

Market Research and New Trend Analysis of China's the Year of Dragon Lifestyle Market

Yiquan Qi¹ and Pensiri Chartniyom²

Faculty of Decorative Arts, Silpakorn University, Thailand

Corresponding Author, E-mail: ²chartniyom_p@su.ac.th

Received July 26, 2024; **Revised** June 27, 2025; **Accepted** June 28, 2025

Abstract

Research Objective: Driven by China's economic development, the lifestyle products industry has flourished, with the consumer market increasingly emphasizing the inheritance and innovation of traditional Chinese culture. This study aims to analyze the current development of China's lifestyle market and explore new consumption trends by examining popular styles and products in the 2024 Year of the Dragon lifestyle product market, reviewing cases from government and business sectors.

Research Methodology: This research employs a case study approach, systematically reviewing and analyzing publicly available government information and commercial sector cases.

Research Findings:

1. Chinese dragon culture and Year of the Dragon folklore have a long history, serving as both a spiritual symbol of the Chinese nation and an integral part of people's ideological and emotional framework. Protecting and inheriting traditional culture is of significant importance.

2. With the growth of China's lifestyle industry, the "China-Chic" style—rooted in traditional Chinese culture—has emerged as a new popular trend, continuously favored by consumers.

3. Post-1990s and post-2000s young consumers have become the mainstay of the current lifestyle market. To gain their recognition, brands and products need to bridge traditional culture with the younger generation.

Research Conclusion: During the special temporal node of the Year of the Dragon, the integration of traditional culture and modern consumption has become a key development direction

for China's lifestyle market. Going forward, enterprises should further excavate traditional cultural connotations, align with young consumers' needs, and promote innovation in the lifestyle market.

Keywords: China; Trend Analysis; Year of Dragon; Lifestyle Products; Young Market

Introduction

China is known as the country of dragons. The Chinese Dragon is a combination of many animals, with archaeological evidence tracing its symbolic origins to the Hongshan Culture (c. 4700–2900 BCE), where jade dragon figurines were unearthed as ritual objects (Falkenhausen, 1995). As noted by Kleeman (2002), it evolved from a totem worship symbol in primitive society to a royal emblem during the Zhou and Qin dynasties, embodying imperial authority and divine power. It is regarded as a sacred and magical animal by the Chinese people and remains a quintessential symbol of totem worship formed in primitive society.

Dragon holds an important position in ancient Chinese traditional culture. As one of the oldest birthplaces of civilization in Asia, China has nurtured a unique dragon culture over thousands of years of development (Cartwright, 2017; Werner, 1922), with scholarly debates highlighting its role in Confucian, Taoist, and folk religious practices (Liu, 2018). Empirical studies on cultural symbolism, such as Zhang (2019), have shown that the dragon's image transcends historical periods, adapting to societal changes while maintaining its core meaning as a unifier of the Chinese nation.

Due to the enduring worship of dragons by Chinese people, dragons have become a folk custom in traditional Chinese culture and a symbol of the Chinese nation. In recent years, with the development of the Chinese economy and the upgrading of consumption concepts, the Chinese consumer market has attached increasing importance to the inheritance and innovation of traditional Chinese culture. Market research by Euromonitor (2023) indicates that the cultural and creative products (CCP) market grew by 18.5% annually from 2020 to 2023, driven by young consumers' demand for culturally rooted products. Young people have played an irreplaceable role in the formation and dissemination of this consumption trend.

In the future, as the new generation born in the 1990s and 2000s gradually move towards the center of the economic and social stage, they have a stronger ability to accept new things, strong

self-expression demands, cultural needs, pursuit of quality-of-life products, and enthusiasm for cultural creativity (Xu, 2016; Li et al., 2024), who argue that millennials and Gen Z prioritize “cultural identity consumption” when making purchasing decisions. They are the main group of consumers of future life products, and their market potential will be further unleashed. The year 2024 is the Year of the Dragon in the Chinese lunar calendar. As the totem of the Chinese nation, the arrival of the Year of the Dragon has triggered a boom in the Chinese cultural and creative product market, with case studies with case studies (e.g., Alibaba’s 2024 Dragon Year product line) showing a 220% YoY increase in CCP sales during the Lunar New Year period (Tmall, 2024).

This study starts with a systematic review of historical records, including ancient texts and archaeological findings, to analyze the historical evolution and cultural connotation of the Chinese dragon behind the Chinese Year of the Dragon (Chang, 1986). Secondly, through a product case study of the Chinese Year of the Dragon lifestyle product market in 2024, it analyzes the new trends in the Chinese lifestyle product market under the current context, drawing on qualitative data from consumer interviews and quantitative sales metrics (Bryman, 2016). Thirdly, it observes the mutual connection between the lifestyle market, Chinese traditional culture, and young groups, incorporating theories of cultural capital (Bourdieu, 1986) to interpret how youth subcultures recontextualize traditional symbols.

