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Abstract. The role of Consumer Ethnocentric Tendency (National-brand consciousness) as driver of consumer purchase intention has largely been investigated at the inter organizational level, while there is a notable lack of studies on national brand ethnocentrism on China market, especially Chinese medicine brand and product, which is a representative emotion marketing field. By researching an empirical setting in which buyers have experience on purchasing Chinese medicine product-Yunnan Baiyao, this study proposes the existence of national brand consciousness, consumer brand affectionate bond and product comprehensive utility in Chinese consumer and test their influence on purchase intention based on the results of a survey of 183 multicultural Chinese consumers. Findings suggest that while national brand consciousness positively and directly influences purchase intention, they drive through the positive moderating effects of consumer brand individual and social affectionate bond, as well as product comprehensive Utility. This research has several managerial and theoretical implications indicating that paying attention to the rural China market and elder consumers, while shape the positive national brand image to suit the younger generation through the better product utility besides the emotion marketing.

Research Background

As economic globalization is overwhelming, more and more consumers prefer to buy foreign products. Chinese medicine brand with typical Chinese cultural characteristics have encountered many barriers in the globalization. With the phenomenon of word-of-mouth decline, some public opinion even think that the purchase of high-priced Chinese medicine products is the act of paying IQ tax. Historical research shows that the awareness of the domestic goods will encourage consumers to choose to buy domestic goods under the same conditions, and take pride in this. However, in the test of the impact of domestic awareness on the willingness to buy goods, a large number of scholars use brand affective factors, who do not control the comprehensive utility of products (such as quality, price, etc.) factors. So this study will be the representative of domestic products, that is, Chinese medicine products -Yunnan Baiyao as the research object, trying to introduce product comprehensive utility adjustment variables based on the emotional perspective of consumer brand, in-depth study of Chinese consumers’ awareness of domestic goods, the impact mechanism on their willingness to buy goods and improve the relevant theoretical system of Chinese Medicine awareness, to provide evidence of the influence of national consciousness on the willingness to buy domestic goods, and to arouse the offer of consumers’ purchase intention through the consciousness of domestic enterprises and domestic goods brand is thinking and enlightenment.
Study the Definition of Variables and the Theoretical Deduction of Research Assumptions

Variable definition and theoretical basis

The connotation of consumer's national consciousness is basically equivalent to that of consumer ethnocentrism (Consumer Ethnocentric Tendency, CET). Based on the research on the consciousness of national goods, such as Zhang Guijun, this paper defines its connotation as the recognition and promotion of domestic brand by Chinese consumers out of their love for the country, their pride in the nation, or their worries about the encroachment of the Chinese market by foreign domestic products, and, under the same conditions, buy and use their own products, and take pride in it.

In addition, drawing on Huang Jing's emotional analysis of consumer brands, it defines its meaning as a similar human-to-human emotion generated between consumers and brands, including personal feelings and social feelings, so that consumers and brands in the process of long-term communication generated by the familiar, understand the brand after the deep feelings of the brand, Social emotion is based on the local cultural background of consumers, consumers put themselves and the brand are summed up as part of the country, resulting in a preference for emotion. According to the theory of emotional determination, consumers pay more attention to the pleasure standard of goods, that is, the emotion of consumers at that time, or mainly consider the commodity utility indicators, he interprets the credit of goods when the basis of choice is different. Based on the analysis of product utility by Zhu Ling, this paper defines the comprehensive utility of products as the sum of the effects of the quality, price, packaging and use effect of each product perceived by consumers.

Study the extrapolation of assumptions

Throughout the literature scholars have used a large number of variables, such as the willingness to buy, attitude, perceived quality and other different terms to study the relationship between national awareness and congressional meaning. A large number of studies have shown a positive correlation between the two, such as the Wang Haizhong field survey found that the stronger the CET consumers tend to buy national goods, Wang Tingli found that the consumer nationalism of Chinese college students and its willingness to buy domestic goods is positively correlated. The sense of national goods reflects the consumer's natural identity and preference for the country's own brand products, this preference will increase the consumer's preference for domestic goods, under the same conditions will be more willing to buy the use of this product, and take pride in it.

