

Exploring the Impact of China-Chic's Rise on "Generation Z" National Confidence in the Era of Digital Empowerment

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Abstract: In the context of rapid digital economic growth, the phenomenon of China-Chic has emerged as a significant cultural movement, particularly resonating with Generation Z consumers and potentially enhancing their national cultural confidence. This study explores the intricate relationship between the rise of China-Chic and the development of cultural confidence among Generation Z through a mixed-methods approach. Utilizing a systematic literature review, quantitative survey data, and theoretical framework analysis, we investigate three key dimensions: (1) the evolving consumption patterns of Generation Z concerning China-Chic products, (2) the strategic integration of traditional cultural elements in the branding of China-Chic, and (3) the mechanisms by which China-Chic influences national cultural confidence. Our findings illuminate the connection between consumption preferences and national identity, highlighting how China-Chic brands leverage cultural elements to foster national confidence. This research addresses a theoretical gap in understanding the role of commercial cultural phenomena in shaping national identity among young consumers. Additionally, it offers practical insights for brands seeking to incorporate cultural elements into their strategies to bolster national cultural confidence. The study lays a foundation for future research at the intersection of consumer behavior, cultural identity, and national confidence in the digital age.

Keywords: China-Chic; Generation Z; national confidence; digital economy.

1. Introduction

The digital economy has catalyzed unprecedented growth across various industries in China, particularly evident in the emergence of prominent national brands. Notable examples include Li-Ning's diversified sports portfolio, Hongxing Erke's notable social responsibility efforts during the 2021 Henan disaster, and Huawei's resilience amid international technical sanctions. This phenomenon, collectively known as China-Chic (国潮), has significantly influenced consumer values and purchasing behaviors, especially among younger generations.

This study focuses on Generation Z as a key demographic cohort, examining how the rise of China-Chic, facilitated by digital empowerment, influences the development of national cultural confidence. Our research addresses three primary objectives: (1) to analyze the correlation between Generation Z's evolving consumption preferences and the emergence of China-Chic in the digital era, (2) to examine the integration of traditional cultural elements within China-Chic brand strategies, and (3) to investigate the pathways through which China-Chic contributes to national cultural confidence.

Through a mixed-methods approach incorporating quantitative surveys, data analysis, and theoretical research, this study aims to provide a comprehensive understanding of how China-Chic shapes Generation Z's cultural identity and national pride. The findings of this study have significant implications for both academic discourse and practical applications in brand strategy and cultural development in the context of China's digital transformation.

2. Literature Review

2.1. Consumer culture under the digital background

2.1.1. Digital Transformation of Consumer Behavior

The rapid development of digital technology has transformed consumers' shopping habits, information acquisition methods, and payment processes. Digital consumption characteristics, such as large user scales and low transaction costs, facilitate economies of scale, improving the marginal returns of various production factors and promoting the agglomeration of technology, talent, and capital[1]. Research indicates that digital technology enhances the consumption process's convenience and efficiency, allowing consumers to browse products, compare prices, and make purchases anytime and anywhere via mobile devices. Additionally, digitalization fosters personalized consumption, enabling e-commerce platforms to use big data analysis to push products that align with consumers' preferences.

2.1.2. Social Media's Impact on Consumer Trends

Social media has played an important role in the digital age, not only changing the way people socialize but also profoundly influencing consumer trends. Through social media, consumers can obtain a wealth of product information, user reviews, and purchase suggestions, which to a large extent affects consumers' purchase decisions. At the same time, recommendations from opinion leaders such as influencers and critics on social media often trigger a consumption boom. In addition, social media also promotes communication and sharing among consumers, forming a unique social consumption culture.

2.2. Generation Z Consumer Behavior

2.2.1. Distinctive Consumption Patterns

Generation Z, born between 1995 and 2009, is characterized by its deep integration with digital technology, earning the label "digital natives." The CPC Central Committee and The State Council define youth as individuals aged 14 to 35, positioning Generation Z (ages 15 to 29) as a highly creative demographic.[2] As the natives of the digital age, Generation Z has distinct consumption characteristics. They pursue personalized and differentiated consumption and pay attention to product quality, design sense, and cultural connotation. In the process of consumption, generation Z pays more attention to their own appearance and health and is willing to meet their own aesthetic concept, and the quality or beauty of the product can attract them to pay a premium for the product.[3] At the same time, Gen Z is accustomed to using digital tools such as smartphones and social media for information acquisition and shopping decisions. "Generation Z" pays attention to the new trend direction, and is more interested in "new" things, and the innovation of goods in appearance and performance form is also in line with the consumption characteristics of "Generation Z". "Generation Z" has a high receptivity and the characteristics of consumption change, and has a higher acceptance and recognition of trend culture and related derivatives.[4] In addition, Generation Z also has a strong sense of environmental protection and social responsibility, and they are more likely to consider product sustainability and corporate social responsibility performance when consuming.

2.2.2. The attitudes and preferences of Generation Z towards the China-Chic culture

In recent years, the national tide culture has emerged and gained wide popularity among Generation Z. Generation Z has a positive attitude toward China-Chic culture. They believe that China-Chic culture represents the innovation and inheritance of traditional Chinese culture and has unique charm and value. In the new era of popularization of popular products, modern product design, and minority culture can be integrated organically to realize the promotion, protection, and inheritance of minority culture in our country.[5] In terms of consumption preference, Generation Z is more inclined to choose products with national cultural elements and innovative designs, which can meet their needs for personalized and differentiated consumption.

