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The influence of feelings on the Chinese generation Z's consumer behavior of electronic products — based on the moderating effect of 2022 Beijing Winter Olympics

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ABSTRACT: *This study studies the influence of patriotism and ethnocentrism on the consumption behavior of Chinese Z generation's electronic products at home and abroad, and the moderating effect of 2020 Beijing Winter Olympic Games on the above relationship. Through the empirical analysis of the data, this study confirms that patriotism can enhance the sense of belonging and national pride of generation Z, while ethnocentrism can enhance the sense of national superiority of generation Z. This paper also found that national pride and ethnocentrism can improve the willingness of generation Z to consume domestic electronic products, while generation Z's ethnocentrism will reduce their willingness to consume foreign electronic products. Additionally, this study found that the 2020 Beijing Winter Olympic Games has an enhanced effect on the impact of national pride and national superiority on the consumption of domestic electronic products. It also has an enhanced on the impact of national superiority on the consumption of foreign electronic products. In the end, this paper provides suggestions for the electronic product industry at home and abroad, which has practical significance.*

Key Words: *2020 Beijing Winter Olympic games, Consumption behavior, Ethnocentrism, Patriotism, Z generation.*
JEL Classification: *D22; F23; G34.*

1. Introduction

1.1. Research Background

Since the 21st century, although there are still great differences between the scientific level of China and that of new industrialized countries, China's scientific and technological development has made great achievements. After Huawei promoted the development process of 5G, China has stepped into the forefront of global international development (Wei & Zhu, 2021). China's electronic products are undergoing qualitative transformation. According to IResearch Consulting Series Research Reports (2020) until July 2020, the number of independent devices of generation Z users will reach 385 million, accounting for 27% of the total mobile Internet in China.

New York Post (2020) points out that, as the largest generation group today, generation Z accounts for about 33% of the global population. According to Dimock (2019) generation Z, born between 1995 and 2009,

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is between 11 and 25 years old. Some studies have found that this generation dominates the Internet Group and is more familiar with electronic products and its usage than the older generation (Muda, Mohd, & Hassan, 2016). The rise of generation Z has brought changes to physical consumption and virtual consumption, these people has become the main force of electronic product consumption.

The continuous improvement of China's comprehensive national strength and international status has strengthened the Chinese people's sense of national pride. In the context of promoting the confidence of local culture in China, generation Z has naturally received a profound impact of patriotism and ethnocentrism (Wang, 2021). Today's statements and events on social media are transmitting national self-confidence and patriotism to users rapidly. Therefore, generation Z, as the group with the fastest information reception, must be affected strongly by patriotism and ethnocentrism. These perceptions further enhance people's requirements for the level of patriotic elements contained in goods or services. Although the patriotism and ethnocentrism seem to be the same, they are greatly different, because they have different influences on the consumption behavior of customers (Balabanis, Diamantopoulos, & Dentiste, 2001).

By hosting the 2022 Beijing Winter Olympics, China has further inspired the national spirit. While holding events, China publicizes China's splendid civilization and excellent culture, and demonstrates the strength and spiritual outlook of a big country, which has enhanced the national cohesion and pride. At the same time, through various media, especially online media, this China has increased the publicity of the 2022 Beijing Winter Olympic Games, so that people have greater interest and attention to the Winter Olympic Games. The successful holding of the 2022 Beijing Winter Olympic Games has undoubtedly driven a new consumption boom.

1.2. Research Purpose

This paper took generation Z as the research group, using the consumption behavior of them as the dependent variable, using patriotism and ethnocentrism as the independent variable, and taking the 2022 Beijing Winter Olympic Games as the moderating variable to study their relationship. At present, according to the existing research, the impact of international events and electronic product consumption is not perfectly clear. This paper will clarify the relationship through quantitative methods. It will also enrich the research on the relationship between international events and electronic product consumption of generation Z. In addition, it will enrich the impact of patriotism and ethnocentrism on the consumption behavior of the generation Z of consumers. The purpose of this study is: a) to analyze the impact of Patriotism on the electronic product consumption behavior of Chinese generation Z. b) Analyze the impact of Ethnocentrism on the electronic product consumption behavior of Chinese generation Z. c) Investigate whether Patriotism and Ethnocentrism has an impact on the purchase behavior of foreign electronic products of generation Z.

1.3. Significance of Research

As a loyal user of electronic products in the Internet era, generation Z is gradually becoming the largest consumer group of electronic products, which means that their consumption behavior will become a wind vane for the future development of the industry. In recent years, patriotism is becoming the mainstream ideology in China, and its impact on generation Z as the most efficient information receiver cannot be underestimated. As the mainstream group of electronic product consumers, the changing of generation Z's consumption behavior will have a profound impact on the domestic and foreign electronic product enterprises' competition in the local market. Therefore, this paper provides reliable analysis data results and suggestions for domestic and foreign electronic product enterprises, provides guidance for their future development direction. It also helps enterprises better analyze the consumption behavior of mainstream consumer groups, so as to customize marketing strategies according to the purchase trend, which has practical significance. In addition, this study will enrich the consumption theory of generation Z by quantitative means and supplement some theoretical facts for the consumption theory of generation Z. Moreover, this paper used the middle variable to divide patriotism and ethnocentrism into national pride, national superiority and national belonging, in order to better analyze the impact of patriotism and ethnocentrism on the consumption behavior of generation Z. This paper also will enriche the impact of international events on the consumption behavior of generation Z.

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1.4. Framework

This paper was divided into six parts. The first part briefly introduced the background (research reasons), purpose and importance of this study. The second part mainly expounds: why this study chose generation Z; the influence of patriotism and ethnocentrism on the consumption behavior of generation Z; and the influence of their sense of national superiority, national pride and national belonging on consumption behavior. At the end of the second part, eight hypotheses were obtained, according to the above literature. The third part described the research methods, tools and variables used in this paper, as well as how this paper designed the questionnaire and collected and processed the data. The fourth part showed the results of the regression analysis of the collected data in the way of graphic combination, and then made a preliminary analysis of the data, and finally judged the authenticity of the eight hypotheses put forward before. The fifth part discussed the correct assumptions of the previous paragraph and provided development suggestions for electronic product enterprises at home and abroad. Last but not the least, the sixth part summarized the main content of the full text, and pointed out some limitations in the research with the future research direction.

1.5. The Innovation Points

Through literature survey, in the existing research, researchers pay more attention to the impact of other theories on the purchase behavior and purchase intention of generation Z. Most of existing studies only study the impact of a single theory on consumer behavior. In addition, researchers have studied more on the impact of the theory on the overall consumer groups at home and abroad, while few researchers pay attention to the impact of patriotism and ethnocentrism on generation Z, and make a comparative study of the two theories on the basis of generation Z. Therefore, the research on the influence of patriotism and ethnocentrism on generation Z is quite blank. The existing research directions mainly focus on the impact of international events on Sports surrounding industries and host city consumption. Thus, the impact of international events on the consumption behavior of generation Z electronic products is a research point, which previous scholars have not paid attention to. Comparing patriotism and ethnocentrism theory, this paper focused the two theories on consumer behavior of generation Z at the same time, and added 2022 Beijing Winter Olympic Games as a moderating variable to study the relationship. In addition, this paper added three intermediate variables: national pride, national superiority and national belonging to facilitate research and improve the accuracy of the article.