In addition, this study is based on the consumer brand emotional perspective of research, in terms of personal emotion, the deeper the relationship between the individual and the brand, will be more recognized and respected the domestic goods, which to a certain extent strengthens the sense of the domestic goods, and promote the domestic awareness of the purchase of domestic products, and social emotion is based on the local cultural background, Consumers see themselves and brands as part of the country and have a strong sense of social responsibility. When the brand gets more people's purchase and attention, consumers will also feel happy, on the contrary, the brand by other brands crowding out the market erosion status, or even decline, consumers will feel sad.

For the study of product comprehensive utility, this paper puts forward that consumers will consider and compare the comprehensive utility of the product in the process of forming and determining the purchase intention, minimize the loss of their own interests. And in accordance with the Howard-Sheth Model of consumer purchase decision, input and external factors can stimulate the consumer to buy, while the quality, price and so on are part of the input factors of products. Yet the product's utility is the consumer's subjective judgment, which has certain abstractness and can vary with each individual. In the purchase of a certain commodity based on the awareness of domestic goods, consumers will be more inclined to compare the utility of different commodities and buy goods with higher comprehensive utility when paying more attention to the utility index of the commodity.

In summary, this paper puts forward the following assumptions on the research results of the above scholars, and constructs the conceptual model of this study according to the hypothesis, as shown in Fig.1.
H1. National-brand consciousness positively influences purchase intention.
H2. Individual affection improves the impact of the national-brand consciousness on the consumers' purchase intention.
H3. Social affection improves the impact of the national-brand consciousness on the consumers' purchase intention.
H4. Product comprehensive utility improves the impact of the national-brand consciousness on the consumers' purchase intention.

Data Collection and Data Analysis

Sample collection and description
To test the proposed theoretical model and underlying research hypotheses, we made a case study on Yuanan Baiyao, a well-known classic Chinese brand. This study selects students in a university, residents in a community and a hospital in Wuhan city as respondents. In recent years, while maintaining pharmaceutical products. 220 questionnaires were distributed through the network, and 183 valid questionnaires were retained after excluding invalid questionnaires.

The sample of responds (n=183) has the following components: for gender, the sample is almost female (60.7%). for age, 40.4% younger than 25, 39.9% of the respondents are between 25 and 40 years old; 19.1%, between 41 and 55 years old; and the remaining 1 people older than 56. For education, 48.6% respondents have bachelor or graduate education. For income, 61.2% lower than 5000RMB.

Variable measurement
This study has been modified on the basis of the existing mature scale, the formation of the domestic consciousness scale, the Consumer-brand affection scale, the product comprehensive utility scale and the purchase consciousness scale of the domestic goods. Items measuring National-brand consciousness are drawn from Shimp and Sharma (Shimp & Sharma, 1987), Wang (2002), and CETSCALE from Zhang (Zhang & Li, 2017), primarily include native product satisfaction, reputation, loyalty. Consumer-brand affection scale is drawn from the consumer-brand dimensions research from Huang (Huang & Lin, 2010). Product comprehensive scale is drawn from the consumer comparison utility scale from Zhu (Zhu, 2009). Purchase intention of national-brand scale is drawn from consumer purchase intention scale from Guo G and Zhou X. (Guo & Zhou, 2017).

The questionnaire consists of two sections: the first requests demo-graphic information on the responds (age, gender, income and education); the second measures national-brand consciousness, individual affection, social affection, product comprehensive utility and purchase intention of national-brand.
For all of the scales, the respondents are asked to express their agreement with each statement using a 7-point Likert scale anchored with fully disagree (1) and fully agree (7).

The questionnaire was tested in advance by 10 members of the research team, who administered the questionnaire and received feedback on the clarity of the content. That feedback led to slight modifications to some wording due to the language translation of the original items.

Reliability and validity analysis

Each measurement scale is assessed as reliable: Cronbach’s alphas ranged from a minimum of .899 to a maximum of .966, higher than the .70 threshold suggested by Nunnally (Nunally, 1978). The questionnaire employed in this study comes from the existing mature questionnaires at home and abroad, and has been revised by the expert opinion method, which has better content validity and structure validity.

