



THE PROMOTION OF CHINESE MARTIAL SPIRIT IN THE ONLINE
LIFESTYLE BRAND DESIGN OF CHINESE DRAGON CULTURE



By
Mr. Yiquan QI

A Thesis Submitted in Partial Fulfillment of the Requirements
for Doctor of Philosophy Design
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THE ONLINE LIFESTYLE BRAND DESIGN OF CHINESE DRAGON CULTURE

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China's martial spirit is a military culture with Chinese characteristics, which occupies an important position in traditional culture. In recent years, with the reform of patriotic education, society has attached more and more importance to the study of martial spirit. As an important totem of the Chinese nation, the Chinese dragon is closely related to the martial spirit and has a long historical heritage.

The rise of China's online lifestyle industry has become a new trend in economic development, and brands are paying more and more attention to the combination of cultural connotation and new technology. AI-Generated Content (AIGC) uses artificial intelligence to create works of art, which can improve design efficiency and promote innovation. Its combination with commercial brand design has practical value.

This study aims to study the innovative design and promotion of Chinese dragon culture and martial spirit through online lifestyle product brands. This study uses AI-Generated Content tools to put into practical design, establish online lifestyle brands, and spread martial spirit to young people. This study has built an interdisciplinary and cross-field professional team by integrating high-quality resources from the government, universities and the Internet. In the process of project training and research and development, the research team focused on the combination of theory and practice, not only deeply excavating the historical heritage of martial culture, but also actively exploring its application scenarios in modern society, forming a set of replicable and popularizable martial spirit communication system. The research results have practical significance in enhancing cultural confidence, cultivating national spirit, and improving the quality of the people, and provide practical guidance for the modernization transformation of dragon culture and martial spirit.

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My study experience at Silpakorn University has enabled me to make progress not only in academics, but also in life. This experience will become a solid foundation for my future development and inspire me to continue to pursue excellence. I hope that we can all shine on our respective paths in the future!

Yiquan QI

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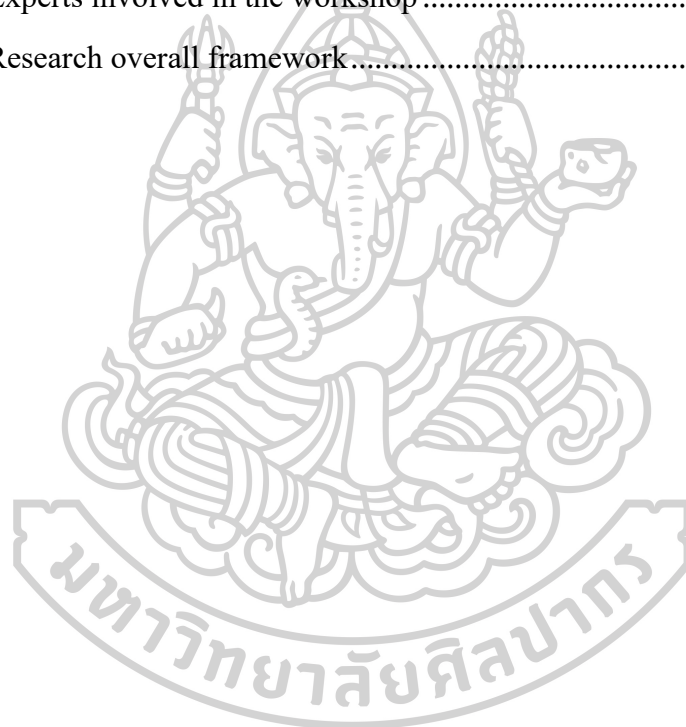
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CHAPTER 1

INTRODUCTION

1.1 RESEARCH BACKGROUND

1.1.1 POLICY BACKGROUND

The Chinese martial spirit (Chinese :尚武精神) is a military culture with Chinese characteristics, which has a history of 4,000 years. In China's traditional culture, the "martial spirit" has always occupied an important position. This idea originated in the Xia, Shang and Zhou dynasties, and has developed in a tortuous way throughout the long river of history, running through China's cultural development from ancient times to the present. The martial spirit not only reflects the ancient Chinese people's reverence for qualities such as bravery, wisdom, and loyalty, but also reflects the modern Chinese nation's tenacious and self-improvement spirit. The Chinese martial spirit advocates opposition to oppression and emphasizes the revitalization of the nation and the country (Huifen, 2014).

In recent years, Chinese society has attached more and more importance to the study of martial spirit, which stems from the government's reform and innovation of the patriotic education policy for young Chinese people. In 2024, the State Council of China announced the policy of incorporating martial spirit into the national education system. The focus of the Chinese government's promotion of martial spirit is to target the majority of young Chinese people, cultivate Chinese young people to enhance national consciousness, establish cultural confidence and national pride, and shape positive moral qualities. In 2023, Chinese President Xi Jinping pointed out at the government work conference on youth education that "in peacetime, some young people gradually lack a sense of mission to the nation and lack a sense of identity and respect for the army. We must have a sense of crisis and create a strong atmosphere of martial spirit. In particular, the young generation must have the responsibility of a strong army, so that caring about the military, loving the military, building the military, and defending the country will become the ideological consensus and conscious action of the whole society." President Xi Jinping's speech received a warm response from Chinese society and triggered strong support from the Chinese government, Chinese academic circles and the military. In January 2024, the "Patriotic Education Law of the People's Republic of China" was officially implemented, aiming to cultivate young people's deep feelings and sense of responsibility for the country from the perspective of education legislation, maintain national stability, and promote social harmony. Among them, the education and promotion of martial spirit has become a key research direction in the field of Chinese culture and education.

1.1.2 CULTURAL BACKGROUND

The dragon is the most important totem of the Chinese nation. The Chinese call the Chinese nation "descendants of the dragon" and regard the dragon as a symbol of civilization and a spiritual totem. The dragon is an animal in ancient Chinese mythology and the king of nature. The origin of the dragon is long-standing. It was imagined by the ancient Chinese after observing the universe and natural phenomena.

It is said that the Chinese dragon can fly, change, call the wind and rain, etc. It is a symbol of auspiciousness in Chinese traditional culture. In ancient China, the dragon was regarded as a symbol of imperial power, representing supreme power and dignity, as well as strength and courage. The image of the dragon has penetrated into every corner of Chinese society, and the influence of the dragon has spread to all aspects of Chinese culture, including architecture, military, clothing, folklore, painting, calligraphy, poetry, songs, festivals and other fields (Zhentong, 2012b). After thousands of years of historical evolution, the dragon has become the cohesion and accumulation of Chinese history and culture, forming a unique and rich Chinese dragon culture. Modern Chinese dragon culture. The dragon has become the totem and spiritual symbol of the Chinese nation, symbolizing the unity of Chinese civilization and the unity of the Chinese nation. It is the spiritual bond that maintains the Chinese people all over the world and has an enduring sense of inheritance (Guoyong, 2012).

2024 is the "Year of the Dragon" which comes once every 12 years in the Chinese lunar calendar. The Year of the Dragon is the fifth year in the Chinese zodiac and marks the year of the dragon image in traditional Chinese culture. In traditional Chinese culture, the dragon symbolizes auspiciousness, strength and prosperity and is welcomed by the Chinese. In 2024, all parts of China celebrate the arrival of the Year of the Dragon. Folk activities related to dragons, cultural products, music, movies and various forms of creation usher in a new round of craze, and dragon culture has become a hot topic of concern in Chinese society and business.

1.1.3 ECONOMIC BACKGROUND

With the development of China's economy and the upgrading of consumption concepts, online lifestyle brands and products have become an emerging hot spot in China's consumer market. Online lifestyle brands refer to online brands with culture and creativity as their core, aiming to meet people's needs for aesthetics and emotional pursuits by creating unique cultural and artistic products or services. These brands create unique cultural and commercial values by combining traditional culture, art, design and other elements with online business activities, which can attract and influence consumers, and also have certain artistry and artistic expression capabilities. Online lifestyle brand design has a wide range of applications, including product design, brand strategy, and marketing promotion (MODEL, 2024).

Online lifestyle brands and products have performed well in the Chinese market, especially among young consumers. The main way to spread online lifestyle brands is through social media and the Internet, which is an emerging consumer culture and economic form with strong communication power. As the new generation of Chinese people born after 1995 and 2000 gradually move to the center of the economic and social stage, the young generation of Chinese consumers have Internet thinking and habits, strong self-expression demands, pursue the quality of life products, are keen on Chinese traditional culture and Chinese aesthetics, and support Chinese brands and products. China's young consumer groups have created a good development trend for the development of China's online lifestyle industry (Jinjie & Yuxin, 2024). In 2023, the scale of China's online lifestyle market reached 16.38 billion US dollars, a year-on-year increase of 13.09%. According to market forecasts, the scale of China's online lifestyle market is expected to continue to maintain rapid

growth in the next few years. At present, various industries such as Chinese culture, tourism, and the Internet are actively developing towards the online lifestyle neighborhood, and online lifestyle brands and products have become a hot spot pursued by the huge Chinese young consumer groups and markets (Xiaojing, 2025).

1.1.4 TECHNICAL BACKGROUND

AI-Generated Content (AIGC) is an innovative technology based on computer technology and artificial intelligence algorithms that can automatically generate content in various forms such as text, images, audio, and video. It integrates knowledge from multiple fields such as computer graphics, machine learning, and deep learning, and achieves intelligent content generation by simulating the thinking patterns and behaviors of humans in the creative process. Its core principle is to extract rules, styles, and structures from massive data through learning and training, and then generate content that meets specific needs (Wu, Gan, Chen, Wan, & Lin, 2023). AI-Generated Content can not only imitate the creative style of humans, but also generate a large amount of high-quality content in a short period of time, greatly improving the efficiency of creation. With the continuous advancement of technology, AI-Generated Content is becoming an important force in promoting changes in the field of content creation (Cao et al., 2024).

