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YOUNG AND MIDDLE-AGED ADULTS' AWARENESS OF DOMESTIC BRANDS AND THEIR CONSUMPTION INTENTIONS

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Abstract: As cultural confidence and appeal within China's consumer market grow, the Z-generation consumer group has rapidly emerged. New consumption models centered on digital consumption and confidence-driven spending continue to expand, observing and attracting consumers to purchase domestic brands. Domestic brands are developing rapidly, and the consumer market is continuously expanding. This study aims to explore the understanding and consumption intentions of domestic brands among young and middle-aged adults in Shandong Province. Through a questionnaire survey targeting young and middle-aged individuals in Shandong Province across different age groups, genders, occupations, and income levels, data was collected regarding their awareness, usage patterns, and future outlook toward domestic brands. This information provides insights into the current domestic brand market. The study addresses six key research questions and offers recommendations for the future development of domestic brands. After validating the questionnaire's reliability and validity and completing both online and offline surveys, the collected data was analyzed using cross-tabulation, one-way ANOVA, clustering analysis, and linear regression models. The primary objectives are to assess the consumption willingness and satisfaction levels of Shandong's young and middle-aged population toward domestic brands, propose substantive recommendations for the future development of domestic brands, enhance consumer confidence in domestic brands, and contribute to the vigorous growth of the domestic market and industry, thereby sustaining the momentum of the domestic brand trend.
Keywords: Domestic brands; Domestic dual circulation; Consumer willingness; Consumer satisfaction

1 INTRODUCTION

With the rapid development of online information, domestic brands have gained widespread recognition both domestically and internationally. This trend presents new opportunities for Chinese enterprises to expand globally while also posing corresponding challenges. Therefore, researching consumers' perceptions of domestic brands and their willingness to purchase them holds significant importance.

Du Wei and Ding Zhouyang point out that while domestic beauty brands are on the rise, they remain in the early to mid-stage of development, with limited growth in the high-end market. They recommend optimizing channel strategies, enhancing shopping experiences, and implementing targeted digital marketing [1]. Wen Qi used Li-Ning as a case study, constructing a model based on S-O-R and customer value theory to examine the impact of brand collaborations on college students' sports goods consumption [2]. Luo Yuanyuan found that domestic brands frequently employ cross-industry collaborations, national trend marketing, and celebrity endorsements, while "wild consumption" exhibits characteristics such as co-created content, livestreaming support, and emotional resonance [3]. Wang Mei and Han Shuhui argue that traditional domestic brands must shed outdated images and prioritize new media operations to attract young consumers, while emerging brands need to clarify their development direction [4]. Chang Fangyuan outlines the context of domestic brands' resurgence, proposing increased effective supply, integration of trendy domestic products into daily life, innovative fusion with traditional culture, and international expansion [5]. Li Zhen reports significant growth in domestic consumption in recent years, arguing that development must rely on technological advancements to improve quality, expand markets, and draw inspiration from traditional culture [6]. Liang Yi emphasizes that the rise of Generation Z has propelled domestic trends into mainstream consumption, requiring Chinese brands to focus on quality, visual appeal, and innovation—shifting from product sales to cultural value transmission [7]. Han Nie analyzed overseas comments on Li Ziqi's videos to offer recommendations for Chinese brands' cross-cultural overseas marketing [8]. Polfuß Jonas constructed a matrix to categorize and compare cross-cultural brand-building and communication approaches among Chinese enterprises, examining communication practices of established and emerging brands while forecasting future marketing trends for "Made in China" [9].

In summary, research on young adults' perceptions and consumption preferences toward domestic brands warrants further exploration. Future studies could delve deeper into the core factors influencing young adults' purchasing intentions, thereby providing a more robust theoretical foundation for promoting the development of domestic brands.

2 CROSS-SECTIONAL ANALYSIS OF PERCEPTIONS AND CONSUMPTION PATTERNS TOWARD DOMESTIC BRANDS AMONG DIFFERENT DEMOGRAPHIC GROUPS

2.1 Age and Social Media Access Methods

Age has a certain influence on the way people learn about domestic products through social media. This paper uses the chi-square test for further verification, as shown below:

Table 1 Age and Social Media Chi-Square Test

	Value	Degree of freedom	Progressive significance (two-tailed)
Pearson chi-square	12.082a	2	.002
Likelihood Ratio	12.028	2	.002
Linear correlation	11.491	1	.001

As shown in Table 1, the progressive significance level is 0.002, which is significantly less than 0.05. This indicates that age has a significant effect on the way individuals learn about domestic products through social media.

