

Research on the Influence of Chinese Traditional Culture on Consumer Behavior

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Abstract

The development of consumption concept is not only restricted by income level, price level and living environment, but also influenced by traditional culture and values. In the research of consumption behavior, people pay more and more attention to the influence of traditional culture and values on consumption behavior. Starting from the analysis of the core values of Chinese traditional culture, this paper introduces the main content of Chinese traditional culture and values, and its influence on consumer behavior. The purpose is to remind consumers to pay attention to the influence of traditional cultural values on consumer behavior, and set up correct consumption.

Keywords

Chinese Traditional Culture; Consumers; Consumer Behavior.

1. Introduction

One of the important attributes of culture is its nationality, nationality or group character. Under their special natural environment and social and historical conditions, each nation in the world has created its own national culture with different styles. In this way, the psychology of consumers of different nationalities and cultures will be different. With a vast territory, China has both the common Chinese civilization and regional culture with strong local characteristics. Chinese traditional culture refers to the culture with its own national characteristics created and developed by the Chinese nation in the course of its historical development, including material culture and spiritual culture. Food, clothing, housing and means of production belong to material culture; Language, writing, literature, science, art, philosophy, religion, customs, festivals and traditions belong to spiritual culture.

Traditional culture is the objective accumulation formed through repeated deliberation of time, including the world outlook, outlook on life, values and other parts, and the content of all kinds of material, institutional and spiritual cultural phenomena and cultural consciousness in the past generations.[1] Traditional culture is different from the development of industrial society as the background, accompanied by the economic and technological revolution, especially the revolution of communication technology emerged, with commodity, popular, epidemic characteristics. Consumers display their social attributes by using products and services with specific cultural implications through their consumption behaviors. Through various consumption activities in daily life, consumers make their individual behaviors reflect the cultural characteristics of specific regions, and also reflect the differences in social lifestyles associated with consumption.

The influence of culture on consumer psychology is subtle but profound. The effect of leaving habits in your life over time that you don't even know about is deep and powerful. Chinese culture has a long history of 5,000 years. Nowadays, social and cultural communication and

integration have formed different cultural systems, and consumers have their own unique consumption concepts [2]. Growing environment different, contact with different people, different way of life, different education environment for the these external factors such as consumer demand for their own, the cognitive desire is endless also and same, under the condition of the formation of independent values, on the individual as the unit of consumer psychology and consumer behavior. Under the influence and domination of traditional culture, local consumer groups distinguish the differences of local cultures through independent consumption modes, and show the unique charm of local culture [3].

2. Understand the Consumption in Consumer Behavior from Personal Values

The so-called consumer values refer to people's fundamental views and relevant evaluations on the value and value of things, mainly involving others' values and self-related values. On this basis, the Chinese traditional culture in understanding about themselves and others, oneself and the collective, the relationship between competition and collaboration, in understanding the desires and moderation, now and in the future, men and women, between individuals and groups should be how to get along with, or what kind of relationship and how to view and evaluate other things have their own unique insights, and has a deep-rooted impact on consumer psychology and behavior. In his book "Rural China", FEI Xiaotong, A Chinese anthropologist, described in detail the pattern of the interpersonal relationship between individual and others and between individual and collective consumers in the Central Plains. The so-called pattern of difference is to describe the interpersonal pattern of closeness and distance, as the ripple halo on the surface of the water, by their own extension to go, a circle, according to their distance to divide the closeness and distance.[4] The pattern of differential order makes consumers pay attention to the interdependence between people, which forms the dependent self which is different from the independent self under the background of western culture. A subject with a dependent self will focus on others and the collective, and depend on the population of society and the attitudes of his family. Dependent self-centered consumers will pay attention to the evaluation and reaction of people related to them on their purchase behavior. Individuals are always under the pressure of living for the expectation of others in order to win face and relationship, so as to form face consumption, family consumption and relationship consumption.

2.1. Face Consumption

In the relationship between self and others, self and collective, individuals under the influence of Chinese traditional culture form the interpersonal relationship model of differential order pattern. Therefore, they attach more importance to the interdependence between people in self-concept, forming the dependent self which is different from the independent self under the background of western culture. Self-dependent subjects will focus on others and the collective, and value and rely on social recognition and family support. Under the influence of the traditional Chinese culture of dependency and egotism, consumers will try their best to pay attention to the reaction of people related to them to their purchase behavior. Individuals are always under the pressure of living for the expectations of others to earn face. Therefore, face is of great significance to consumers under the influence of traditional Chinese culture. The consumption behaviors and consumption patterns under the influence of face culture mainly include conspicuous consumption, comparison consumption and symbolic consumption. Through this several kinds of consumption behavior and consumption patterns, consumption subject lies not in the material and buy some goods and services meet the functional requirements, more for maintaining their own face, strengthen others for their own image and

status of cognition, the choice of consumer is not only based on the rational cognition, and good or bad more emotional attitude is based on the like or dislike.