2. Literature and Hypotheses

2.1. Generation Z and Consumption

In order to have a comprehensive understanding of consumers' attitudes, cognition and daily activities, having a clear knowledge of their life stage is very important (Walker, 2003). Generation Z, which is easily addicted to the Internet, has long been exposed to intelligent terminal devices, so that this generation is more inclined to accept the values, life attitudes and behaviors transmitted by Internet information, and is deeply affected (Wang, 2021). As they have grown up with the mobile Internet, mobile games, animation and social media, and their rise has brought great changes to physical and virtual consumption (Chen, 2019). Compared with the older generation of consumers, generation Z has a strong brand ethics, because they will decide whether to buy the goods, according to the brand image, sense of responsibility and social performance of the brand maker. They not only use commodity quality to influence purchasing behavior, but also combine social interests with national interests, trying to contribute to national economic development through their purchasing behavior (Ao, 2021). At present, college students, as part of generation Z, have a strong awareness of domestic products. This is why the paper selects generation Z as the research object.

2.2. Patriotism and Ethnocentrism

Recently, domestic products take young people as the target group, fully grasping the preferences of young consumer groups for traditional culture and fashion trends, in order to better meet the consumption needs of young people (Gao, 2022). They have grasped the patriotic thought of youth groups, in order to attract consumers. Kosterman and Feshbach (1989) point out that, patriotism can be defined as the level of an individual's national pride and sense of belonging. At the same time, patriotism usually includes loyalty to the country, identification with the country and willingness to act on behalf of the country (Kleinig, Keller, & Primoratz, 2015). According to the research result of Li, Teng, Liao, and Lin (2021) when the enterprise

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integrity, enterprise capability and quality of domestic mobile phone brand have reached the standards of patriotic brand, consumers will consider this domestic smart phone brand as a patriotic brand, and their willingness to buy domestic electronic product brands will increase. Consumers are more and more concerned about the production place of products and are forming a stronger attitude of supporting domestic brands (Teng, 2019). Thus, this study put forward following hypotheses.

H1a: patriotism has a positive impact on generation Z's sense of national belonging.

H1b: patriotism has a positive impact on the national pride of generation Z.

H1c: patriotism has a positive impact on the sense of national superiority of generation Z.

Sumner (1906) first introduced a sociological concept, ethnocentrism, which refers to a tendency to regard one's own beliefs, standards and codes of conduct as superior to other societies. According to Che (2020) ethnocentrism can effectively protect domestic products through promoting the consumption of them and preventing local people to purchase foreign products. It usually has a useful social function of encouraging cohesion and unity among group members, but it may also promote superior and discriminatory attitudes towards people with different customs and lifestyles (Alshira'h, Al-Shatnawi, Al-Okaily, Lutfi, & Alshirah, 2021; Worchel & Cooper, 1979) also point out that, reflecting a sense of superiority towards one's own country, nationalism and ethnocentrism refers to a form of racism against race, which is combined with positive emotions towards one's own nation and derogatory attitudes towards other countries and nations. Ethnocentric consumers believe that local products should be the first condition of choice, that it is their patriotic duty to support local manufacturers, and that it is wrong to buy imported products because it leads to unemployment and damages the local economy (Caruana, 1996). Through the above literature, this paper put forward the following hypotheses.

H2a: ethnocentrism has a positive impact on the sense of national belonging of generation Z

H2b: ethnocentrism has a positive impact on the national pride of generation Z.

H2c: ethnocentrism has a positive impact on the sense of national superiority of generation Z.

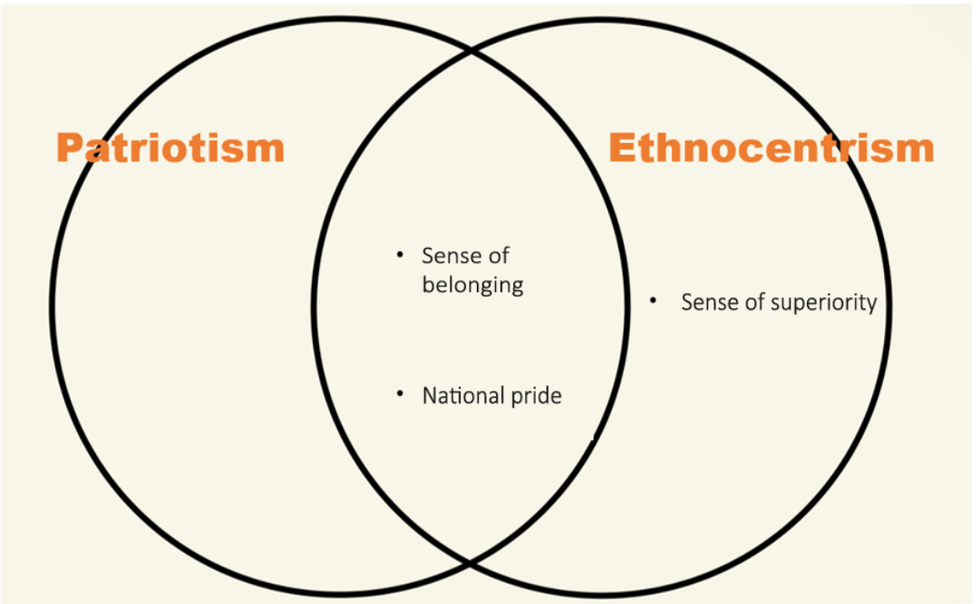


Figure 1. Relationship of patriotism and ethnocentrism.

The above Figure 1 illustrates the similarities and differences between patriotism and ethnocentrism.

2.3. The Difference and Similarities between Patriotism and Ethnocentrism

Patriotism implies a sense of belonging, loyalty and pride to one's own country, but does not imply hostility to other countries (Wang, Zhuang, & Zhou, 2012). However, although ethnocentrism also contains patriotism to a certain extent, it more reflects a sense of national superiority, which means the recognition of their country's dominant position in the international community and the derogatory attitude towards other

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countries and nation (Balabanis et al., 2001). Combined with the above literature, this relationship diagram is obtained. The sense of national belonging is regarded as being accepted by a social group which is a powerful human motivation (Leary, Kelly, Cottrell, & Schreindorfer, 2013). Through the research results, Harris and Dacin (2019). found that the sense of national belonging has a certain positive impact on consumption. Additionally, national pride is defined as the positive impact of the public on their country due to their national identity. It is a person's pride or self-esteem towards his country and his national identity (Smith & Kim, 2006). The existing study shows that, national pride will increase consumers' willingness and intention to buy local products to a certain extent (Li et al., 2021). Last but not the least, according to Pekkanen and Penttilä (2021) in consumption, the sense of superiority shown by ethnocentrism tends to be a sense of exclusion from foreign products and believes that domestic products are supreme, which means the sense of superiority will also promote the consumption of domestic products. Thus, this study made the following hypotheses.

H3a: the sense of national belonging of generation Z has a positive impact on its domestic electronic product consumption behavior.

H3b: the national pride of generation Z has a positive impact on its domestic electronic product consumption behavior.