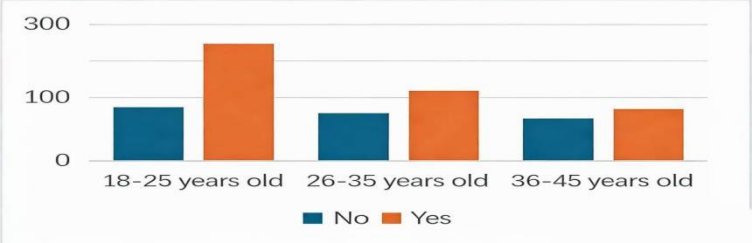

Figure 1 Number of Users across Different Age Groups Who Learn About It Through Social Media

As shown in Table 1 and Figure 1, the proportion of consumers who learn about domestic products through social media decreases with increasing age.

2.2 Understanding of Occupations and Domestic Brands

Occupation has a certain influence on the level of familiarity with domestic products. This paper uses chi-square calculations for further verification, as shown below:

Table 2 Occupation and Knowledge Card Chi-Square Test

	Value	Degree of freedom	Progressive significance (two-tailed)
Pearson chi-square	86.884a	36	.000
Likelihood Ratio	90.690	36	.000
Linear correlation	17.672	1	.000

As shown in Table 2, the progressive significance is 0.000***, which is far less than 0.05. This indicates that occupation has a significant impact on the level of familiarity with domestic products.

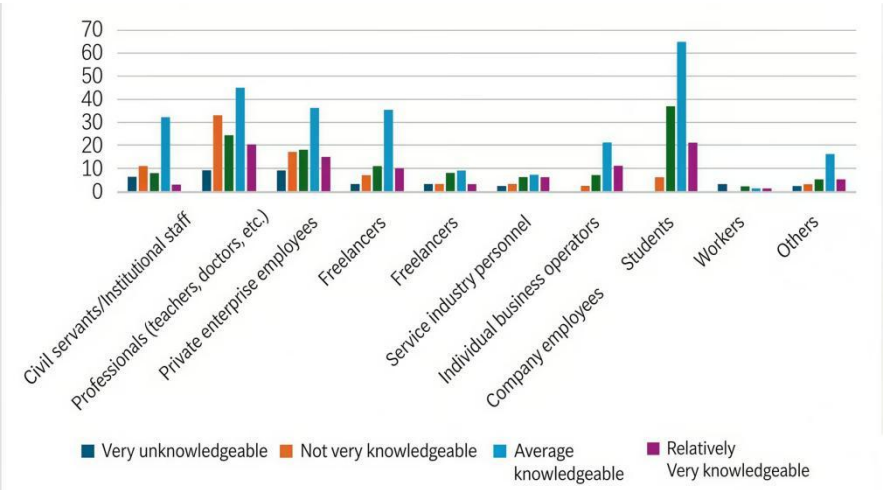

Figure 2 Level of Familiarity with Domestic Brands Across Different Occupations

As shown in Table 2 and Figure 2, company employees demonstrate significantly greater familiarity with domestic products compared to other occupational groups in the survey, indicating that company employees possess a higher level of knowledge regarding domestic goods.

2.3 Occupation and Use of Shopping Software

Occupation has a certain influence on the shopping software used for domestic products. This paper employs chi-square tests for further verification, as shown below:

Table 3 Chi-Square Test for Occupational and Shopping Software Usage

	Value	Degree of freedom	Progressive significance (two-tailed)
Pearson's chi-square	18.778a	9	.027
Likelihood Ratio	19.009	9	.025
Linear correlation	5.152	1	.023

As shown in Table 3, the progressive significance value is 0.027, which is significantly less than 0.05. This indicates that occupation has a significant impact on the use of shopping apps as a channel for learning about domestic products.

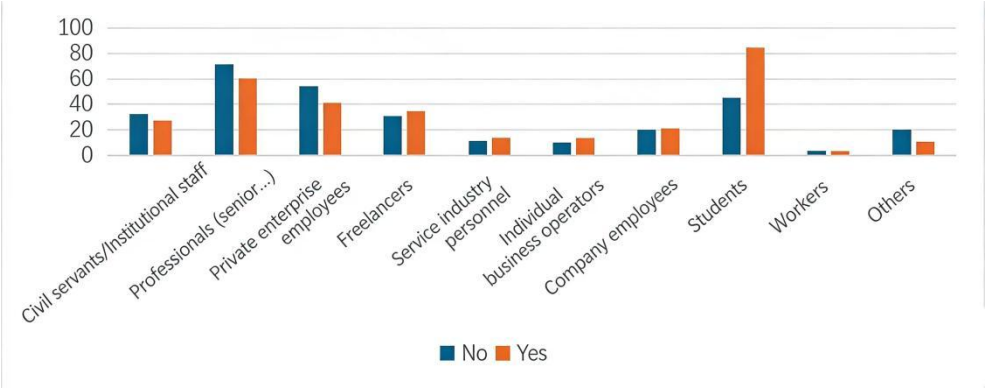

Figure 3 Shopping App Usage Across Different Occupations

As shown in Table 3 and Figure 3, individuals employed as self-employed business owners and students are more likely to discover domestic products through shopping apps.

