

Study on the Purchasing Intention of Consumers Under Generation Z to Domestic Cosmetics Brands

Xianyi Tang^{1, a, *}, Nutteera Phakdeephrot^{1, b}

¹Rattanakosin International College of Creative Entrepreneurship, Rajamangal University of Technology Rattanakosin, Nakhon Pathom 73170, Thailand

*Corresponding author Email: ^atang.xianyi@rmutr.ac.th, ^bnutteera.pha@rmutr.ac.th

Abstract: This project explores the mechanism of country-oriented consumer's influence on domestic cosmetics consumption intention and its mediating role between brand identity and overall product effectiveness, taking "Era Z" as the research object. The research results will reveal the interaction mechanism of "national identity" on "Era Z" customers' social emotion and domestic cosmetics consumption intention, and explore the mediating effect of "brand self-identity" and "overall product effectiveness". According to the actual situation of state-owned enterprises in China, the corresponding management countermeasures are given. The findings of this study are as follows: (1) Patriotism and trade protectionism have a positive promoting effect on brand social sentiment, but have no positive impact on it. (2) Patriotism and trade protectionism positively affect consumers' consumption intention, but in this process, social and economic conservatism has no significant effect on consumers' consumption intention. (3) In the consumption behavior of "Generation Z", the social emotion of enterprises has a positive impact on their purchase intention, and the social emotion of enterprises regulates the moderating effect on consumption intention.

Keywords: Customer first, Customers' social emotions, Customer recognition, The utility of commodity integration, Customer's purchase intention.

1. Introduction

With the acceleration of global economic integration and the vigorous development of social networks, domestic goods are becoming increasingly popular, and "new domestic goods" are increasingly accepted and welcomed by people. From the craze of toilet seats, suitcases, rice cookers and eye masks from China to Japan, to Li Ning, Bosidong, Lao Gan Ma and other local products emerging worldwide, local brands continue to play a role and gradually set up a new fashion standard. The peanut beef roll ice cream, which "titillate" the taste of Shanghai people, ignited the enthusiasm of Shanghai people to "taste fresh"; With the cooperation of hot sauce hoodie, Peak's "black technology" products, and the main "one person to eat" ramen house, since the pot, the rise of these emerging countries, completely subvert people's traditional "national goods" concept. Relevant figures show that in the past ten years, Chinese people's attention to domestic products has increased by 500%, and 75% of people have been searched [1]. According to the statistics released by Ali Research Institute, Taobao, Tmall and other e-commerce platforms, the proportion of domestic independent brand goods has reached 80%, while the market share of domestic Internet platforms has reached 72%. More Chinese consumers no longer blindly "worship foreign", began to pay attention to local products with creativity, quality and characteristics.

Consumers' sense of racial superiority is an important factor that cannot be ignored in the choice of goods. Since Shimp and Sharma first put forward the "consumer country center" theory in 1987, the term has attracted people's attention, but its original definition has increasingly exposed its defects. In recent years, some scholars have subdivided it into different dimensions and developed corresponding measurement tools, thus opening up a new way of studying consumption country centralism in the new era. In the context

of China's economy entering the "new normal" and the rise of digital economy, this project intends to deeply explore the mechanism of the state-centric consumer theory on the purchase intention of localized goods from multiple perspectives. Still, the research on the mechanism needs to be expanded in the current domestic environment [2]. In the consumption behavior, in addition to emotional and unconscious factors, more often is a rational understanding. The degree of product intervention measures the user's time and energy invested in certain product information, directly affecting the user's choice of information and the final purchase behavior. The results show that the higher the degree of participation of more products, the more reasonably the product information collected affects their purchase intention. Then, what are the differences in the perception and information collection of domestic products among customers with different levels of participation? Will this difference significantly impact the purchase intention of localized products in different dimensions? Why is this happening? Social norms, cost perception, harm degree perception and ability perception have been considered mediating variables, but the mechanism of product intervention has not been studied.