2.3. China-Chic Cultural Reception

2.3.1. Definition and development of China-Chic brand

A China-Chic brand can be defined as inheriting the abstract connotation of traditional Chinese culture, such as ideology and spirit, combined with the tangible elements of traditional Chinese culture, such as crafts, and creating a Chinese local brand that fits the characteristics of The Times and the needs of the public through trend innovation.[6] These brands not only pay attention to the quality and design sense of their products but also dig deep into the connotation and value of traditional Chinese culture and integrate it into their products through innovative ways. In recent years, with the rise of Chinese culture and the change in consumption preferences of Generation Z, Chinese brands have developed rapidly. They are marketed through digital channels such as social media and have attracted the attention and love of a large number of young consumers.

2.3.2. National cultural elements in China-Chic brand

With the rapid development of the Internet, the majority of young consumers are inclined to a relaxed and diversified mode of cultural communication, integrating the ACGN, national style, and other minority cultures with real life, realizing the cross-border and collision of various cultural concepts, and building a broader thinking system.[7]

The exploration and reconstruction of Chinese traditional culture by Chinese brands seeking new changes has added a lot of interest to connecting ancient and modern and passed on from generation to generation. Under the current trend of cultural marketing, many fashion brands are integrating Chinese intangible cultural heritage into their brand genes and entering the public's vision.

In 2024, the Year of the Dragon in China, CHAGEE, a local tea beverage shop in China, joined hands with well-known fashion magazine ELLE and actor Gong Jun to open the first stop of the "Tribute to Intangible Cultural Heritage" - "Fireworks Dragon" in Jieyang, Guangdong Province, with a cup of Oriental tea as a guide, presenting the beauty of the integration of millennia-old tea fragrance and intangible cultural heritage. In the New Year, people bring more festive good omen and good wishes.

520, because its Chinese pronunciation is similar to "I love you", May 20th became the third Valentine's Day besides the solar and lunar calendar. Winona, a Yunnan skincare brand, seized the opportunity of the festival and cooperated with Yunnan Yixiu to shoot a short film titled "Yi Embroidery of Publicity", allowing us to see the Yi people in Chuxiong, Yunnan, expressing their love freely and openly. In addition, Winona also uses Jiaama in Yunnan Province as a reference to build a bridge of communication between intangible cultural heritage and young people, which is conducive to young people's better understanding and transmission of traditional intangible cultural heritage. Yunnan Jiaama, as a mysterious folk woodcut art in Yunnan, is used for folk sacrifice. The pure manual process carries the basic way of the production of cultural products in the farming era and is a highly distinctive intangible cultural heritage. In the special care of intangible cultural heritage activities, Winona visited Yunnan's intangible cultural heritage through Fang Qi, a 10-million-level travel blogger, and shot a short film on intangible cultural heritage together with Jiaama artists. The short film tells the story of Jiaama in Yunnan from a unique perspective. The interpretation of traditional intangible cultural heritage through the perspective of youth also carries the blessing of Winona.

OSM, specializing in pearl culture, pearl technology, and other fields for more than half a century, mainly engaged in cosmetics, health care products and jewelry, and other series of products, in 2023, OSM launched a brand promotional video "Ingenuity in the beauty slowly", together with intangible cultural heritage beading artisan Cai Xiaowei and pearl culture technology inheritor Shen Zhirong, Witness the power of "take it slow". As a traditional Chinese art, beading embroidery has emerged since the Sui and Tang dynasties and is famous for its fine workmanship. The film, through the fine beading art of beauty and detail, shows the brand values of originality and adherence, while talking to consumers, passing on the brand philosophy of "slow down, polish in the nuances of life".

In addition, there are many China-Chic brands use national cultural elements in all aspects of the brand, for example, LI-NING uses the Chinese traditional dragon auspicious totem,

poetry, landscape painting, ancient architecture, and other elements into the product, so that their products are full of Chinese wind; Beauty brand Florasis, many of their products use flowers and plants essence as the main components, and the design of the carved series of products is unprecedented. Cuckoo, crane, koi, phoenix, and other animals and plants with oriental imagery are in the beauty products; Then there's Wufangzhai, whose rice dumplings with river snails, durian, and stinky tofu are all innovative attempts at traditional flavors.

These brands have successfully created a China-Chic brand with unique charm and market competitiveness through the ingenious use of national cultural elements. The China-Chic cultural symbol is the carrier of China-Chic culture, and also the first threshold for the "Generation Z" group to contact, understand, and identify with China-Chic culture. Therefore, strengthening the China-Chic cultural identity of the Generation Z group needs to be based on rich China-Chic cultural symbols.[8]Therefore, brands need to make more rational use of China-Chic cultural identifiers to promote development.