2.4 Career and Social Media Awareness Channels

Occupation has a certain influence on the channels through which people learn about domestic products via social media. Below, we further test this using chi-square calculations as shown:

Table 4 Occupation and Social Media Chi-Square Test

	Value	Degree of freedom	Progressive significance (two-tailed)
Pearson's chi-square	36.964a	9	.000
Likelihood Ratio	37.570	9	.000
Linear correlation	6.813	1	.009

As shown in Table 4, the progressive significance value is 0.000***, which is far less than 0.05. This indicates that occupation has a significant impact on the way individuals learn about domestic products through social media.

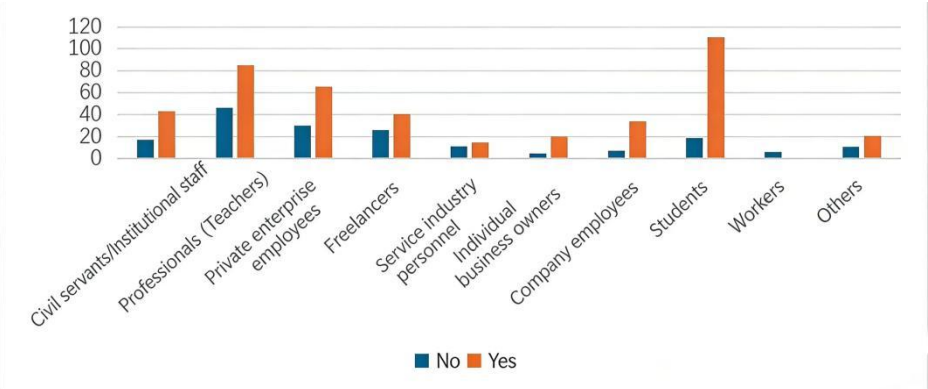

Figure 4 Number of Social Media Accounts Owned by Users across Different Professions

As shown in Table 4 and Figure 4, individuals employed as self-employed entrepreneurs, company employees, and students primarily learn about domestic products through social media.

3 FACTORS INFLUENCING YOUNG AND MIDDLE-AGED ADULTS' PURCHASE OF DOMESTIC PRODUCTS BASED ON ONE-WAY ANOVA

2.1 Relationship Between Age and Purchase Categories

To investigate whether there are differences in the product categories purchased by people of different age groups, a one-way ANOVA was conducted on age and product category, as shown in the figure below:

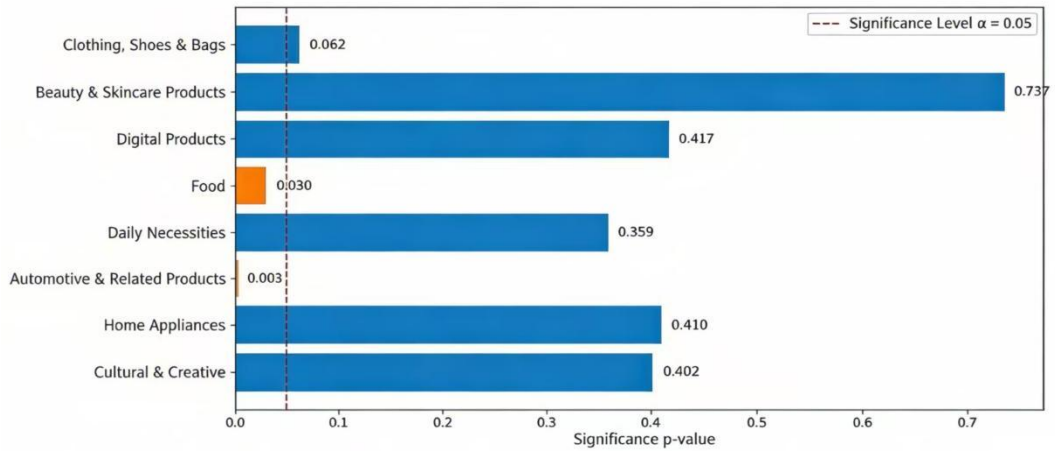

Figure 5 Homogeneity of Variance Test Results for Different Domestic Brands and Age Groups

As shown in Figure 5, the significance P-values for apparel, footwear, and accessories; beauty products and skincare; digital products; daily necessities; home appliances; and cultural and creative products are all greater than 0.05, indicating homogeneity of variance. For the remaining categories, the P-values are less than 0.05, indicating non-homogeneity of variance. Welch's test is required for further analysis.