Domestic brands have appeared in the market with a new image in recent years, and have been welcomed and recognized by most users [3]. Among them, more than 60% of China's gross national product is driven by the emerging consumer of Generation Z, so it is very necessary to carry out relevant research from the perspective of "Generation Z". Secondly, this paper discusses how social emotional factors affect the national consumption intention in the era of Z based on the new research perspective of social gathering emotions, to formulate correct brand planning for Chinese enterprises, effectively carry out brand marketing, expand consumer groups, and better adapt to the needs of consumers. At the

same time, it is of great practical significance and value to improve domestic brands' brand image and competitiveness, enhance brand equity and build international brands. The project will take "Era Z" as the research object to investigate the influence mechanism of consumers' national consciousness on their Chinese consumption intention, and explore its mediating effect between brand identity and product integration effectiveness. First, the theoretical model is built through literature review and analysis. Corresponding questionnaires are prepared based on the previous mature scale [4]. Empirical research is used to make statistics and analysis of the collected data. Furthermore, the mechanism of the effect of consumer national pride on brand social emotion and made in China intention of customers in the era Z was discussed, and the mediating effect of brand self-identity and product comprehensive efficacy in this interactive effect was also discussed. According to the actual situation of state-owned enterprises in China, the corresponding management countermeasures are given.

2. Overview of Related Concepts

2.1. Consumer ethnocentrism theory

The concept of national superiority in consumption originates from national superiority in social and psychological fields. Summer (1906) first put forward the concept of state-centered theory. He pointed out that state-centered theory means that "a person regards the group to which he belongs as the starting point for observing things and the core of all things, he divides all groups into different classes, and regards the social customs of this group as the most appropriate criterion." They regard the symbols and values of their group as a matter of pride and aspiration, and despise the symbols and values of others [5]. The consumption of national superiority originates from the sense of national superiority. This concept originated from Shimp and Sharm (1987), which combined the state-centered theory with the consumer behavior theory to describe the rationality and ethics of customers purchasing goods abroad. The ethnocentric theory of consumption will have a certain impact on consumers' perception, making them feel that if they buy an imported product, it will cause harm to their domestic economy, which will cause unemployment in their country, and cause them to revolt. And non-state-centered customers, in the purchase of goods, often only based on the product's characteristics, and ignore the product's origin. Some scholars also believe that when consumers with this characteristic compare domestic products with foreign products, they will show positive emotions towards local products, such as natural identification with local products, and negative emotions towards foreign products, such as psychological rejection. Therefore, the concept of national standard means that customers believe that the goods of their own country are better than theirs, giving them a sense of identification and belonging.

2.2. Consumer Psychology

Consumer behavior is a complex dynamic process involving psychology, sociology, economics, marketing and many other disciplines. As the main object of marketing, consumer groups' psychological and behavioral research has always been a common concern in all fields of society. From the point of view of economics, the essence of consumption is the maximization of utility, that is, when their income is

limited, they will compare different products or services to meet their needs to the greatest extent, that is, when making products and services, they will give priority to products or services with higher prices [6]. The theory of consumer behavior in marketing reveals a series of behaviors of consumers in the process of purchase, use and processing. The first is the cognitive problem, that is, people find the distance between their expectations and reality, and then find their problems; The second is the search type, that is, users through the analysis of the situation, to make better choices; The second is the evaluation and screening, that is, the information collected by users according to certain criteria to evaluate and select each brand or product; The fourth step is the selection process of the product; After purchasing and using a product, consumers will evaluate the product and buy it again.

