

The Influence of People's Views on Chinese and Western Festivals on Festival Marketing —Based on Survey Research of College Students

Mao Wang*

School of Economics and Management, Beijing Jiaotong University, Beijing, China

**Corresponding author. Email: maom_idyllic@163.com*

Abstract

With the inflow of western festivals and the rapid change of the times, people have a new understanding of celebrating festivals. Great changes have taken place in people's consumption ability and demand, which poses new challenges to the festival marketing of enterprises. The paper investigates college students in Beijing by means of a questionnaire and individual interviews. After data cleaning and integrity analysis, an effective questionnaire is obtained (N=212). Through descriptive analysis and calculation with scientific statistical analysis methods, the paper analyzes the way of celebrating the traditional Chinese festivals and western festivals, the degree of cognition of the festivals, the focus of celebrating the festivals, and the attitude of college students towards the traditional festivals of China and the west. Then, combined with Hofstede's cultural dimensions theory, the paper analyzes college students' values of festival culture under the background of the new era, and explores the reasons and the impact on social development. Finally, the paper considers new ways of festival marketing strategy from the perspective of enterprise marketing. The paper provides a reference for enterprise marketing operation and innovation development.

Keywords: *Western festivals, festival marketing, college students, traditional Chinese festivals*

1. INTRODUCTION

With the development of the times and the deepening of globalization, it is inevitable that western festivals began to gradually enter Chinese society, and the impact of the scope is becoming larger and deeper. As a result, the communication and collision between Chinese and western festival culture are becoming more and more serious. To some extent, western festivals are really integrated into contemporary Chinese society, and meet the emotional requirements of young people to release pressure in the fierce social competition.

For enterprises, festivals are regulated as golden sales opportunities. However, the reality is that more and more sales promotion, marketing strategies and means of homogenization phenomenon are serious. Many enterprises appear festival marketing syndrome obviously, and the whole domestic festival marketing environment also tends to deteriorate.

In addition, as the mainstay of the current socialist construction, college students play a crucial role in promoting the development of traditional festival

culture and enterprise innovation of festival marketing content. Through understanding college students' cognition and attitude towards Chinese and western traditional festivals, this study compares and analyses the similarities and differences of contemporary college students on Chinese and western cultural values. Then the study explores new ways of festival marketing innovation and development from the perspective of enterprise marketing.

2. LITERATURE REVIEW

2.1. Research on Comparison of Chinese and Western Festivals

Driven by various reasons, Chinese and western traditional festivals have different connotations, characteristics, and forms. From the aspects of origin, customs, and diet, it is concluded that Chinese traditional festivals are secular, while western traditional festivals have strong religious characteristics. It is also found that Chinese traditional festivals emphasize collectivism value orientation, while western traditional

festivals have strong individualism color [1]. Moreover, there are also cultural differences behind the cultural differences between Chinese and western festivals. Different festival expressions and symbols can reflect different spiritual civilization and symbols in China and the west, as well as the mentality of the crowd [2]. College students have a different understanding of the cultural connotation of traditional festivals. Although their understanding of traditional festival customs is not comprehensive enough, they have a deep reflection of the family relationship [3].

2.2. Research on the Attitude of Cultural Communication and Integration

In the context of globalization, the western festival is coming rapidly, and the traditional festival culture in China is inevitably impacted. From the government to the people, there are many views on how to deal with the Chinese and western festival culture.

Some people think that it should be "completely westernized". They believe that the culture of western developed countries is the representative of advanced culture, compared with traditional Chinese culture, western festival culture has inherent advantages. In contrast to the view, people believe that the blind worship of western festivals is the manifestation of "Chinese people fall into collective unconsciousness in culture", and the fundamental reason is the lack of subjectivity and the decline of subjectivity in Chinese culture [4].

As for Chinese traditional festivals, people's views on some festivals have changed with different times. For example, Double Seventh Festival is experiencing a transformation to Chinese Valentine's Day, which reflects the festival ecology of contemporary China [5]. Regarding the attitude towards Chinese and western traditional festival culture, superficial material culture and deep spiritual culture cannot be confused. The most important role in the interaction, penetration and integration of different cultures is whether a culture has universality and inclusiveness. [6]

2.3. Research on Festival Marketing

It is found that there was no custom of furnishing Christmas trees and giving Christmas gifts at Christmas. Because of American businessmen's commercial hype, it has become an international traditional folk custom [7]. This shows that folk customs can be used and hyped to transform and regenerate, as long as there are enough time and space factors to brew, especially commercial factors. To a certain extent, it also provides a basis for festival marketing. Behind the rising of western festivals is the huge commercial profits [8]. Commercialization is a common feature in the development of Chinese and western traditional festivals. It is also the undeniable

present situation and inevitable future development trend of them [2].