The emergence of AI-Generated Content marks a profound change in the field of content creation. At this stage, the application scope of AI-Generated Content technology has covered multiple industries, including literary creation, art design, game development, film and television production, advertising and marketing, etc. In the field of culture and creative design, the application of AI-Generated Content technology is particularly eye-catching (Cao et al., 2023). For example, in artistic creation, AI can generate unique paintings or design patterns; in game development, AI can quickly build virtual scenes and characters; in film and television production, AI can assist in generating special effects, editing videos and even writing scripts. In addition, AI-Generated Content also shows great potential in cultural heritage protection, digital art exhibitions, personalized customized design, etc. As the technology continues to mature, the application prospects of AI-Generated Content in the cultural and creative industries are becoming more and more broad. It can not only reduce the cost of creation and improve efficiency, but also inspire new art forms and expressions, opening up new possibilities for the extension of human creativity.

1.2 RESEARCH QUESTIONS

The research questions of this study are raised from three aspects: policy, culture, and industry.

In terms of policy, in recent years, Chinese society has attached more and more importance to the study of martial spirit. This is due to the problem of patriotism education for young Chinese people. In the environment of rapid development of contemporary Internet new media, young Chinese people are affected by globalization and multiculturalism, and have problems with the ideology of the country and the nation. In 2022, a survey report conducted by People's Daily, the official news website of the Chinese government, conducted a questionnaire survey on the national military among young people in 151 universities in China. The results showed that the national consciousness of young Chinese people has weakened, military knowledge has

weakened, and the martial spirit has degenerated. At the press conference of the General Office of the National People's Congress in 2023, the report of the Ministry of Education of China pointed out that the young group in China lacks political responsibility, blindly pursues foreign culture and products, lacks patriotism, and denigrates the country and the nation. It needs to be taught and corrected from the perspective of government education and the whole society. In 2023, the State Council of China announced the policy of incorporating martial spirit into the national education system. The 14th National People's Congress in 2023 called on China's education and cultural workers to actively explore new methods in the new era, attach importance to brand effects through the Internet and emerging industries, and strengthen the martial spirit education of young people.

In terms of culture, President Xi Jinping pointed out that "the dragon is a symbol of China and the Chinese nation, a symbol of Chinese spirit and culture, and dragon culture is the spiritual lifeline of the Chinese nation and the source of Chinese harmonious culture". President Xi Jinping proposed the cultural initiative of "advocating the whole people to carry forward the dragon spirit, pioneer and innovate, and realize Chinese-style modernization". Xi Jinping's Dragon Year Initiative has triggered heated discussions in the Chinese government and the public. The development and revival of traditional Chinese dragon culture has become a cultural trend and has received attention from the whole Chinese society. In March 2024, the "First Dragon Culture Business Summit Forum" hosted by the Chinese Academy of Management Science Huaxia Traditional Culture Development Research Center opened in Luoyang, the ancient capital of China. The conference proposed the development concept of "Dragon Culture Business should adhere to the Chinese dragon culture as the source of vitality for shaping the core value of the brand, form a distinctive logo around the Chinese dragon culture, and make the product more quality and powerful".

In terms of business, the rise of China's online lifestyle industry has become a new trend in China's economic development in recent years. Judging from the market performance in recent years, China's online lifestyle industry has driven the consumption of various products in China. China's online lifestyle industry pays more and more attention to the combination and innovation of the cultural connotation of its brands and products with new technologies. AI-Generated Content is a new invention in recent years that uses computer technology and artificial intelligence algorithms to create works of art. It combines knowledge from multiple fields such as computer graphics, machine learning and deep learning, and has many advantages in improving design efficiency and promoting personalized design and innovative development. The combination of AI-Generated Content and commercial brand design is a current design trend with practical significance and value.

Question 1: What is the connection and embodiment of Chinese dragon culture in modern Chinese martial spirit?

Question 2: What value does AI-Generated Content have in the design of online lifestyle brands?

Question 3: How to promote Chinese martial spirit to young people through online lifestyle brands?

1.3 RESEARCH OBJECTIVES

- (1) To sort out the embodiment of Chinese dragon culture in modern Chinese martial spirit, and analyze its cultural connection and aesthetic characteristics.
- (2) To practice AI-Generated Content tools to assist online lifestyle brand design, stimulate creativity and improve efficiency.
- (3) To create and operate the Chinese dragon culture online lifestyle brand, and promote modern Chinese martial spirit to young groups.

1.4 RESEARCH SIGNIFICANCE

- (1) This study will analyze the manifestation of Chinese dragon culture in modern Chinese martial spirit, and analyze its characteristics and cultural value.
- (2) This study will use AI-Generated Content tools in the design of online lifestyle brands to stimulate creativity and work efficiency.
- (3) This study will promote Chinese martial spirit to young Chinese people by developing a new way to develop online lifestyle brands with Chinese dragon culture themes.

1.5 RESEARCH HYPOTHESIS

Chinese dragon culture and martial spirit have historical and cultural value, and are of great value in consolidating national identity. This study explores the spread of Chinese martial culture in modern society. Through innovative paths, under the background of today's technological development and Internet popularization, it uses the trend of online lifestyle brands to build connections with young groups and promote the promotion of Chinese martial spirit.

Hypothesis 1: Chinese dragon culture plays an important role in the culture and aesthetics of modern Chinese martial spirit.

Hypothesis 2: AI-Generated Content tools can be applied to the design of online lifestyle brands to improve design efficiency, promote personalized design and innovative development.

Hypothesis 3: By establishing an online Chinese dragon culture online lifestyle brand and exerting the brand effect, it is an effective new way to promote the martial spirit to young Chinese people in the contemporary era.

1.6 SCOPE OF THE RESEARCH

This research aims to study the integration design and communication of Chinese dragon culture and martial spirit. Based on history and literature, this study sorts out the cultural connection between Chinese dragon culture and martial spirit, and analyzes the meaning and characteristics behind it. This study uses AI-Generated Content tools to put into practice design, establish an online lifestyle brand, and spread martial spirit to young people.

(1) Scope of cultural research

This study is about the cultural connection between Chinese dragon culture and Chinese martial spirit, involving the cultural connection and expression of dragon culture in ancient and modern Chinese military thought and culture.

(2) Scope of young groups

The young group refers to people aged between 18 and 35, who are usually the main group of social networks. They are very sensitive to new things and trends, and pursue personalized and fashionable consumption methods. They usually pay more attention to brands and culture, and are willing to spend more time and money on culture and entertainment.

(3) Research scope of design and promotion

Design refers to the integration of Chinese dragon culture with modern Chinese military themes, and the matching of Chinese dragon elements with military elements. The research on promotion involves three aspects: online lifestyle brands, products and social media publicity, mainly targeting young groups.

1.7 RESEARCH METHODOLOGY

This study adopts a mixed research method, combining qualitative analysis with quantitative analysis, including literature survey, market research, comparative analysis, questionnaire, expert interview and other methods. Through the presentation of tables, pictures and texts, the cultural and aesthetic connection between Chinese dragon culture and martial spirit, the trend of China's online lifestyle market, and the practice and application of AIGC tools were systematically studied from the theoretical and practical levels. Finally, the study on using online lifestyle brands to promote martial spirit to young people was completed. The main research methods used in this study are as follows:

(1) Literature Method

The literature survey method is the beginning of the research, which is a comprehensive review and analysis of the existing knowledge in the current research field. Literature information needs to be obtained through various data collection methods to understand the development history and evolution of Chinese dragon culture and Chinese martial culture. The researchers searched historical books and journals, collected cases, and analyzed the cultural connection between Chinese dragon culture and modern martial spirit by viewing and analyzing historical relics pictures, academic research results and news, and summarized and analyzed them, laying a solid theoretical foundation for subsequent design research.

(2) Market Survey Method

Market research is a general term for market research and market studies. Market research is to purposefully and systematically collect, record, organize and analyze market conditions, understand the current status of the market and its development trends, and provide objective and correct basis for business decision makers to make plans, forecasts and make decisions. Researchers collect market data, observe market changes, collect product cases, analyze data, and predict market trends, providing a theoretical basis and planning for subsequent research design in the form of text and charts.

(3) Comparative Analysis Method

The comparative analysis method is to compare different cases with selected samples. The different properties and functions of the AI-Generative Content tools selected in this study are compared and analyzed, their similarities and differences are summarized, the performance of the AI-Generative Content tools is screened, and finally the AI-Generative Content tools to be used are selected.

(4) Questionnaire Survey Method

The research method of questionnaire survey is used to evaluate the effect of the design and research project. Questionnaire survey is an effective data collection method. It can quickly collect a large amount of data and provide researchers with a broad perspective to study this issue. The questionnaire will specify different types for the survey population and experts. For users of online lifestyle brands, it mainly collects basic information such as age, gender, and occupation of the participants to help researchers understand whether the user group information of this online brand meets expectations. At the same time, it verifies the effect of promoting martial spirit.

(5) Expert Interview Method

The expert interview method is to collect the opinions and ideas of experts and scholars with rich experience and senior resumes in related fields to provide feedback and evaluation on the finished products of research and design. Through in-depth face-to-face communication and interaction with experts, researchers can gain in-depth understanding of the latest development trends, technological innovations, practical experience information, etc. This not only helps to solve complex problems in research, but also provides researchers with practical perspectives and experience.

1.8 RESEARCH FRAMEWORK

The study is divided into five chapters. The first chapter first introduces the background and problems of this study. On this basis, the research objectives and significance of this topic are determined. The second chapter starts with a literature review and sorts out the three major themes of culture, industry, and technology in the research design. The third chapter introduces the various research methods, implementation process, problem investigation and analysis of this study. The fourth chapter enters the design practice and obtains the results through the steps of design, display, and evaluation. The fifth chapter draws the conclusion of the study, summarizes the results of this study based on the evaluation effect, and puts forward discussions and suggestions for the research.