Research Objectives

1. Study the cultural background of the Chinese Year of the Dragon and analyze the significance of Chinese dragon culture.
2. Research on product cases in lifestyle market, In the 2024 Chinese year of dragon, and analysis its new trend.
3. Analyze the connection between new trends in the lifestyle market and young Chinese people consumer.

Literature review

1. Definition and calculation method of the Chinese Year of the Dragon

The Year of the Dragon is a specific year in the Chinese zodiac. The Chinese zodiac is a calendar system artificially created in ancient China based on the image and characteristics of animals. As early as the Western Zhou Dynasty (1046–771 BC), China had a calendar system that divided a year into twelve periods and used twelve animals as symbols. This was the earliest system of the twelve zodiacs (Wu, 2010). Later, this system gradually developed and improved during the Han Dynasty (202–220 BC). The Han people used the twelve zodiacs to calculate the reign title and used twelve animals to classify the year, which made it convenient for people to calculate the changes in time and their own age. Totem culture flourished during the Han Dynasty, so twelve animals familiar to the Han people were selected as the twelve zodiac signs, namely rat, ox, tiger, rabbit, dragon, snake, horse, sheep, monkey, chicken, dog, and pig. In the twelve zodiac signs, each animal has its specific order of zodiac signs, which is set according to the ancient Chinese theory of Yin–Yang and the five elements. The Year of the Dragon ranks fifth in the order of the twelve zodiac signs. The calculation method of the Year of the Dragon is as follows: the year with a remainder of 8 when the reign title is divided by 12 is the Year of the Dragon (Zhao, 2012).

2. Chinese Lifestyle Industry and Government Policies

In the Chinese market, the lifestyle industry is usually classified as the cultural and creative industry, and the origin of China's cultural and creative industry can be traced back to the late 1980s (Jin, 2010). At that time, with the development of market economy and changes in people's consumption concepts, more and more cultural and artistic products began to enter the market. In 1998, the first cultural and creative park in China, Beijing 798 Art District, was established, marking the beginning of substantial development steps in China's cultural and creative industry (Feng, 2010). With the improvement of cultural consumption level among Chinese consumers in recent years, the cultural industry has become one of the important pillars of China's domestic economic development, and cultural and creative products have gradually become popular goods for the public.

In the 2024 Government Work Report issued by the State Council of China, it is mentioned that "vigorously develop the cultural industry" and "actively cultivate new consumption growth points for entertainment, tourism and sports-related products". The government report also emphasizes

"promoting the protection and inheritance of intangible cultural heritage" and "stimulating more new possibilities for the cultural industry based on digitalization, the Internet and artificial intelligence technologies". China's cultural and creative industries are developing in the direction of diversification, high quality and personalization.

Conceptual Framework

Based on the review of many documents, books, and academic journals, this study formed the following research conceptual framework through market research and data analysis, as shown in Figure 1.