Table 5 ANOVA for Age and Purchase Category

		Sum of Squares	Degree of freedom	Mean Square	F	Significance
Clothing, Shoes, and Bags	Between groups	.319	2	.160	.211	.810
	Within the group	459.172	606	.758		
Cosmetics, skincare products	Between groups	1.368	2	.684	.982	.375
	Within the group	422.260	606	.697		
Digital products	Between groups	1.393	2	.697	1.121	.327
	Within the group	376.571	606	.621		
Daily necessities	Between groups	.960	2	.480	.620	.538
	Within the group	469.279	606	.774		
Home Appliances	Between groups	6.174	2	3.087	4.274	.014
	Within the group	437.698	606	.722		
Cultural and Creative Industries	Between groups	1.056	2	.528	.680	.507
	Within the group	470.917	606	.777		

As shown in Table 5, the significance levels for apparel, footwear, and accessories; beauty products and skincare; digital products; daily necessities; and cultural and creative products are all >0.05, indicating no significant differences. However, the significance level for home appliances is <0.05, indicating a significant difference.

Table 6 Robust Test for Equality of Means Between Age and Purchase Category

		Statistics a	**Degree of freedom 1**	**Degree of freedom 2**	**Significance**
Food Category	Welch	.022	2	284.062	.979
Automotive and related products	Welch	1.782	2	288.524	.170

As shown in Table 6, the significance levels for food products and automotive and related products are both >0.05, indicating no significant difference.

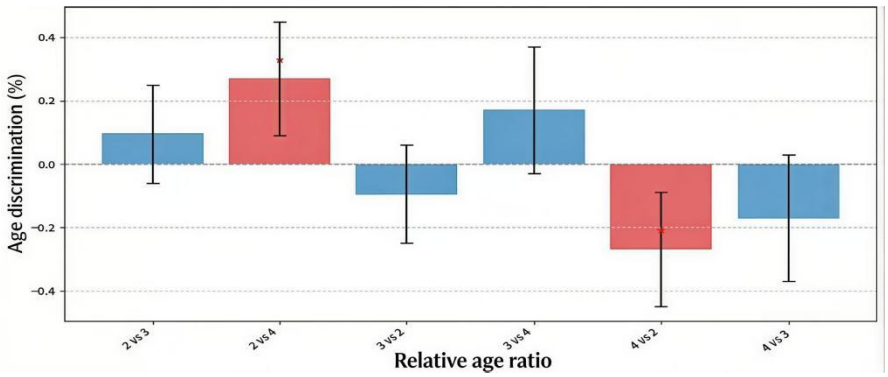

Figure 6 Multiple Comparisons of Age and Household Appliance Purchase Categories

As shown in Figure 6, the significance level for household appliances is <0.05, indicating that there are significant differences in purchasing intentions for household appliances across different age groups. The positive or negative signs of the mean differences between different groups reveal that:

The 18-25 age group exhibits higher purchasing intent for home appliances compared to the 26-35 and 36-45 age groups. The 36-45 age group demonstrates lower purchasing intent for home appliances than the 18-25 and 26-35 age groups. The 26-35 age group shows lower purchasing intent for home appliances than the 18-25 age group, yet higher purchasing intent than the 36-45 age group.

3.2 The Relationship Between Age and Repurchase Activity

To investigate whether there are differences in repurchase likelihood across different age groups and product categories, a one-way ANOVA was conducted on age and repurchase likelihood, as shown in the figure below:

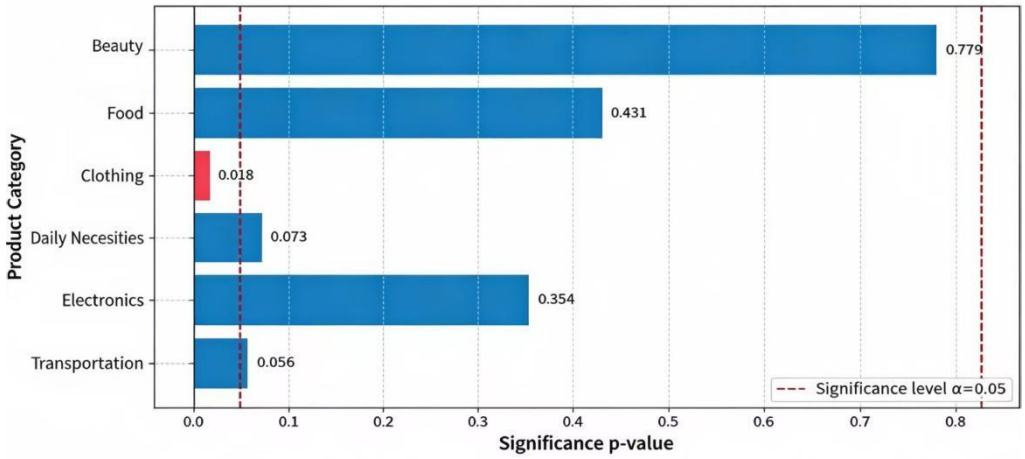

Figure 7 Test Results for Homogeneity of Variance in Age and Repurchase Status

As shown in Figure 7, the P-value for clothing significance is <0.05, indicating non-homogeneity of variances. Welch's test is required for further analysis. The remaining P-values are >0.05, indicating homogeneity of variances.

Table 7 ANOVA of Age and Repurchase Status

		Sum of Squares	Degree of freedom	Mean Square	F	Significance
Beauty	Between groups	6.092	2	3.046	2.112	.122
	Within the group	874.108	606	1.442		
Food	Between groups	10.618	2	5.309	3.556	.029
	Within the group	904.656	606	1.493		
Daily necessities	Between groups	17.568	2	8.784	6.580	.001
	Within the group	808.977	606	1.335		
Electronic products	Between groups	1.448	2	.724	.533	.587
	Within the group	822.683	606	1.358		
Means of transportation	Between groups	1.312	2	.656	.477	.621
	Within the group	832.652	606	1.374		

As shown in Table 7, the significance levels for cosmetics, electronics, and transportation are >0.05, indicating no significant differences. For food and daily necessities, the significance levels are <0.05, indicating significant differences.

Table 8 Robust Test for Equality of Means Between Age and Repurchase Status

		Statistics a	Degree of freedom 1	Degree of freedom 2	Significance
Clothing	Welch	1.012	2	275.434	.365
a. Asymptotic F distribution					

As shown in Table 8, the significance of clothing is >0.05, indicating no significant difference.

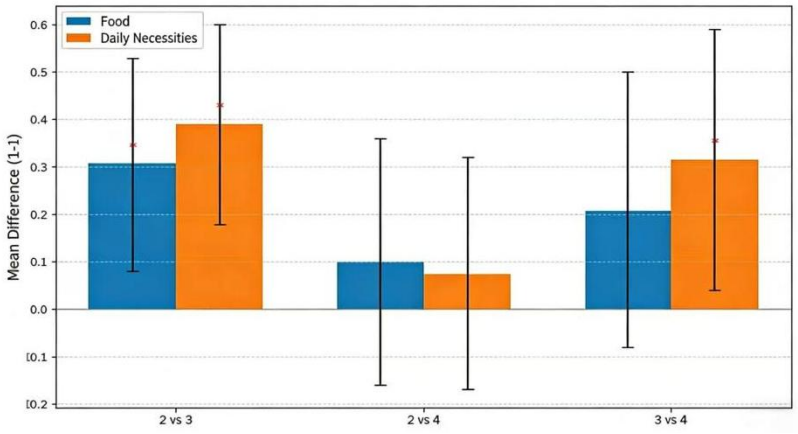

Figure 8 Multiple Comparisons of Age and Repurchase Patterns

As shown in Figure 8, the significance level for daily necessities and food is <0.05, indicating that there are significant differences in the categories of products repurchased across different age groups. The positive or negative signs of the mean differences between different groups reveal that:

The 18-25 age group is more likely to repurchase food and daily necessities than the 26-35 and 36-45 age groups. The 26-35 age group is less likely to repurchase food and daily necessities than both the 18-25 and 36-45 age groups. The 36-45 age group is less likely to repurchase food and daily necessities than the 18-25 age group but more likely than the 26-35 age group.

