

# The Coupling Path Between Culture and Cultural and Creative Products Under the Perspective of Generation Z

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## Abstract

**In the perspective of Generation Z, the design of cultural and creative products should closely revolve around market demand, especially the aesthetic preferences and consumption habits of young consumers. By deeply exploring the unique charm of Qi culture, combining modern design concepts and technological means, innovatively developing cultural and creative products that meet market demand, and combining marketing strategies to promote the opening of the market for cultural and creative products. By coupling Qi culture with cultural and creative products, we can further promote excellent traditional Chinese culture, enhance people's cultural confidence and national identity. The enhancement of cultural confidence and national identity contributes to the formation of shared cultural values and promotes social harmony and stability.**

## Keywords

**Generation Z; Qi culture; Cultural and creative products.**

## 1. Introduction

During his inspection of Shandong, General Secretary Xi Jinping emphasized that "the strength of a country and a nation is always supported by cultural prosperity, and the great rejuvenation of the Chinese nation requires the development and prosperity of Chinese culture as a condition." He also expressed sincere hope for the development of Qilu culture. The study of the coupling path between Qi culture and cultural and creative products from the perspective of Generation Z is of great significance for the promotion and inheritance of its culture.

Generation Z, also known as the Net Generation, the Internet Generation, the anime Generation or the Digital Indigenous, refers to the generation that grew up in the network environment, usually referring to the population born between 1995 and 2009. This generation grew up with the Internet and was deeply influenced by the Internet culture and technology. Their lifestyle, cultural patterns, and consumption concepts all have distinctive characteristics of the times. The term Generation Z originated from Europe and America, and its definition is roughly based on a 15 year generation cycle. In the United States, the definition of Generation Z was influenced by the popularity of the "X" symbol in Coupland's 1991 novel "Generation X: Stories of Accelerating Culture," which led to the emergence of the Y generation (born between 1981-1995) and Generation Z (born between 1995-2009) in Europe and America.

In his article "The Diverse Characteristics, Realistic Causes, and Subcultural Significance of Generation Z's Consumption Concepts", Ao Chengbing pointed out that the reason why Generation Z presents diverse consumption concepts and more rational consumption patterns is not only related to social development and the Internet era, but also to the manifestation of its group characteristics and the externalization needs of its personality. He also explored the subcultural significance of Generation Z's diverse consumption concepts and found that Generation Z is a more rational and clear minded generation, as well as a generation worthy of expectation and trust. Yang Zeming and Li Xin jointly published the article "Analysis of

Generation Z Online Marketing Strategy - Taking Huaxizi as an Example", and using the 4P theory and PEST model, they put forward many opinions and suggestions on creating more distinctive China-Chic products with high cost performance ratio, developing niche product markets containing Chinese herbal medicine, and pointed out that Huaxizi cannot do without accurate grasp of the consumption characteristics of the Z era. Professor Xing Haiyan of Shanghai Normal University believes that the recognition and pursuit of brand consumption is an important feature of Generation Z consumption. They all like to build their own personal identity on the Internet and become a cultural symbol, expressing a certain sense of cultural pride.

Qi culture is the sum of material culture, normative culture, and spiritual culture created by Qi people and existing in a specific historical time and space. The existence of Qi culture generally began with the founding of Qi by Jiang Taigong in 1045 BC and ended with the destruction of Tianqi by Qin in 221 BC. From the perspective of cultural origins, the time can be traced back to the Dongyi culture period, which is over 8000 years ago; From the perspective of cultural influence, it can be extended to the time when Emperor Wu of the Western Han Dynasty, Dong Zhongshu, "abolished all schools of thought and only respected Confucianism". The space where Qi culture existed was mainly within the territory of Qi during the late Spring and Autumn period, including present-day northern and central Shandong, as well as the Shandong Peninsula region (i.e. the Shandong area between the sea and Dai).

Qi culture, together with Lu culture, constitutes an important cultural force that influences the entire land of Qilu and even the land of China - Qilu culture. The Qilu culture began to merge during the Warring States period, forming the fundamental characteristics of "ritual and music culture" and "etiquette culture", which had a profound impact on later generations. Qi culture is an important component of traditional Chinese culture and has had a significant impact on the development of Chinese civilization. The openness, inclusiveness, innovation, and respect for excellence of Qi culture have injected new vitality and momentum into Chinese civilization, promoting its continuous and innovative development. The open thinking, innovative spirit, inclusive attitude, and talent concept contained in Qi culture have important enlightening significance for contemporary society. These ideological concepts and value orientations still have practical significance and contemporary value, and can provide useful references and inspirations for the development of contemporary society.

With the rapid development of the times, Generation Z has become the backbone of the social consumer group. Their unique cultural consumption habits, aesthetic preferences, and innovative abilities have had a profound impact on the design, promotion, and sales of cultural and creative products. Qi culture, as an important component of traditional Chinese culture, has a profound historical background and rich cultural connotations. The aim of this project is to explore the coupling path between Qi culture and cultural and creative products from the perspective of Generation Z, in order to inherit and promote excellent traditional Chinese culture, enhance the cultural connotation and market competitiveness of cultural and creative products.

Studying the coupling path between Qi culture and cultural and creative products can help deepen our understanding of youth cultural identity, explore how traditional culture can be combined with modern culture in the context of the digital age, enrich and expand the theoretical framework of cultural identity, and further explore the connotation, characteristics, and value of Qi culture, providing rich cultural elements for the design and sales of cultural and creative products.

In addition, from the current situation, although Qi culture has diverse elements and rich connotations, its application in cultural and creative products is not widespread enough, its forms are not innovative enough, and its marketing and promotion efforts are not strong enough. These problems have led to the failure of the combination of Qi culture and cultural

and creative products to achieve the expected effect, which is not conducive to the dissemination of Qi culture and cannot meet the needs of Generation Z for diversity and freshness of cultural and creative products. Therefore, this article explores the coupling path between Qi culture and cultural and creative products, analyzes the unique and rich traditional Qi culture elements, and integrates user experience theory into the design and application of modern cultural and creative products through the popular background of Generation Z. Relying on the strong consumption power and wide audience advantages of Generation Z, it provides reasonable research references for the design of cultural and creative products aligned with cultural elements in the future, and broadens the application theory and design thinking of cultural and creative categories in product design. Ultimately, it promotes the inheritance and innovation of Qi culture, meets the cultural needs of Generation Z, promotes the development of cultural industries, and enhances cultural confidence and consciousness.

By conducting in-depth research on Qi culture, extracting its unique cultural elements and spiritual connotations, and combining them with modern cultural and creative product design, we can effectively promote the inheritance and innovation of Qi culture. This coupling path not only allows traditional culture to be presented to the public in a novel and fashionable way, attracting more attention and love from the younger generation of Z, but also injects new vitality into inheritance, promoting the sustainable development of Qi culture. At the same time, it can enable more people to understand and identify with Qi culture, thereby enhancing cultural confidence and national identity.

At the same time, research results can provide new development directions and ideas for the cultural and creative industry. By deeply exploring cultural resources, combining modern design concepts and market demand, we have developed cultural and creative products with unique cultural charm and market competitiveness that meet the needs of the main consumer force of Generation Z, promoting the upgrading and development of the cultural and creative industry. At the same time, this coupling path also helps to form cultural and creative industry brands with local characteristics, enhancing the visibility and influence of local culture.

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