Therefore, in the process of consumption, all consumption involving "face" are extra careful, pay attention to comply with all kinds of etiquette norms, and even lose respectability regardless of their own economic situation, leading consumption, ultra-high consumption, comparison consumption, show off consumption. Human consumption accounts for a large proportion of consumption expenditure and is increasing year by year. In this kind of consumption, consumers' demands on the emotional, bragging and symbolic value of commodities far exceed those on the material value of commodities or services. These types of consumption involve a wide range of subjects, and the purchase behavior is limited by their income to a very low degree. The purchase behavior is largely to maintain face, so they are not very sensitive to the price of commodities, but pay close attention to the packaging and cultural implication of commodities.

2.2. Family Ethical Consumption

Under the influence of Chinese traditional culture, the typical pattern of Chinese social relations is "differential pattern". Social relations in China are constantly extending outwards from the center of the self and its family. Consumers under the influence of traditional culture attach great importance to family and family ethics. Comparing the family differences under the influence of Chinese and Western cultures, there are obvious differences in the way family members get along with each other under the influence of different cultures.

In western culture, families pay attention to themselves. Although each person is responsible for other family members, even parents' responsibility for their children is considered to be limited. Generally speaking, parents have no financial obligations when their children come of age. However, under the influence of Chinese traditional culture, consumers attach great importance to family complex and family ethics, pay attention to the overall interests and development of the family and the family, and rank themselves relatively backward. They are used to "one generation plants trees, and the next generation enjoys the shade".

Chinese culture is characterized by an emphasis on human relations, that is, an emphasis on ethical relations. The core of the traditional culture of our country, it is with ethics as the core of Confucian culture, and the ethics of Confucian culture is developed from the most basic relationships, the dependence of the Chinese people are very valued family members, relatives and on the basis of family ties, relations and China's traditional social relationships from wife, father and son these core relationship are derived. When new products are put on the market, the brand image highlights the characteristics of human relations and consumption according to the situation.

The concept of family ethics, Confucianism and the concept of ethics and morals have great influence on the social moral tradition of the Chinese nation. Chinese consumers have traditionally placed a high value on family members and relationships. Because of the strong family concept, the consumption behavior often takes the family as the unit to buy goods. The traditional concept of family ethics is still maintained, and the interdependence between parents and children is very obvious. Chinese family concept, family dependence, family sense of responsibility is stronger than Westerners, Chinese family is often a consumer unit. For example, Brain Platinum products are presented as gifts to grandpa and grandma in the advertisement, which shows the concept of gifts featuring human relations. This is a gift characteristic influenced by Chinese traditional culture, which is reflected in a variety of consumer goods. Take real estate consumption as an example. A recent online survey conducted by Henan Sina.com attracted nearly 300,000 netizens. The results show that more than 80 percent of people think that happiness is related to the house, while only 10 percent think that the house has nothing to do with happiness. The survey may seem surprising to

Westerners. For Western consumers, a house is just a concrete or wooden place to live, and "whether to rent or buy" is just a form of personal lifestyle. For most consumers deeply influenced by traditional culture, the house has a special meaning. It is not only a building of certain materials, but also a carrier of a family. It attaches importance to the so-called "living and working in peace and contentment" and believes that the stability of the living place and the harmonious development of family life are integrated.

For consumers under the influence of these traditional cultures, buying a house and land is a symbol and expression of the prosperity of the family or even the whole family. As a family property, a house is a proof of material wealth and family culture that can be passed down from generation to generation. On the other hand, if one of his descendants sells his ancestral property, he will be labeled as a "traitor".