Shopping intention originated from psychology and was introduced into marketing with the emergence and development of consumer behavior. However, in real life, due to the large number of complexities and differences in real life, the existing research methods can not quantify customers' shopping behavior, so this paper adopts the purchase intention of customers in the early stage of entrepreneurship as a metric index. Some scholars regard shopping intention as a psychological motivation formed by deliberate planning. Since then, there have been more and more researches on purchasing intention [7]. After conducting empirical studies on four different commodities, some scholars believe that purchase intentions can be used to make effective predictions in terms of consumer behavior and can be a good predictor of future sales. Some scholars have pointed out that consumers have different purchase intentions when faced with various brands. In marketing, the research on purchase intention has lasted for more than 30 years, covering a wide range, the research level and perspective are inconsistent, and consumer psychology, corporate social responsibility and so on are the most representative and widely studied fields.

3. Theoretical Model and Hypothesis of Research

3.1. Mathematical Modeling

"Prosocial" is a behavior that puts the group's good before one's interests and shows care, compassion, and benefit to others. In the context of consumption, "pro-social" means that consumers go beyond their interests to help their friends without asking for remuneration, and consider it a moral and duty to buy domestic goods for the benefit of their country out of consideration for their own country's economy and the jobs of their workers. "Cognitive distortion" means that when consumers with an "ethnic perspective" look at the external environment, they tend to have a biased attitude or opinion toward other countries and their products, thus forming a strong stereotype of origin, that is, exaggerating their advantages on local products and expanding their disadvantages on foreign products, resulting in a biased understanding of domestic and foreign products. "Insecurity" means that when foreign goods cause high domestic unemployment, high trade deficit, high debt and other problems, "national" consumers will become more sensitive, once they find such risks, they will adopt the way to support domestic goods to protect their economy [8]. Self-examination is a kind of nation-centered theory that consumers unconsciously and spontaneously stimulate, that is, it is already there, but it is often ignored and perceived, that

is, people will subconsciously prefer domestic goods. When choosing between imported and domestic goods, the corresponding incentive factors will stimulate people's subconscious "national standard" concept, affecting their choice of goods and the final purchase decision. Such an unconscious sense of national superiority "waiting to be awakened" is a major aspect of consumer national superiority, which Siamagka and Balabanis define as "reflexivity." "Habit" refers to a habit formed in the process of individual growth through continuous, continuous, continuous communication with others, for example, if a customer's family members have a certain preference for domestic goods, he tends to buy local goods many times. This project will greatly enrich the research content of consumer nationalism, provide a new research Angle and research method for its research, and improve the pertinence and operability of its measurement.

This project takes social emotion as the starting point, consumer country as the guide, brand social emotion, self-consistency, product comprehensive utility and other relevant theories combined with relevant research results at home and abroad, proposes the main influence model of "consumer race-based purchase intention", with brand social emotion as the intermediary, brand self-consistency and product comprehensive utility as the moderating variables [9]. Generation Z grew up in the background of national patriotic

education and the popularization of the Internet, and they have strong patriotic feelings and the desire to safeguard the country, so the paper divide them into three levels: patriotism, protectionism and social and economic conservatism. Patriotism is a sense of national responsibility and honor, while trade protectionism and social and economic conservatism refer to people's resistance to foreign goods to protect their industries and economies. These three situations all promote the sense of responsibility and obligation of consumers for domestic products, that is, the social sentiment of the brand, thus improving their purchase intention. Secondly, the consumer groups of the "Z era" strongly express themselves, personality and image, and show such personality expression through the purchase of goods to highlight their own image and personality. This project intends to introduce the intermediary variable of "self-identification" to investigate how the matching degree of different types of "Era Z" customers affects the purchase intention of Chinese manufacturing enterprises. In addition, since the consumer's consumption behavior of a certain commodity is itself a commodity that can satisfy the customer, the paper introduce the overall utility of the product into the research and use it as an intermediary factor to investigate how the overall use effect of the product affects the social emotion and purchase intention of the customer.