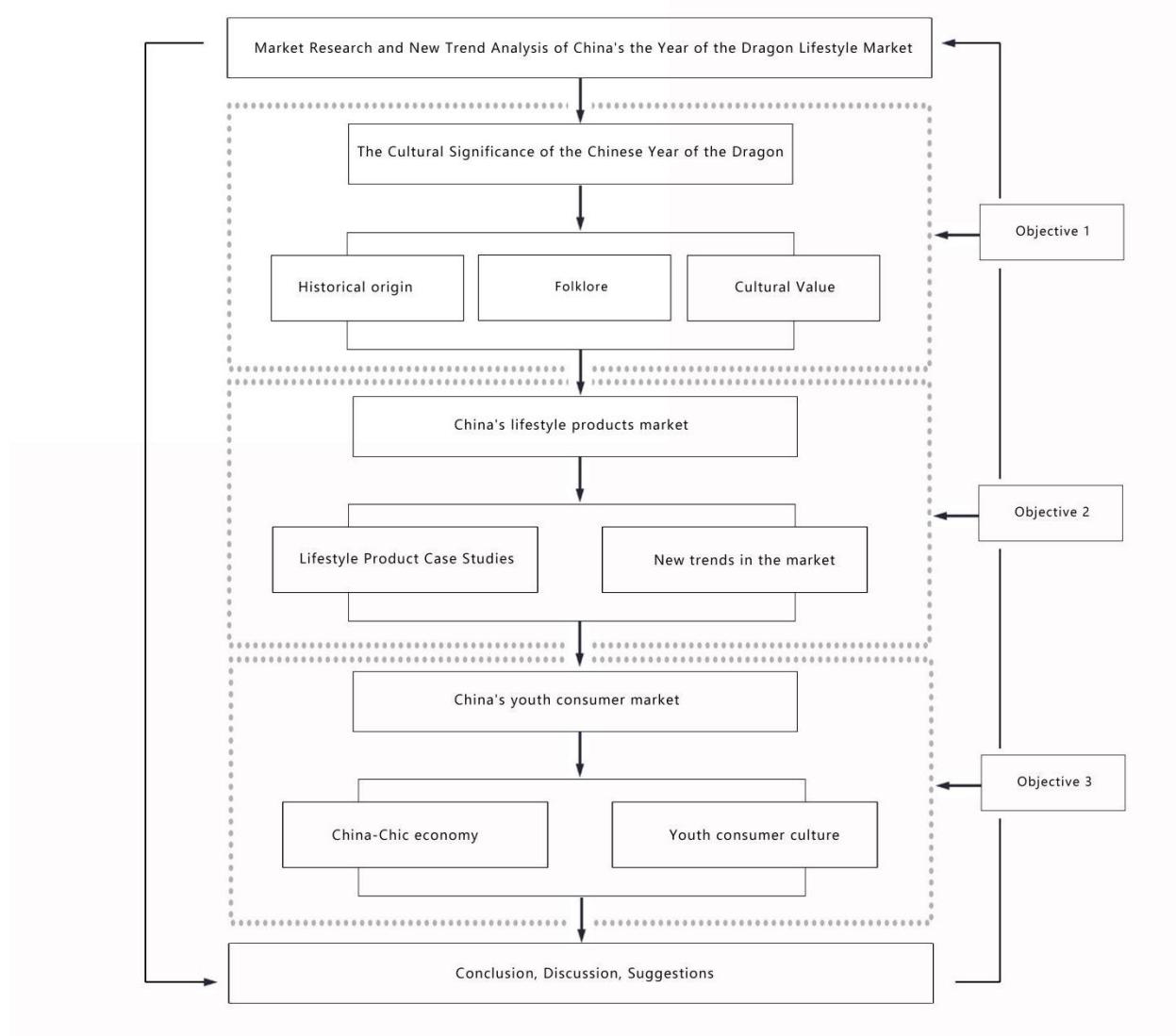


Figure 1 Research conceptual framework (source: Constructed by researchers, 2024)

Research Methodology

This research uses a combination of qualitative and quantitative analysis to explore Chinese dragon culture, investigate new trends in the Chinese Dragon Year lifestyle product market in 2024, and analyze its research value and connotation. The main research methods used in this study are as follows:

1. Literature Research

By collecting and systematically analyzing historical documents and archaeological reports on Chinese dragon culture and the Year of the Dragon, the development and status of Chinese dragon culture are traced. This lays the foundation for the research on protecting and inheriting traditional culture.

2. Case Study

Representative lifestyle products of the Year of the Dragon in China 2024 are selected based on their market influence, sales data, and cultural uniqueness (e.g., products with high consumer feedback or innovative design concepts). Detailed analysis includes their forms, decorative patterns, and usage background. The case study analysis aims to investigate the new trends in the market of lifestyle products in the Year of the Dragon in China 2024 from specific products and understand the direction of consumption development in the Chinese lifestyle market.

3. Quantitative Analysis

The quantitative analysis involves a sample size of 300+ lifestyle products across major e-commerce platforms (e.g., Taobao, Tmall) and offline stores. Data is collected through structured web scraping of sales records, consumer reviews, and demographic data, supplemented by industry reports from third-party research firms. The data collects information on the Chinese lifestyle market and infers conclusions such as the direction of market development and the change of consumer groups based on product information, sales data, consumer age structure in the data.

Research Results

Objective 1: Study the historical background of the Chinese dragon and analyze the cultural significance of the Chinese Year of the Dragon

1. The Origin and Image of the Chinese Dragon.

Chinese dragon culture has a long history. In the archaeological discoveries of the Neolithic Age in China, the original Chinese dragon patterns began to appear in the Yangshao culture, which was 7,000 to 5,500 years ago. The emergence of these early dragon-shaped cultural relics is closely related to totem worship. Local animals with deterrence have become the objects of totem worship (Meccarelli, 2021).

The image of the Chinese dragon has been constantly changing with the evolution of history and dynasties. Based on prototypes such as snakes and crocodiles, the Chinese dragon has gradually integrated the characteristics of animals such as eagles, deer, and horses. By the Ming and Qing Dynasties (1368–1912), the image of the Chinese dragon was fixed and continued to the modern era (Li, 2018). During this period, the Chinese dragon has a snake body and fish scales, deer horns, a camel head, cow ears, tiger eyes, limbs and eagle claws, can spit out fireballs from its mouth, and is surrounded by clouds and waves.