H3c: generation Z's sense of superiority has a positive impact on its domestic electronic product consumption behavior.

H4a: the sense of national belonging of generation Z has a reverse impact on their consumption behavior of foreign electronic products.

H4b: the national pride of generation Z has a reverse impact on their consumption behavior of foreign electronic products.

H4c: generation Z's sense of superiority has a reverse impact on their consumption behavior of foreign electronic products.

2.4. International Events

Under the condition of market economy, consumers not only have great autonomy in commodity selection, but also have an unprecedented improvement in the sense of participation and expression in the spiritual level of products (Xia, 2007). This means, people who buy the products not only for the basic attributes of the product, but also for the additional attributes generated after purchasing the product, such as purchase experience. The full interaction of the event information between the event organizer and the event consumers (participants), can enable the brand signal transmitted by the event organizer to be fully received by the event consumers (participants), which can stimulate consumers' brand perception. Since the successful holding of the 2008 Beijing Olympic Games, the research on the regional impact of large-scale sports events has become a hot spot in the academic circle. During the international events, enterprises can attract social capital, market towns and expand the consumer market through international events and their propaganda (Liu, Wu, & Zhao, 2021). Existing studies have determined that international sports events will have a positive impact on local consumption (Li & Chen, 2021) and promote the shaping of local brand image (Yu, 2018). This indicate that, the international event will affect the will affect the company's profitability. At present, only few research has proposed the relationship between international events and generation Z consumption behavior, but according to the above literature, this paper infers that, international events may have an indirect impact on generation Z consumption behavior.

H5: 2022 Beijing Winter Olympics can strengthen the degree to which national pride and national superiority promote the willingness to consume electronic products in China.

H6: 2022 Beijing Winter Olympics can reinforce the degree to which national superiority reduces the willingness to consume electronic products in China.

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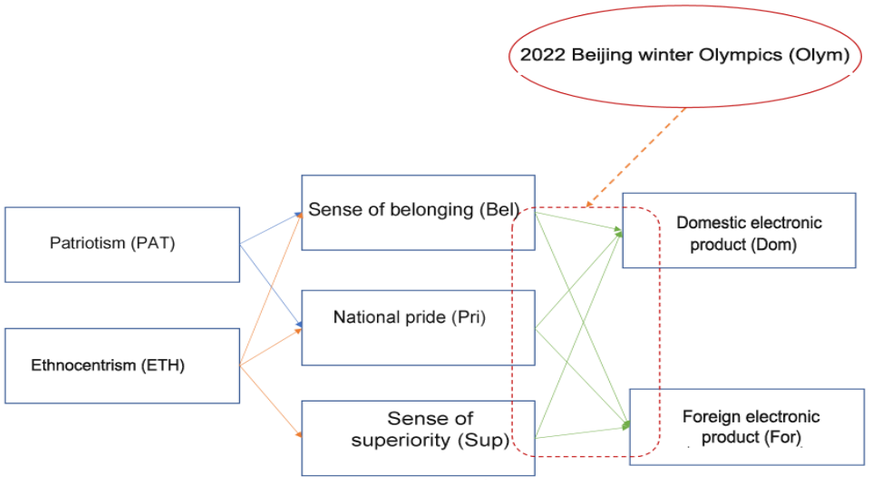


Figure 2. Hypotheses.

The Figure 2 illustrates the theoretical model and hypotheses propositions.

3. Methodology

3.1. Research Methods

This paper used literature survey, descriptive and explanatory research methods to collect data. Firstly, this paper described the characteristics of the market and consumers through descriptive research methods, and made some specific hypotheses. In the descriptive research, this study collected the research samples through the questionnaire survey, and analyzed the data by quantifying the answers of the samples. In this paper, a questionnaire was designed to explore the preference of generation Z for electronic products and the factors affecting their preference. Through a large number of questionnaire survey data, this study can understand the real purchase intention, patriotism level, ethnocentrism level of the sample population. After collecting the data, this study sorted out the data and analyzed the causal and moderating relationship between variables. In terms of secondary research, this paper used the method of literature survey to review the literature from academic websites such as Emerald, CNKI (the largest literature search database in China) and JSTOR (Journal Storage Database), and then put forward hypotheses and compiled relevant questionnaires.

3.2. Research Design

As the respondents are generation Z groups in China, in order to improve the quality of the questionnaire, this questionnaire was designed in Chinese. This questionnaire was divided into four parts. The first part included the basic information of respondents such as gender, education, age and monthly disposable income. Among these questions, age was the screening item, because this paper only needs to collect the questionnaire results from generation Z, whose age is between 13 - 28. The second part examined the degree of patriotism and ethnocentrism of the respondents, as well as their sense of pride, superiority and belonging, which were modified by Harris and Dacin (2019); Pekkanen and Penttilä (2021) and Pekkanen and Penttilä (2021) respectively. The following part was about the respondents' attention to the 2022 Beijing Winter Olympics. The last two parts were about their shopping preferences for electronic products at home and abroad, during the Winter Olympics. Each question in the questionnaire was described by five points Likert scale, which can simplify the following analysis. Every question had five options: 1, 2, 3, 4 and 5, which were representing "strongly disagree", "slightly disagree", "normal", "slightly agree" and "strongly agree" respectively. Using this method can help provide data for subsequent quantitative research. In order to ensure the validity and credibility of the questionnaire data, 3 - 5 questions were set for each variable.

3.3. Measurement of Variables

3.3.1. Control Variables

This paper used gender of generation Z (Gen), education level of them (Edu) and monthly disposable income of them (I) as control variables. In the questionnaire, gender was divided into male and female. In

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order to simple the process of data analysis, this study used 1 for male and 2 for female. Education level was divided into high school / technical secondary school and below; junior college; undergraduate; graduate and above. These four answers were replaced by 1, 2, 3, and 4 respectively in the data analysis, in order to compute easily. Monthly income was divided into 3000 and below; 3001 - 6000; 6001 - 8000; 8001 - 10000; 10001 and above. These four answers also were simplified to 1, 2, 3, and 4 respectively.

3.3.3. Independent and Moderating Variable

3.3.3.1. Independent Variable

3.3.3.1.1. Patriotism (PAT)

The observed values of the respondents' degree of patriotism were the expectations of questions 5, 6 and 7 of the questionnaires. The higher the value, the greater the patriotism level of the generation Z.

3.3.3.1.2. Ethnocentrism (ETH)

The observed values of the degree of ethnocentrism of the respondents were the expectations of questions 8, 9, 10, 11 and 12 of the questionnaires. The higher the value, the greater the ethnocentrism level of the generation Z.

3.3.3.1.3. Sense of Superiority (Sup)

It is difficult to quantify the sense of superiority as a person's conscious feeling, so this paper quantified the answers of questions 22, 21 and 23 in the questionnaire with 1, 2, 3, 4 and 5 respectively, and took the expectations of these three questions as the observation value. The higher the expected value of Sup, the greater the sense of superiority of the generation Z.

3.3.3.1.4. Sense of National Pride (Pri)

In the same way to quantify the sense of superiority, this paper took the expectation as the sensing value from the results of 16,17 and 18 questions in the questionnaire. The higher the value, the greater the national pride of the generation Z.