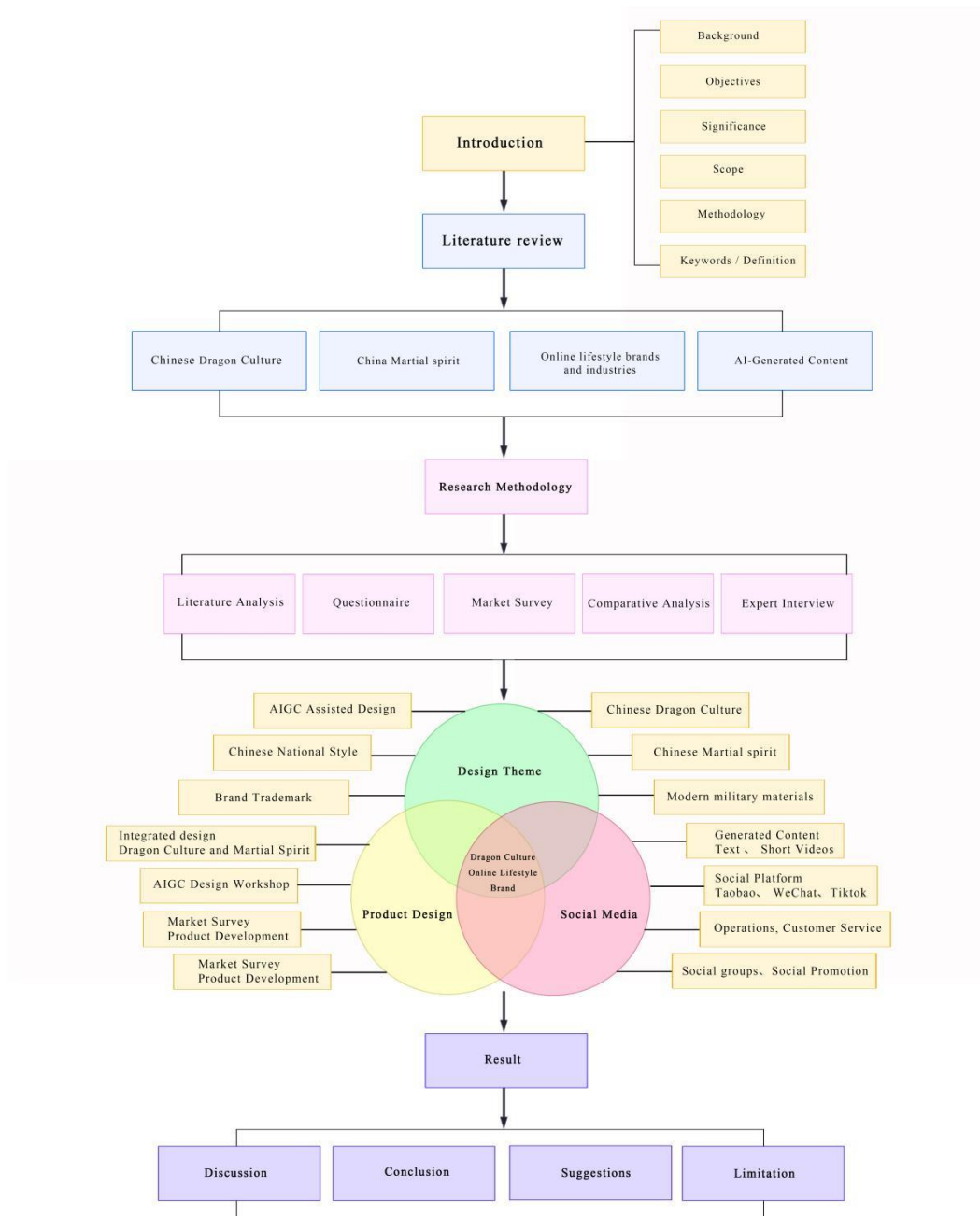


Figure 1 Logic Diagram of the Research Framework

Source: Author, 2025

1.9 KEYWORDS AND DEFINITION

China's martial spirit (Chinese:尚武精神) refers to the military culture with Chinese characteristics that has evolved from Chinese traditional culture. It advocates opposing oppression and emphasizes the idea of revitalizing the nation and the country.

Chinese Dragon Culture: The Chinese dragon is a legendary creature in Chinese mythology and folklore. The image of the Chinese dragon is a combination of various

natural animals, often described as a four-legged snake. The dragon is one of the important totems and mythological images in traditional Chinese culture.

Lifestyle Brands: lifestyle brand refers to a brand centered on culture and creativity, aimed at creating unique cultural and artistic products or services to meet people's aesthetic and emotional pursuits. These brands combine traditional culture, art, design and other elements with commercial activities to create unique cultural and commercial value, which can attract and influence consumers, while also possessing certain artistic and expressive abilities.

AI-Generative Content (AIGC) : AI- Generative Content a new artificial intelligence technology. It is a technology based on machine learning and natural language processing that can automatically generate text, images, audio and other types of content.

Young people group: The target group of this study is the young people group. Different organizations and countries have different definitions of young people. In theory, young people refer to people between adolescence and middle age. People in this age group usually have high vitality and creativity. This study adopts the standards in the "Medium and Long-Term Youth Development Plan" issued by the State Council of China, and 18-35 years old.

1.10 CHAPTER SUMMARY

The Chinese martial spirit is an important spiritual thought advocated by the Chinese government, and the dragon culture that has been passed down for thousands of years is also a symbol of Chinese culture. This study collects data and information based on historical culture and heritage to analyze the cultural and aesthetic connection between Chinese dragon culture and modern Chinese martial spirit. This study aims to follow the current trend of the rise of China's online lifestyle industry and AI-Generated Content technology, use AI-Generated Content tools to participate in the research and development of online lifestyle brands with profound dragon culture and martial spirit, and innovatively integrate Chinese dragon culture with modern Chinese military elements. Through the design themes, products, and online social media designs of online lifestyle brands, the Chinese martial spirit is spread to young people. On the one hand, it actively caters to the policies of the Chinese government, and on the other hand, it has a positive effect on enhancing the national consciousness, military thinking, and national pride of young people, and shaping positive moral qualities.

CHAPTER 2

LITERATURE REVIEW

2.1 RESEARCH ON CHINESE MARTIAL SPIRIT

2.1.1 THE HISTORICAL BACKGROUND OF CHINA'S MARTIAL SPIRIT

2.1.1.1 THE ORIGIN OF CHINA'S MARTIAL CULTURE

China's martial culture (Chinese:尚武精神) is the most unique thought in the vast Chinese cultural system. It originated from thousands of years of war and the prosperity of the country, and formed a summary of the country, nation and military. It has a unique position in the history of world military thought (Huiwu, 2015). Chinese history can be regarded as a military history. The world's earliest military books, the earliest military regulations, the earliest military academy, the earliest military parade, and the earliest military sand table were all born in China. War occupies the most important position in Chinese history. From ancient times to modern times, the replacement of dynasties in Chinese history has been carried out in large-scale wars. With the evolution of war, technology and productivity are also constantly moving forward, pushing Chinese civilization forward.

China's martial culture originated 4,700 years ago, during the Xia, Shang and Zhou dynasties in China. The Yellow Emperor and Yan Emperor tribes in the Central Plains defeated the tribal alliance headed by the Chiyu tribe through the "Battle of Zhuolu". Since then, with the Yellow Emperor and Yan Emperor as the main branches, the Central Plains and surrounding tribes have been integrated to form the predecessor of the Chinese nation-the Huaxia tribe. In 2059 BC, the first dynasty in Chinese history, the Xia Dynasty, was established. The Xia Dynasty formed the first army in Chinese history. The Xia Dynasty was a slave society where all citizens were soldiers. All people in the Xia Dynasty would undergo military training during the slack season. This is the source of China's martial culture (Mengtong, Xiaofei, Jinlong, & Jiguang, 2014).

The martial culture of the Warring States Period was further developed. The Warring States Period was an important turning point in Chinese history. During the Warring States Period, including the monarch, a country from top to bottom was an advocate of force. The necessary knowledge and skills in the lives of the nobles in the Warring States Period were called the Six Arts: etiquette, music, archery, chariot driving, writing, and arithmetic. Among them, archery and chariot driving were both related to the military and were the popular martial culture during the Warring States Period (Liyong, 2004).

The content of the martial culture of the Warring States Period was enriched. The martial culture did not only refer to the abuse of force, but also included morality. The martial culture of the Warring States Period emphasized restraint, paid attention to benevolence, righteousness, courtesy, wisdom and trustworthiness, and paid attention to the cultivation of personal martial spirit. During this period, Chinese military thought gradually matured, and all countries attached importance to the research and application of military tactics (Liyong, 2004). The earliest military book in China and the earliest military work in the world, "The Art of War", was the

representative work of that period. These military books not only conducted in-depth discussions on war strategies, but also put forward unique insights into political, economic, and social issues. The richness and practicality of the martial spirit made it occupy an important position in the society at that time.

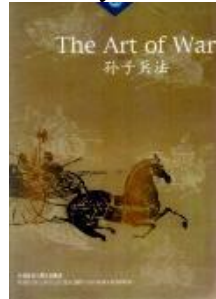


Figure 2 The Art of War

Source: <https://baike.baidu.com/item/孙子兵法/136>

2.1.1.2 THE DEVELOPMENT AND EVOLUTION OF CHINA'S MARTIAL CULTURE

The Han and Tang dynasties were the peak period of the ancient Chinese nation's martial culture. During this period, China's military was enriched and improved, and cavalry, navy and weapons and equipment were improved. The Han and Tang dynasties are also recognized by historians as the most powerful dynasties in ancient China. In 202 BC, Liu Bang became emperor and established the unified Han Dynasty with Chang'an as its capital. China's martial culture gradually matured in the process of the Han Empire's national defense war and external expansion, and in the improved military merit system. The Han Dynasty also became a key foundation period for the formation of China's martial culture (Liyong, 2004).