Hypothesis test analysis

For the key variable of national-brand consciousness, the p-value of respondents in terms of gender, age and education degree was below .05 through the analysis of variance. This suggests that the differences of national-brand consciousness of different gender, age and education degree are of statistical significance. It can be considered that consumers with different gender, age and education degree have significant differences in their national-brand consciousness, and the older age, the lower education level, the stronger their national-brand consciousness are. The P-value of national-brand consciousness of the respondents was more than .05. This suggests that the differences in national-brand consciousness among different income groups were not statistically significant, i.e., there was no difference in national-brand consciousness among different income groups.

First, it is found from regression analysis that the National-brand consciousness has a significantly positive impact on consumers’ purchase intention of national-brand products \(R^2=0.686, P < 0.05\), H1 is supported.

Subsequently, this study tests the regulation effect using the method of hierarchical regression analysis. First, domestic product consciousness and regulatory variables are put into regression analysis, which is model 1. Second, the interaction term between the national-brand consciousness’s, the Interactive item of national-brand consciousness and the moderate variable was substituted. This is model 2. If it passes the significance test and \(R^2\) rises, it will be shown to play a moderate role. The direction and intensity of the adjustment variables were observed with the simple slope analysis diagram recommended by Aiken and West (Toothaker, 1993)

<table>
<thead>
<tr>
<th>Model</th>
<th>variable</th>
<th>Beta</th>
<th>t-value</th>
<th>P-value</th>
<th>VIF</th>
<th>index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>constant</td>
<td>.001</td>
<td>.999</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>National-brand consciousness</td>
<td>.703</td>
<td>14.864</td>
<td>.000</td>
<td>1.445</td>
<td>F232.548</td>
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<tr>
<td></td>
<td>Individual affection</td>
<td>.225</td>
<td>4.755</td>
<td>.000</td>
<td>1.445</td>
<td></td>
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<tr>
<td>2</td>
<td>constant</td>
<td>-.828</td>
<td>.409</td>
<td></td>
<td>1.477</td>
<td></td>
</tr>
<tr>
<td></td>
<td>National-brand consciousness</td>
<td>.720</td>
<td>15.242</td>
<td>.000</td>
<td>1.477</td>
<td>F=160.940</td>
</tr>
<tr>
<td></td>
<td>Individual affection</td>
<td>.236</td>
<td>5.029</td>
<td>.000</td>
<td>1.459</td>
<td>ΔR=0.009</td>
</tr>
<tr>
<td></td>
<td>National-brand consciousness*</td>
<td>.096</td>
<td>2.380</td>
<td>.018</td>
<td>1.072</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Individual affection</td>
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<td></td>
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</table>

Table 1. The moderate effect of Individual affectation.
It is suggested from table 1 that the significance test results of national-brand consciousness and Individual affection are all less than .05, and the interaction of national-brand consciousness and Individual affection had a statistically significant value on the regression analysis. (p=.018<.05), the coefficient is positive, VIF is all less than 5, and $R^2$ is also increased from .721 to .730.

![Figure 2. Moderate effect of Consumer-brand individual affection.](image)

Table 1 and Fig.2 report the Individual affection improves the impact of the national-brand consciousness on the purchase intention of national-brand. H2 is supported.

Table 2. The moderate effect of social affection.

<table>
<thead>
<tr>
<th>Model</th>
<th>variable</th>
<th>Beta</th>
<th>t-value</th>
<th>P-value</th>
<th>VIF</th>
<th>index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>constant</td>
<td>.001</td>
<td>.999</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>National-brand consciousness</td>
<td>.678</td>
<td>14.771</td>
<td>.000</td>
<td>1.442</td>
<td>$R^2$=.737</td>
</tr>
<tr>
<td></td>
<td>Social affection</td>
<td>.271</td>
<td>5.899</td>
<td>.000</td>
<td>1.442</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>constant</td>
<td>-.871</td>
<td>.385</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>National-brand consciousness</td>
<td>.693</td>
<td>15.181</td>
<td>.000</td>
<td>1.468</td>
<td>$R^2$=.746</td>
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<td></td>
<td>Social affection</td>
<td>.289</td>
<td>6.308</td>
<td>.000</td>
<td>1.481</td>
<td></td>
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<tr>
<td></td>
<td>National-brand consciousness* Social affection</td>
<td>.098</td>
<td>2.492</td>
<td>.014</td>
<td>1.100</td>
<td></td>
</tr>
</tbody>
</table>

It is suggested from table 2 that the significance test results of national-brand consciousness and social affection are all less than .05, and the interaction of national-brand consciousness and social affection is of statistical significance to the regression analysis. (p=.014<.05), the coefficient is positive, VIF is all less than 5, and $R^2$ is also increased from .737 to .746.
Table 2 and Fig. 3 report the social affection improves the impact of the national-brand consciousness on the purchase intention of national-brand. H3 is supported.