3.3.3.1.5. Sense of National Belonging (Bel)

Using the same quantitative method, this paper took the expected value of 13,14 and 15 questions to quantify the sense of belonging. The higher the value, the greater the sense of belonging of the generation Z.

3.3.3.2. Moderating Variable

In this paper, the respondents' attention to the international events 2022 Beijing Winter Olympic Games (Olym) has been taken as the moderating variable, and the observed value was the expected value of question 24, 25 and 26 in the questionnaire. The generation Z have great interest on 2022 Beijing Winter Olympic Games, if the value of the expected value of Olym.

3.3.4. Dependent Variables

3.3.4.1. Purchase Intention of Domestic Electronic Products (Dom)

Using the same quantitative method, the expected value of question 28,29 and 30 in the questionnaire, was considered to be the observed value of domestic electronic product consumption intention. The higher the value, the greater the generation Z's purchase intention of domestic electronic products.

3.3.4.2. Purchase Intention of Foreign Electronic Products (For)

Using the same way, this study used the expected value of question 31,32 and 33 of the questionnaire as the observed value of foreign electronic product consumption intention. As the value get higher, the generation Z have lower purchase willingness of foreign electronic products.

The Table 1 illustrates the variable types and definitions.

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Table 1. Variables.

Variable type	Variable name	Variable code	Explanation
Dependent variable	Purchase intention of domestic electronic products	Dom	The expected value of question 28,29 and 30 of the questionnaires
	Purchase intention of foreign electronic products	For	The expected value of question 31,32 and 33 of the questionnaires
Independent variable	Patriotism	PAT	The expectations of questions 5, 6 and 7 of the questionnaires
	Ethnocentrism	ETH	The expectations of questions 8, 9, 10, 11 and 12 of the questionnaires
	Sense of superiority	Sup	The expectations of questions 21, 22 and 23 of the questionnaires
	Sense of national pride	Pri	The expectations of questions 16, 17 and 18 of the questionnaires
	Sense of national belonging	Bel	The expectations of questions 13, 14 and 15 of the questionnaires
Moderating variable	2022 Beijing winter Olympic games	Olym	The expected value of question 24, 25 and 26 in the questionnaires
Control variable	Gender	Gen	Male 1, female 2
	Education level	Edu	High school / technical secondary school and below; junior college; undergraduate; graduate and above. These four answers are replaced by 1, 2, 3, and 4 respectively
	Monthly disposable income	I	Monthly income is divided into 3000 and below; 3001 - 6000; 6001 - 8000; 8001 - 10000; 10001 and above. These four answers also be simplified to 1, 2, 3, and 4 respectively

3.4. Data Collection and Analysis Methods

This study used WJC Cn platform to release online questionnaires, which saves a lot of time and has a wider distribution range. A total of 300 questionnaires were collected in this survey, 92 invalid questionnaires were deleted, and 208 valid questionnaires were remained. In this paper, the initial screening of the questionnaire is based on age. Only the samples aged 13-28 are valid samples. Because the research object of this paper is generation Z, which is between the ages of 13 - 28. Next, through more detailed sample screening, the invalid samples were eliminated, and the basic data are obtained. The invalid questionnaires include: 1) the filling time is too short; 2) The respondents' question options are all the same, which has no research significance. The effective rate of the questionnaire was 69 %. After collecting the data, this study used Stata15, SPSS26 and Excel as statistic tools to sort out and analyze the data.

4. Findings

4.1. Reliability test

The reliability of the questionnaire was analyzed by SPSS26. This study used Cronbach's α Value to measure the reliability of the questionnaire. The analysis results were shown in the Table 2. The α value of patriotism is 0.684; the ethnocentrism's α value is 0.877; 0.523 is the α value of national belonging; the α value of national pride is 0.576; 0.581 is the α value of national superiority; the α value of 2022 Beijing Winter Olympics is 0.612. The overall α value of the questionnaire is 0.804. With the above data, it can be concluded that each individual α value is greater than 0.5, and the overall α value is 0.804 which is higher than 0.8, indicating that the overall reliability of the questionnaire meets the good reliability standard. This means the result value of the questionnaire can be used as a data for subsequent analysis.

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Table 2. Reliability test result.

Factor	Cronbach's α value	
PAT	0.684	0.804
ETH	0.877	
Bel	0.523	
Pri	0.576	
Sup	0.581	
Olym	0.612	

Note: Sup, Superiority; Pri, Pride; Bel, Belonging; Olym, 2022 Beijing winter Olympic games; PAT, Patriotism; ETH, Ethnocentrism.

4.2. Descriptive Statistics

This paper made descriptive statistical analysis on 207 groups of samples obtained from the questionnaire, and analyzed their maximum, minimum, mean and standard deviation. This paper used Stata15 to conduct the descriptive statistics. The results were shown in the Table 3:

Table 3. Descriptive statistics.

Variables	(1)	(2)	(3)	(4)	(5)
	N	Mean	Sd	Min	Max
Gen	207	1.575	0.496	1	2
Edu	207	2.618	1.035	1	4
I	207	2.014	1.168	1	4
PAT	207	4.082	0.674	1	5
ETH	207	2.370	0.830	1.200	4.800
Bel	207	3.744	0.912	1	5
Pri	207	3.601	0.742	1	5
Sup	207	2.288	0.733	1	4.333
Olym	207	3.343	1.446	1	5
PriOlym	207	12.13	5.942	1.500	25
SupOlym	207	7.663	4.427	1	21.67
Dom	207	3.338	1.124	1	5
For	207	3.010	0.980	1	5

Note: Gen, Gender; Edu, Education; I, Income; Sup, Superiority; Pri, Pride; Bel, Belonging; Dom, Purchase intention of domestic electronic products; For, Purchase intention of foreign electronic products; Olym, 2022 Beijing winter Olympic games; PAT, Patriotism; ETH, Ethnocentrism; PriOlym, Product of Pri and Olym; SupOlym, Product of Sup and Olym.

4.2.1. Dependent Variable

For the sense of belonging, the maximum and minimum values of Bel are 1 and 5 respectively, the difference between them is 4. Its mean value is 3.744 and its standard deviation is 0.912. Compared with other dependent variables, its standard deviation is large and slightly unstable, which indicates that there are many differences in the degree of belonging among respondents. In terms of pride, the maximum value of Pri is 5 and the minimum value is 1, which reflects the large gap between samples. The mean value is 3.601 and the standard deviation is 0.742, indicating there is a high sense of pride for the sample. Sup's mean value is 2.288, which is lower than the mean value of all dependent variables and it is lower than 2.5. This indicates that the respondents' sense of national superiority is generally low. Different from other dependent variables, the maximum value of superiority is not 5 but 4.333, which also shows that the sample has a low sense of national superiority. It can be seen from the table that the average Dom of respondents' preference for domestic electronic products during the 2022 Beijing Winter Olympics is 3.338 and the standard deviation value is 1.124. The standard deviation is much greater than all dependent variables, indicating that there are great differences in the degree of preference among respondents. Different from domestic products, the preference degree of foreign products For and the standard deviation of for are small, indicating that the difference between individuals is not as big, compared with domestic products. Its average value of 3.010, which is

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lower than that of domestic products. It shows that foreign products are less affected by 2022 Beijing Winter Olympics.