The Tang Dynasty was established in 618 AD. The Tang Dynasty was one of the most powerful feudal dynasties in Chinese history and the peak period of ancient Chinese martial culture. During the Tang Dynasty, a high level of military power was developed, and the level of military weapon production was greatly improved. The martial spirit of the Tang Dynasty was widely spread in society, forming an atmosphere of "civil and military integration". The Tang Dynasty implemented a series of policies to enhance the status and social recognition of soldiers. The military examination system implemented during the Wu Zetian period of the Tang Dynasty promoted the development of martial culture (Liyong, 2004).



Figure 3 Tang Dynasty War Murals

Source: <https://www.sohu.com/picture/286985376>

In the late 19th century, with the decline of China's feudal system, backward industry and technology, and the lack of martial spirit among the people, China's national strength gradually declined. Since the Opium War between the Qing Dynasty and Britain in 1840, China has been defeated by European countries in foreign wars, and all ended with ceding territory, paying indemnities, and signing various unequal treaties. China has entered a critical period of life and death for the country and the nation (Xiaodong, Aihua, & Ying, 2004). This prompted the Qing government and Chinese intellectuals to reflect and call for the importance of martial spirit. All walks of life in China reflected on the reasons for the failure of the war, and put forward slogans to revitalize the national spirit, resist aggression, and strengthen the construction of a new army. Martial culture was elevated to the status of national spirit.

2.1.2 MODERN CHINESE MARTIAL SPIRIT

2.1.2.1 THE MODERN TRANSFORMATION OF CHINA'S MARTIAL SPIRIT

From the end of the 19th century to the 20th century, China resisted foreign aggression and pursued national and ethnic independence and liberation. It was also an important turning point for the transformation of ancient Chinese martial culture into modern martial spirit. Since 1840, China has suffered unprecedented foreign aggression, which not only brought severe disasters to Chinese society, but also seriously threatened the survival and development of the Chinese nation. At the same time, China's martial spirit has been revived (L. Yuan, 1993).

In the late 19th century, in order to overthrow the corrupt Qing Dynasty, Sun Yat-sen, an outstanding politician in modern Chinese history, proposed the initiative of "reviving the martial spirit". Sun Yat-sen and other Chinese patriots deeply believed that only by establishing the nation's martial spirit can the country be saved (Wenxing, 2004). Sun Yat-sen proposed that the martial spirit is the spiritual cultivation and cultural heritage of China for thousands of years. The key point of the martial spirit is to promote the awakening of the Chinese nation, so that the Chinese people gradually realize the importance of unity and national consciousness, and form a national spirit with patriotism as the core, which provides a strong spiritual driving force for the great rejuvenation of the Chinese nation.

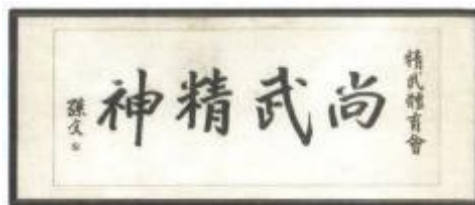


Figure 4 Sun Yat-sen's calligraphy - “尚武精神”

Source: <https://baike.baidu.com/item/孙中山/128084>

The core of the martial spirit during the Anti-Japanese War from 1931 to 1945 was to defend national sovereignty and territorial integrity, and to be brave, tenacious and united in the face of invasion by powerful enemies. At this historical juncture, the

Chinese government decided to fight an all-out war of resistance and called on the people of the country to unite and resist foreign enemies together. At this time, anti-Japanese forces rose up in various parts of China, and the armed forces of different parties united together to become an important force in resisting the Japanese army. During the Anti-Japanese War, the Chinese people showed an unprecedented martial spirit (Yunting, 2005). Whether it was soldiers or ordinary people, everyone was working hard for the survival of the country. At this time, the martial spirit has become the core of the Chinese government's propaganda.



Figure 5 Chinese Martial Spirit Poster (1933)

Source: <https://baike.baidu.com/item/抗日民族统一战线/2101853>

2.1.2.2 THE MEANING OF MARTIAL SPIRIT IN MODERN CHINA

The modern Chinese military refers to the people's army established by the People's Republic of China after the 20th century. After nearly a hundred years of history, modern China has ushered in a situation of independence and liberation, peace and stability (Mingfu, 2013). The national policy of modern China is to safeguard the world. The report of the 20th National Congress of the Communist Party of China clearly stated that China is on the path of peaceful development. China opposes war, colonization, plunder and other means. China firmly stands on the side of the progress of human civilization, emphasizes the concept of peace, development, cooperation and win-win, seeks its own development in firmly safeguarding world peace and development, and better safeguards world peace and development with its own development. The Chinese military has always been a builder of world peace, a contributor to global development, and a defender of international order. Firmly safeguard world peace and justice, adhere to the common values of peace, development, fairness, justice, democracy and freedom for all mankind, and unswervingly follow the path of peace, openness, cooperation and common development.

The martial spirit of modern China is the traditional Chinese martial culture inherited from thousands of years of history, and is also combined with the values of civilization and peace in modern human society. After nearly a century of war, in peacetime, the essence of modern Chinese martial spirit has surpassed the original meaning of war. It is no longer a narrow expression of violence, nor is it an aggression against other countries and peoples. In modern society, China's martial spirit is more reflected as a positive force. According to the content of China's "Patriotic Education Law" promulgated in 2024, the modern Chinese martial spirit has the following contents:

Promoting unity and solidarity: China's martial spirit emphasizes transcending personal interests, closely linking personal destiny with the country, enhancing national cohesion and centripetal force, jointly responding to challenges, and maintaining national unity and stability. Promoting national development and prosperity: China's martial spirit encourages citizens to work hard for the development and prosperity of the country, and to contribute to the country by actively contributing their own strength in any field.

Carry forward traditional culture and national spirit: China's martial spirit encourages the inheritance and promotion of the nation's traditional culture and spirit, which is a precious asset of the country and an important symbol of national identity. Promoting peace and stability: China's martial spirit guides people to pursue peace, advocates international reconciliation and cooperation, strives to safeguard the country's core interests and international reputation, and promotes regional and world peace and development through active participation in international affairs. Cultural inheritance and promotion: China's martial spirit advocates the inheritance and promotion of the nation's traditional culture and spirit, including the inheritance of traditional values, the celebration of customs and festivals, and the protection and inheritance of historical and cultural heritage, in order to enhance national cohesion and cultural self-confidence.

Encourage individuals to fulfill their social responsibilities: Citizens with China's martial spirit should care about social issues, participate in public welfare undertakings, pay attention to vulnerable groups, and strive to achieve social fairness and justice. Loyalty and honor: China's martial spirit requires people to be loyal to the motherland, be proud of the glory and dignity of the motherland, and be willing to give everything for the country. Dedication and contribution: China's martial spirit emphasizes personal dedication and contribution, and contributes to the prosperity and development of the motherland by actively participating in social construction, creating wealth, and promoting scientific and technological progress.

2.1.2.3 THE PROPAGANDA AND EDUCATION METHODS OF MARTIAL SPIRIT IN MODERN CHINA

The expression and promotion of modern martial spirit has been constantly evolving in the torrent of the times, and its connotation and form have shown a trend of keeping pace with the times. Unlike the single and serious military propaganda in the past, today's martial spirit pays more attention to emotional resonance and cultural identity with the people. The propaganda methods are more people-friendly and civilized, and the means of expression are more diversified, which not only retains the traditional solemnity and majesty, but also integrates the openness and tolerance of modern society.

With the rapid development of the Internet, the propaganda methods of martial spirit have been further innovated, and are closer to the aesthetics and interests of young people. Poster design combines the firm image of soldiers with the spirit of the times through visual impact and artistic expression, and has become a hot spot for communication on social media. Lifestyle product design incorporates martial spirit elements into products, attracting the attention of a large number of young people. Movies and TV series bring soldiers' daily life, training scenes and combat

experiences to the screen through vivid storylines and delicate character portrayals, allowing the audience to feel the profound connotation of martial spirit in entertainment. In addition, emerging media such as short video platforms and online games have also become an important position for the promotion of martial spirit. Through the fragmented dissemination of short videos, the touching moments of soldiers' daily training and disaster relief have been quickly spread, triggering widespread attention and discussion. Online games, through the construction of virtual scenes, allow players to experience the duties and missions of soldiers in the interaction, and subtly convey the spirit of martial arts.



Figure 6 Modern ways to promote China's martial spirit

Source: <https://news.qq.com/rain/a/20240225A02D2Y00>

The Chinese government attaches great importance to the martial spirit education for young people and college students. In recent years, Chinese society has attached more and more importance to the study of martial spirit. This is due to the government's reform and innovation of the patriotic education policy for Chinese young people. In 2024, the State Council of China announced the policy of incorporating martial spirit into the national education system. The focus of the Chinese government's promotion of martial spirit is to target the majority of Chinese young people, cultivate Chinese young people to enhance national consciousness, establish cultural confidence and national pride, and shape positive moral qualities.

In January 2024, the "Patriotic Education Law of the People's Republic of China" was officially implemented, aiming to cultivate young people's deep feelings and sense of responsibility for the country from the perspective of education legislation, maintain national stability, and promote social harmony. Among them, the education and promotion of martial spirit has become a key research direction in the field of Chinese culture and education. The 2024 China National Education Conference pointed out that "it is an important responsibility of education and cultural workers to inspire and cultivate the martial spirit of young people, enable them to deeply understand and identify with the country's history, culture and values, enhance national pride and sense of responsibility, and thus contribute to the prosperity and strength of the country."