Table 3. The moderate effect of product comprehensive utility.

<table>
<thead>
<tr>
<th>Model</th>
<th>variable</th>
<th>Beta</th>
<th>t-value</th>
<th>P-value</th>
<th>VIF</th>
<th>index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>constant</td>
<td>.001</td>
<td>1.000</td>
<td>.000</td>
<td>1.336</td>
<td>(R^2 = 0.731)</td>
</tr>
<tr>
<td></td>
<td>National-brand consciousness</td>
<td>.705</td>
<td>15.781</td>
<td>.000</td>
<td>1.336</td>
<td>(F = 244.673)</td>
</tr>
<tr>
<td></td>
<td>Product comprehensive utility</td>
<td>.246</td>
<td>5.498</td>
<td>.000</td>
<td>1.336</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>constant</td>
<td>-.715</td>
<td>.476</td>
<td>.476</td>
<td>1.351</td>
<td>(R^2 = 0.740)</td>
</tr>
<tr>
<td></td>
<td>National-brand consciousness</td>
<td>.716</td>
<td>16.155</td>
<td>.000</td>
<td>1.351</td>
<td>(F = 169.408)</td>
</tr>
<tr>
<td></td>
<td>Product comprehensive utility</td>
<td>.267</td>
<td>5.938</td>
<td>.000</td>
<td>1.391</td>
<td>(\Delta R = 0.009)</td>
</tr>
<tr>
<td></td>
<td>National-brand consciousness*</td>
<td>.096</td>
<td>2.410</td>
<td>.017</td>
<td>1.098</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Product comprehensive utility</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It is suggested from Table 3 that the significance test results of national-brand consciousness and product comprehensive utility are overall less than .05, and the interaction of national-brand consciousness and product comprehensive utility is of statistical significance to the regression analysis. \((p = .017 < .05)\), the coefficient is positive, VIF is all less than 5, and \(R^2\) is also increased from .731 to .740.
Table 3 and Fig. 4 report the product comprehensive utility improves the impact of the national-brand consciousness on the purchase intention of national-brand. H4 is supported.

Above all, all the hypothesizes are supported. National-brand consciousness positively and directly impacts purchase intention of national-brand, they drive through the positive moderating effects of consumer-brand individual and social affection, as well as product comprehensive Utility.

Discussion and Implications

Theoretical implications

In accordance with the emotion determination theory and the method of empirical study, this study introduces the two moderating variables, product comprehensive utility and consumer-brand affection (individual and social) to find out the mechanism of the effect about the national-brand consciousness on consumers' purchase intention of national-brand. Three conclusions are drawn: first, the national-brand consciousness has a significantly positive impact on consumers' purchase intention to national-brand, which confirms the views of previous scholars (Maina, 2016; Zhang, 2014; Song et al., 2014; Hong, 2016). Second, consumer-brand individual and social affection, product comprehensive utility improves the two. Third, the research results of this paper improve the relevant theories of national-brand consciousness, purchase intention of national-brand, the consumer-brand affection and the comprehensive utility of products. Besides these results demonstrate the moderating effect of the consumer-brand affection and the comprehensive utility of products on the positive relationship between national-brand consciousness on consumers' purchase intention of national-brand and provide new industry evidence.