2.4. National identity and cultural confidence

2.4.1. Concept of national identity

National identity encompasses both narrow and broad definitions, influenced by factors such as individual

understanding of national culture, recognition of historical significance, and identification with national identity. In the digital age, social media and other channels provide greater opportunities for individuals to engage with and learn about their national culture, enhancing national identity.[9]

2.4.2. Relationship between cultural self-confidence and national identity

Cultural self-confidence refers to individuals' recognition and pride in their culture's value and allure, serving as a foundation for national identity. When individuals embrace their cultural heritage, they are more likely to maintain their national identity and traditions. The rise of China-Chic culture exemplifies how cultural self-confidence fosters a love for traditional Chinese culture among Generation Z, driving the growth of China-Chic brands. Specifically, fine traditional culture gives China-Chic vitality. "To collect the gaps of centuries and the legacy of thousands of years." The Chinese culture has a long history, and the Chinese civilization is extensive and profound, carrying the genetic code of endless life, which provides us with strong confidence and confidence to strengthen our cultural confidence and build the modern civilization of the Chinese nation.[10]

3. Research Design

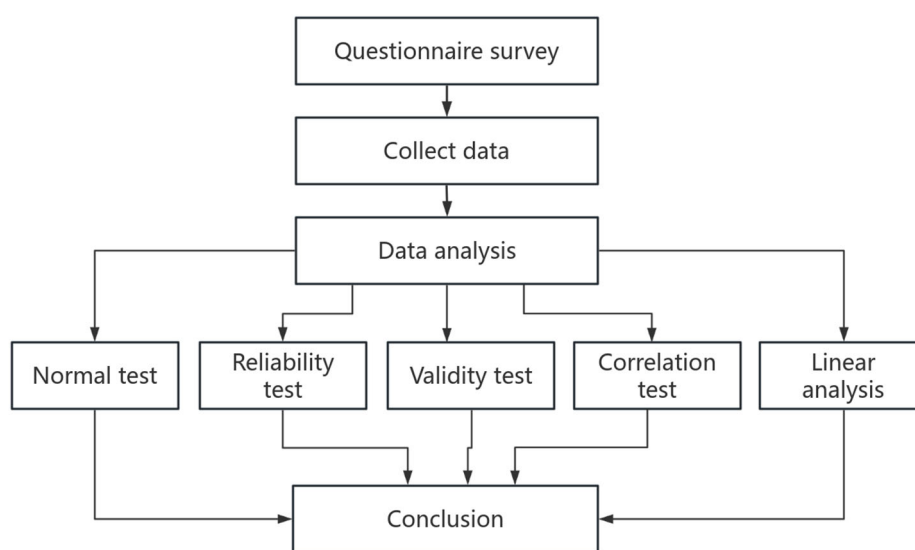


Figure 1. Study flow chart

3.1. Research objectives and hypotheses

The study employs quantitative research methods to analyze the relationship between Generation Z's consumption preferences and the rise of China-Chic, exploring ethnic cultural elements in branding and the impact of this phenomenon on national identity. The primary hypothesis posits that the rise of China-Chic positively influences Generation Z's national confidence, while shifts in consumption preferences further stimulate China-Chic's growth.

3.2. Research methods

3.2.1. Data collection method

In order to ensure the accuracy and applicability of the research data, this paper conducted a two-month

questionnaire survey through the online collection. The questionnaire collects 150 standardized responses across five sections: basic information, digital consumption habits, China-Chic preferences, national identity, and open-ended questions.

3.2.2. Sampling method

The research object of this paper is a specific group of "Generation Z". 37 data samples with inconsistent age were removed during sample selection. This paper also extracts the last part of the questionnaire, "Open questions", and analyzes the answers of some respondents, which is conducive to further strengthening the demonstration of the research hypothesis.

3.2.3. Tools and techniques

SoJump is used for questionnaire survey design and data

collection, which has the advantages of being fast, easy to use, and low cost. It also provides convenience for respondents to fill out questionnaires and can carry out visual preliminary analysis of data results. In terms of data analysis, this paper mainly uses SPSSAU, which has the advantages of simple operation, comprehensive functions, and intelligence, suitable for non-statistical professionals to conduct data analysis, and provides a one-stop solution to help users efficiently complete data analysis tasks. This paper uses SPSSAU to test the reliability and validity of the questionnaire and then conducts correlation analysis on the data to verify the hypothesis.

3.3. Variables

Consumption habit: Habit refers to a stable behavior pattern formed by an individual, which is a kind of conscious or unconscious repetitive behavior.[11]When a behavior is repeatedly performed and associated with specific situations and stimuli, individuals will gradually form habitual behavior patterns.[12]The variable "consumption habits" in this paper is mainly aimed at the research on people's consumption patterns and commodity information acquisition methods under the background of the digital economy.

Consumption preference: In the digital era, digital technologies such as artificial intelligence, big data, the Internet of Things, and cloud computing are profoundly affecting people's production and life, and residents' living habits and shopping needs are also infinitely amplified by digital technologies. Relevant scholars have shown that preference data is an important part of data elements, and has gradually become an important production factor to change social economy and residents' lives.[13]In this paper, the

variable "consumption preference" is mainly used to explain whether people have a higher purchase willingness for China-Chic brands in the context of the digital economy.