2.1.3 THE ART OF CHINESE MARTIAL SPIRIT

China has always attached great importance to the martial spirit, and Chinese art has always recorded this spirit throughout history. The chariot patterns on bronze ware, the horse-riding and archery scenes in the Han Dynasty relief stones, and the images of expeditions in the Tang and Song Dynasty murals are all artistic expressions of China's martial spirit. After the Ming and Qing Dynasties, military formations and weapons became important themes for painters. In modern times, a

large number of propaganda posters, oil paintings and woodcuts with the theme of the War of Resistance Against Japanese Aggression and soldiers have appeared. No matter how the times change, the bravery, loyalty and responsibility shown in China's martial spirit art have never changed. This is the consistent spiritual power in Chinese culture.

During the Ming and Qing dynasties, the country relied heavily on military power to rule the country, and the spirit of martial arts permeated the art world. Court painters used delicate brushwork to depict battle scenes, with solemn colors and rigorous composition, showing the solemnity of military power and discipline. The paintings not only documented the facts, but also conveyed the image of the dynasty's orthodoxy and the divine right of the monarch (Huiwu, 2015). Weapon decorations and military uniform patterns were also carefully carved and painted in the paintings, which are not only a record of war, but also an artistic collection, reflecting the artistic expression of the martial spirit of the times.



Figure 7 The Art of Traditional Chinese Martial Spirit (Qing Dynasty)

Source: http://k.sina.com.cn/article_6428230310_17f2702a600100cfql.html

<https://www.duitang.com/blog/?id=1388363212>

In the 20th century, China entered a period of war. Chinese artists created a large number of anti-Japanese war propaganda posters with simple lines, strong colors, and emotions that touch people's hearts. These works were mostly posted on the streets to boost morale, convey the power of the people in the iron-blooded tragedy, and construct the visual language and collective memory of the people's war (Huiwu, 2015).



Figure 8 The Art of Martial Spirit in 20th Century China

Source: <https://www.163.com/dy/article/ETTLKEIJ0517LRR3.html>

Entering the 21st century, military art creation has taken on a new look. Digital technology and multimedia means have injected vitality into the martial spirit. Propaganda posters are no longer limited to paper, but have gradually turned to digital posters, interactive screens, animation vision and virtual reality (VR) displays. For

example, digital illustrators use cyber style to draw modern military images, combining tough lines with future mechas to create a new generation of heroic images of the Chinese military. In addition, military-themed animated films, short videos and games are also spreading martial culture among young people, achieving a deep leap from traditional visual arts to multiple media.



Figure 9 The Art of Martial Spirit in Modern China

Source: <https://www.163.com/dy/article/ETTLKEIJ0517LRR3.html>

2.2 RESEARCH ON CHINESE DRAGON CULTURE

2.2.1 THE HISTORICAL BACKGROUND OF CHINESE DRAGON CULTURE

2.2.1.1 THE ORIGIN OF CHINESE DRAGON CULTURE

Chinese dragon culture has a long history. In the archaeological discoveries of the Neolithic Age in China, primitive dragon patterns began to appear in the Neolithic Age 8000 to 5500 years ago. The emergence of these early dragon-shaped cultural relics is closely related to the worship of nature (Bates, 2007). During this period, the level of social productivity was low and primitive religion prevailed, providing a cultural soil for "all things have spirits". Some animals and plants that were closely related to early civilized life or had deterrent power became the objects of nature worship.

Yangshao culture refers to an important Neolithic painted pottery culture in the middle reaches of the Yellow River. It lasted from about 5000 to 3000 BC (about 7000 to 5000 years ago, and lasted for about 2000 years). Yangshao culture was distributed throughout the middle reaches of the Yellow River from Gansu Province to Henan Province (Ting, VĂLEANU, Huan, FU, & Luoya). Due to the differences in the ecological environment, such a large area has bred different living habits and spiritual beliefs. Crocodiles and other wild animals were sacrificed in the middle reaches of the Yangtze River. These animals and plants were gradually deified under the cultural filter of worship and awe of the ancestors, and their images were more deified products of natural images such as living crocodiles.



Figure 10 Primitive dragon shaped jade artifacts

Source: https://baike.baidu.com/item/玉猪龙/1051980?fr=ge_al

Continuous processing, integration and innovation have formed the image of the original dragon. The dragons in different regions of the Yangshao culture are all real. The Xia Dynasty is the first hereditary dynasty recorded in Chinese history books, which existed between 2070 BC and 1600 BC. The Erlitou site is the site of the capital of the Xia Dynasty and an important site for studying the history of the Xia Dynasty. Early dragon cultural relics have been discovered in the Erlitou site. In terms of physical characteristics, the dragon patterns of the Xia Dynasty culture are in the early stage, relatively simple and abstract (ZHANG CZIRÁKOVÁ, 2023).

After the Xia Dynasty, the Shang Dynasty people had a greater enthusiasm for the belief in dragons. With the advancement of bronze ware making technology and the rise of religious activities in the Shang Dynasty, the Shang Dynasty people made an astonishing number of dragon-patterned bronzes for use in sacrificial and burial activities. Compared with previous generations, the material and spiritual civilization of the Shang Dynasty have made great progress. The religious piety and cultural confidence of the Shang Dynasty people promoted breakthroughs and innovations in the form and content of artistic creation. The dragon patterns of this period not only inherited the original dragon patterns such as snake dragons and crocodile dragons, but also had the characteristics of birds, elephants, deer, horses and other animals. The images were more bizarre, mysterious and beautiful (Guoyong, 2012). The dragon patterns of the Shang Dynasty are one of the most outstanding works of bronze decorative patterns, representing the highest level of bronze casting technology at that time. It combines the characteristics of different animals and lays the basic characteristics of the dragon culture of later generations. With the establishment of the Chinese nation and the concept of China, the embryonic form of Chinese dragon culture was basically established.



Figure 11 Shang Dynasty Dragon Culture Bronze Ware

Source: <http://www.guwantj.com/photo/8296/>

2.2.1.2 THE HISTORICAL EVOLUTION OF CHINESE DRAGON CULTURE

From the Warring States Period to the Han Dynasty after the Zhou Dynasty, dragon culture was further improved and eventually formed the traditional dragon culture. Compared with the previous dragon culture, the biggest difference of the dragon culture in the Warring States Period is that it added myths and legends and ghost themes, gradually developed from geometric abstraction to realism, and also added auspicious meanings. The dragon pattern shape changed from simple, regular, and meticulous to smooth, flexible, and unrestrained, forming a special style (Keightley, 2022).

By the Han Dynasty, feudal society began to sprout, and the princes were in dispute in politics. In terms of ideology, various schools began to develop and compete. Confucianism and Taoism prevailed, breaking away from primitive religion

and explaining the world with rationalism. The dragon patterns that appeared in the Han Dynasty were rich and colorful, including flying dragons, sea dragons, etc (Meccarelli, 2001). The dragon culture of the Han Dynasty pursued a fine decorative sense in the pattern structure. The early dragon pattern shape was a snake-like coil, with the head as the center, rotating in a square. In the late Han Dynasty, dragon patterns developed towards animal shapes. The dragon heads were mostly in animal shapes, with bodies bent in an "S" shape, heads looking back and sticking out tongues, dragon horns, curled limbs, and long, pointed tails. For example, the characteristic of flower and grass dragon patterns is that the snake-like dragon patterns are combined with flowers, leaves, vines and other plants into a whole. The sharp claws, tail, dragon heads and horns are all made of plants, which appear vivid, agile and elegant.



Figure 12 Dragon Culture of the Han Dynasty

Source: <https://zhuanlan.zhihu.com/p/660582203>

https://www.ixigua.com/6707887256666898951?wid_try=1

Dragon culture reached its peak during the Sui and Tang dynasties, which was a period of prosperity for Chinese civilization. The country was strong, the society was stable, and an open policy was adopted. It not only absorbed a large number of useful foreign cultures, but also spread China's excellent traditional culture to all parts of the world. The Sui and Tang dynasties were an important turning point in the development and evolution of dragon culture. The dragon shape during this period showed more diversified changes in artistic expression. It not only inherited the traditional elements of the previous generation, but also incorporated new artistic styles and cultural connotations (Zhu, 2015). The dragon pattern design during the Sui and Tang dynasties paid more attention to the agility of the form and the gorgeousness of the decoration. The most representative of them was the group dragon pattern.

The group dragon pattern was an important innovation of the dragon pattern art during the Sui and Tang dynasties. Its characteristic is that the dragon's form is presented in a circling way, forming a circular or elliptical composition, symbolizing perfection, harmony and eternity. The emergence of the group dragon pattern is inseparable from the cultural prosperity of the Sui and Tang dynasties (Daniel, 2023). During this period, with the prosperity of the economy and the opening of culture, the dragon pattern art gradually shifted from the early mystery and majesty to a more decorative and artistic expression. The design of the dragon pattern not only reflects the dragon's power and majesty, but also shows the dragon's agility and vitality through smooth lines and graceful postures. The dragon pattern is often used in royal clothing, palace utensils and architectural decorations, becoming a symbol of power and auspiciousness. For example, on the dragon robes of the Tang Dynasty, the dragon pattern is often presented in the form of gold thread embroidery, which not only highlights the dignity of the royal family, but also reflects the superb skills of the craftsmen.