4.2.2. Moderating Variable

The average value of Olympics is 3.343, and the standard deviation value is 1.446. Its maximum and minimum values are 5 and 1 respectively. This shows that there are great differences in the attention of respondents to the 2022 Beijing Winter Olympics. In addition, the research group pays high attention to the 2022 Beijing Winter Olympic Games, because 3.343 is much greater than 2.5.

4.2.3. Independent Variable

It can be seen from the table that the mean value of patriotism PAT is 4.082, which is significantly higher than all variables, and its standard deviation is 0.674, indicating that its value is relatively stable. The average value of ethnocentrism ETH is 2.370, which is much lower than patriotism PAT, indicating that the sample group has higher patriotism. The minimum and maximum values of ETH are 1.200 and 4.800 respectively, and the gap value is 3.6, indicating that the difference is small, compared with other variables.

4.2.4. Control Variable

The average gender is 1.575, indicating that there are more female people of generation Z participate in the questionnaire survey. The average education level Edu is 2.618, which indicates that the highest degree that the most of the respondents have is bachelor. The standard deviation value of Edu is 1.035 also indicates that the degree of education is uneven. The average monthly disposable income is 2.014, indicating that the disposable amount of income that most respondents have is 3000-6000. Its standard deviation is large, which is 1.168, indicating that there is a large difference between samples.

4.3. Correlation Analysis

After descriptive statistical analysis, correlation analysis was carried out for each variable to preliminarily observe the correlation between variables. This paper used Stata15 to conduct the correlation analysis. The detailed results were shown in the table:

It can be seen from the table that both Dom and For have significantly positive correlation with Sup at the level of 1%; There was a significant positive correlation between Pri and Dom at the level of 10%; both Bel and Pri have significantly positive correlation with PAT at the level of 1%; Sup and ETH showed a significant positive correlation at the level of 1%. At the same time, the correlation coefficients between the control variables and explanatory variables are all less than 0.5, so it can be considered that there is almost no collinearity. The result of the statistic is accurate.

The Table 4 presents the correlation analysis between variables.

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Table 4. Correlation analysis results.

	Gen	Edu	I	PAT	ETH	Bel	Pri	Sup	Olym	PriOlym	SupOlym	Dom	For
Gen	1												
Edu	-0.0910	1											
I	-0.0480	0.530***	1										
PAT	0.272***	-0.143**	-0.0110	1									
ETH	-0.258***	0.0620	0.223***	0.00400	1								
Bel	0.145**	-0.0580	-0.120*	0.196***	-0.150**	1							
Pri	0.131*	-0.117*	0.0660	0.284***	-0.0870	0.282***	1						
Sup	-0.276***	0.0520	0.188***	0.0220	0.684***	-0.196***	-0.0660	1					
Olym	-0.182***	0.0490	-0.0400	0.160**	-0.0730	0.0670	0.0870	0.0130	1				
PriOlym	-0.128*	0.0270	-0.0130	0.211***	-0.135*	0.173**	0.473***	-0.0570	0.903***	1			
SupOlym	-0.329***	0.0530	0.0400	0.131*	0.321***	-0.126*	-0.0260	0.584***	0.778***	0.641***	1		
Dom	-0.447***	-0.0510	-0.0300	0.155**	0.246***	0.0380	0.119*	0.292***	0.239***	0.241***	0.367***	1	
For	-0.281***	0.185***	0.288***	-0.0490	0.282***	-0.0460	0.0120	0.309***	0.347***	0.304***	0.428***	0.208***	1

Note: Gen, Gender; Edu, Education; I, Income; Sup, Superiority; Pri, Pride; Bel, Belonging; Dom, Purchase intention of domestic electronic products; For, Purchase intention of foreign electronic products; Olym, 2022 Beijing Winter Olympic Games; PAT, Patriotism; ETH, Ethnocentrism; PriOlym, Product of Pri and Olym; SupOlym, Product of Sup and Olym.
*** p<0.01, ** p<0.05, * p<0.1.

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4.4. Regression Analysis

The following table shows the regression results for model (1):

Table 5. Regression results for model (1).

Bel	Coef.	Robust std. err.	t	P	R^2	F	[95% Conf. interval]	
PAT	0.249***	0.894	2.780	0.006	0.073	3.050	0.073	0.425
ETH	-0.123	0.948	-1.300	0.195			-0.310	0.064
Gen	0.118	0.135	0.870	0.383			-0.148	0.385
Edu	0.035	0.075	0.470	0.636			-0.112	0.182
I	-0.865	0.665	-1.300	0.195			-0.218	0.045
_cons	2.917***	0.473	6.170	0.000			1.984	3.849
N	207							

Note: *, ** and *** indicate that the regression coefficients are significant at confidence levels of 10%, 5% and 1%, respectively.

As it can be seen from the Table 5, the three control variables have no significant impact on the sense of national belonging, Bel. Patriotism is positively correlated with the sense of national belonging at the significant level of 1%. The value of β is 0.249. However, ethnocentrism did not have a significant impact on the sense of national belonging, because its p value higher than 0.1. This shows that the stronger the patriotism, the stronger the sense of national belonging of generation Z. On the contrary, ethnocentrism has no influence on the sense of national belonging. Therefore, it is proved that hypothesis H1a is correct and reject H2a.

The following table shows the regression results for model (2):

Table 6. Regression results for model (2).

Pri	Coef.	Robust std. err.	t	P	R^2	F	[95% Conf. interval]	
PAT	0.281 ***	0.094	3.000	0.003	0.118	4.340	0.097	0.466
ETH	-0.100	0.067	-1.500	0.135			-0.232	0.031
Gen	0.039	0.113	0.350	0.729			-0.184	0.263
Edu	-0.121	0.058	-2.090	0.038			-0.235	-0.007
I	-0.117	0.048	2.450	0.015			-0.023	0.211
_cons	2.710 ***	0.478	5.670	0.000			1.767	3.653
N	207							

Note: *, ** and *** indicate that the regression coefficients are significant at confidence levels of 10%, 5% and 1%, respectively.

The above Table 6 presents that among the three control variables, education and monthly disposable income have an impact on national pride at a significant level of 5%. Among them, the level of Education β is -0.121, indicating that it has a negative impact on national pride. The income β is 0.117, indicating that it has a positive impact on pride. Among the explanatory variables, only patriotism is positively correlated with the sense of belonging at the significant level of 1%, whose β is 0.281. However, ethnocentrism does not have a significant impact on national pride, because the value of | t | is 1.5, which is lower than 1.645. This shows that the national pride of generation Z is more vulnerable to the positive impact of patriotism and insensitive to ethnocentrism. Therefore, it proves that hypothesis H1b is correct and rejects H2b.

The following table shows the regression results for model (3):

As it can be seen from the Table 7, for control variables, only gender Gen's β is -0.183, which has a negative impact on the sense of national superiority at the significant level of 5%. Among the explanatory variables, only ethnocentrism is positively correlated with the sense of superiority at the significant level of 1%, whose β is 0.567. Meanwhile, the p value of PAT is 0.337, which is much higher than 0.1. It shows that patriotism does not have a significant impact on sense of superiority. This shows that generation Z observers with strong ethnocentrism are more likely to have a sense of national superiority. Therefore, it is proved that the hypothesis H2c is correct and H1c is rejected.