Besides, the combination of subculture groups and commercial capital makes the development of new festivals, such as "11 · 11 Singles Day ". Youth groups hope to achieve interactive exchanges through the creation of festivals [9]. It can be said that festival marketing plays a good role in e-commerce festivals. From the 4I (including Interesting, Interests, Interaction, and Individuality) in [10], it is worth exploring its importance in the process of e-commerce festival marketing, consumer psychology and behavior analysis, as well as the embodiment of each principle in e-commerce festival marketing. Moreover, the common marketing strategies include discount promotion strategy, emotional marketing strategy, leverage marketing strategy and cultural marketing strategy [11].

2.4. Literature Evaluation

To sum up, most studies mainly focus on the impact of the differences between Chinese and western festivals and cultures on cultural inheritance and diversity from the perspective of cultural communication, and correctly understand and deal with the relationship between Chinese and western traditional festival cultures. However, few articles analyze what role and advantages enterprises can play in such an environment. Therefore, the paper skillfully combines them to explore the new trend of festival marketing from the perspective of enterprise development. It can not only help enterprises to carry forward the traditional culture, but also let enterprises to obtain greater economic benefits.

3. METHODOLOGY

3.1. Measures

The study mainly adopts a questionnaire survey and interview survey. Based on the college students' understanding and participation of traditional festivals in China and the west, this paper collects the relevant information about the orientation of traditional festivals in China and the West. Firstly, the survey investigates the degree of college students' interest in Chinese and western traditional festivals from the perspective of attention. Then, from the perspective of cognition, it investigates the channels of college students' understanding of Chinese and western traditional festivals. Furthermore, from the perspective of participation, the paper investigates the college students' participation in Chinese and western traditional festivals and their attitude towards celebrating festivals. A total of 212 valid questionnaires were received in the study, and the effective recovery rate was 86.5%. Then SPSS software was used to analyse the data.

3.2. Participants

The participants of this study are college students in Beijing, and the relevant information and characteristics are shown in Table 1.

Table 1. Main sociodemographic characteristics of study participants

Content	(N=212)	M/Percentage
Sex	Male	43%
	Female	57%
Age	Average	23.85
Education	Bachelor's Degree	70.7%
	Master's Degree or Above	25.4%
	Others	3.9%

The survey objects involve various universities, colleges and grades. The proportion of male and female students is relatively balanced, which can objectively reflect the results, so as to get the views of college students at different levels and cognitive levels.

4. RESULTS

4.1. College Students' Interest in Chinese and Western Traditional Festivals

According to the survey, among the traditional Chinese festivals, the Spring Festival is the most popular among college students, accounting for 74.2%, followed by the Lantern Festival and the Mid-Autumn Festival, while Tomb Sweeping Day, Double Ninth Festival and other festivals are less popular, which is related to the sacrificial activities of Tomb Sweeping Day and the festival connotation of respecting the elderly of Double Ninth Festival. Besides, college students prefer statutory festivals with holidays.

Moreover, according to the survey on the popularity of western traditional festivals, the most popular are Valentine's Day (57.1%) and Christmas Day (56.4%), followed by Halloween and April Fool's Day, and 20.3% of the students clearly say that they don't like western festivals.

4.2. College Students' Understanding of Chinese and Western Traditional Festivals

The survey shows that college students increase their awareness of festivals mainly through the passive way of others' narration and media communication and the way of active search. Other people's stories include introductions from elders and friends, media communication includes TV advertising and we media platform news push, and related program screening, so that more people know the story behind the festival when celebrating, and promote the spread of festival

culture. In addition, college students improve their original understanding by obtaining information about festivals. Their curiosity and thirst for knowledge about festivals help to promote the healthy development of festival culture. As shown in Table 2.

Table 2. Main sociodemographic characteristics of study participants

Options	Selection Frequency	Proportion
Tell by others	141	66.5%
Traditional media communication	126	59.4%
New media communication	113	53.3%
Learn by yourself	112	52.8%
Other ways	3	1.42%

4.3. The Ways of College Students to Celebrate Traditional Festivals

The survey found that college students in Beijing chose various ways to celebrate festivals, and they prefer to spend the joyous festival together. 54.72% of them chose to enjoy a big meal with their relatives, followed by activities based on festival customs and leisure with friends, as shown in Figure 1.



Figure 1. The ways of college students to celebrate traditional festivals

Thus, it can be seen that college students in Beijing are willing to accompany others, especially their families, on important festivals. According to specific festivals and customs, they hold some small ceremonies to enjoy the happiness of the festival. While reflecting the filial piety of college students, it also shows that they and their families attach importance to the festival.

4.4. The Analysis of the Reasons for College Students to Celebrate Western Festivals

In the analysis of the reasons for college students to celebrate western festivals, the research gives some reasons from the two aspects: personal subjective factors and the influence of external environment. It is found that festival atmosphere and shopping

entertainment are the two leading factors, as shown in Table 3.