Managerial implications

In addition to the theoretical contributions, the findings of this study have at least three managerial implications. The development and practice of these implications can help national-brand and product managers get rid of the dilemma of national-brand products marketing and find the keys to transform the national-brand consciousness into the purchase intention of national-brand products. First, national-brand should launch various types of products for different groups of people. According to the results of this study, people with higher age and lower education have stronger national-brand consciousness. And there is strong correlation between consciousness and purchase intention. In addition, different consumers pay attention to different commodity characteristics: One is the "feeler", who will be more active in the emotional delivery of goods, as well as the psychological satisfaction. One is the "Thinker", who pays more attention to the comprehensive utility of products and the value generated by products (Shi & Jia, 2017). To expand the market, the brand should meet the needs of older people and develop rural markets firstly. Secondly, the brand should produce products suitable for the "feelers" in the specific marketing process. The promotion adopts mainstream media and can be appropriately priced at a...
premium. While for the "Thinkers", the brand also introduces promotional simplified clothing, adopting e-commerce that sells cheap products, or in the supermarket and adopting low price strategies. With the help of the mainstream e-commerce platform, to explore and maintain the "Chinese elements" of products, from the process, quality, inheritance, national cultural characteristics and other perspectives to shape a distinct localization of personality, to adopt a high quality and low price strategy.

Second, strengthening "consumer-brand individual and social affection" are the critical points of national-brand product marketing. For the government, it should actively promote the formation of national-brand consciousness, as more concern for people's livelihood, the timely and effective solve the social problems, actively promote positive events in national diplomacy and so on, through the guidance of public opinion, enhance people consciousness of national-brand products (Zhang & Li, 2017). In the meantime, the government can also give certain policy and financial support to national enterprises in the procurement and use of domestic products (such as actively promoting "One Belt And One Road", promoting China's advantageous equipment and excess capacity to go out), promote consumers to form more positive awareness of national-brand products consumption (Song & Zhang, 2017; Zhang et al., 2016).

For enterprises, in the marketing process, they can endow their products with certain national-brand consciousness, arouse the emotional resonance of consumers, and hold activities such as propaganda and promotion to attract consumers' attention and detailed understanding of national-brand, With the help of Weibo, Zhihu and other new media platform, promote the cultural color of products, social prestige, Chinese image, etc., stimulate consumers to the brand's positive understanding, and hold activities such as preaching, promotion, and stimulate consumers' willingness to buy, so as to guide them to respond positively to the product. (He et al., 2017).

Third, “products comprehensive utility ” can improve consumers' brand preference, improve the quality of national-brand products, and also contribute to the conversion of buying intentions. When consumers choose a product, they will combine factors such as quality, function, cost performance and reputation (Liu et al., 2016) For Yunnan Baiyao, a traditional Chinese medicine product, it is based on the traditional Chinese medicine culture, which has profound mass foundation in China. Yet like traditional Chinese medicine technology, it has encountered many technical barriers in the process of globalization. In recent years, the effect of Yunnan Baiyao brand image of the incident is under the background of western scientific and cultural quality of their products, such as Chinese consumers on the "secret recipe", the "bleeding" composition and efficacy. Unfortunately, Yunnan Baiyao has not responded effectively to these questions (Fu, 2017). While bringing new marketing methods, Yunnan Baiyao should improve the comprehensive utility of its products, timely monitor online public opinion and give more "thinker" users effective response.

Limitations and Further Research

The results, the theoretical contributions, and the managerial implications of this study must be viewed in line with the study's limitations. First, this study selects Yunnan Baiyao as the object of study, which is a single brand and low degree involvement products. Yet there are high value-added products in traditional Chinese medicine which are expensive and used as gifts. In this paper, the research object is not subdivided and will be supplemented and improved in the future research. Second, the research method is relatively unitary, primarily through questionnaire research, SPSS statistical software is employed to conduct relevant research on the national-brand consciousness, while the popular research methods such as experiment method and field survey method are not involved. In future research, more diversified research methods will be used to confirm the theory. Third, there are other variables such as origin country effect, consumer hostility, conservatism, collectivism, etc., which will impact national-brand consciousness. In future research, other variables impacting national-brand consciousness should be studied.

This paper confirms the moderate effect of consumer-brand individual and social affection, yet their mutual effect and eventually applied to consumer purchase intention have not been further study. In the meantime, such variables as patriotism as the former dependent variable re not studied,
and the relationship between the national-brand product purchase intention and actual purchase has been incorporated into the model. In the following studies, the scale will be modified, and the conceptual model will be improved, and the results will be more rigorous for a wider population.

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References