National identity: The research on Chinese national identity presents a variety of perspectives, fields, and forms.[14]The Chinese nation is a community composed of many nationalities. In the long course of history, various ethnic groups have depended on each other, exchanged and integrated, and formed the pattern of the pluralistic unity of the Chinese nation. Only by constantly improving the people of all ethnic groups to the pluralistic unity of the Chinese national identity, can we gather the spiritual source of all ethnic groups. [15] The sense of national identity is a form of patriotic feeling. The two are interdependent, mutually promoting, and dialectically unified. As far as consumer behavior is concerned, patriotism can affect consumers' purchasing decisions and behaviors of domestic products and exert a positive impact on the market competitiveness of domestic brands.[16]Similarly, a preference for domestic brands may promote patriotic feelings and a sense of national identity. The sense of national identity is affected by the social environment, education level, policy orientation, and other factors. The variable "National identity" in this paper is mainly used to study the impact of the rise of China-Chic on it.

4. Pilot Study

A pilot study involving 15 respondents validated the questionnaire's design and variable selection. Normality tests indicated that national identity did not exhibit normal characteristics, while consumption preference and habit did.

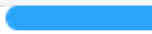
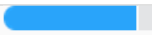
Options	Subtotal	Scale
Male	8	 53.33%
Female	7	 46.67%
Valid submissions count	15	

Figure 2. Sex ratio

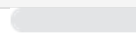
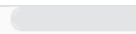
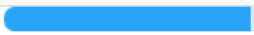
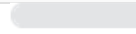
Options	Subtotal	Scale
Under 11 years old	0	 0%
12 to 15 years old	0	 0%
16 to 20 years old	13	 86.67%
21 to 25 years old	2	 13.33%
Over 26 years old	0	 0%
Valid submissions count	15	

Figure 3. Basic information of respondents

Table 1. Results of normality test

Results of the normality test									
Name	sample capacity	Mean value	Standard deviation	measure of skewness	Kurtosis	Kolmogorov-Smirnov test		Shapiro-Wilk test	
						The statistic D value	p	The statistic W value	p
National identity	15	1.767	0.799	1.507	3.497	0.252	0.011*	0.804	0.004**
Consumption preference	15	1.622	0.533	0.856	0.191	0.200	0.109	0.884	0.054
Consumption habit	15	2.289	0.502	-0.321	-0.742	0.174	0.254	0.942	0.413

* $p < 0.05$ ** $p < 0.01$

The normality test is conducted for "national identity", "consumption preference" and "consumption habit". As can

be seen from the table above, the sample size of the research data is all less than or equal to 50, so the S-W test is used.

Specifically, one item of “national identity” shows significant significance ($p < 0.05$), which means that “national identity” does not have normal characteristics. In addition, the two items of "consumption preference" and "consumption habit" do not show significance ($p > 0.05$), which means that consumption preference and consumption habit normal characteristics.

As a brief review, although the variable “national identity” does not have normal characteristics, the absolute value of kurtosis(3.497) is less than 10 and the absolute value of skewness(1.507) is less than 3, which can be basically accepted as a normal distribution. The reason for this may be that the sample size is too small.

Table 2. Result of validity analysis
The result of the validity analysis

Name	Factor loading coefficient	Communality (or Common variance)
	Factor1	
National identity	0.935	0.875
Consumption preference	0.911	0.830
Consumption habit	0.405	0.164
Eigenvalue(before rotation)	1.869	-
Variance explained%(before rotation)	62.296%	-
Cumulative variance explained%(before rotation)	62.296%	-
Eigenvalue(after rotation)	1.869	-
Variance explained%(after rotation)	62.296%	-
Cumulative variance explained%(after rotation)	62.296%	-
KMO(Kaiser-Meyer-Olkin)measure of sampling adequacy	0.512	-
Bartlett’s test of sphericity value	12.470	-
df	3	-
p-value	0.003	-

Note: If the numbers in the table have colors: blue indicates that the absolute value of the Factor loading coefficient is greater than 0.4, and red indicates that the Communality (or Common variance) is less than 0.4.

Validity is used to check whether the research items are reasonable and meaningful. The validity analysis uses factor analysis, a data analysis method, to conduct comprehensive analysis through KMO value, Communality, Variance explained, Factor loading coefficient, and other indicators, so as to verify the validity level of the data. KMO value is used to judge the suitability of information extraction, Communality is used to exclude unreasonable research items, Variance explained is used to explain the level of information extraction, and Factor loading coefficient is used to measure the correspondence between factors (dimensions) and items. From the above table, we can see that in terms of commonality,

there is a total of one item related to "consumption habit", and their corresponding commonality value is less than 0.4, indicating that the information of the research item cannot be effectively expressed. Therefore, this item should be deleted and analyzed again after deletion.

The KOM values of "national identity" and "consumption preference" are both high (0.935 and 0.911, respectively) and have good validity, and their research data are suitable for extracting information. The variable "consumption habits" has a negative effect on the overall validity and should be considered removed from the formal study.

Table 3. Analysis of reliability
Cronbach’s alpha reliability analysis

Name	Corrected item-total correlation(CITC)	Alpha if the item deleted	Cronbach’s alpha
National identity	0.689	0.246	0.665
Consumption preference	0.671	0.355	
Consumption habit	0.211	0.841	

Note: Standardized Cronbach’s alpha = 0.656

As can be seen from the above table, the reliability coefficient value is 0.665, which is greater than 0.6, indicating that the reliability quality of the research data is acceptable. For the α coefficient of "Alpha if item deleted", if "consumption habit" is deleted, the reliability coefficient will increase significantly, so it can be considered to modify or delete this item. For "CITC value", the corresponding CITC value of "consumption habit" is between 0.2 and 0.3,

indicating a weak correlation between it and other analysis items. In summary, the reliability coefficient value of the research data is higher than 0.6, which indicates that the data reliability quality is acceptable.

