

Influence of Chinese Weathering Product Design on College Students' Food Purchase Behavior

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Abstract

Today, it is not only "economic China" but also "cultural China" that attracts the world's attention. Cultural self-confidence has broken cultural hegemony. What kind of sparks will collide when "national tide" and "food" are combined? Our project is to study the influence of Chinese weathered product design on college students' food purchase behavior under the background of "national tide wind" To some extent, it points out the development prospect of China's "national food" and provides reference for the innovation and development of domestic brands.

Keywords

National Wind; College Students; Food Purchase.

1. Introduction

Today, it is not only "economic China" but also "cultural China" that attracts the world's attention. Cultural self-confidence has broken cultural hegemony. When "national tide" is combined with "food", what kind of influence will it have on college students' consumption? Our project is to study the influence of Chinese weathered product design on college students' food purchase behavior under the background of "national tide wind".

2. Main Body

2.1. Research Background

In recent years, the "national tide" has risen quietly and brought about a strong storm. CCTV has successively launched many programs with traditional culture as the theme, such as "Poetry Conference", which has generated strong social repercussions and stimulated the public's sense of identity and pride in traditional culture. Traditional culture has become a hot spot again, and this trend has also affected the people's consumption outlook. For example, Naixue's tea and the Imperial Palace Food jointly launched two "Fang Box" series moon cakes. The mooncake design draws inspiration from antique porcelain, filigree enamel, calligraphy and painting loved by Emperor Huizong of the Song Dynasty and other cultural relics, and integrates traditional culture into the mooncake. Since its debut in the tea WeChat mall in Naixue on August 12, it has triggered a nationwide buying trend of mooncakes and aroused heated discussions on social media. There is also the traditional hawthorn cake - Taste Back Hawthorn Fang, which focuses on local snacks with Chinese flavor, including sweet scented osmanthus cake, white sesame crisp, green plum, beef jerky, and sweet potato strips, known as "the light of domestic snacks".

According to the relevant data released by the rebate website of the shopping guide platform, from January to July 2019, the search volume of "Guochao" keyword increased by 392.66% year on year; On Alibaba's platform, the cumulative number of keyword searches related to Chinese elements exceeded 12.6 billion in 2018. It is not only the trend pursued by young people, but also the selling point of business marketing. Now we have entered the Internet era. What is different from the past is that our life is full of a large amount of fragmented information.

Massive information is constantly distracting people's attention. In order to make consumers remember you at once, "high face value" is a way to attract people's attention.

It is most appropriate to take contemporary college students as the research group. In 2018, Nielsen released the Report on China's Consumption Trend Index in the Fourth Quarter of 2018. The report shows that the consumption intention of the post-90s (born in 1990-1999) is 63 points, higher than that of the post-80s (60 points), post-70s (54 points), post-60s (54 points) and other age groups, becoming the main consumption force in the Internet era. Therefore, the current consumer group in China is gradually becoming younger, which means that we should be more popular with young consumers to win the market. For them, simple "good quality and low price" is no longer their pursuit. They prefer products that can demonstrate personality and culture. In this way, Guochaofeng products are more suitable for young consumers than ordinary products.

2.2. Research Meaning

We see that European, American, Japanese and Korean brands have made great achievements in the international market, and have also completed the export of their own culture while obtaining huge economic benefits. On the contrary, we need to reflect the existence and value of Chinese brands through research, and explore the real driving force behind people's higher expectations for domestic brands and the pursuit of products with Chinese cultural characteristics and meanings. General Secretary proposed that culture is the soul of a country and a nation in the article "Strengthen cultural self-confidence and build a socialist cultural power". Culture revitalizes the country, and culture strengthens the nation. Without a high level of cultural self-confidence and cultural prosperity, there will be no great rejuvenation of the Chinese nation. We should be confident in the path of socialism with Chinese characteristics, in theory, and in the system. In the final analysis, we should be confident in culture. This paper is based on this point to study, with certain theoretical and practical significance.

1) Theoretical significance

Previous experts and scholars are all based on the innovative application of traditional cultural elements in costume design and illustration design under the background of national tide. However, there are few researches on food packaging design and how to do a good job in traditional food innovation, and we can enrich the theoretical level of this field through in-depth research.