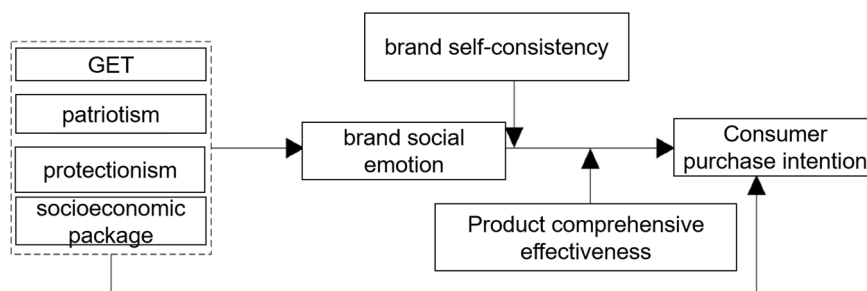


Figure 1. Conceptual model diagram

3.2. System Assumptions

H1: Consumer ethnocentrism has a significant positive impact on consumers' purchase intention for domestic products.

H2: Prosociality significantly positively influences consumers' purchase intention for domestic products.

H3: Cognitive distortion significantly positively affects consumers' purchase intention for domestic products.

H4: Insecurity has a significant positive impact on consumers' purchase intention for domestic products.

H5: Reflexivity significantly positively influences consumers' purchase intention for domestic products.

H6: Habituation has a significant positive impact on consumers' purchase intention for domestic products.

3.3. Intermediation effect of product intervention

The degree of product involvement is the amount of time and energy consumers spend on searching and processing information related to commodities, as well as the degree of consumers' attention to commodities, or the subjective judgment of consumers on the value and meaning of commodities under their awareness level and mental condition [10]. It refers to an internal state of mind in which

consumers judge and give feedback on the importance of information and their relationship under the incentive of external commodity information. Under the condition of different degree of involvement in commodities, customers' behaviors will change. Therefore, commodity intervention has an extensive role in customers' purchasing decisions. More often than not, high-intervention customers put more thought into the purchase decision, while less engaged customers are usually not interested in the product or do not have enough information to put more time and effort into the purchase decision. Many studies have shown that the degree of product intervention has a positive effect on the differentiation and integration degree of customers in information processing, such as the frequency of customers' purchase of a certain product or brand, customers' cognition of product attributes, cognition of product importance, brand cognition and preference, advertising cognition and perceived risk. Among them, the degree of brand participation plays an important role in product perception, so it also has a certain impact on the purchase intention of localized products. The theory of national consumer centrist refers to consumers' protection of domestic workers, overconfidence in domestic products, fear that foreign products will cause damage to the domestic economy, subconscious preference for domestic products, and long-term consumption habits of consumers,

which will have a greater impact on consumers' emotions, thus making consumers choose domestic products. Tends to become more emotional. The consumers who have a greater influence on the product rely more on the collected product information to make a more rational and objective evaluation of the product. Referring to the two cognitive systems proposed by Richard Thaler in Nudge, the paper can see that: Consumer nationalism is based on the automation of human emotions, and it acts intuitively and automatically on human emotional responses, thus forming an intuitive, unconscious, direct, produced by intuitive, spontaneous, intuitive, and from intuitive thinking systems. However, product intervention is more dependent on the rational thinking of customers [11]. When consumers with a high degree of participation make purchase decisions, they are more based on their observation and experience, a rational thinking system. Therefore, consumer ethnocentrism and commodity intervention are two completely independent thinking systems. Under certain conditions, there will be some inevitable contradictions in the internal behavior of consumers.