While the overall reliability is acceptable, the variable "spending habits" pulls down a lot of the reliability, so it should be considered removed.

Table 4. Analysis of Correlation
Pearson correlation-standard format

	National identity
Consumption preference	0.785**
Consumption habit	0.240

* $p < 0.05$ ** $p < 0.01$

As can be seen from the above table, correlation analysis is used to study the correlation between "national identity", "consumption preference" and "consumption habit", and the Pearson correlation coefficient is used to express the strength of the correlation. Specific analysis shows that:

The correlation value between national identity and consumption preference is 0.785, and the significance is 0.01 level, which indicates that there is a significant positive correlation between "national identity" and "consumption preference". The correlation value between "national identity" and "consumption habit" is 0.240, close to 0, and the p-value is $0.390 > 0.05$, indicating that there is no correlation between "national identity" and "consumption habit".

Through the correlation analysis, there is a strong

correlation between "national identity" and "consumption preference", which can preliminarily prove that "Generation Z" 's preference for China-Chic can improve the national identity to some extent. It also proves the feasibility of the study.

However, "consumption habit" has little correlation with "national sense of identity" and has a negative impact on the reliability and validity. Therefore, adjustments are made to the formal questionnaire, and the variable "consumption habit" is deleted from the subsequent formal data analysis.

5. Formal Data Analysis

5.1. Normality test

Option	Subtotal	Scale
Male	45	39.82%
Female	68	60.18%
Valid submissions count	113	
Option	Subtotal	Scale
Under 11 years old	0	0%
12 to 15 years old	13	11.5%
16 to 20 years old	54	47.79%
21 to 25 years old	46	40.71%
Over 26 years old	0	0%
Valid submissions count	113	

Figure 4. Infographic of Participants

Table 5. Result of normality test
Results of the normality test

Name	sample capacity	Mean value	Standard deviation	measure of skewness	Kurtosis	Kolmogorov-Smirnov test		Shapiro-Wilk test	
						The statistic D value	p	The statistic W value	p
National identity	100	1.935	0.560	0.685	0.582	0.159	0.000**	0.947	0.001**
Consumption preference	100	2.036	0.531	0.511	-0.042	0.147	0.000**	0.964	0.007**

* $p < 0.05$ ** $p < 0.01$

5.2. Analysis procedure

The assessment of data normality represents a crucial preliminary step in statistical analysis, as it fundamentally determines the appropriateness of subsequent parametric testing methods. The selection of specific normality tests depends critically on sample size characteristics: the Shapiro-Wilk (S-W) test demonstrates superior sensitivity for smaller samples ($n < 50$), while the Kolmogorov-Smirnov (K-S) test offers more robust results for larger datasets ($n > 50$). Significance Determination: Begin by evaluating the significance of the test statistic. A p-value less than 0.05 or 0.01 indicates statistical significance.

The interpretation of normality tests follows a systematic

analytical framework. Initially, the significance level (p-value) serves as the primary decision criterion, with thresholds typically set at 0.05 or 0.01. A significant result ($p < 0.05$) indicates a meaningful deviation from normality, necessitating careful consideration of alternative analytical approaches, particularly non-parametric methods. Conversely, a non-significant result ($p > 0.05$) suggests compatibility with normal distribution assumptions, though this should not be interpreted as definitive proof of normality.

Assessing Distribution Characteristics: Recognize that normality test criteria are stringent and may be challenging to fulfill. A more nuanced approach incorporates the examination of distribution shape parameters. Specifically,

the absolute values of kurtosis (< 10) and skewness (< 3) provide practical thresholds for assessing approximate normality. This more flexible criterion acknowledges that real-world data rarely conform perfectly to theoretical normal distributions while maintaining statistical validity for most analytical purposes.

This comprehensive approach informs not only the selection of subsequent statistical methods but also provides valuable insights into the underlying data structure and potential limitations of the analysis. The conclusions drawn from this assessment should explicitly address both statistical findings and their practical implications for the broader analytical framework.

Normality test is conducted for "national identity" and

"consumption preference". It can be seen from the above table that the sample size of the research data is all greater than 50, so the K-S test is used. Specifically, "national identity" and "consumption preference" both show significance ($p < 0.05$), which means that the null hypothesis (null hypothesis: normal distribution of data), "national identity" and "consumption preference" do not have normal characteristics. However, the absolute values of their kurtosis (0.582 and 0.042, respectively) are less than 10 and the absolute values of their skewness (0.685 and 0.511, respectively) are less than 3, which indicates that although the data are not absolutely normal, they are basically acceptable as normal distribution.

5.3. Validity test

Table 6. Result of validity analysis
The result of the validity analysis

Name	Factor loading coefficient	Communality(or Common variance)
	Factor1	
National identity	0.888	0.789
Consumption preference	0.888	0.789
Eigenvalue(before rotation)	1.577	-
Variance explained%(before rotation)	78.855%	-
Cumulative variance explained%(before rotation)	78.855%	-
Eigenvalue(after rotation)	1.577	-
Variance explained%(after rotation)	78.855%	-
Cumulative variance explained%(after rotation)	78.855%	-
KMO(Kaiser-Meyer-Olkin)measure of sampling adequacy	0.500	-
Bartlett's test of sphericity value	39.489	-
<i>df</i>	1	-
p-value	0.000	-

Note: If the numbers in the table have colors: blue indicates that the absolute value of the Factor loading coefficient is greater than 0.4, and red indicates that the Communality (or Common variance) is less than 0.4.

