

"Chinese fad" and The Driving Factors of "Chinese fad"

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Abstract: In recent years, the influence of "Chinese fad" or "guochao" as a fashion trend has been rising in China and the world. "Chinese fad" is the result of the combined force of many factors. This article will first explain the phenomenon of "Chinese fashion", sort out the development process of "Chinese fashion", and analyze the driving factors. These factors can be summarized into four aspects, namely social factors, marketing factors, product and economic factors. Finally, I put forward my own thoughts on the dilemma of "China Fashion" brand.

Keywords: Chinese fad manufacturing economic products.

1. Introduction

At the beginning of 2018, Li Ning announced that he will appear at the New York Fashion Show on February 7 with the "Wudao" series of Chinese elements shoes and clothing, which means that Li Ning will become the first sports brand in China to appear at the New York Fashion Week, highlighting the "ambition" of domestic brands to accelerate the process of internationalization. 2018 was doomed to be extraordinary. The "Palace Museum Lipstick Series" launched by the Palace Museum in cooperation with Runbaiyan, a national brand of Huaxi Biology, will be sold out as soon as it is sold. Beijing Satellite TV has laid out the "Chinese fad Strategy", created a brand matrix, and launched popular "Chinese fad" cultural programs such as Upped New, Old Palace and I Wait for You in the Summer Palace.

2018 was undoubtedly the first year of "Chinese fad".

In the following years, the "Chinese fad" spread in full swing, sweeping all walks of life in China.

According to Baidu 2021 Chinese fad Pride Search Big Data, "Chinese fad" has seen an increase of 528% in attention in the past 10 years. In 2021, the attention of domestic brands reached three times that of foreign brands. Mobile phones, clothing, cars, cosmetics, food, and home appliances have successively become the six categories with the fastest growth in attention of domestic products, defining the "Chinese fad 3.0 era".

Today, with more traditional Chinese charm, the "Chinese fad" has returned to rationality after experiencing a rapid development stage with the tide of the times and short video dividends. Some homogenization, plagiarism, speculation, high prices and other phenomena tied to "Chinese fad" are common nowadays. How to make the jailed "Chinese fad" get rid of such labels as "being picked like leeks" and high premiums has become a problem that people urgently need to think about and start to improve. To solve this problem, we must first understand why "Chinese fad" can prevail.

2. Meaning of "Chinese fad"

There are many definitions of "Chinese fad". A popular saying is "the brand of Chinese local fashion designers or managers", which is quite related to the development process of "Chinese fad".

From about 2000 to 2018, "Chinese fad" has its own star

aura, but it is a niche in the consumer market. In 2003, Edison Chen and Pan Shiheng jointly founded "CLOT" (the abbreviation of CLOT FAMILY and the name of the company's trendy clothing brand), followed by the establishment of Jay Chou's original brand MRJ, and the birth of many star brands such as Li Chen, Pan Weibo, Yu Wenle, Chen He, Zheng Kai, etc. Although the star fashion brand can not be strictly called "Chinese fad", because the cultural connotation contained in its brand does not come from China. But the star fashion brand has opened a new chapter for China's fashion market. As the trend culture is increasingly accepted by more people, the "Chinese fad" brand created by ordinary people is also rising.

As mentioned above, 2018 is an important year because it really started the "China-Fad Movement". Li Ning showed up at the show with the "Wudao" series. "Wudao" means adhering to self understanding, self-examination and self creation, using sports brands to interpret Chinese traditional culture, and most appropriately showing what a good "Chinese fad" product should look like.

In this way, the development of "Chinese fad" has gone through a process of first becoming popular with a small crowd and then having Chinese elements. When the "Chinese fad" brand is no longer a niche, and more and more popular with the younger generation, the "Chinese fad" brand has been injected with a new connotation, that is, national and national elements. From the perspective of consumption, it is a popular trend that can satisfy consumers' curiosity and conformity. From a deeper level, it is a brand based trend that can not only meet the publicity of young consumers' personality and their pursuit of fashion, but also a popular phenomenon arising from the natural return of traditional culture. "This understanding relatively comprehensively summarizes the basic elements of 'Chinese fad': China, brand, trend and culture." [1]

The element of "Chinese fad" can be roughly understood as "China" plus "trend", but its connotation is diverse. From the perspective of manifestation, it can be a cultural and creative program that traces back to Chinese tradition, or a new Chinese brand that can enhance international influence. From the perspective of carrier, it can be a kind of physical object for people to watch and use on the exhibition stand, and it can also be a cultural phenomenon to enhance people's higher spiritual needs. From the perspective of the scope of influence, it can be either the domestic products that have

captured the favor of domestic audiences, or the creative products that shine brilliantly on the international stage.