Figure 13 Dragon Culture of the Tang Dynasty

Source: http://k.sina.com.cn/article_7413322831_1b9de544f0010181a2.html
http://www.360doc.cn/article/29484018_687052765.html

During the Ming and Qing Dynasties, China's capitalist economy rose, and the economy and culture flourished. Dragon culture entered a period of prosperity. In order to consolidate the regime, dragon culture began to symbolize imperial power. The royal family issued regulations that five claws were dragons, and four claws and three claws were pythons. In the Ming and Qing Dynasties, dragon patterns were mostly snake-shaped dragons, and animal-shaped dragons were rarely used. There were two types of dragons: court dragons that reflected the aesthetic consciousness of the ruling class and folk dragons that met the practical functions of the working people. The dragon patterns used in the court pursued gorgeousness and exquisiteness, regardless of their use functions and costs (Zhentong, 2012a).

In the Qing Dynasty, dragon culture was further developed and improved. It was vigorous and elegant, with full dragon heads, round eyes, flowing dragon hair, dragon whiskers, open mouths revealing dragon tongues, sharp dragon teeth, thick dragon horns, and thick and inverted dragon eyebrows, which increased its vividness and solemnity. The body was winding and circling, and the dragon head was depicted from the front. The length of the body was 8 times the length of the head. The tail fin was like a ball of flame, and the four dragon limbs were relatively long at one-third of the body. There were hairs on the dragon legs and dense dragon scales (Runfa, 2012).



Figure 14 Dragon Culture in Ming and Qing Dynasties

Source: http://k.sina.com.cn/article_6058064281_16916b999001009btg.html
<https://www.163.com/dy/article/D7GDPIVL0523K112.html>

2.1.1.3 TYPES OF CHINESE DRAGONS

In Chinese culture, the dragon is not only a mythical creature, but also a symbol of power, auspiciousness and strength. It represents the legitimacy of the monarchy and also implies good weather and good harvests. There are many types of Chinese dragons, which can embody mystery and majesty, as well as convey gentleness and agility. This multifaceted nature makes the dragon one of the most unique symbols in traditional Chinese art (Guoyong, 2012).

The green dragon is considered a symbol of the East and is often associated with spring, the resurrection of all things, and water bodies such as rivers, lakes and seas.

In paintings, green dragons often appear in a winding and circling shape, exuding a powerful and vibrant atmosphere.



Figure 15 Green Dragon Sculpture

Source: <https://baike.baidu.com/item/919>

The Yellow Dragon, which is said to live in seclusion in the Central Plains, is a symbol of power and central rule. The Yellow Dragon often represents stability and governance, and its image appears many times in royal ceremonies and court art (Jingxiu, 1995).



Figure 16 Yellow Dragon Pattern

Source: <https://baike.baidu.com/item/黄龙/1612025>

Ying dragon is a giant god who created the world, destroyed the world and created species in ancient Chinese mythology. Ying dragon was given the honorific titles of "God of Creation" and "God of Creation" by the ancients, and also appeared as a god of war. According to Chinese Ancient Dictionary "Guangya"(Chinese:广雅), the image of Ying dragon is characterized by wings (Guoyong, 2012). The legend of Ying dragon reflects that the image of the dragon began to merge with the phoenix totem from the Zhou Dynasty.



Figure 17 Ying Dragon Pattern

Source: https://www.sohu.com/a/543598971_121332223

Jiao dragon is a kind of dragon that can produce water in ancient Chinese legends. Jiao dragon lives in lakes and other places where water gathers, and also quietly hides in ponds or rivers far away from people's homes. Legend has it that after practicing for a thousand years, Jiao dragon will turn into a dragon along the river and into the sea. The legend of Jiao dragon reflects that the image of dragon has been integrated with the forms of fish and snake since the Zhou Dynasty (Jingxiu, 1995).



Figure 18 Jiao Dragon Pattern

Source: <https://auction.artron.net/paimai-art5133321112/>

2.1.1.4 THE MODERN DEVELOPMENT OF CHINESE DRAGON CULTURE

In the 8th century, China experienced a profound social change, and the monarchy gradually came to an end. During this period, the dragon, which was once a totem that symbolized imperial power and destiny, gradually lost its political status exclusive to the emperor and became a member of the traditional Chinese cultural decorative patterns. Its image has been reinterpreted and widely spread in folk art (Xingliang, 1999b). In modern society, the Chinese dragon is not just a mythical creature, it has been sublimated into a cultural symbol, deeply rooted in the spiritual world of the Chinese nation. It represents China's long historical traditions, is a living fossil of 5,000 years of civilization, and has witnessed the changes of countless dynasties and the accumulation of culture. The image of the Chinese dragon combines positive spiritual qualities such as diligence, bravery, tenacity, courage to innovate, integrity and harmony.

In modern art and design, the Chinese dragon has become a source of creative inspiration due to its unique shape and profound cultural connotation. In graphic design, the dragon pattern, with its smooth lines and dynamic beauty, gives the work a sense of movement and power; in sculpture art, the three-dimensional form of the dragon is carefully carved by artists, showing an unparalleled craftsmanship aesthetic; in film and television works, the image of the dragon is often given new life, becoming an important role in telling Chinese stories; in the field of clothing design, the dragon pattern is cleverly integrated into fashion elements, showing the unique charm of oriental aesthetics; in the world of electronic games, the image of the dragon is given unlimited imagination space, becoming a partner for players to explore the virtual world.



Figure 19 Modern Chinese Dragon Culture

Source: <https://m.dongqiudi.com/article/2357744.html>

<https://www.toodaylab.com/70017>

http://movie.mtime.com/89985/posters_and_images/1692823/

Chinese academic circles have always been committed to studying, inheriting and protecting Chinese dragon culture. In 2007, the first Chinese Dragon Culture Forum was held in Lanzhou, the capital of Gansu Province. After the meeting, the "Declaration of the First Lanzhou Forum on Chinese Dragon Culture" was issued. The Lanzhou Declaration defines Chinese dragon culture as a cultural product created by Chinese ancestors after a long period of time by combining the morphological characteristics of multiple animals and certain celestial phenomena. The custom of worshipping dragons in China has a history of more than 8,000 years (Maoshun & Dan, 2005). The dragon is a symbol of the spirit and culture of the Chinese nation. Dozens of domestic dragon culture experts and scholars who participated in the meeting jointly called in the declaration that "dragon culture is an open and constantly new system. We must attach importance to the inheritance, application, excavation and research of dragon culture."

In his 2024 New Year's speech, Chinese President Xi Jinping pointed out that "the dragon is the totem of the Chinese nation. Let us explore its rich cultural connotations and contemporary values together." Xi Jinping's speech opened a new round of Chinese dragon culture research and protection movement. According to Sina Weibo's network popularity statistics, about 1.7 million Chinese netizens searched for information related to dragon culture during the 2024 Spring Festival. In February 2024, the South Pacific country of Fiji issued the "year of Loong" Chinese dragon stamps for the first time. The inheritance and protection of Chinese dragon culture has received more and more attention and recognition from Chinese society and the international community.

2.2.2 APPLICATION FIELDS OF CHINESE DRAGON CULTURE

2.2.2.1 FOLK CUSTOMS

As one of the most important cultural symbols in ancient China, the dragon represents the power and majesty of the emperor, and is also a symbol of auspiciousness, prosperity and harvest. Various forms of dragon culture folk customs have been formed in various parts of China. These customs not only have strong local characteristics, but also contain profound cultural connotations and historical values.

Among the various forms of dragon culture folk customs formed in various parts of China, the most common and famous is the dragon year custom of the Chinese zodiac. The zodiac is a cultural custom created artificially in ancient China based on the image and characteristics of animals. Since the Han Dynasty, the Chinese have used the zodiac to calculate the year number and use twelve animals to classify the year, which is convenient for people to calculate the change of time and their own age (Xingliang, 1999a). Totem culture flourished in the Han Dynasty. In the zodiac, each animal has its specific zodiac order, which is set according to the ancient Chinese theory of yin and yang and five elements. The dragon is the only animal in the zodiac that does not exist in reality. The dragon ranks fifth in the zodiac. The cultural phenomenon of the zodiac has a wide range of influence and application in Chinese culture. People usually use zodiac signs to infer a person's personality, destiny, future, etc., and even in marriage, they often consider whether the zodiac signs of both parties are compatible. Chinese people believe that people born in the Year of the Dragon are energetic, full of vitality, and have noble ideals.



Figure 20 Chinese Zodiac Chart

Source: <https://baike.baidu.com/item/十二生肖/48593>

Whenever the Year of the Dragon arrives as scheduled, modern Chinese society is immersed in a festive and peaceful atmosphere. This annual event is not only a heritage of traditional zodiac culture, but also a celebration of the spirit of the Chinese nation. In order to commemorate this special year, China Post will carefully design and issue Dragon Year stamps. These stamps are often themed with exquisite dragon patterns and combined with modern design concepts, becoming treasures that philatelists are eager to collect. At the same time, the People's Bank of China will also launch Dragon Year commemorative currency. These currencies are not only of circulation value, but also works of art. The dragon-shaped carvings on them are delicate and vivid, implying auspiciousness and wealth. On the TV screen, major TV stations will arrange colorful Dragon Year galas, inviting star artists and cultural celebrities to participate, and show the cultural connotation and spirit of the times of dragons through various art forms such as singing and dancing, drama, and crosstalk.

In addition, the celebrations of the Year of the Dragon have also extended to the streets and alleys. Shopping malls, parks, communities and other places will hold a variety of dragon-themed exhibitions and activities to create a strong festive atmosphere for people. These activities not only enrich the cultural life of citizens, but also allow more people to feel the unique charm of dragon culture. The most famous and representative activity is the dragon dance, which is one of the most classic performance forms in Chinese dragon culture and folklore, and is also an indispensable traditional custom during the Spring Festival.

Dragon dance originated from ancient Chinese sacrificial activities, which were originally performed to pray for good weather and good harvests. As time went by, dragon dance gradually evolved into a folk performance that combines entertainment, art and culture (Yunhang & Wenying, 1997). In the dragon dance performance, the performers hold long poles and manipulate a dragon-shaped prop made of cloth, bamboo strips and other materials. Through coordinated movements, the dragon's body hovers in the air, as if a real dragon is flying in the air. The dragon dance has various forms. Some dragons are tens of meters long and require dozens of people to operate them together; others are small and flexible, suitable for performances in narrow venues. No matter what form it is, dragon dance attracts the audience's attention with its majestic momentum and superb skills.