This study employs validity analysis to evaluate the construct validity of quantitative data, particularly focusing on attitude scale measurements. The analysis follows a systematic six-step process:

1. KMO value assessment. If this value is higher than 0.8, the study data is well suited for extracting information (the validity reflected from the side is good); If this value is between 0.7 and 0.8, it indicates that the research data is suitable for extracting information (the validity is better reflected from the side); If this value is between 0.6 and 0.7, it means that the research data is suitable for extracting information (the side reaction validity in general); if this value is less than 0.6, it means that the data is not suitable for extracting information (the side reaction validity is general) (if there are only two questions; Then KMO is 0.5 in any case);

2. Factor Structure Examination Analysis. Analyzing the corresponding relationship between the items and the factors; If the corresponding relationship is basically consistent with the psychological expectation of the study, it indicates good validity.

3. Validity Assessment Items. If the validity is poor, Or the correspondence between factors and items is seriously inconsistent with expectations, or the common degree value corresponding to an analysis item is lower than 0.4(sometimes 0.5 is the standard); You can consider deleting the item.

4. Item Elimination Criteria. Delete the common standards of the items; First, the common degree value is lower than 0.4(sometimes 0.5 is the standard); Second, the corresponding relationship between analysis items and factors is seriously deviated;

5. Iterative Refinement. Repeat step 1 to 4 untile: KMO values reach acceptable levels; Factor structure aligns with theoretical framework; All items meet retention criteria.

6. Final Analysis Documentation.

5.3.1. Analytical process

It can be seen from the above table that the common degree value corresponding to all research items is higher than 0.4, indicating that the information on research items can be effectively extracted. In addition, there are currently only 2 studies, so the KMO value is 0.5. In addition, the variance explanation rate of 1 factor is 78.855%, and the cumulative variance explanation rate after rotation is 78.855% $>$ 50%. This means that the information of the research can be effectively extracted. Finally, combined with the factor load coefficient, the corresponding relationship between the factor (dimension) and the study item is confirmed, which is consistent with the expectation, indicating validity. When the absolute value of the factor load factor is greater than 0.4, it indicates that the option corresponds to the factor.

5.4. Reliability test

Table 7. Analysis of reliability
Cronbach's alpha reliability analysis

Name	Corrected item-total correlation (CITC)	Alpha if the item deleted	Cronbach's alpha
National identity	0.577	-	0.731
Consumption preference	0.577	-	

Note: Standardized Cronbach's alpha = 0.656

5.4.1. Analysis procedure

Reliability analysis is used to study the reliability and accuracy of answers to quantitative data (especially attitude scale questions).

1. α coefficient analysis. If the value is higher than 0.8, the reliability is high. If the value is between 0.7 and 0.8, the reliability is good. If the value is between 0.6 and 0.7, the reliability is acceptable. If this value is less than 0.6, it indicates poor reliability.

2. If the CITC value is lower than 0.3, it can be considered to delete the item;

3. If the value of " α coefficient of the item has been deleted" is significantly higher than the α coefficient, at this time, it

can be considered to delete the item and re-analyze;

4. Summarize the analysis.

5.4.2. Analytical process

As can be seen from the above table, the reliability coefficient value is 0.731, which is greater than 0.7, indicating that the reliability quality of the research data is good. For "CITC value", the CITC value of analysis items is greater than 0.4, indicating that there is a good correlation between analysis items and a good reliability level. In summary, the reliability coefficient value of the research data is higher than 0.7, which indicates that the data reliability quality is high and can be used for further analysis.

5.5. Correlation analysis

Table 8. Person correlation-standard and correlation-detailed
Pearson correlation-standard format

	National identity
Consumption preference	0.577**

* $p < 0.05$ ** $p < 0.01$

Pearson correlation - detailed format

	National identity
Consumption preference	0.577**
	p
	0.000
	Sample size
	100

* $p < 0.05$ ** $p < 0.01$

5.5.1. Analysis procedure-Correlation Analysis

This study employs correlation analysis to examine the relationships between dependent variables (Y) and independent variables (X), focusing on both the existence and strength of relationships.

1. Bivariate Correlation Assessment. Pearson correlation coefficients (r) are calculated between each Y and X variable; Significance levels (p-values) are evaluated at $\alpha = 0.05$; Correlation matrix is generated to display all variable relationships

2. Relationship Characterization Analysis of correlation patterns focuses on:

a) Direction of Relationships. Positive correlations ($r > 0$): Variables move in the same direction; Negative correlations ($r < 0$): Variables move in opposite directions

b) Strength of Relationships. Strong correlation: $|r| \geq 0.7$; Moderate correlation: $0.3 \leq |r| < 0.7$; Weak correlation: $|r| < 0.3$

3. Summary of Findings. Identification of significant

correlations; Description of relationship patterns; Interpretation of correlation strengths; Implications for research hypotheses; Visual representation of key relationships (e.g., scatterplots)

5.5.2. Analytical process

As can be seen from the above table, correlation analysis was used to study the correlation between "national identity" and "consumption preference" respectively, and the Pearson correlation coefficient was used to express the strength of the correlation. Specific analysis shows that:

The correlation value between "national sense of identity" and "consumption preference" is 0.577, and the significance is 0.01 level, which indicates that "national identity" and "consumption preference" have a significant positive correlation.