The following table shows the regression results for model (4):

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Table 7. Regression results for model (3).

Sup	Coef.	Robust std. err.	t	P	R^2	F	[95% Conf. interval]	
PAT	0.055	0.058	0.960	0.337	0.483	41.360	-0.058	0.169
ETH	0.567 ***	0.046	12.270	0.000			0.476	0.658
Gen	-0.183 ***	0.083	-2.210	0.028			-0.345	-0.020
Edu	-0.013	0.042	-0.310	0.760			-0.095	0.070
I	0.031	0.037	0.840	0.403			-0.042	0.103
_cons	0.977***	0.280	3.490	0.001			0.425	1.529
N	207							

Note: *** indicate that the regression coefficients are significant at confidence levels of 10% respectively.

Table 8. Regression Results for model (4).

Dom	Coef.	Robust std. err.	t	P	R^2	F	[95% Conf. interval]	
Bel	0.104	0.088	1.190	0.236	0.281	14.390	-0.069	0.277
Pri	0.250 ***	0.113	2.210	0.028			0.027	0.474
Sup	0.332 ***	0.100	3.320	0.001			0.135	0.529
Gen	-0.970 ***	0.138	-7.060	0.000			-1.241	-0.699
Edu	-0.043 ***	0.075	-0.580	0.564			-0.190	0.104
I	-0.679	0.073	-0.930	0.351			-0.211	0.075
_cons	3.065 ***	0.713	4.300	0.000			1.659	4.471
N	207							

Note: *** indicate that the regression coefficients are significant at confidence levels of 10% respectively.

Through Table 8, with β value -0.970, gender has a negative impact on Dom at the significant level of 1%. This means the degree of impact is very high. Among the explanatory variables, Pri is positively correlated with Dom at the significant level of 5%, as its β is 0.250. Sup is positively correlated with Dom at the significant level of 1% and its β is 0.332. This shows that generation Z groups with high sense of national superiority and national pride are more likely to have a consumer preference for domestic electronic products. Therefore, it is proved that the assumptions H3B and H3C are correct and h3a is rejected.

The following table shows the regression results for model (5):

Table 9. Regression results for model (5)

For	Coef.	Robust std. err.	t	P	R^2	F	[95% Conf. interval]	
Bel	0.051	0.072	0.710	0.482	0.200	9.200	-0.091	0.193
Pri	0.043	0.083	0.520	0.600			-0.120	0.206
Sup	0.291 ***	0.083	3.520	0.001			0.128	0.454
Gen	-0.431***	0.138	-3.110	0.002			-0.704	-0.158
Edu	0.044	0.073	0.600	0.548			-0.100	0.188
I	0.181***	0.067	2.720	0.007			0.050	0.313
_cons	2.196***	0.482	4.560	0.000			1.246	3.146
N	207							

Note: *** indicate that the regression coefficients are significant at confidence levels of 10%, respectively.

As shown in the Table 9, control variable Gen with β -0.431, is negatively correlated with for at a significant level of 1%. The control variable I is positively correlated with for at the significant level of 1%, and the correlation coefficient was 0.181. Among the explanatory variables, only Sup has positive relationship with for at the significant level of 1%, and the correlation coefficient was 0.291. For is insensitive to Bel and Pri, because both of their p values are higher than 0.1. This shows that the sense of national superiority of generation Z will reduce their desire to buy foreign electronic products. H4c is correct. H4a and H4b are rejected.

The following table showed the regression results for model (6):

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Table 10. Regression results for model (6).

Dom	Coef.	Robust std. err.	t	P	R^2	F	[95% Conf. interval]	
Bel	0.118	0.084	1.400	0.163	0.291	18.440	-0.048	-0.284
PriOlym	0.036 ***	0.013	2.830	0.005			0.011	0.061
Sup	0.347 ***	0.098	3.550	0.000			0.154	0.540
Gen	-0.867***	0.152	-5.690	0.000			-1.168	-0.567
Edu	-0.085	0.074	-1.150	0.250			-0.232	0.061
I	-0.034	0.072	-0.470	0.641			-0.175	0.108
_cons	3.324***	0.628	5.290	0.000			2.086	4.562
N	207							

Note: *** indicate that the regression coefficients are significant at confidence levels of 10% respectively.

In order to verify the moderating effect of 2022 Olympic Games in Beijing on the relationship between Pri and Dom, this paper took the result of the multiplication of Olym and Pri as a new explanatory variable PriOlym to replace the explanatory variable Pri in model (4), in order to form a new regression model (6). The regression results were shown in the Table 10. PriOlym and Dom show a positive correlation at the significant level of 1%. Compared with the regression results of model (4). The significance of the relationship between Pri and Dom increased from 5% to 1%, due to the addition of the moderating variable Olym, which indicates that the respondents' attention to the Beijing Winter Olympics will enhance the impact of respondents' national pride on the preference of domestic electronic products.

The following table shows the regression results for model (7):

Table 11. Regression results for model (7).

Dom	Coef.	Robust std. err.	t	P	R^2	F	[95% Conf. interval]	
Bel	0.097	0.085	1.150	0.253	0.297	19.490	-0.070	0.264
Pri	0.227 ***	0.109	2.080	0.039			-0.012	0.442
SupOlym	0.064 ***	0.018	3.660	0.000			0.030	0.099
Gen	-0.910***	0.151	-6.010	0.000			-1.209	-0.612
Edu	-0.072	0.074	-0.980	0.331			-0.217	0.073
I	-0.024	0.069	-0.340	0.734			-0.160	0.113
_cons	3.334***	0.647	5.150	0.000			2.058	4.610
N	207							

Note: *** indicate that the regression coefficients are significant at confidence levels of 10% respectively.

Similarly, in order to verify the moderating effect of Olympic Games on the relationship between Sup and Dom, this paper takes the result of the multiplication of Olym and Sup as a new explanatory variable SupOlym to replace the explanatory variable Sup in model (4), to form a new regression model (7). The regression results were shown in the Table 11. Supolym and Dom are positively correlated at a significant level of 1%. Compared with the regression results of model (4), the T value of sup increased from 3.52 to 3.66 due to the addition of moderating variable Olym, indicating an increase in significance. It can be seen that the respondents' attention to the Beijing Winter Olympics will enhance the impact of the respondents' sense of national superiority on the preference of domestic electronic products. According to the results of regression model (6) (7), H5 is correct.

The following Table 12 presents the regression results for model (8):

In order to verify the moderating effect of Beijing Winter Olympics on the relationship between Sup and For, the results of regression model (8) are shown in the figure. SupOlym and for are still positively correlated at a significant level of 1%. Compared with the regression results of model (5), the T value of Sup increased from 3.52 to 6.41 due to the addition of moderating variable Olympic, indicating a great increase in significance. It can be seen that the respondents' attention to the Beijing Winter Olympics will make the respondents' sense of national superiority reduce their preference for foreign electronic products to a greater extent. H6 is correct.

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Table 12. Regression results for model (8).

