan, Luo Luping. Research on the influence mechanism of purchase intention of consumers of "national tide"[J]. *China economic and trade journal (in Chinese)*, 2021(01):165-168.
29. Wang Y. The construction of Chinese traditional dress cultural identity scale [D]. Beijing Institute of Fashion Technology, 2015.
30. Wu F. Research on the influence of internet on consumers' purchase intention [D]. Jilin University, 2020.
31. Xing Haiyan. "National Wave" and "True Self": The Self-Presentation of Youth Groups in the Internet Era[J]. *Journal of Southwest University for Nationalities (Humanities and Social Sciences Edition)*, 2021, 42(01):126-134.
32. Xu Bo, Wang Zihan. Heterotopia and network modelling: text production and identity construction of the secondary yuan community--The phenomenon of "secondary creation" of ACGN works on B station as an example[J]. *Film Review*, 2023, (18):6-12.
33. Xu Mengdi. China Li Ning's national tide business[J]. *Sales and Marketing (Management Edition)*, 2021(10):91-93.
34. ZEITHAML V A. Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence[J]. *Journal of Marketing*, 1988, 52( 3) : 2-22.
35. Zeng Xin. Rational Consumers, or Emotional Shopaholics - An Analysis of the Consumer Culture of "Generation Z"[J]. *Educator*, 2021(23):12-14.
36. Zhang Yi, Tian Jinjie. Decoding the Consumption Trend of Chinese People's Lifestyle[J]. *Modern Commercial Banking*, 2021(24):36-43.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