3. Driving factors of "Chinese fad"

Whether it is the birth of Chen Guanxi's "CLOT" or Li Ning's "Wudao" that came to the fore in Fashion Week, the prosperity of "Chinese fad" and the predecessor of it, "Star Tide", cannot be separated from the promotion of individuals and groups. However, this paper will not focus on the role of individuals and organizations in the analysis of the driving factors of the "Chinese fad", but will focus on a more macro perspective to deeply analyze why the "Chinese fad" can be popular.

3.1. Social factors are the basis of its development.

In a broader time frame, China's economy has taken off rapidly after the reform and opening up, the disposable income of residents has been increasing, and the demand for cultural consumption has been growing. With the continuous improvement of the consumption ability of Chinese people, China's ability to consume imported goods is also improving. However, this phenomenon is cooling down with the rise of domestic brands and the disenchantment of foreign brands. Therefore, domestic brands are gradually becoming the choice of more and more consumers.

At the same time, China's industrial structure is constantly upgrading, which is different from the development of processing and manufacturing industries relying on cheap labor in the early stage of economic development. In recent years, China has continuously promoted economic transformation and industrial upgrading, stepped up the mistake of pursuing quantity and low cost, and is committed to improve its infrastructural level from "made in China" to "created in China" and to "intelligent manufacturing in China". China has made great progress in innovation, emerging technology and manufacturing industries. For example, the number of patents of Chinese enterprises is at the leading level in the world; the communication industry, artificial intelligence, new energy, big data and other emerging high-end industries have developed rapidly; the traditional manufacturing industry has been continuously optimized and updated, so that more and more consumers, even overseas consumers, accept and trust domestic products.

In addition, China's population structure has undergone important changes in recent years. Generation Z refers to the "digital natives" born from 1995 to 2009. In the past two decades, since the rise and development of the "Chinese fad", Gen Z has become a generation with high consumption habits, willingness and strength due to its economic boom and the huge difference between contemporary productivity and consumption power. The data shows that the scale of China's Gen Z has reached 264 million. In 2020, the contribution of "the Gen Z to social consumption will reach 40%. In 2021, the consumption expenditure will exceed 5 trillion yuan." [2] At the same time, the Gen Z is also the main consumer group of "Chinese fad" brand. Self enjoyment and value identity are the main consumption power of the Gen Z, while the family and trend elements in the "Chinese fad" correspond to these two consumption pain points of the Gen Z group respectively. It can be said that "Chinese fad" and the Z era grew up together.

3.2. Marketing factors promote the popularity of "Chinese fad".

If social factors are the solid foundation, then marketing artificially promotes the popularity of "Chinese fad". The 20 years of "Chinese fad" warming up coincided with the era of Web2.0 and Web3.0. The change of the Internet environment has constantly expanded the scope of "Chinese fad" potential groups and promoted the innovation of marketing methods. Various social media platforms contribute to the search volume and click volume of the brand, making Chinese fad products popular. "New Chinese brands accurately match the personalized needs of customers, pay attention to the immersive shopping experience of the scene, master the new characteristics of consumer behavior, build a shopping scene with the help of the digital economy, strengthen the application of big data marketing technology and the experience management of the whole life cycle of customers, and create numerous successful cases of marketing innovation." [3]

3.3. Marketing is the means, but quality is the decisive factor.

Excellent quality can attract a steady stream of consumers, improve brand reputation and influence, and promote consumers' word-of-mouth propaganda and repurchase behavior by word of mouth. Only when the "trend" appears in a large area and is needed by the majority of consumers, can the trend not only be a short-lived heat and short-term consumption trend. If designers simply stack ethnic elements, consumers will not pay for it. For example, just printing New Year's greetings such as "Wish you a fortune! Give me a red packet!" on a dress has turned it into a pricey "Chinese fad" brand. In this way, what has been lost is not only the standard of the brand, but also the favor of consumers attracted by the "Chinese fad" element.