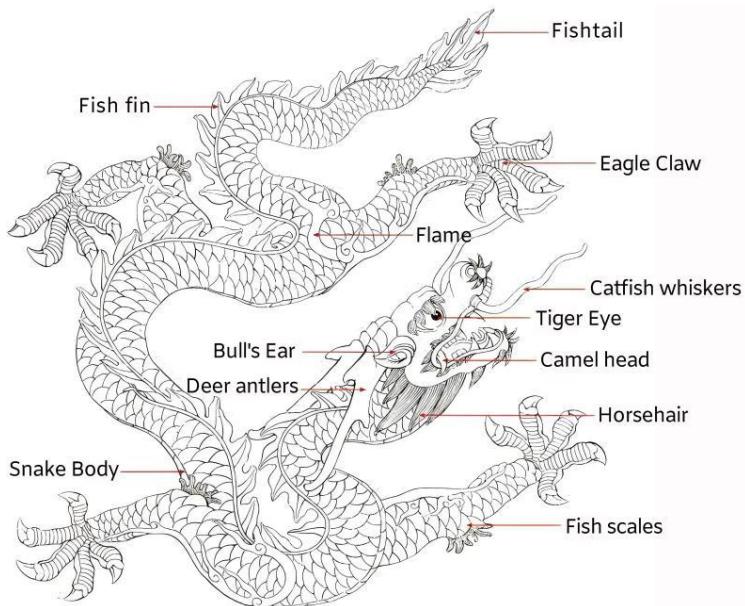


Figure 2 The composition of the Chinese dragon image (source: Created by researchers, 2024)

2. Folk Customs in the Chinese Year of the Dragon.

The Year of the Dragon is a very important year in Chinese traditional culture. In the Year of the Dragon, people will carry out various traditional customs activities. These activities not only have strong local characteristics, but also contain profound cultural connotations.

2.1 Dragon Dance

Dragon dance is one of the most classic performances in Chinese traditional culture, and it is also one of the most common traditional customs activities in the Year of the Dragon. In the Year of the Dragon, people will perform dragon dances at street temple fairs and other occasions to pray for good weather and good harvests. The performance forms of dragon dance are very diverse, including single, double, multi-person and other forms. The performance is accompanied by instruments such as gongs and drums, and the scene is very lively. During the performance, the audience can throw red envelopes to the performers to express their blessings.

2.2 Dragon Boat Racing

Dragon boat racing is one of the most famous Chinese traditional folk activities in the Year of the Dragon, and it is also one of the most unique competitive events in Chinese traditional culture. In the Year of the Dragon, grand dragon boat racing activities will be held in various places. Most of the participants are local villagers and young men. During the competition, the contestants will wear traditional dragon boat costumes, wave their oars and paddle hard, and the scene is very spectacular. Dragon boat racing is not only a contest of strength and skills, but also a manifestation of unity and fighting spirit.

2.3 Dragon Lantern

Dragon lanterns are an important activity in the traditional customs of the Year of the Dragon and are also a unique art form in Chinese traditional culture. In the Year of the Dragon, people will make dragon lanterns of various shapes, such as paper dragon lanterns, cloth dragon lanterns, and then put them in the river or on the streets or let them fly in the night sky. Lighting up the dragon lantern means praying for good luck, happiness and well-being. In the process of lighting the dragon lantern, people will also set off fireworks to drive away evil and disasters.

3. Cultural Significance of the Year of the Dragon in China

The Year of the Dragon can unite all forces in China. The dragon has a very high status in traditional Chinese culture. In feudal China, the dragon is a symbol of the emperor and represents the country and the nation (Harris, 2008). In traditional Chinese culture, the dragon is a beast of good fortune and a symbol of harmony. In the Chinese concept of family, the dragon represents reunion and happiness, so celebrating the Year of the Dragon is a common festival for Chinese people around the world. Chinese people generally believe that life will be full of joy and happiness in the Year of

the Dragon, and the country will prosper. In the Year of the Dragon, all walks of life will achieve fruitful results, and people will live and work in peace and contentment. The Year of the Dragon also represents expectations for young people. Chinese people believe that children born in the Year of the Dragon will have a firm will, a courageous spirit and outstanding talents in the process of growing up. They can exert their own strength and wisdom on the road of life and contribute to the prosperity of the country and the nation.

Objective 2: Year of the Dragon Chinese Lifestyle Product Case Study and New Trend Survey

1. 2024 Year of the Dragon Chinese Lifestyle Product Case Study

According to data from Taobao, China's largest e-commerce platform, searches for "Year of the Dragon" related products increased 640 times year-on-year from December 2023 to January 2024, mainly in the two fields of public cultural institutions and commercial brands. This study investigated the hot-selling products in the two major areas of the Chinese lifestyle market during the 2024 Year of the Dragon Spring Festival, as table 1and2.