For	Coef.	Robust std. err.	t	P	R^2	F	[95% Conf. interval]	
Bel	0.056	0.067	0.840	0.403	0.279	13.770	-0.076	0.188
Pri	0.016	0.076	0.210	0.836			-0.133	0.165
SupOlym	0.083***	0.013	6.410	0.000			0.057	0.108
Gen	-0.304***	0.128	-2.370	0.019			-0.557	-0.051
Edu	0.016	0.069	0.230	0.816			-0.120	0.152
I	0.220***	0.061	3.580	0.000			0.099	0.341
_cons	2.103***	0.383	3.500	0.000			1.348	2.857
N	207							

Note: *** indicate that the regression coefficients are significant at confidence levels of 10% respectively.

The Figure 3 illustrates the correct hypotheses.

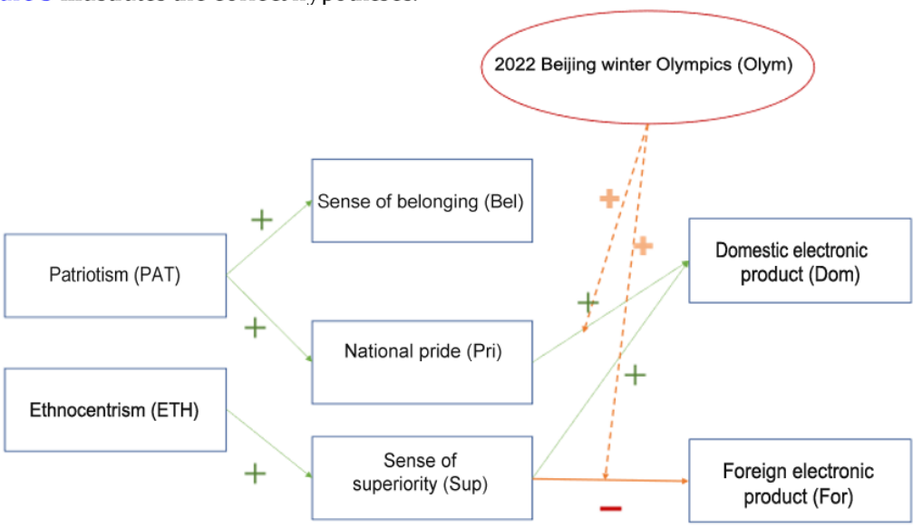


Figure 3. Correct hypotheses.

5. Discussion and Suggestion

5.1. Correct Hypotheses

Through data analysis, it can be concluded that the following hypotheses are correct. H1a: patriotism has a positive impact on generation Z's sense of belonging. H1b: patriotism has a positive impact on the national pride of generation Z. H2c: ethnocentrism has a positive impact on the sense of national superiority of generation Z. H3b: the national pride of generation Z has a positive impact on its domestic electronic product consumption behavior. H3c: generation Z's sense of superiority has a positive impact on its domestic electronic product consumption behavior. H4c: generation Z's sense of superiority has a reverse impact on their consumption behavior of foreign electronic products. H5: 2022 Beijing Winter Olympics can strengthen the degree to which national pride and superiority promote the willingness to consume electronic products in China. H6: 2022 Beijing Winter Olympics can reinforce the degree to which national superiority reduces the willingness to consume electronic products in China.

5.2. The Influence of Patriotism and Ethnocentrism on Generation Z

Through this study, the following points were found:

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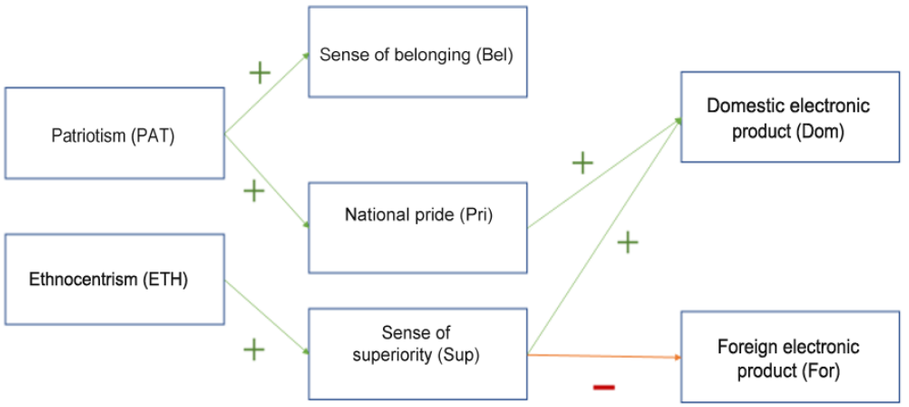


Figure 4. Relationship of PAT\ETH and Dom\For.

Through the Figure 4, it is found that both superiority and national pride increase the consumption intention of generation Z for domestic electronic products, and patriotism and ethnocentrism enhance national pride and national superiority respectively. Therefore, the enhancement of patriotism and nation centered theory can increase the consumption willingness of generation Z for domestic electronic products. However, the sense of superiority has an inhibitory effect on the purchase intention of foreign electronic products, so ethnocentrism is not conducive to the consumption of foreign electronic products. Therefore, this paper puts forward some opinions on domestic and foreign electronic product brands.

For domestic electronic product brands, ethnocentrism is beneficial to the consumption of products. First of all, domestic electronic product brands should seize the patriotic wind in the market environment to formulate more suitable marketing strategies. In particular, generation Z is also known as the children of the Internet. Thus, enterprises should pay more attention to online marketing. For example, brands can make some publicity posters, animations and publicity videos with Chinese style elements, to pass information through the social media, which can enhance consumers' awareness of domestic goods. Second, domestic electronic product brands should also appropriately add some patriotic elements to the products, such as Chinese style elements (appearance or software) in the product design elements. Third, domestic brands of electronic products should strive to improve the quality of electronic products, such as the upgrading of internal systems and applications, so that domestic consumers can be proud of the quality of their own brands, so as to produce a stronger willingness to buy.

As the ethnocentrism is not good for the development of foreign electronic brand, these brands should pay more attention to the product itself. Through Kotler's three-level product structure theory, foreign electronic product enterprises can enhance the attractiveness of products from the core, tangible and additional products of products. First, enterprises can increase discounts and improve better after-sales and quality assurance services. Second, we can attract customers from product quality and brand characteristics. For example, Apple has attracted a series of consumers through its simple and generous design concept. Third, for the service of core interests, enterprises must stabilize the core purpose and refine it, so as to realize the greatest interests of consumers. Foreign enterprises can also design electronic products with Chinese elements, although the effect will not be as good as domestic brands.

5.3. 2022 Beijing Winter Olympics has a Moderating Effect

In this part, the paper will discuss and summarize the moderation effect produced by 2022 Beijing Winter Olympics and draw possible implications and suggestions.