2.3. Relational Consumption

In the differential pattern, the relationship is the first priority, and the event is the second. This forms the unique relationship consumption and gift consumption in the consumption behavior, which are the concentrated embodiment of relationship culture. The specific behaviors of all consumers in relational consumption are very different, but the ultimate purpose of their behaviors is the same, which is to establish a good interpersonal relationship. For example, Henan wine bar culture is very famous. In fact, whether it is public relations consumption represented by eating and drinking in business relations, or drinking parties for friends and relatives, the ultimate purpose is to establish a good social interpersonal relationship, so as to shorten the social distance with others on the basis of good social relations. Under the influence of traditional culture, Chinese consumers attach special importance to human relations in daily life [5]. During human relations, it is not only to consolidate and shorten the distance between individuals, but also to reflect their own strength and face. Various types of gift goods are popular in our country, the brain platinum to play brand, the product positioning and advertising promotion is also very good meet consumer psychology in the central plains, the sales volume of brain platinum in Henan is the country's first, Shandong sales for the second, which to some extent is the influence of Chinese traditional culture and the influence area for a longer time.

In relation to consumption and gift consumption, the center of consumption value is the relationship. Such consumption behavior has the characteristics of long-term and interactive in terms of time, and the type of goods consumed is related to the festival situation or the difficulty of doing business. Under normal circumstances, buyers and users are separated. It is worth noting that also reflects the difference in the relationship between consumption pattern, namely status decided to class, the higher the status of the recipients, the higher the present class, that is to say, in the consumption pattern of difference sequence - buy gifts reflect and express the giver's respect for the status of mushroom, and do not reflect the purchasing power of the consumer oneself.

Relationship culture is one of the characteristics of Chinese culture, which is regarded as the core concept to understand Chinese consumer behavior. Under the condition of relationalism culture, the transaction activities of consumers are often not simply the relationship of economic interests, but also the subtle and complex aspects of human relations, reciprocal exchange, face issues and so on. Consumer's purchase behavior is often not only an economic transaction, but a kind of social interaction and relationship.

3. The Impact of Core Values of Chinese Culture on Consumer Behavior

The core values of Chinese culture are the basic values that the Chinese nation formed and widely held in a certain historical period and occupy a dominant position. In the discussion of

the characteristics of Chinese culture, many thoughts involve the core values of Chinese culture, such as the people-oriented relationship between heaven and man, the harmony of interpersonal communication, selfishness, contentment, honesty and credit. This article will introduce some of these important value principles and concepts, which greatly influence our current consumption behavior and habits.

3.1. The Quality of Frugality and Contentment

In traditional Chinese culture, there exists the value principle of "preserving natural principles and eliminating human desires". Therefore, the family and individual consumption emphasizes frugality and frugality, advocates careful budgeting, spends within its means, opposes extravagance and waste, and opposes carpe diet. Thus, changes in income have a rapid and direct impact on purchasing decisions. Frugality has always been the main line of consumption concept in Chinese history, while luxury only exists as a companion. Due to the backward productivity in ancient times, the lack of products due to natural and man-made disasters and other factors, as well as the lack of economic purchasing power of the people, contributed to the formation of the habit of diligence and thrift. People as long as "content" will be "complacent". With the rapid development of modern Chinese economy, people's consumption concept has also changed a lot, and there have been a large number of people who are in advance of consumption. Although the concept of diligence and thrift still restricts people's consumption pattern in a great range, China's consumption concept is not only thrifty and contented, but also has different consumption tendencies.

3.2. The Concept of Harmony as the Most Valuable

Chinese culture pays attention to harmony and unity and harmonious relationship with nature, which is an important difference between Chinese and Western culture. Social harmony is the best ideal state and order. While trying to maintain harmony with people and things in the surrounding environment, this culture is also reflected in all aspects of life. This kind of "harmony" and "preciousness" thought to treat the values of different nationalities and cultures is to advocate equality, recognize the different values of other nationalities and cultures, and advocate the interactive penetration and tolerance of ideologies and cultures between different nationalities or groups. It is more obvious among people. In commodity trading, we try our best to "generate wealth with harmony". Chinese people are used to the consumption mode of peaceful mentality.[6] Therefore, under the influence of such values, the commodity market in Chinese history has been relatively stable, and there have been many cases of friendly "market exchange" between different ethnic groups and countries, rather than the situation of competing and disturbing the market. "Harmony is precious" has naturally become an unspoken rule. Before the 1990s, most consumers, when confronted with unsatisfied consumption or even when their rights and interests were damaged by merchants, would often swallow their anger and only confide their dissatisfaction to friends, colleagues or other acquaintances, and rarely obtain protection of rights and interests through legal complaints. Now, though, the situation has greatly improved. But change is slow, and further change will be a long process. One of the reasons is that the traditional ideas of "peace is most valuable" and "calm down others" are still firmly entrenched.