2) Practical significance

We will make an in-depth analysis on the influence of products designed by Chinese customs on college students' food purchasing behavior. The conclusions drawn from these analyses will help Chinese brands correctly grasp the direction of food innovation and reform under the national tide, and provide some decision-making basis for some old brands to catch up with the national tide. Behind the national tide is not only the rise of brands made in China and China, but also the manifestation of China's feelings and China's self-confidence. The upgrading of manufacturing in China is the basis for the formation of the "national tide", and the continuous improvement of Chinese people's consumption power is an important reason for the formation of the "national tide". The promotion of cultural self-confidence is the driving force for the formation of the "national tide", and the joint action of the government, media and enterprises is a powerful boost for the formation of the "national tide". It has certain practical guiding significance for China to become a powerful country in science and technology, manufacturing and quality, and for China brand to become synonymous with high-quality products in people's minds.

2.3. Development Trends

No matter at home or abroad, under the general environment of the wave of national wind, a large number of experts and scholars have devoted themselves to the application research of national weathering product design in clothing, cultural creation, etc., and have not been deeply involved in the research on food purchase behavior before. However, "national hot flashes" are both an economic phenomenon and a cultural phenomenon. With the rapid development of the Internet and the continuous improvement of people's living standards, changes in consumer demand have opened up new development space for domestic products, and the rise of domestic products has also reshaped consumers' cultural pursuits and stimulated their inner cultural self-confidence. In the future, more and more people will carry out a series of research in this field.

2.4. Main Content

- 1) Explore the specific influence of Chinese weathered product design on college students' food purchase behavior, and what aspects are reflected in it.
- 2) Explore the effective ways to improve the purchasing power of the food designed by Chinese customs for contemporary college students.
- 3) Explore how domestic food distinguishes its own brand cultural self-confidence from national cultural self-confidence, and how to better apply cultural self-confidence, how to innovate and build brand culture together with consumers.
- 4) Explore the internal influence of consumer culture and national cultural self-confidence on college students' purchase of foods designed by Guofeng.

Third, innovation

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"National Fashion Food" also appeared with the popularity of "National Fashion" and "National Fashion Clothes". Nowadays, some food businesses have introduced the so-called "national tide" food following the "national tide wind", but the expectations and actual effects of some businesses are quite different. Nowadays, the research on "National Tide Food" is not thorough, and there are few people involved. Lack of in-depth and thorough research on the consumption impact of "national food". And our project mainly studies "national tide food".

Influence on college students' consumption. To some extent, it makes up for this convenient gap.

The reason why college students are chosen as the research subject is that college students, as contemporary young consumers, play a certain representative role in the "national tide" consumption. Often the popularity of some products starts from the university. And in universities, news spreads rapidly. Assuming that the appearance of "national food" has a certain impact on the consumption of college students, I believe that "national food" will be favored by consumers soon.

2.5. Existing Foundation

Being in the university, the students around me are more or less involved in a little "national food". It will be more convenient to know their real thoughts on "national food" and provide data for our research. The person in charge of the project has participated in a pioneering project before, and has some experience. He has published a paper on financial management.

Moreover, we have conducted a questionnaire survey of some students on campus before to investigate their understanding of "National Tide Food" and their willingness to buy it, so as to lay a certain foundation for the following research. Three team members learned python last

semester and were able to capture data. A team member from big data major studied modeling and data analysis, and can build a reasonable model for the data we collected.

Although data analysis software such as python is not particularly skilled, it may take a long time to analyze data; The understanding of the word "national tide" is not comprehensive; The collected data is complicated and numerous, and we may be confused at a time; Players may have contradictions and conflicts when analyzing data. These are the problems that we may encounter in the process of promoting the project. In data analysis, we can ask skilled people and practice more to improve our data analysis speed. The popular word "National Tide" can be further understood through Zhihu, Baidu and other software, so as to broaden one's knowledge. Good communication is essential for a team. When conflicts and contradictions occur, the team leader needs to patiently guide them to communicate calmly, express their inner thoughts and resolve conflicts. After all, the ultimate goal of a team is to do its best to complete the set projects.

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