3.3 The Relationship Between Age and Influencing Factors

To investigate whether differences exist between individuals of different age groups and various influencing factors, a one-way analysis of variance (ANOVA) was conducted on age and influencing factors, as shown in the figure below:

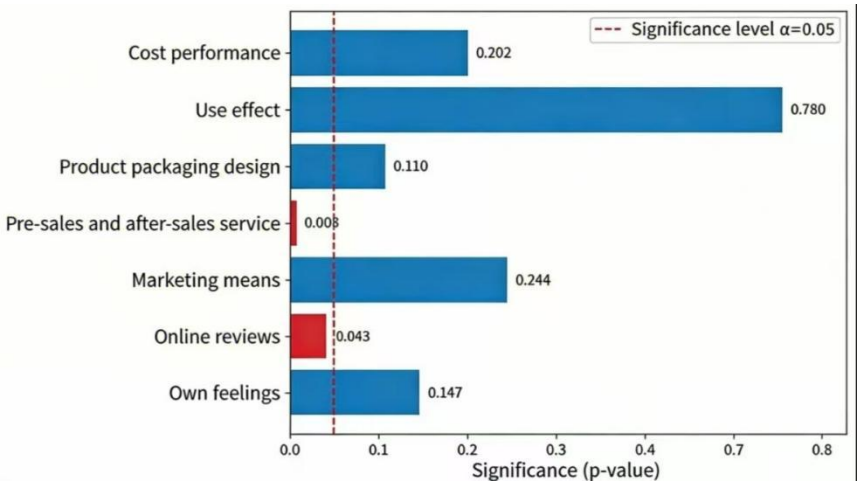

Figure 9 Results of the Homogeneity of Variance Test for Age and Influencing Factors

As shown in Figure 9, the significance P-values for cost-effectiveness, usage effectiveness, product packaging, marketing methods, and personal sentiment are all >0.05, indicating homogeneity of variance. For the remaining variables, P-values are <0.05, indicating non-homogeneity of variance. Welch's test is required for further analysis.

Table 9 Age and Influencing Factors: ANOVA

		Sum of Squares	Degree of freedom	Mean Square	F	Significance
Value for money	Between groups	9.339	2	4.669	3.331	.036
	Within the group	849.463	606	1.402		
Usage Effect	Between groups	19.815	2	9.908	7.099	.001
	Within the group	845.794	606	1.396		
Product Packaging Design	Between groups	5.253	2	2.626	2.053	.129
	Within the group	775.388	606	1.280		
Marketing tactics	Between groups	6.472	2	3.236	2.436	.088
	Within the group	805.019	606	1.328		
Personal Sentiments	Between groups	2.318	2	1.159	.813	.444
	Within the group	864.503	606	1.427		

As shown in Table 9, the significance levels for product packaging, marketing methods, and personal sentiment are >0.05, indicating no significant differences. However, the significance levels for cost-effectiveness and usage effectiveness are <0.05, indicating significant differences.

Table 10 Robust Test for Equality of Means of Age and Influencing Factors

		Statistics a	**Degree of freedom 1**	**Degree of freedom 2**	**Significance**
Pre-sales and After-sales Service	Welch	6.995	2	288.335	.001
Online Evaluation Meeting	Welch	3.865	2	293.833	.022
Personal Sentiments Gathering	Welch	.842	2	283.651	.432
a. Asymptotic F distribution					

As shown in Table 10, pre-sales and after-sales service, as well as online reviews, exhibit statistical significance (<0.05), indicating significant differences. In contrast, personal sentiment shows statistical significance (>0.05), indicating no significant differences.

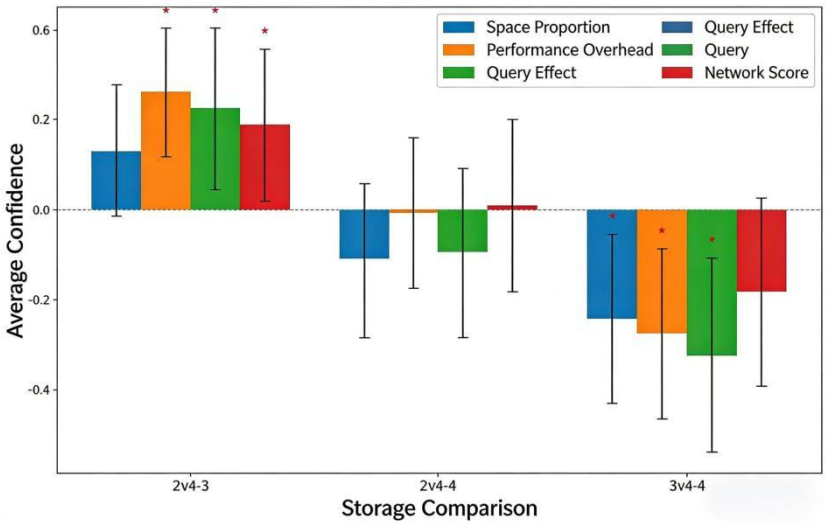

Figure 10 Multiple Comparison Results for Age and Influencing Factors

As shown in Figure 10, the significance levels for cost-effectiveness, usage effectiveness, after-sales service, and online reviews are all <0.05. This indicates that people of different age groups exhibit significant differences in how they are influenced by cost-effectiveness, usage effectiveness, after-sales service, and online reviews. Based on the positive or negative signs of the mean differences across different groups:

The 18-25 age group is more influenced by cost-effectiveness, performance, after-sales service, and online reviews than the 26-35 age group, while being less affected by these factors than the 36-45 age group. The 36-45 age group is more influenced by cost-effectiveness, performance, and after-sales service than the other two groups. Compared to the 18-25 age group, the 36-45 age group is less influenced by online reviews but more influenced than the 26-35 age group. The 26-35 age group is less influenced by value for money, effectiveness, online reviews, and after-sales service than the other two groups.

4 THE CONSUMPTION CHARACTERISTICS OF DIFFERENT CONSUMER GROUPS BASED ON CLUSTER ANALYSIS

To more clearly present the satisfaction characteristics of different groups toward domestic products, we conducted a cluster analysis. The relevant cluster centers are shown in Table 11.

Table 11 Final Cluster Centers in Cluster Analysis

	Clustering				
	1	2	3	4	5
Your satisfaction rating for the domestically produced goods you currently purchased—Service	2	4	3	4	4
Product Quality	2	3	3	5	4
Appearance/Style	2	4	3	5	3
Value for money	2	3	3	5	4
Mean	1.95	3.53	2.91	4.55	3.86

The sample distribution is shown in the table below:

Table 12 Number of Cases in Each Cluster from the Cluster Analysis

Clustering	1	117.000
	2	75.000
	3	55.000
	4	170.000
	5	192.000
Effective		609.000
Missing		.000

As shown in Table 12, based on their typological characteristics, Clusters 1-5 are respectively named: 1. High-Standard Demands Type 2. Practical and Pragmatic Type 3. Neutral and Indifferent Type 4. Service-Oriented Type 5. Appearance-Driven Type.

4.1 High-Standard Demanding Consumers

High-standard consumers accounted for 19.2% of the surveyed sample. This group exhibited lower average scores across all dimensions and reported lower satisfaction with purchased products. They maintained high standards across all dimensions.

4.2 Practical and Pragmatic Consumers

Practical and pragmatic consumers accounted for 12.3% of the surveyed sample. This group places particular emphasis on value for money and quality, holding high expectations in these areas. Value for money and quality are likely to influence the purchasing decisions of this consumer segment.

4.3 Buddhist-style Detached Consumers

Buddhist-style indifferent consumers accounted for 9% of the surveyed sample, representing the smallest consumer segment among all respondents. This group maintains a neutral stance toward satisfaction across all dimensions, showing no particular focus on any single aspect. However, each dimension has the potential to influence their purchasing decisions.

4.4 Pursuing Service-Oriented Consumers

Service-oriented consumers accounted for 27.9% of the surveyed sample, with values for all other dimensions exceeding the average. This consumer segment places significant emphasis on service quality during and after the purchasing process, meaning the attitude of service personnel may influence their purchasing decisions.

4.5 Appearance-driven Consumers

Appearance-driven consumers accounted for 31.5% of the surveyed sample, representing the largest consumer segment among all respondents. For this group, values across all dimensions except appearance and style exceeded the average. These consumers place high demands on product aesthetics and design, with visual appeal potentially influencing their

purchasing decisions.

5 FACTORS INFLUENCING THE PURCHASE INTENTIONS OF DOMESTIC PRODUCTS BASED ON LINEAR REGRESSION MODELS

Do you know domestic brands? Are you aware of the recent surge in popularity of domestic products? Using product quality, appearance/style, online reviews, cosmetics, apparel, daily necessities, price reductions, and technological innovation as independent variables, while treating purchase intent as the dependent variable, we conducted a linear regression analysis. Through this regression, we identified significant influencing factors as independent variables to establish a regression equation, yielding the following summary results:

Table 13 Linear Regression Model Summary

Model	R	R-squared	Adjusted R-squared	Standard estimation error	Debin-Watson
1	.783a	.613	.586	.738	1.889

Table 13 shows that R = 0.783, indicating a strong correlation between the independent and dependent variables. R^2 indicates the goodness of fit between the regression line and the sample observations, reflecting the extent to which the dependent variable can be explained by the independent variable—that is, the accuracy of predictions made using the regression model. Here, $R^2 = 0.613$, meaning the independent variable explains 61.3% of the variation in the dependent variable, suggesting the model has moderate fitting performance. The DW value is close to 2, indicating no autocorrelation and a well-constructed model.