5.6. Linear regression analysis (Dependent variable = national identity)

Table 9. Analysis of Linear regression(1)
Linear Regression Analysis Result(n=100)

	Unstandardized coefficients		Standardized coefficients	t	p	Collinearity Diagnostics	
	B	Standard error	Beta			VIF	Tolerance
Constant	0.694	0.183	-	3.789	0.000**	-	-
Consumption preference	0.609	0.087	0.577	6.995	0.000**	1.000	1.000
R ²			0.333				
Adjusted R ²			0.326				
F			F (1,98)=48.934,p=0.000				
D-W statistic			1.822				

Note: Dependent variable = national identity

* p<0.05 ** p<0.01

5.6.1. Analysis procedure

This study employs regression analysis to examine the causal relationships between independent variables (X) and dependent variables (Y), focusing on the existence, direction, and magnitude of effects.

1. Model Fit Assessment a) Evaluate Model Quality. R-squared (R²): Proportion of variance explained; Adjusted R-squared: Accounts for number of predictors; F-test significance: Overall model validity. b) Multicollinearity Diagnostics. Variance Inflation Factor (VIF): Critical threshold > 5; Tolerance (1/VIF): Critical threshold < 0.2; Address collinearity issues if detected

2. Model Specification Present the regression equation.

3. Significance Analysis for each independent variable. If it is significant (p-value less than 0.05 or 0.01); It shows that X has an influence on Y, and then analyze the direction of the influence relationship in detail.

4. Effect Size Analysis (Optional). Compare standardized regression coefficients (β).

5. Summary of Findings Document.

5.6.2. Analytical process

It can be seen from the above table that the linear regression analysis is carried out with "consumption preference" as the independent variable and "national identity" as the dependent variable. From the above table, it can be seen that the formula of the model is as follows: "National identity" = 0.694 + 0.609* "consumption preference", and the R-square value of the model is 0.333, which means that "consumption preference" can explain 33.3% of the change of "national identity". When conducting the F-test on the model, it was found that the model passed the F-test (F=48.934, p=0.000<0.05), which means that "consumption preference" will definitely have an impact on "national identity". The final specific analysis shows that:

The regression coefficient value of "consumption preference" is 0.609(t=6.995, p=0.000<0.01), which means that "consumption preference" will have a significant positive impact on "national identity".

5.7. Linear regression analysis (Dependent variable = consumption preference)

Table 10. Analysis of Linear regression(2)
Linear Regression Analysis Result(n=100)

	Unstandardized coefficients		Standardized coefficients	t	p	Collinearity Diagnostics	
	B	Standard error	Beta			VIF	Tolerance
Constant	0.979	0.157	-	6.220	0.000**	-	-
National identity	0.547	0.078	0.577	6.995	0.000**	1.000	1.000
R ²			0.333				
Adjusted R ²			0.326				
F			F (1,98)=48.934,p=0.000				
D-W statistic			2.016				

Note: Dependent variable = consumption preference

* p<0.05 ** p<0.01

5.7.1. Analysis procedure

Same as 5.5.1.

5.7.2. Analytical process

It can be seen from the above table that the linear regression analysis is carried out with "national identity" as the independent variable and "consumption preference" as the dependent variable. From the above table, it can be seen that the formula of the model is as follows: "Consumption preference" = 0.979 + 0.547* "national identity", and the R-square value of the model is 0.333, which means that

"national identity" can explain 33.3% of the change of "consumption preference". When conducting F-test on the model, it was found that the model passed the F-test (F=48.934, p=0.000<0.05), which means that "national identity" will definitely have an impact on "consumption preference". The final specific analysis shows that:

The regression coefficient value of "national identity" is 0.547(t=6.995, p=0.000<0.01), which means that "national identity" will have a significant positive impact on "consumption preference".

5.8. Text analysis

The followings are the word cloud analysis charts and opinion analysis charts of the responses to the questionnaire's open-ended question "Share your more views on the relationship between the changing consumption preferences of Generation Z and the rise of China-Chic in the digital context".



Figure 5. Word cloud

Except for some invalid answers and blank answers, the majority of respondents in this open question held a positive attitude towards the future development of China-Chic.

Most people believe that the rise of China-Chic contributes to the prosperity of the country and the development of patriotic feelings so that traditional culture has attracted more and more attention.

A respondent from Tianjin said, "The rise of China-Chic has changed consumption preferences to some extent. I think the rise of new Chinese style, horse-face dresses, and hair-wearing flowers are all due to the rise of China-Chic."

A respondent from Chengdu, Sichuan province, said, "Nowadays young people pay more and more attention to traditional culture, and more and more appear in daily life, such as Tang makeup, Hanfu, new Chinese clothing, hairpins, and so on. Now we can tell more stories behind traditional culture to make the dynasty more cultural."

A respondent from Fuzhou, Fujian Province answered, "The future development of China-Chic culture should deepen the connotation of traditional culture, innovate the forms of expression, combine modern aesthetic and market demand, broaden communication channels, enhance brand image, and strengthen intellectual property protection, so as to promote the continued prosperity and internationalization of China-Chic culture."