Figure 21 Dragon dance customs

Source: http://www.qdnrbs.cn/whly/2024-02/26/126_243456.html

2.2.2.2 TRADITIONAL ARCHITECTURE

The Chinese dragon culture is presented in various ways in traditional Chinese architecture. Dragon products include stone carving, wood carving, glazed tiles, and colored paintings, which are widely used in Chinese palaces and folk buildings, indoor and outdoor decoration. These Chinese dragon culture decorations are not only the decorative highlights of the building, but also carry the profound Chinese cultural implications.

The most unique and highest-level building of dragon culture in Chinese history is the "Nine Dragon Wall", which is a kind of shadow wall. The shadow wall is the wall facing the gate outside the gate of traditional Chinese buildings. The function of the shadow wall is to serve as a barrier in front of the building group to distinguish between inside and outside, and to increase the atmosphere of majesty and solemnity, which has decorative significance. The shadow wall often encloses a square or courtyard in front of the gate of the palace, royal palace or temple. The Chinese dragon wall is graded according to the number of dragons, among which the nine dragon wall is the most noble. In ancient times, the nine dragon wall was often built at the main entrance of the emperor and empress's palace, symbolizing the majesty and glory of the royal family (Li, Sun, ZHAI, & Yuan, 2019). The three famous nine dragon walls in China are located in the Forbidden City in Beijing, Beihai Park in Beijing, and Datong in Shanxi.

The Nine Dragon Wall in Beijing, with its gorgeous materials and fine craftsmanship, has become a treasure among the three Nine Dragon Walls. It not only represents the dignity and glory of the royal family, but also reflects the outstanding wisdom and superb skills of ancient craftsmen. The Nine Dragon Wall in the Forbidden City in Beijing has become a rare and precious cultural heritage with its unique status and value. This Nine Dragon Wall was built during the reconstruction of Ningshou Palace in 1772, and has a profound historical heritage (Long, 2000). The wall is based on blue and green, showing a magnificent scene of water and sky connected. The bottom is made of white marble, which makes it more solemn and steady. The nine dragons on the wall are made of high relief technology, making each dragon seem to leap out, lifelike and very three-dimensional.



Figure 22 Beijing Nine Dragon Screen

Source: https://www.sohu.com/a/139325985_395870

The Nine Dragon Wall in Datong, Shanxi, was built in 1392. It is the oldest and tallest of the three existing Nine Dragon Walls in China, and can be called "China's No. 1 Nine Dragon Wall" (Qichen, 2007). The nine dragons in the Datong Nine Dragon Wall are shaped in large curves. The nine dragons are made of yellow, green, blue, purple, black, and white colored glaze components. The nine dragon reliefs are of different shapes, and the dragon bodies, tails, and scales are meticulously carved. It has extremely high artistic value and is the most typical representative of ancient dragon culture architecture.



Figure 23 Datong Nine Dragon Wall

Source: <https://www.douyin.com/note/7325296160241978659>

2.2.2.3 TRADITIONAL CLOTHING

The application of Chinese dragon culture in clothing is mainly reflected in the royal clothing. The dragon pattern is the most prominent and noble pattern on the emperor's clothing, symbolizing the emperor's supreme political authority. In addition to the dragon patterns on the collar and cuffs, the emperor's dragon robe is decorated with nine dragons on the whole body, among which the rising dragon on the inner lapel is not visible when worn. Since the dragon patterns on both shoulders can be seen on the front and back, there are five dragons on the front and back of the dragon robe after it is put on, so nine and five also represent the number of the emperor (Pengmu, 2010).



Figure 24 Qing Dynasty Dragon Robe

Source: https://roll.sohu.com/a/613136502_121130836

There are many forms of dragon patterns in clothing, among which the highest-level and most representative one is the "sea dragon pattern". This pattern has a history of more than 700 years and often appears in dragon robes and official uniforms in ancient China. It is a symbol of power and status. The "sea dragon pattern" is a classic pattern that combines dragon patterns with sea patterns, implying "national unity and world peace", reflecting the ancient rulers' prayers for the country and their yearning for prosperity and peace (Jingxiu, 1995).

In the picture of "sea dragon pattern", the dragon usually appears in the turbulent sea water in a soaring posture, and the cliffs in the background are tall and steep, symbolizing stability and tenacity. The combination of dragon, sea water and cliffs not only shows the power and majesty of the dragon, but also conveys the harmonious coexistence of nature and humanity. The overall picture adopts a left-right symmetrical structure, which is magnificent and gives people a solemn and solemn feeling. This symmetrical composition not only conforms to the concept of balance and harmony in traditional Chinese aesthetics, but also further strengthens the ritual sense and authority of the pattern.

In terms of color matching, the "sea dragon pattern" often uses bright and contrasting colors such as red, white, blue, green and gold to pursue a luxurious decorative effect. Red symbolizes joy and power, white represents purity and nobility, blue implies the vastness of the ocean and sky, green symbolizes vitality and prosperity, and gold is the exclusive color of imperial power, highlighting the dignity and sacredness of the dragon pattern. The clever combination of these colors not only enhances the visual impact of the picture, but also makes the "sea dragon pattern" more eye-catching and gorgeous in clothing. The "sea dragon pattern" is called the highest level representative of Chinese dragon culture clothing patterns. Its design not only reflects the superb skills of ancient craftsmen, but also contains profound cultural connotations (Siyana, 2008). In the Ming and Qing Dynasties, this pattern was widely used in the emperor's dragon robe and the official uniforms of senior officials, becoming a symbol of identity and status. For example, on the dragon robes of the Qing Dynasty emperors, the "sea dragon pattern" is often presented in the form of gold thread embroidery. The dragon body hovers above the waves, surrounded by auspicious clouds and flames, which not only shows the majesty of imperial power, but also conveys the beautiful meaning of auspiciousness and peace.



Figure 25 Sea dragon pattern

Source: <https://baike.baidu.com/item/江崖海水纹/16038965>

2.2.2.4 CALLIGRAPHY

The Chinese character "龍" (English: Dragon) first appeared in oracle bone inscriptions from 3100 to 3400, and during this period, the "龍" character already possessed the basic characteristics of a dragon, such as a long body, sharp claws, and a huge mouth. The character "龍" in this period is a typical hieroglyph, and ancient Chinese people emphasized the head of the dragon with lines, representing the dragon's horns and symbolizing power and status (Y. Yuan, 2006).

By the time of the Chinese bronze inscriptions (1300BC-220AD), the dragon script had become more standardized and complete. The character "龍" (English: Dragon) in this period still retains the basic characteristics of the oracle bone inscriptions, and various features of the dragon head, mouth, and body can still be seen through the evolution of the character form, but it is no longer so direct and specific. The dragon character in the Warring States period (475-221 BC) is now closer to the traditional Chinese character "龍".

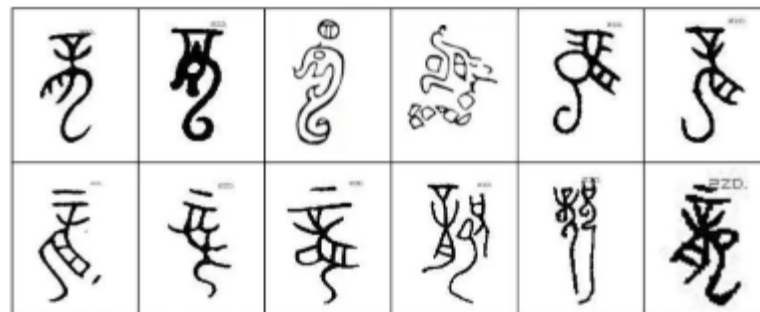


Figure 26 The Various Fonts of “Dragon” Characters in Chinese bronze inscriptions

Source: <https://www.edusy.net/scsx/scsx21512.html>

The shape of the character "龍" (English: Dragon) during the Sui Dynasty (581-618) was further standardized and unified. The "龍" character from the small seal script period is very close to the modern "龍" character, but still retains some features from the oracle bone and bronze inscriptions, such as the curved tail. During the period of regular script, the shape of the dragon character had completely stabilized and became a part of modern Chinese characters (Y. Yuan, 2006). The dragon character in modern calligraphy is inclusive and full of charm in various fonts, especially the "龍" in the hands of famous calligraphers throughout history. The strokes are not only a type of character, but also a vivid expression of the dragon's posture.

				
Seal script	Clerical script	Semi-cursive script	Cursive script	Regular script

Figure 27 Multiple Fonts of Chinese Character "龍"

Source : <https://www.edusy.net/scsx/scsx21512.html>

2.2.2.5 LITERATURE

Chinese dragon culture is also reflected in literature. In different historical periods and different types of classics, the descriptions and images of Chinese dragons are unique. These differences reflect the understanding and cognition of dragons by Chinese people under different cultural backgrounds, and also show the literary characteristics of dragon culture.

The influence of dragons on Chinese literary works was the earliest influence on the folk literature creation of primitive myths. These ancient myths are full of dragon and snake images such as Fuxi and Nuwa with snake bodies and human heads, which give them a strong romantic color. It has always influenced the creation of Chinese literature in later generations. According to statistics, there are as many as 108 records about dragons in authoritative Chinese historical books such as "Han Shu" and "Sanguozhi". These records not only witness the status of dragons in ancient Chinese culture, but also show the deep feelings and endless imagination of ancient people for dragons (Qinghong, 2000). In ancient Chinese books that record geography and nature, such as "Shan Hai Jing" and "Xunzi", the author describes the living environment and habits of dragons in detail.