1.1 Cultural institution products

In recent years, more and more Chinese public cultural institutions, such as museums and research institutes, have adopted a model of "traditional culture + lifestyle design". By extracting and applying cultural relics resources from the collection, independently designing or collaborating on product development, they have successfully entered the public eye. Public cultural institutions have become an important sector of the Chinese lifestyle market (Zhao, 2024). During the Spring Festival of the Year of the Dragon in 2024, several public cultural institutions led by the Palace Museum and Gansu Provincial Museum launched a number of cultural and creative products in the Year of the Dragon on the online shopping platform.

The Palace Museum in Beijing is the largest ancient cultural and artistic museum in China, and one of the most successful museums in the development of cultural and creative industries. The Palace Museum has its own brand "Palace Museum Taobao", mainly engaged in online cultural and creative products (Zhen, 2024). In 2024, the "Little Divine Dragon Pillow" launched by the "Palace Museum Taobao" in the Year of the Dragon became one of the museum products that attracted much attention in the Year of the Dragon. The design inspiration for the "Little Divine Dragon Pillow" comes from the elements of the "Twenty-Five Jade Seals" in the collection of the Palace Museum, cleverly

integrating traditional culture and modern lifestyle. The image design of the pillow is very cute, especially loved by young people.

Gansu Provincial Museum is one of the earliest comprehensive museums established in China. In response to national policies, Gansu Provincial Museum has established a cultural and creative center design team and has extensively employed young designers. The Year of the Dragon product "Baobao Dragon" in 2024 is an innovative attempt of the museum. The design inspiration of "Baobao Dragon" comes from the cultural relic "Golden Dragon" in the museum collection (Zhou, 2024). Through the modern interpretation of this image, the museum products not only convey the charm of traditional culture, but also conform to the modern aesthetic trend, which is accepted and loved by the public.

In addition, museums in various cities in China have also launched original the Year of the Dragon products, such as the "Little Green Dragon U-shaped pillow" in Nanjing Museum, the "Mengmeng Dragon Plush Pendant" in Suzhou Museum, the "Golden Dragon Ornament" in Shaanxi History Museum, and the "Bao Dragon Aromatherapy Candle" in Dunhuang Research Institute. These research products are shown in Table 1.

Table 1 2024 Year of Dragon: Case Study of Chinese Cultural Institutions Lifestyle Products

S/N	Institutions	Product	Picture
01	Palace Museum	Little Divine Dragon Pillow	
02	Gansu Provincial Museum	Baobao Dragon Plush Toys	
03	Nanjing Museum	Little Green Dragon U-shaped Pillow	
04	Suzhou Museum	Mengmeng Dragon Plush Pendant	

S/N	Institutions	Product	Picture
05	Shaanxi History Museum	Golden Dragon Ornament	
06	Dunhuang Research Institute	Bao Dragon Aromatherapy Candle	

1.2 Commercial brand products

In addition to the models developed by cultural institutions, in the traditional business field, major international and Chinese local brands have also targeted the large market of the Year of the Dragon. Based on traditional Chinese culture, they launched products with brand characteristics.

During the Chinese Year of the Dragon, the internationally renowned luxury brand Louis Vuitton created a "Jewelry Dragon" in Taikoo Li Central Park in Shanghai (Zhang, 2024). Inspired by traditional Chinese culture, it combined the "dragon" element with the classic LV checkerboard pattern and launched a series of items such as women's handbags, scarves, and shirts.

Italian luxury brand Fendi invited Fujiwara Hiroshi, a top figure in the Japanese fashion industry, to cooperate. In addition to decorating the "FF" logo of Fendi's iconic handbags with colorful "dragon"-shaped elves, the series also launched a series of products such as T-shirts, hats, scarves, and dolls. Pokémon Go game players can also buy these co-branded clothing in stores and wear them in the game (FENDI, 2024).

Weilong, a famous Chinese spicy snack brand, launched a Dragon Year gift package. From the perspective of material and shape, the gift package is a stretchable folding paper bag design, and its packaging design is inspired by the "intangible cultural heritage" dragon dance (Han, 2024).

Chinese mineral water brand Nongfu Spring has launched a limited-edition dragon bottle with a dragon pattern representing auspiciousness printed on the bottle, and a brief description of the legend of the Year of the Dragon. It looks luxurious and full of ritual (Tan, 2024).

Japanese electronic watch brand CASIO launched the G-SHOCK Dragon Year limited edition watch in the Year of the Dragon. The watches are divided into "Golden Dragon" and "Red Dragon".