Table 3. The reasons for college students to celebrate western festivals

Options	Selection Frequency	Proportion
Group psychology	67	31.6%
For shopping and entertainment	115	54.2%
For family and friends getting together	54	25.5%
For valuing the meaning of the festival	36	17.0%
For enjoyable festival atmosphere	93	43.9%
No custom of celebrating western festivals	34	16.0%

Shopping and entertainment do have strong attraction. For example, at Christmas, many foreign brands on sale in our country offer a lot of promotional discounts to celebrate the festival, which is enough to attract a large number of young people to stop. Therefore, shopping has become one of the activities for people to celebrate western festivals.

To sum up, for college students, the significance of traditional festivals and the reunion during festivals are paid more attention, because the folk customs of traditional festivals are reflected during festivals, and the traditional culture is deeply rooted in the minds of college students. Influenced by festival culture, they concentrate more on its connotation. For college students, festival atmosphere, relatives and friends' gatherings and shopping discounts have become the focus of their celebration of western festivals. They mainly on leisure and entertainment, in the busy work and study on weekdays as an opportunity to relieve pressure. People follow up in form, such as chasing the trend and getting physical and mental happiness in the name of celebrating western festivals. Actually, few people take the idea behind western festivals into their hearts and even surpass the status of traditional festivals. Therefore, today's college students' cognitive status and attitude towards Chinese and western traditional festivals can make our traditional festivals respected, stabilize our traditional culture, and promote the further integration of Chinese and western cultures. In addition, enterprises in the festival marketing, according to the focus of college students to treat different festivals to consider marketing strategies.

5. DISCUSSION

Chinese and western traditional festivals reflect different cultural backgrounds.

5.1. Different Origins

The differences between Chinese and western traditional festivals in origin are mainly reflected in two aspects. One is originated from different civilization systems. The other is influenced by different religions. The Chinese traditional farming civilization originated from the period of Yellow Emperor and has been developing continuously, which has greatly affected people's way of thinking, behaviors, codes of conduct and even cultural values [12]. Under the restriction of these factors, Chinese traditional festivals inevitably have distinctive characteristics of farming civilization. Besides, at the beginning, western countries mainly focused on animal husbandry, which was influenced by commodity culture, farming culture and religious culture.

5.2. Different Value Orientation

Chinese traditional festivals emphasize collectivism and the overall situation [13]. Under the profound influence of Confucian culture, the Chinese people show the rules of etiquette and order, and pursue the harmonious festival atmosphere and social order, which is reflected in the Chinese traditional festival celebration form often has a complete set of procedures and specific processes, reflecting the ritual [1]. The western traditional festival is a real sense of subversion of the traditional etiquette and hierarchy, focusing on individualism and emotional catharsis. It is also the main reason why it can be accepted by the public. Under the careful packaging, western festival culture shows more forms of entertainment.

Compared with Chinese and western Valentine's Day, Double Seventh Festival in China originated from people's worship of nature. Then, with the integration of the story of cowherd and weaver girl, the festival evolved into a recollection of beautiful love legends. In addition, the western Valentine's Day is to achieve the expression of personal feelings with the help of the festival, which can highlight the modern humanism and romantic color.

5.3. Commercialization of Festivals

Commercialization is a common feature in the development of Chinese and western traditional festivals. It is also an undeniable status quo and inevitable future development trend of them [2]. Commercialization can play an important role in stimulating domestic demand and expanding the cultural influence of festivals in the period of social and economic downturn. Therefore, under the background of the commercial characteristics of Chinese and western traditional festivals, if we have a reverent attitude towards traditional festivals and exercise the consciousness of protection, the commercialization of

traditional festivals is also an effective way to promote economic development and carry forward festival culture.

6. CONCLUSIONS

In fact, whether from the perspective of historical tradition or cultural value, we can still believe that Chinese traditional festivals are still in the dominant position.

In addition, college students' attitudes toward festivals will have a positive impact on festival marketing. The festival market is like a "big cake", and every enterprise wants to take this opportunity to get a piece of it. In order to get the first chance, keep their footing in the market, attract the public's attention and avoid the homogenization of festival marketing, here are some suggestions for festival marketing.

First of all, considering the characteristics of each festival. Starting from the cultural attribute of the festival, based on the connotation of the festival, using cultural marketing strategy to touch the inner needs of consumers and spread the festival culture. Every festival is an important time for people to express their feelings, so they can use festival emotional consumption to communicate with customers. Second, enterprises should develop festival marketing from the perspective of innovation, and enrich festival marketing through creative festival advertisements, roadshows and other ways. To consumers, enterprises should seek development through innovation, attract consumers' attention through innovative measures, and let consumers feel festival marketing in the creative atmosphere. In addition, enterprises should pay attention to the marketing work before and after the festival, try to avoid the freezing period after the festival. It is of necessity to take consumers' second demand into consideration besides the main demand, and meet different consumer groups as much as possible in the refined market positioning. They should form their own rules and order to create a sustainable festival marketing.

Finally, through the reference of foreign successful festival marketing, after the localization of feasible marketing mode and strategy, it can better serve enterprises with the help of Chinese traditional festival marketing.

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