3.3. The Value Orientation of Righteousness before Profit

The treatment of the relationship between justice and interest embodies the value orientation of Chinese ethics and morals. For example, the concept of "more justice than profit" of neo-Confucianism in Song and Ming Dynasty is one of the most far-reaching tendencies in Chinese traditional culture to the later generations. It should be said that the core of the traditional Chinese concept of justice and interests is to put justice before interest and to rule interest by righteousness. It is a kind of concept of justice and interests that has always been in the

orthodox position and has the most obvious influence on Chinese traditional culture. In the real game between manufacturers and consumers, often smart manufacturers will pay equal attention to "righteousness" and "profit". In order to long-term interests, manufacturers are willing to give up the immediate local interests. To safeguard the "benefit" of consumers, "righteousness" has become the embodiment of enterprise integrity. For consumers, get the manufacturer's "righteousness", and naturally get the due "benefit". Therefore, consumers tend to buy the products of those who have good faith, and pay attention to the manufacturer's commitment and service in sale and after sale.

3.4. Integrity Concept

In Chinese culture, "Cheng" means true, and the most basic meaning is to be honest with one's own nature. On the basis of "honesty", and derived a lot of relevant values, such as "integrity", "sincerity" to people, "loyalty" to the cause, and "words must be done," and so on. In the market economy, consumers will collect a lot of information about different brands belonging to the same product, and evaluate and choose different brands. This evaluation and selection process will be influenced and restricted by consumer values in many ways. Chinese consumers generally tend to have high brand loyalty and enterprise loyalty (including store loyalty). They tend to only choose brands they trust, which is what standardised brand signalling is all about. Consumers are also happy to buy products recommended by "acquaintances". This is the consumer below market economy is right "good faith" unscramble.

3.5. Mental Toughness and Resilience

When consumers buy, they should also evaluate the actual utility and value of the product. The results of the evaluation will be related to consumers' post-purchase actions, such as repeat purchases, return and exchange, complaints and complaints, and so on. Cultural values will influence the behavior of consumers after purchase: some consumers take positive actions when they are not satisfied, such as returning or exchanging the goods, complaining to the company, and complaining to the consumer association, which shows the side of psychological resilience. Another part of consumers may take the attitude of "swallow your pride", "make peace", and do not take any action; Some consumers may seek other products to reduce their inner sense of disharmony, which reflects their great psychological resilience in shopping.

3.6. Old-Fashioned Thinking

According to Liang Shuming, being conservative means being poor in the past and poor in the present, following the rest of the world, rarely entering the spirit of adventure, relocating to a peaceful land, and moving is better than being quiet. This has a lot to do with other consumption concepts as well. For example, the concept of frugality was restricted by the level of productivity and cultural values in ancient times, and frugality became a guiding ideology of consumption behavior. People did not know that expanding consumption could promote economic growth. Now, appropriate lead consumption is also a kind of consumption pattern that accords with the law of economic development. However, before the reform and opening up, people despised this kind of consumption mode, which was traditionally considered as the bad behavior of the "loser", not the healthy consumption mode. Facts have proved that only dare to try to have a new understanding and harvest, and old-fashioned thinking has become a factor affecting the consumption behavior of Chinese people. These different psychological and behavioral reactions of the above-mentioned consumers can be said to be the result of certain cultural values in a sense.

4. Conclusion

To sum up, each element of culture, such as values, norms, customs and material culture, has a certain impact on consumption behavior. From the generation of consumer demand, access to product information, selection and evaluation, to making a purchase decision and after-sales evaluation, consumers have their own values at every stage. Whether it is the principle of integrity or the concept of diligent and thrifty consumption, it will directly or indirectly reflect the legacy and influence of traditional Chinese cultural values. The idea that Chinese traditional culture retains on people under the promotion of economy is deeply rooted. Culture is a broad social consciousness, and as a consciousness, it is by no means passive. Culture and economy are mutual and re-connected. The 5,000-year history of traditional culture has a two-sided influence on modern times, and it also has a positive and negative influence on consumers, which affects the possibility of turning purchasing psychology into action. The impact of culture on the economy on consumers cannot be ignored and profound. In a word, it is very important to establish a scientific consumption view. In the process of real consumption, we should correctly grasp the influence of traditional culture and values on consumption behavior.

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