Through text analysis, we can understand the identification

of Generation Z with China-Chic and the promotion of national identity brought about by the development of China-Chic.

6. Result and Discussion

6.1. Relationship between consumption preference of G-Z and the rise of China-Chic

The craze of China-Chic seems to be an accidental social phenomenon, but it is an economic and cultural phenomenon that the government, enterprises, media, and so on jointly help appear. The formation of patriotism education of "Generation Z" young college students cannot be separated from the influence of the macro environment and the joint promotion of diversified subjects.[7]71 On the demand and supply side, Generation Z's need for personalization, cultural content, and support for local brands is in line with the efforts of China-Chic brands to enhance their strength and cultural integration.

At the same time, the consumption preferences of Generation Z have promoted the development of China-Chic brands, while the rise of China-Chic brands has met the consumption needs of Generation Z, forming a virtuous circle.

6.2. Consumption preference and national identity of G-Z

Statistical analysis demonstrates a robust positive correlation between Generation Z's consumption preferences and their sense of national identity, with these two factors mutually reinforcing each other's development. This relationship manifests in multiple dimensions of consumer behavior and cultural engagement.

Generation Z demonstrates distinctive consumption patterns that set them apart from previous generations. They show a marked preference for personalized and customized products, actively seeking ways to express their individual personality through their consumption choices. This generation exhibits a heightened awareness and appreciation of national cultural elements, deliberately selecting products that reflect and reinforce their cultural identity.

The relationship between consumption and cultural identity is particularly evident in Generation Z's engagement with China-Chic products. Their purchasing decisions consistently integrate cultural elements, leading to enhanced national pride and a deeper understanding of traditional values. Through their interaction with culturally-informed brands, they strengthen their connection to their heritage while simultaneously supporting its modern expression.

Their consumption preferences have significantly influenced the development of the cultural industry. Generation Z shows a notable willingness to invest in culturally significant products, providing crucial support for high-quality cultural merchandise. This support has promoted industry innovation and advancement, contributing to the enhanced economic viability of cultural enterprises across various sectors.

Furthermore, Generation Z's consumption patterns play a vital role in cultural heritage preservation. By actively incorporating cultural elements into their daily lives and supporting modern interpretations of traditional culture, they facilitate cultural transmission across generations. Their engagement with cultural products and services promotes innovation within established cultural frameworks while maintaining respect for traditional values. This balanced

approach ensures that cultural heritage remains both preserved and relevant in contemporary society.

This dynamic relationship between consumption preferences and national identity demonstrates how Generation Z's purchasing decisions serve as a powerful vehicle for both personal expression and cultural preservation, while simultaneously contributing to broader economic and cultural development in society.

6.3. Promoting development of national self-confidence through China-Chic

6.3.1. Innovative design, blending tradition and modernity

China-Chic brands should dig deep into the essence of traditional culture, combined with modern aesthetics and consumer demand, creative design. Through cross-border cooperation, joint branding, and other ways, the traditional culture and modern design are perfectly integrated to create both cultural heritage and modern aesthetic China-Chic products.

6.3.2. Digital transformation to broaden communication channels

In recent years, the digital economy based on information technology has become an important driving force for economic development. How to promote the integration of emerging technologies and traditional economic fields, enhancing the innovation ability of products and services, and solve the dilemma of insufficient domestic demand and consumption upgrading has become the key to sustained economic growth.[1]52Harness the power of new media and social platforms for precision marketing and branding. Through short videos, live broadcasts, and other forms, the unique charm and cultural connotation of China-Chic products will be displayed to attract more young consumers' attention and love. At the same time, strengthen the interaction and communication with consumers to establish a stable fan base.

6.3.3. Enhancing international influence

Promote China-Chic brands to the international market, participate in international fashion events and exhibitions, and show the strength and charm of Chinese brands. Through cooperation and exchange with international brands, learn from the international advanced design concepts and marketing strategies, and enhance the international visibility and competitiveness of China-Chic brand.

7. Conclusion

This research contributes to the understanding of the relationship between China-Chic phenomenon and national self-confidence through comprehensive questionnaire analysis, addressing a significant gap in current literature. Through empirical investigation, we have demonstrated how China-Chic represents more than just a consumer trend; it embodies a powerful convergence of cultural identity and economic development. Our findings reveal that China-Chic has evolved beyond mere commercial success to become a cultural movement that resonates deeply with contemporary Chinese consumers, particularly Generation Z. This evolution represents a successful synthesis of traditional cultural elements with modern marketing strategies, creating a unique value proposition in both domestic and international markets.

However, we acknowledge several limitations in our study. While our questionnaire-based approach provided valuable

insights, future research would benefit from more granular analysis of consumer behavior patterns and deeper exploration of psychological motivations driving China-Chic consumption. Additionally, longitudinal studies could better track the evolution of this phenomenon over time.

As China-Chic continues to evolve, its potential to serve as both a cultural and economic force becomes increasingly apparent. The movement's ability to resonate with younger generations while preserving traditional values positions it uniquely to represent Chinese culture on the global stage. Future success will depend on carefully balancing commercial growth with cultural authenticity, ensuring that China-Chic remains a genuine reflection of China's rich cultural heritage while meeting contemporary market demands.

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