In addition to quality, the external image should also make the consumer group have the impulse and desire to consume. In other words, the trend should constantly improve the sensory needs of consumers on the basis of ensuring quality to meet the demands of different consumer groups.

3.4. Guarantee and reverse force of economic factors

The impact at this level mainly comes from the adverse impact of the foreign economic environment, the steady recovery of the domestic economic environment, and the powerful engine formed by China's intelligent manufacturing.

The epidemic seems to have nothing to do with "Chinese fad", but by observing its time nodes, we can find that the two have a significant overlap in time. The epidemic seems to have nothing to do with "Chinese fad", but by observing its time nodes, we can find that the two have a significant overlap in time. In the past five years, the impact of the epidemic on the world economy has undoubtedly been enormous. Although the overall economic situation of China in recent years cannot be described as prosperity, the past three years can still be summed up in terms of growth. Due to the impact of the epidemic, people and truck drivers in major ports around the world continue to be in short supply due to infection, resulting in supply chain disruption, thus causing "ship blockage" in major ports around the world. According to the data, the average growth rate of China's import and export of goods from 2020 to 2022 is 10.3%, and exports can

best reflect the resilience of the supply chain. The integrity of the labor force ensures the integrity of the domestic manufacturing industry chain, which will not affect the development of "Chinese fad" during the epidemic, and provide a powerful engine for China's manufacturing industry.

Conclusion

3.5. Current situation of "Chinese fad"

To sum up, "Chinese fad" is a popular phenomenon in the field of consumption that takes brand as the carrier, which can not only satisfy the publicity of young consumers' personality and their pursuit of fashion, but also emphasize traditional culture. The popularity of it among citizens is mainly driven by social factors, marketing, product quality and economic factors, of which the impact of social factors can be traced back to reform and opening up, changes in industrial structure and population structure. However, the same knife cuts bread and fingers. It is undeniable that the above driving factors are not only important driving forces for the continuous development of "Chinese fad", but also the problems that make "Chinese fad" in trouble.

3.6. Suggestions and thoughts on dilemma of "Chinese fad"

First, the imbalance between the supply and demand structure of China's manufacturing industry is still prominent, and the supply-side structure needs to be reformed to make up for the vacancy in the upstream enterprises of the domestic industrial chain. Starting from improving the quality of supply, we should promote structural adjustment by means of reform, correct the distortion of factor allocation, improve the level of supply, enhance the adaptability and flexibility of the supply structure to changes in demand, improve total factor productivity, and better meet the needs of the people for a higher standard of living.

Second, we should carefully use marketing means to prevent overdraft of "Chinese fad dividend" and "Chinese fad" conceptualization. Enterprises should return to the essence of the brand and get rid of the market-driven online internet celebrity brand model. The pace of life in modern society makes people forget about many things quickly. If brand products cannot be accurately marketed according to their own positioning, no matter how to catch up with the

concept heat, the product is likely to be just a flash in the pan.

With the explosive spread of information on the Internet platform, the consumer group trapped in the information bubble can not seize them by relying on publicity gimmick alone. The key of product marketing is to find the appropriate entry point of brand content and marketing content according to the brand's own product positioning, and combine modern aesthetic taste to express the product quality and connotation.

Third, the most fundamental and most impressive thing for consumers is still the excellent quality and consumption experience. There are numerous products of various quality in the market where the bad become mixed with the good, and many enterprises use the name and popularity of "Chinese fad" to sell products, which will damage the reputation of domestic products; there are also many consumers who are "kidnapped" by patriotic slogans to pay for the slogans; some enterprises imitate and plagiarize, breaking market rules and affecting the reputation of "Chinese fad".

For the long-term development of it, consumers need to urge enterprises and brands to constantly improve the core competitiveness of their products. In addition, industry related policies, as industry norms, help to promote the high-quality development of "Chinese fad" from the source.

Fourth, from the perspective of the international situation, the current political and economic situation is complex and changeable, and the manufacturing industry is still the focus of global competition. If China wants to break through the encirclement and interception in the global market, it is necessary to show the spirit of craftsmanship of a big country, and achieve a truly proud and competitive Chinese brand and even the world brand.

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