In some western developed countries, because of the good quality of their local products and good reputation, when consumer participation is deeper, they will have a relatively complete understanding of the product, knowing that the quality of domestic products is good. The reputation is good, and customers with ethnocentric tendencies will be more inclined to choose their favorite local products. However, in developing countries like us, there are still many differences between our local products and high-end products worldwide, and the paper is slightly lacking in brand influence. Therefore, national consumers will spend more energy and energy in purchasing decisions to collect more product information. By recognizing the difference between goods made in China and high-quality goods from abroad, these rational and objective thinking and judgment will promote them to reduce their preference for goods from a certain country due to country-centered emotions, and thus reduce their willingness to buy domestic goods [12]. Therefore, for domestic consumers, the degree of product intervention in the domestic market will impact the consumption intention of domestic goods, and then affect their purchase intention of domestic goods. In particular, when domestic consumers with pro-social behavior motives decide to buy a domestic product, the more involved they are and the more fully they grasp the quality information, the lower their purchase intention will be. In China, the greater the degree of participation in a decision to buy a domestic product, the more likely there will be less intention to buy. At home, the higher the level of participation in a decision to buy a domestic good, due to the insecurity of fear that imports will harm their economic interests, the more likely it is that their purchase intention will be weaker; In China, because people have a subconscious "self-reflexive" tendency towards local goods, when they intend to buy a local product, the more involved they are, the less likely they are to buy it. In China, if a person wants to buy a domestic product based on their own long-standing domestic shopping habits, the higher the level of participation, it is likely to weaken their intention to buy.

4. Questionnaire and Data Analysis

4.1. Questionnaire analysis

The paper chooses various brands of domestic smart

phones as the research targets based on sorting out and summarizing the domestic and foreign research results. Because it has a close relationship with the daily life of consumers, and its audience is very wide, therefore, for the mainstream mobile phone brands, they also have a better understanding [13]. At present, there are many famous brands of smart phones in China, so that users can choose among many brands. The study adopted the online survey method, placed it on the official website of a third-party research organization, and published relevant information through the network platform, so that the majority of netizens could actively participate. From April 8, 2022 to April 22, 2022, 400 questionnaires were received. Excluding invalid questionnaires, 400 analytical samples were obtained, with a recovery rate of 100%.

4.2. Data processing

4.2.1. Research on reliability and validity

In this paper, SPSS19.0 software was used to test the reliability and validity of each index. The Cronbach' sAlpha of the overall consumer satisfaction questionnaire was 0.936, and the remaining data were shown in Table 1. The study found that all Cronbach alpha exceeded 0.70, meaning all variables had good internal consistency. In addition, the factor load of each variable is above 0.5, the variance extracted by each variable is above 0.50, and the CR is above 0.70, indicating that each variable has good convergence effectiveness. Mplus7.0 software was used to conduct confirmatory factor analysis for all the survey subjects. In these studies, consumers' purchase intention measurement model has become saturated and is in good agreement with the actual research results. In addition, this study also found that the influence of customer ethnocentrism on the degree of product intervention also conforms to two indicators, namely, the influence of customer ethnocentrism on the degree of product intervention, namely $RSMEA < 0.08$, $CFI > 0.9$ and $TLI > 0.9$.

4.2.2. Description and correlation of indicators

SPSS19.0 was used to conduct descriptive statistics and Pearson correlation research on 5 sub-dimensions of prosocial, cognitive distortion, insecurity, reflexivity and habitativeness. The results are shown in table 3, the average score of five levels of consumption racial superiority is 4.083, 3.199, 3.396, 4.098, 3.916, finally it is concluded that the average consumer racial superiority is 3.739, each score more than 3.0 standard, This shows that the ethnocentrism of Chinese consumers can be measured by using CEESCALE questionnaire. In addition, there is 0.353 correlation between national consumption tendency and purchase intention of domestic goods. The five dimensions of "prosociality", "cognitive distortion", "insecurity", "reflexivity" and "habituation" are positively correlated with the purchase intention of domestic goods. The results showed that prosociality, cognitive distortion, insecurity, reflexivity, habituation, ethnocentrism and purchase intention of household goods had significant positive effects ($P < 0.001$). A structural equation model with low system deviation reduces the multicollinearity effect between dimensions.