CASIO used laser engraving technology to engrave traditional Chinese dragon and cloud patterns on the dial to express oriental aesthetics (CASIO, 2024).

In addition, this survey also investigated the Dragon Year limited edition cans designed jointly by beverage brand Red Bull and the Beijing Palace Museum, and the world's first KitKat Dragon Year limited edition chocolate gift box launched by food brand Nestle. These survey products are shown in Table 2.

Table 2 2024 Year of the Dragon: Case Study of Chinese Commercial Brands Lifestyle Products

S/N	Brand	Product	Picture
01	Louis Vuitton	Clothes, Bags, Shoes	
02	Fendi	Clothes, Bags, Hats	
03	Weilong	Snack	
04	Nongfu Spring	Mineral water	
05	G-SHOCK	Watch	
06	Red Bull	Beverage	
07	Nestle	Chocolate	

2. New Trends in the Chinese Lifestyle Market

According to the case study of the 2024 Chinese the Year of the Dragon lifestyle product market, popular the Year of the Dragon cultural and creative products generally incorporate Chinese cultural elements into the design, making the product or design more unique and creative. It usually takes retro, traditional or classic as the theme, and combines traditional elements such as Chinese Dragon, classical patterns, calligraphy and other elements with modern elements to create a new product or design with both Chinese characteristics and a modern sense. The Chinese market calls this popular style "China-Chic".

"China-Chic" was first proposed by the Chinese clothing brand "Li Ning" at the 2018 New York Fashion Week. "China-Chic" refers to the integration of traditional Chinese culture with modern trend elements, such as combining fashion design styles and diversified marketing methods to establish brands, using brands as carriers to apply Chinese culture to various commodities, and forming a trend in the cultural or fashion fields (Yang, 2022). According to the "China-Chic Consumption Survey" released by the Sichuan Daily Big Data Studio in 2021, among the overall China-Chic products, China-Chic clothing products accounted for the highest proportion of 37.43%. In the remaining traditional lifestyle product fields, China-Chic cultural and creative products accounted for 20.10%, China-Chic beauty products accounted for 16.40%, and "China-Chic" food and beverage products accounted for 15.31%. In addition, in the field of technology products, China-Chic digital products accounted for 8.75%, as shown in Table 3.

Table 3 The proportion of various categories of China-Chic products in 2021

China-Chic Product Category	Proportion (%)
Clothing	37.43%
Cultural and creative products	20.10%
Cosmetic	16.40%
Food and Beverage	15.31%
Digital products	8.75%
Other	2.01%

According to the "China-Chic Search Big Data" released by China's search engine Baidu, from 2011 to 2021, the search popularity of "China-Chic" on the Chinese Internet increased by 528%. In 2023, the scale of China's China-Chic economy will be about 282.82 billion US dollars, a year-on-year increase of 9.44%. It can be seen that "China-Chic" economy has become a new trend in the lifestyle market and is developing rapidly.

Objective 3: Analyzing the connection between new trends in the lifestyle market and young people in China

According to the "2024 China-Chic Brand Young Consumer Insight Report" released by the China Xinhua News Agency, in the rapid development of the China-Chic market, the people who discuss China-Chic are mainly concentrated in young people aged 24–34, and the regions are mainly concentrated in China's economically developed provinces such as Guangdong Province, Beijing and Zhejiang Province. From the age structure of the consumer population, users aged 13–32 account for 74%, among which the new generation born after 1990 and 2000 are becoming the main force of new consumption.

Table 4 Age structure of China-Chic consumers in 2022

Age of China-Chic consumers	Proportion (%)
13–22	26%
23–32	48%
33–42	17%
43–52	9%

This study analyzes that the reason why young Chinese people are keen on consuming domestic trend products is that, on the one hand, that the new generation born after 1990 and 2000 has gradually entered the society, gained economic income and had the ability to consume. On the other hand, because young people in this age group grew up in the period of China's economic boom and the rapid development of the Internet, Chinese young people in this period not only have a broad vision, higher acceptance of new things, but also have a stronger sense of cultural identity. Young people have a higher interest in traditional cultural goods. Under the influence of young consumer groups, the trend of the Chinese lifestyle product market will gradually shift towards traditional culture.

Discussions

This research found that Chinese dragon culture and Chinese dragon year folk customs have a long history. It is not only a spiritual symbol of the Chinese nation, but also an important part of the Chinese people's thoughts and emotions. Protecting and inheriting Chinese dragon culture is a very meaningful thing. This is consistent with Ma (2022), who also believes that while promoting economic development, the long-standing Chinese traditional culture can be popularized to the public through products.