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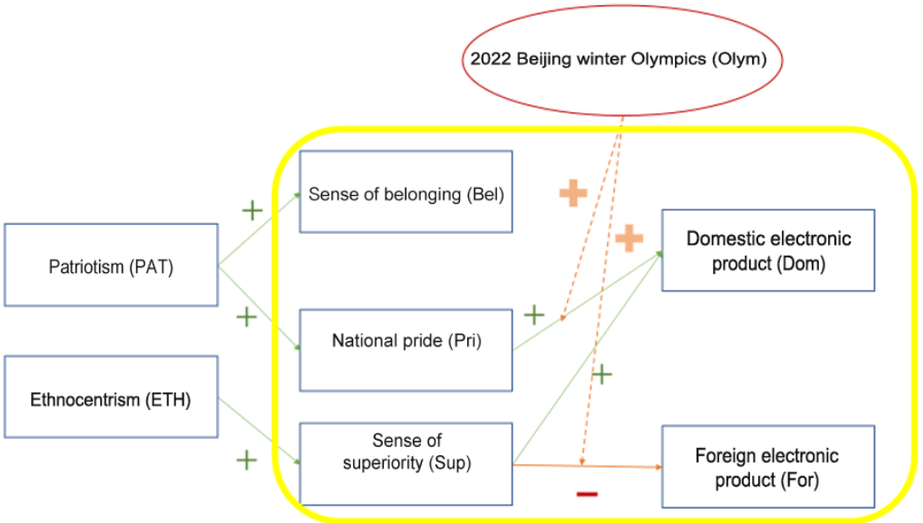


Figure 5. Moderating effect of 2022 Beijing winter Olympics.

5.3.1. 2022 Beijing Winter Olympics

Through the Figure 5 it is found that, 2022 Beijing Winter Olympics can strengthen the degree to which national pride and national superiority promote the willingness to consume electronic products in China, and can reinforce the degree to which national superiority reduces the willingness to consume electronic products in China.

The 2022 Beijing Winter Olympic Games has a moderating effect. Therefore, domestic and foreign electronic product enterprises should make corresponding responses to the 2022 Winter Olympic Games. First of all, domestic enterprises can add winter Olympics elements in the design of products, such as Bing Dwen Dwen, and add winter Olympics elements in the publicity process such as advertisement, to attract more consumers. In terms of foreign products, although the 2022 Beijing Winter Olympics has reduced the consumption intention of foreign electronic products, foreign enterprises can also attract some consumers through the joint name products of 2022 Beijing Winter Olympics, to reduce the consumption reduction caused by the Winter Olympics.

5.3.2. International Events

In addition, according to the existing facts and conclusions, it can be found that not only the Winter Olympics can affect the relationship between national superiority, pride and consumer behavior, but also international events can affect the relationship. As a major branch of international events, 2022 Beijing Winter Olympic Games can represent the impact of international events to a certain extent. Therefore, there is a conclusion that international events can enhance the promotion of national pride and national superiority to China's willingness to consume electronic products, enhance the national superiority and reduce the degree of China's willingness to consume electronic products.

Based on the above promotion conclusions, this paper will give some suggestions to electronic enterprises at home and abroad. According to Nei, Xing, and Zhao (2016) the economic impact of international events mainly occurs in the preparation and holding period of the event. After the event is held, the economic impact of international events on the economy gradually returns to the normal trend (Nei et al., 2016). This means, if enterprises want to take the advantage of the moderating effect of international events to obtain benefits, they must keep up with current events. As the 2022 Beijing Winter Olympics has passed for a long time, and the relevant moderating effect has been weak, therefore this paper will give strategic suggestions for enterprises to deal with international events in the future. First of all, enterprises should keep up with the information, and find opportunities or challenges when the international events are coming. When the host cites are confirmed, enterprises should start planning. When it is still in the preparatory stage before the start of international events, domestic and foreign enterprises can begin to plan strategies. For example, electronic enterprises can become sponsors of the events to improve their popularity, or carry out product design related to the event in

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advance, and then carry out some small-scale warm-up publicity at the same time. However, before the start of the event, it is not appropriate to carry out too much publicity, because it will make consumers think that the enterprise is consuming patriotism maliciously (Wang, 2009). When it is close to the event, enterprises can start to gradually increase the publicity of products related to the event. Secondly, when international events are being held, people pay more attention to the events, and the moderating effect of international events on consumers is obvious. Therefore, for domestic electronic product enterprises, they should transmit information that related to the event on the social platform, to strengthen publicity, and stimulate consumers' sense of national superiority and national pride. This can enhance consumers' willingness to buy domestic electronic products, which promote consumption and increase profits of the enterprises. Finally, after the event, enterprises should gradually reduce the allocation of funds for event related activities.

6. Conclusion

6.1. Conclusions

In recent years, as a group born with the Internet, generation Z plays an important role in the consumer group of electronic products. Therefore, the consumer behavior of generation Z will greatly affect the development of the commodity market. Their actions have a far-reaching impact on domestic and foreign electronic product enterprises. China is now in the environment of promoting patriotic culture, so this is also the development environment faced by enterprises. Due to the rapid information exchange of Internet social platforms, the spread of culture will also be faster. As the generation of the Internet, generation Z is more strongly affected. In addition, due to the 2022 Beijing Winter Olympics, the consumer behavior of this group has also been affected to some extent. The purpose of this study is to clarify the influence of patriotism and ethnocentrism on the domestic and foreign electronic product consumption behavior of Chinese Generation Z, and also to study the moderating effect of the 2020 Beijing Winter Olympic Games on the above conduction. Through empirical analysis of data, this study confirms that patriotism has an enhanced effect on the sense of belonging and national pride of generation Z, and ethnocentric theory can enhance the sense of ethnic superiority of generation Z. Additionally, this study also found that national pride and ethnocentrism can improve generation Z's willingness to consume domestic electronic products, and found that generation Z's ethnocentrism can reduce their willingness to consume foreign electronic products. Last but not the least, this study also found that the 2020 Beijing Winter Olympic Games which represents international events, has an enhanced effect on the influence of national pride and superiority on domestic electronic product consumption and the influence of superiority on foreign electronic product consumption.

6.2. Limitations

First, there are some limitations in data selection. This paper only selects the Z generation population in 2022 as the sample. The time span is slightly short, thus there may be some accidental factors. Therefore, the conclusion of this paper is only applicable to the recent electronic product consumption behavior of generation Z. In addition, due to the limited distribution scope of the questionnaire and the small sample size, it may not cover all types of generation Z groups. Therefore, the sample data may be accidental to some extent, which may lead to the deviation of the results. Secondly, this paper only divides patriotism and nation centered theory into three sensory types: national pride, national superiority and national pride, which may not be comprehensive. In addition, because this paper only studies and analyzes the moderating effect of the 2022 Beijing Winter Olympic Games, and the 2022 Beijing Winter Olympic Games is only a branch of international events. Therefore, the research on the whole international event group in this paper is not comprehensive enough, and there may be an overgeneralization.

Due to the limitations of researchers' own ability, there are some deficiencies in the establishment of this model. Additionally, there may be a deviation of ignoring variables. It is hoped that the follow-up researchers can continue to study the influencing variables, improve the significance of factors and improve the model. The follow-up research can focus on two directions. First, subdivide patriotism and ethnocentrism into better intermediate variables to study their relationship with the consumption behavior of generation Z. Second, follow-up research can analyze the moderating effect of other international events on the relationship between Z generation consumers' electronic product consumption behavior and patriotism and ethnocentrism in recent years.

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