Table 1. Reliability and validity analysis results

variable	Measurement index	Standardized factor load	Cronbach's Alpha	AVE	CR
prosociality	PRO1	0.748	0.886	0.603	0.890
	PRO2	0.835			
	PRO3	0.742			
	PRO4	0.769			
	PRO5	0.803			
Cognitive distortion	COG1	0.783	0.822	0.494	0.748
	COG2	0.631			
	COG3	0.672			
insecurity	INS1	0.793	0.829	0.610	0.829
	INS2	0.787			
	INS3	0.776			
reflexivity	REF1	0.725	0.783	0.551	0.790
	REF2	0.740			
	REF3	0.771			
habituation	HAB1	0.861	0.861	0.675	0.866
	HAB2	0.869			
	HAB3	0.741			
Product involvement	INV1	0.902	0.964	0.814	0.964
	INV2	0.923			
	INV3	0.938			
	INV4	0.869			
	INV5	0.900			
Purchase intention	PI	0.876	0.906	0.755	0.907
	PI	0.922			
	PI	0.818			

Note: PRO refers to a pro-social relationship. COG reflects cognitive biases. Instagram suggests a lack of security. REF stands for a reflexive function. HAB means habit. CEESCALE represents a consumption-oriented concept. PI represents the purchase intention of domestic goods. INV represents the level of engagement with a product.

Table 2. Results of confirmatory factor analysis

survey	x2	df	x2/df	RMSEA	CFI	TLI	AIC	BIC
Consumer ethnocentrism	319.474	112.500	2.958	0.077	0.981	0.966	16236.656	16482.793
Product involvement	11.529	5.208	2.306	0.063	1.038	0.994	4124.756	4184.305
Purchase intention	0	0		0	1	1	2690.463	2726.192

Table 3. Descriptive statistics and correlation of variables

variable	M	SD	PRO	COG	INS	REF	HAB	CEESCAL	PI
PRO	4.083	1.080	1						
COG	3.199	1.136	0.640	1					
INS	3.396	1.238	0.605	0.540	1				
REF	4.098	1.031	0.727	0.586	0.603	1			
HAB	3.916	1.110	0.727	0.640	0.492	0.749	1		
CEESCAL	3.739	0.924	0.900	0.835	0.806	0.889	0.877	1	
PI	4.153	1.129	0.349	0.261	0.218	0.396	0.310	0.368	1
INV	3.282	1.264							

4.2.3. Hypothesis test

4.2.3.1 Consumer-oriented purchase intention of domestic commodities

This project intends to take Chinese manufacturing enterprises as the research object, and build the structural equation of Chinese manufacturing enterprises' independent brands by constructing the image analysis method based on Chinese manufacturing enterprises. Before building the model, the problems in the same dimension are encapsulated by the internal consistency method to reduce the number of metric indices, reduce errors, improve consensus, simplify the model, estimate parameters and fit the model, and improve the model's effectiveness. All indexes of this model have reached a good degree of fitting. This study found a

significant positive correlation between the purchase intention of consumer-oriented localized goods and tested H1. This study further explores the influence of different types of consumer ethnocentrism on the purchase intention of domestic goods. With the dimensions of prosociality, cognitive distortion, insecurity, reflexivity and habituation as independent variables, and the consumption intention of Chinese manufacturing enterprises as independent variables, the structural equation conforming to good indicators was constructed. It is found that in the current social context, Chinese manufacturing enterprises have a positive predictive effect on the purchase intention of localized goods ($P < 0.05$), but no significant effect on the purchase intention of localized goods ($P > 0.05$).

4.2.3.2 The mediating effect of product intervention degree was verified

In addition, the paper will also use the potential structural equation method to examine the influence of customer nationalism on the purchase intention of domestic goods, and examine the extent of its influence on domestic goods. LMS overcomes the problems of the traditional product index method, such as the difficulty to determine the product index and the non-normality of the product item, but regards it as a mixture of conditional normality without manual construction of the index, to effectively overcome the parameter estimation error caused by the product index construction method. The LMS model does not give the fitting index, and it is found that the interactive influence of consumer national awareness and product penetration has a significant negative impact on the purchase intention of Chinese manufacturing enterprises ($P < 0.01$).