Table 14 Linear Regression ANOVA

Model		Sum of Squares	Degree of freedom	Mean Square	F	Significance
1	Return	490.268	40	12.257	22.528	.000b
	Residual	309.576	569	.544		
	Total	799.844	609			

As shown in Table 14, the F-statistic equals 22.528. With a corresponding significance level ≤0.05, it exhibits statistical significance. The regression analysis is valid, indicating at least one significant correlation exists.

Table 15 Coefficients of Linear Regression

	Unstandardized coefficient		Standardized Coefficient	t	Significance	Collinearity Statistics	
	B	Standard error	Beta			Tolerance	VIF
Are you familiar with domestic brands?	.101	.040	.097	2.523	.012	.458	2.183
You know the recent surge in popularity of domestic brands?	.147	.036	.155	4.143	.000	.489	2.046
Product Quality	.178	.039	.181	4.561	.000	.430	2.327
Appearance/Style	.090	.040	.089	2.261	.024	.437	2.287
Online Reviews	-.105	.036	-.106	-2.889	.004	.504	1.986
Beauty	.077	.036	.081	2.123	.034	.466	2.147
Clothing	.091	.039	.092	2.346	.019	.440	2.271
Daily necessities	.098	.039	.100	2.547	.011	.443	2.259
Price reduction	-.078	.036	-.081	-2.144	.032	.475	2.107
Technology-Driven Innovation	.079	.039	.082	2.021	.044	.411	2.435

a. Dependent variable: 19. Please rate your willingness to purchase domestic products.

As shown in Table 15, the following factors exhibit statistical significance at the 0.05 level: awareness of domestic brands, familiarity with the recent domestic goods trend, product quality, appearance/design, online reviews, cosmetics, apparel, daily necessities, price reductions, and technological innovation. This indicates that these factors significantly influence purchase intent.

$Y=0.101X_1+0.147X_2+0.178X_3+0.09X_4-0.105X_5+0.077X_6+0.091X_7+0.098X_8-0.078X_9+0.079X_{10}+0.252$(Y is the dependent variable, $X_1....X_{10}$ are independent variables.)

The following conclusions can be drawn:

Awareness of domestic brands, attention to domestic product trends, product quality, appearance/design, preferences for categories like cosmetics, apparel, and daily necessities, as well as technology-driven innovation, all exert a positive influence on purchase intent. This indicates that consumers exhibit stronger purchasing intent when they possess deeper knowledge of domestic products, pay closer attention to domestic product trends, recognize product quality and design

aesthetics, or demonstrate preferences for categories like cosmetics and anticipate technological advancements. Conversely, online reviews and price reductions exert negative influences. Negative online feedback directly dampens purchasing behavior, while price cuts may trigger consumer concerns about product quality, thereby reducing purchase intent.

6 CONCLUSION

Young and middle-aged adults have some familiarity with domestic brands, with older age groups showing lower reliance on social media for discovering them. Self-employed individuals, office workers, and students tend to rely more on shopping apps, while women increasingly turn to social media for information. The vast majority have purchased domestic products, with women showing higher purchase rates. Most consumers accept unit prices ranging from 0 to 200 yuan, primarily purchasing food and daily necessities through comprehensive e-commerce platforms and offline stores, demonstrating strong repurchase intent. Consumers across genders and occupations generally prefer limited-edition collaborations, fashionable, and personalized domestic products. Promotional activities effectively drive consumption, with overall satisfaction and purchase intent remaining strong. Value for money, product effectiveness, and service experience are core influencing factors, impacting the 36-45 age group most significantly, while affecting the 18-25 and 26-35 age groups relatively less. Simultaneously, consumers express high confidence in the future development of domestic brands, anticipating continuous improvements in quality, technology, and design. The study further reveals that factors such as familiarity with the brand, product quality, appearance and style, category coverage, and technological innovation positively influence purchase intent, while online reviews and price reductions have a negative impact. Consumer profiles indicate that appearance-focused consumers constitute the largest segment (31.5%), followed by service-oriented (27.9%), high-standard (19.2%), practical and pragmatic (12.3%), and indifferent/detached (9%) groups.Optimize the operational system based on the 4P theory to enhance market competitiveness through product, pricing, distribution, and promotion strategies.Based on profiles derived from cluster analysis, optimize products and services to meet the specific needs of different consumer groups.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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