At this stage, the Chinese lifestyle product market is experiencing a rapid growth period. The China-Chic style, which combines traditional culture with modern design, has become a new trend in the Chinese lifestyle product market. This is consistent with Hu (2024) observation that the emerging China-Chic lifestyle brand needs to be recognized by the market through an international perspective to adapt to the cultural background of contemporary integration of China and the West, so that product design can be recognized and concerned by consumers.

With the growth of the young generation in China, their confidence in Chinese traditional culture and local brands has made them enthusiastic about the products of China-Chic brand and become the main consumers, which has also spawned a new trend in China's lifestyle market at this stage. This is consistent with the research conclusion of Guo (2023), who also concluded that with the development of China's economy and the growth of the young generation, the Chinese lifestyle industry and the "China-Chic" trend will continue to maintain its popularity and continue to be welcomed by young consumers.

Knowledge from Research

This research summarizes the historical background and cultural significance of the Chinese Year of the Dragon, analyzes new trends in the Chinese lifestyle market through product research on the Year of the Dragon lifestyle market, and explores the connection between young Chinese consumers and the lifestyle market. It shows the interconnection between traditional culture and the lifestyle industry and the youth market, as shown in Figure 2.

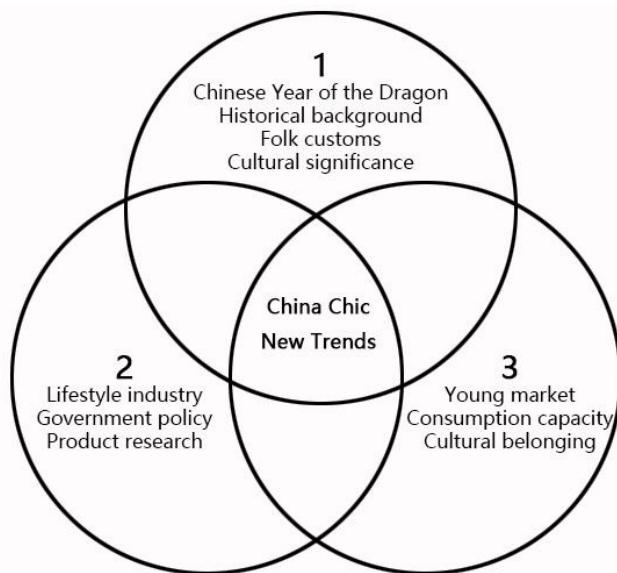


Figure 2 Knowledge System of Research Results (source: Constructed by researchers, 2024)

Conclusions

Based on Objective 1, through the study of the evolution of traditional Chinese dragon culture and the literature of the Lunar Year of the Dragon, we know that the formation of Chinese dragon culture is the result of the cultural integration of the Chinese nation over thousands of years. Dragon culture is the emotional belonging and identity of every Chinese. Protecting and continuing the Dragon Year culture has important cultural significance.

Based on Objective 2, through the analysis of the popular trend of China's the Year of the Dragon lifestyle product market in 2024 and product research, the "China-Chic" style, which combines China's lifestyle industry with traditional culture, will become a new trend and be welcomed by young consumers.

Based on Objective 3, The study found that young people are becoming the main force of new consumption from the perspective of the age structure of China-Chic consumers. The reason why young people are keen on China-Chic products is that China-Chic products have both traditional culture and modern aesthetic elements, which meet the psychological needs of contemporary Chinese young people.

Limitations of the Study

1. The research primarily relies on literature review and market trend analysis in 2024, which may limit the generalizability of findings to broader time periods or future market dynamics.

2. The sample scope of consumer age structure analysis is mainly focused on specific regions and online platforms, potentially overlooking diverse demographic characteristics in different geographical areas.

3. The study lacks in-depth qualitative interviews or experimental data to explore the emotional and psychological motivations of consumers in depth.

Future Studies Suggestion Areas

1. Longitudinal Research: Extend the research timeline to track the evolution of China-Chic trends across multiple Lunar Years of the Dragon, analyzing long-term cultural and market changes.

2. Diversified Sample Expansion: Broaden the research scope to include offline markets, rural areas, and different age groups (e.g., middle-aged and elderly consumers) to comprehensively understand consumption patterns.

3. Qualitative-Quantitative Integration: Incorporate in-depth interviews, focus groups, or experimental designs to explore the psychological mechanisms behind consumers' preferences for China-Chic products.

4. Cross-Cultural Comparison: Compare the acceptance and interpretation of dragon culture and China-Chic style in overseas Chinese communities or international markets to enhance cultural communication perspectives.

References

Bourdieu, P. (1986). The Forms of Capital. In Richardson, J., Eds., *Handbook of Theory and Research for the Sociology of Education*, Greenwood, Westport, 241–258.