This project intends to use the LMS method to construct five sub-variables under the corresponding subdivision dimension and the product intervention effect under the corresponding multiple subdivision dimensions, and apply it to the decision analysis of Chinese manufacturing enterprises. It is found that the five sub-dimensions of Chinese manufacturing enterprises have both positive and negative impacts on consumers' purchase intention of domestic manufacturing enterprises, that is to say, the influence of factors such as prosociality, cognitive distortion, insecurity, reflexivity and habituation on localization enterprises and the purchase intention of consumers of localization enterprises.

Table 4. Information index of each model

model	Akaike (AIC)	Bayesian (BIC)
PRO×INV	22972.4	23357.48
COG×INV	22973.56	23358.64
INS×INV	22974.04	23359.12
REF×INV	22971.78	23356.86
HAB×INV	22974.3	23359.38

5. Essay

5.1. Flexible use of "reflexivity"

For enterprises, they can strengthen the cultural and national construction of their products and services, such as classical Chinese poetry, Chinese folk music, Hanfu, calligraphy, panda, Chinese cuisine and other elements of Chinese culture, so that customers can find their cultural belonging in the products and services, to build a unique "cultural Great Wall" belonging to China. It can also highlight the "domestic" logo in advertising, product display, and other marketing, so it is easier to unconsciously awaken the self-reflection ability of Chinese people. For the government, it can rely on the existing national brand strategy such as "National Brand Plan" and "China Brand Day", take the initiative to promote and show domestic brands through "choice design" and other soft means such as "promotion" by relying on the spontaneous response of customers, and tell the story of Chinese brands to enhance the influence and visibility of Chinese brands. It can also be through policy slogans, public service advertisements and other ways, so that the public can realize the positive effect of buying domestic goods for the development of the country and the development of enterprises, and cultivate the national consumption concept of the people.

5.2. Cultivate quality competitiveness for "Made in China"

For enterprises, in addition to daily advertising and promotional activities, the paper should also recognize that quality is the foundation of the company's development, but also the foundation and guarantee of science and technology and brand, therefore, in this regard, the paper should take the initiative to strengthen our independent innovation to the world's various advanced technologies, so that the quality of products can be further improved. To fill the gap with similar products at home and abroad in performance, stability, reliability, safety and other aspects. At the same time, it is necessary to build a complete quality assurance system from research and development to production to after-sales service, and strictly supervise the quality of products. From the national level, the relevant policy support should be increased to encourage domestic enterprises to accelerate scientific and technological innovation, strengthen quality management, improve product quality, and cultivate people's trust in domestic products. In this process, the paper should vigorously support high-level researchers to invest in the research and development of key technologies, continue to increase basic research efforts, improve the system and environment of basic research. Finally, it is necessary to improve the environment for high-quality development, so that the legal system has enough deterrent power for enterprises that produce and sell counterfeit goods.

5.3. Integrate with local culture to create brand-name characteristics

Our research results show that consumers in the era of Z have brand self-consistency in their consumption of domestic goods. If the image and personality of national brands are consistent with their self-image and self-characteristics, their brand social emotion will have a greater effect on their purchase intention. Forbidden City limited lipstick, perfect diary eyeshadow plate, Oriental style "flower west", Hanfu, traditional Chinese yo-yo plum, these are based on Chinese tradition, the spread of China's unique spiritual charm, won a group of cultural confidence of the young people's favor. Therefore, in the design and promotion of products, enterprises should combine the elements of national emotion with the elements of traditional Chinese culture, so that customers can reflect their character and national pride in purchasing national goods. At the same time, the consumption concept of the "Z era" also presents the characteristics of diversification, like the pursuit of individuality and expression of themselves. Therefore, in the design of products, it is necessary to highlight their personality, improve the beauty, cool sense, lovely sense of the product, and at the same time, it can strengthen the union of various brands, so that the product is more in line with the character and personality of customers in the Z era. Secondly, through the story of a brand to show themselves, to pass their values, lifestyle, life attitude and so on to customers, to deepen the brand's understanding.