Bryman, A. (2016). *Social Research Methods* (5th ed.). Oxford University Press.

Cartwright, M., Sekhon, M., & Francis, J. J. (2017). Acceptability of healthcare interventions: An overview of reviews and development of a theoretical framework. *BMC Health Services Research*, 17, Article No. 88. <https://doi.org/10.1186/s12913-017-2031-8>

Chang, K. C. (1986). *The Archaeology of Ancient China*. Yale University Press.

CASIO. (2024). 2024 Casio the Year of the Dragon Year Limit. <https://www.casio.com.cn/watches/contents/tianse/>

Cartwright, M. (2017). *The Dragon in Ancient China*. Ancient History Encyclopedia. <https://www.ancient.eu/article/1125/the-dragon-in-ancient-china/>

Euromonitor. (2023). *Global Economic Outlook: Q4 2023*. Euromonitor.com.

Falkenhausen, L. (1995). Reflections on the Formation of Early Chinese Culture. *Early China*, 20, 1–28.

FENDI. (2024). 2024 Spring Festival Limited Edition Series. <https://www.fendi.cn/url7al043aqwrf1nvf.html>

Feng, M. (2010). Research on the Development of Chinese Cultural and Creative Industries. *Economic Science Press*, 42–48.

Guo, X. (2023). Network Practice and Cultural Identity of "China-Chic" Youth. *Mingri Fashion*, 1, 3–10.

Han, J. W. (2024). How can food and beverage brands make a comeback in the "dragon element"? *Cover News*, 2024–02–05, 16.

Harris, L. J. (2008). Standard messages: Institutional identity and symbolism in Chinese postal flags, 1896–1949. *Raven: A Journal of Vexillology*, 15, 81–105.

Hu, Q. (2024). On China-Chic's Fashion Communication, Consumption Culture and Cultural and Creative Ideas. *Contemporary Communication*, 16, 102–103.

Jin, Y. P. (2010). Three stages and three models of development of China's cultural and creative industries. *Journal of China University of Geosciences (Social Sciences Edition)*, 256–257.

Kleeman, A. (2002). Of Mythic Monsters and Magical Beasts: The Iconography of Early Chinese Art. In J. Hay (Ed.), *Boundaries in China* (pp. 27–48). Reaktion Books.

Li, Y., Yu, S., Jia, X., Qiu, X., & He, J. (2024). Defining morphologically and genetically distinct GABergic/cholinergic amacrine cell subtypes in the vertebrate retina. *PLoS Biology*, 22, e3002506.

Liu, K. (2018). The relation between government ownership and firm performance: Evidence from cross-country datasets. *International Journal of Business*, 23, 183–197.

Li, Z. H. (2018). The Original Symbols of Chinese Culture. In *The Origins of Chinese Thought* (pp. 163–183). Brill.

Ma, J. F. (2022). The modern inheritance significance of Chinese Loong culture. *Chinese Character Culture*, 23, 60–61.

Meccarelli, M. (2021). Discovering the Long: Current Theories and Trends in Research on the Chinese Dragon. *Frontiers of History in China*, 16(1), 99.

Tan, Q. C. (2024). Nongfu Spring launches the Year of the Dragon collection. *Hongxin News*, 2024-01-02(19), 102.

Wu, Z. X. (2010). *The 12 Chinese Animals: Create Harmony in Your Daily Life Through Ancient Chinese Wisdom*. Singing Dragon.

Werner, E. T. C. (1922). *Myths and Legends of China*. G. Routledge & Sons.

Xu, Y. H., Lucy, L., & Zhi, X. Y. (2016). Culture and creative industry in China: Critical review on the current research trends and future development. *International Journal of Innovation and Technology Management*, 13(06), 1640016.

Zhao, B. T. (2012). *Chinese Zodiac Sign*. Meteorology Publishing House.

Zhao, Q. C. (2024). Exploration into the Design and Development of Museum Cultural and Creative Products in the Context of Cultural Tourism Integration. *PACKAGING*, 4, 355–358.

Zhen, X. Y. (2024). The Symbolic Design and Communication Research of the Palace Museum's Cultural and Creative Industry in the Digital Age. *Art Science and Technology*, 2, 164–166.

Zhou, D. (2024). 30 museums launched cultural and creative products in the Year of the Loong. *JIMU NEWS*, 2024-01-23(10).

Zhang, T. W., & Zhang, X. L. (2019). High-speed ship detection in SAR images based on a grid convolutional neural network. *Remote Sensing*, 11, 1206. <https://doi.org/10.3390/rs1101206>

Zhang, L. (2024). The Year of the Loong Atmosphere Group. *XINMIN Evening News*, 2024-01-19(005).