5.4. Increase scientific and technological research and development efforts, to break through the famous brand

The consumers in the era of Z are influenced by the effect of product mix in their purchase of domestic goods, and with the enhancement of product mix effect, their brand social

sentiment has a greater effect on their purchase intention. Therefore, when domestic enterprises attach importance to brand marketing, they should pay more attention to improving the technology and quality of products and continue to innovate and breakthrough on the brand. Just as Huawei's 5G technology innovation in recent years is well known by most users, Huawei has not only made great progress in science and technology but also won the trust of users and the cognition of its brand. Therefore, domestic brands should integrate scientific and technological innovation into the strategy of enterprises, increase the investment of research funds, develop their technology, and achieve brand innovation and breakthrough, so that their products can impress customers and improve their desire to buy.

6. Conclusion

Through the research on the regulation of consumer nationalism on brand social emotions, the paper find that the patriotism and protectionism of consumers in Era Z have a positive promoting effect on the formation of their brand social emotions. Among them, the higher the degree of patriotism and protectionism, the stronger the brand social emotions of consumers. However, at the social economic level, consumers' conservatism does not significantly impact their brand's social sentiment. In addition, the paper also found that the patriotic and protectionist consciousness of consumers in the "era Z" has a significant positive effect on the consumption tendency of domestic products. In particular, the more patriotic and protectionist people are, the stronger their propensity to consume; However, in the domestic commodity market, consumers' social and economic conservatism has no significant effect on their purchase intention of national products. National name brand is part of national culture, plays a pivotal role in the economic development of China. When consumers buy domestic products, they have a feeling of responsibility and obligation to the domestic brand, that is, the social feelings of the brand, which can also enhance customers' purchase intention. With the globalization of trade and the integration of Chinese and foreign civilizations, the trade and commerce between countries is also accelerating. At the same time, people's mentality has also become more open-minded, especially the new generation of "Z", they have a distinct personality, broad vision, independent and inclusive character, less conservative in social and economic aspects, so they do not have a significant impact on the brand's social sentiment and purchase intention.

Through the research on the moderating effects of consumer patriotism, protectionism and purchase intention, the paper finds a certain moderating effect on the influence of consumer patriotism and trade protectionism on consumer purchase intention. The research finds that the essence of consumers' influence on the purchase of domestic goods is that the social emotions of enterprises, that is, the patriotism and protectionism of consumers, first affect the social emotions of enterprises, and then affect consumers' purchase intention. However, consumer patriotism, trade protectionism and other factors only impact consumer purchase intention. Therefore, the paper can see that in the development process of national goods, brand social emotions play a very key role, that is, a country's enterprises can promote and promote the development of domestic goods through such emotions.

This study further explores the influence of consumers on consumer behavior. If the self-image and self-personality of

the customer are consistent with the image and personality of the national product, the stronger the brand social emotion, the higher the purchase intention; If the self-image and self-personality of customers are less consistent with the image and personality of national products, the influence of their brand social emotions on their purchase intention is less. The reason is that the new generation of consumers tend to show their personality and imagery, and have a special consumption Angle, focusing on the "eye edge" of goods. Therefore, when a product has more to show itself, more people will be willing to buy.

Through the analysis of the mediating effect of the overall use efficiency of the product, the paper can see an obvious mediating effect between consumers' social emotions and consumers' consumption intentions. The higher the overall use value of the product, the higher the social emotion towards the brand, the higher the consumption tendency; If the total use of a commodity is small, the reverse is true. The comprehensive use of products is considered from the point of view of use. When purchasing national goods, the overall use effect will be compared, to maximize their income. Therefore, after the enterprise gives the product or brand a certain national emotion and value, it is more necessary to improve the quality and cost performance of the product And according to the novel and unique consumption taste of generation Z consumers, creativity and innovation.

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