In ancient Chinese religious and philosophical books such as "Zhou Yi" and "Eleven Collections", the appearance of dragons is often regarded as a sign of the advent of great men or saints. Dragon culture is particularly prominent in ancient Chinese poetry. The most famous are the dragon-themed works by Chinese Tang Dynasty poets Li Bai and Du Fu. The authors use the image of the dragon to depict a transcendental and free-flying artistic conception, expressing the poets' yearning for freedom and transcendence (Qinghong, 2000).

Modern dragon culture literature is more reflected in idioms related to dragon culture. In idioms, the image of the dragon is often given multiple symbolic meanings. First of all, the dragon is a symbol of good luck and wealth. Idioms such as "龙凤呈祥" and "龙腾虎跃" all express people's yearning and pursuit for a better life. In addition, the dragon also symbolizes wisdom and strength, representing the indomitable and courageous spirit of the Chinese nation. "龙马精神" and "龙骧虎步" both represent the country's vigorous and enterprising spirit and appearance.

2.2.3 THE HISTORICAL CONNECTION BETWEEN CHINESE DRAGON CULTURE AND MARTIAL CULTURE

As the basis of cultural theory of this study, studying the cultural connection between Chinese dragon culture and martial spirit is one of the focuses of this study. Chinese dragon culture and martial spirit are closely related and have a long historical heritage. Ancient Chinese history, from the first dynasty Xia Dynasty in 2070 BC to the Qing Dynasty in 1840, is a magnificent military history. From tribal conflicts in ancient times to the wars between the unified dynasty and Europe. By reviewing the previous research on relevant historical documents, we can know the process of the continuous combination of dragon, an important Chinese cultural symbol, and Chinese martial spirit.

The "Battle of Zhulu" is one of the earliest and most important wars in Chinese history. This war took place about 4,700 years ago. The ancestors of the Chinese people, the Yellow Emperor tribe and the Chiyou tribe, fought for land and resources. This war had a profound impact on the development of ancient Chinese history and culture. In mythology, the Chiyou tribe summoned "Yinglong" in the war, a dragon that would summon rain to attack the Yellow Emperor tribe. This is the earliest and most famous mythological allusion of dragon and Chinese military (Xiping, 1994).



Figure 28 Yinglong Stone Carving

Source : http://www.360doc.com/content/16/0802/21/30558861_580347110.shtml

The Zhou Dynasty was an important period in the development of ancient Chinese ritual civilization, and it was also a key stage in the transformation of dragon culture from primitive totem worship to institutionalization and systematization. During this period, the dragon gradually evolved from a natural worship object in primitive society to a symbol of military power, completing an important sublimation of its cultural connotation. According to the Zhou Dynasty history book "Zhou Li", the "dragon flag" was a ceremonial symbol exclusive to the emperor. This strict hierarchy limited the use of dragon patterns to the highest ruler, making it an exclusive symbol of royal power. The use of dragon patterns in the bronze inscriptions and jade patterns discovered by archaeology in the Western Zhou Dynasty also confirmed this institutionalization process (Qichen, 2000).

In the military field, the influence of dragon culture is even more far-reaching. The "dragon flag" recorded in the ancient Zhou Dynasty book "The Book of Songs" is a flag with dragon patterns. It is not only a symbol of the army, but also a symbol of military power and martial spirit. The Zhou Dynasty army used "dragon flags" on important occasions such as expeditions, triumphs, and military parades. The tradition of using dragons to symbolize military power was inherited and developed by later dynasties.



Figure 29 Dragon Flag Cultural Relics

Source: <https://baike.baidu.com/item/龙旗/2457446>

The Ming and Qing dynasties, as the heyday of Chinese feudal society, pushed dragon culture to a new peak. During this period, the dragon was not only a symbol of imperial power, but also a core symbol of military culture, forming a unique expression of martial spirit among all social classes. In the military field, the symbolic significance of dragon culture reached an unprecedented height. In the war paintings drawn by court painters in the Ming Dynasty, the scene of Emperor Wanli's personal expedition was vivid, and the "flying dragon flag" in the painting was fluttering in the wind, demonstrating the majesty of imperial power and the strength of the military. According to the "History of Ming Dynasty", the military flag system of the Ming Dynasty strictly stipulated that the army should use dragon flags, making the dragon a symbol of military morale and combat effectiveness.

During the Qing Dynasty, the symbolic significance of dragon culture in the military field was further expanded. According to the ancient book "General History of the Eight Banners" in the Qing Dynasty, there was a special "Dragon Flag Camp" in the Eight Banners Army, and its flags were distinguished by dragon patterns of different colors. In actual combat, the dragon flag is not only a command symbol of the army, but also a spiritual totem to boost morale. Dragon culture flourished during the Ming and Qing dynasties. It not only maintained its solemnity and majesty as a symbol of imperial power, but also developed a vivid image as a carrier of martial spirit, becoming an important cultural symbol of Chinese etiquette and military force.



Figure 30 Ming Dynasty Flying Dragon Flag

Source: https://www.sohu.com/a/850733621_121625340

Entering the late 18th century, as the diplomatic and trade interactions between the Qing government and European countries became increasingly frequent, the Qing government began to realize the importance of modern military power. Against this background, the Qing government imitated the military model of the European powers at that time and set about building a modern army and navy (Xiaoxin, 2007). This military reform was not only the renewal of weapons and equipment, but also a profound change in military thinking and organizational structure. In the Qing

Dynasty, the dragon, as a symbol of supremacy, had long been deeply rooted in the hearts of the people. It was not only a symbol of imperial power, but also represented power and majesty. In the army, the image of the dragon was used to inspire soldiers and symbolize the bravery and combat effectiveness of the army.

In order to further arouse the martial spirit of the Qing soldiers and highlight the national prestige and momentum of the Qing Dynasty, in 1881 the Qing government officially promulgated the "yellow-bottomed blue dragon flag" as the official flag and naval flag of the Qing Dynasty. This flag is based on yellow, symbolizing the dignity and orthodoxy of the royal family. In the center, there is a blue dragon with a winding body and bright eyes. The whole pattern is vivid and powerful, fully demonstrating the majesty and majesty of the Qing army. The "yellow-bottomed blue dragon flag" not only gives a strong visual impact, but also becomes the pride and belief of the soldiers of the Qing Dynasty on a spiritual level. It flutters on the warships of the Qing Dynasty and becomes a symbol of maritime power; it is hung in military camps and fortresses, inspiring soldiers to defend their country. The birth of this flag marks an important milestone in the process of military modernization in the Qing Dynasty, and also reflects the determination of the Qing government to safeguard national sovereignty and territorial integrity by strengthening military power. As this flag flutters, the image of the dragon is closely linked to the Qing Dynasty army and becomes a symbol of China's military power at that time.



Figure 31 The "Yellow Background Blue Dragon Flag" of the Qing Dynasty

Source: https://mbd.baidu.com/newspage/data/error?nid=dt_5359171879741354056

In 1909, the Qing Dynasty sought a way to strengthen itself in the crisis and formed a new army, which was an important change in China's modern military history. In this new army, dragon culture was given a new meaning. It was not only a symbol of imperial power, but also a symbol of the army's pride and strength. On the navy's flag, the dragon soared over the waves, symbolizing the ambition to control the ocean; on the army's uniform, the dragon embroidery showed the majesty of the land overlord. In the badge design, the dragon has different shapes, some with fangs and claws, and some hovering and flying. Each badge contains the expectation of the soldiers' bravery and loyalty. In order to further inspire the martial spirit of the Qing soldiers, the Qing army specially designed dragon pattern medals to commend those soldiers who performed well on the battlefield. These medals are not only a recognition of personal bravery, but also an encouragement to the overall morale of the army.

At this time, although the Chinese army was equipped with modern weapons, it still held on to the traditional dragon pattern in terms of spiritual symbolism, and regarded it as the soul and symbol of the army. As the smoke of war spread and

military exchanges deepened, European powers gradually realized the cultural significance and military symbolism behind the dragon pattern. In the eyes of European military observers and diplomats, the dragon was no longer just a mysterious creature from the East, but a symbol of the Chinese army's perseverance and courage. This understanding has influenced Europe's view of China's military power to a certain extent, and has also promoted the exchange and understanding of Chinese and Western military culture. As a symbol of the Chinese army, the dragon has stepped onto the world stage with the footsteps of war.



Figure 32 The new army of the Qing Dynasty

Source: <https://www.163.com/dy/article/HFAD8O3D0553CBGV.html>

The study of ancient Chinese literature reveals a profound cultural phenomenon: the integration of Chinese dragon culture and martial spirit runs through the development history of Chinese civilization. The evolution of this cultural symbol not only reflects the changes in the ancient Chinese political and military system, but also witnesses the formation process of the spiritual characteristics of the Chinese nation. In ancient times, the prototype of dragon culture originated from the ancestors' worship of natural forces. In the subsequent historical evolution, the dragon became a symbol of the Chinese emperor and the army. In the 19th century, the expression of dragon culture in the military field became more diverse. After the Opium War in 1840, the Qing government created a new navy, using the dragon flag as the military flag, and the dragon pattern was incorporated into the military emblem design (Yang, 2012). This marks the continuation of the Chinese dragon as a symbol of China's martial spirit.

2.2.4 THE COMMERCIAL BOOM OF CHINESE DRAGON CULTURE

2024 is the "Year of the Dragon" which comes once every 12 years in the Chinese lunar calendar. All parts of China celebrate the arrival of the Year of the Dragon. Folk activities related to dragons, cultural products, music, movies and various forms of creation have ushered in a new round of craze, and dragon culture has become a hot spot in Chinese society. From December 2023 to 2024, searches for "Year of the Dragon" related product terms increased by 640 times year-on-year. From the catering industry, fashion industry, tourism industry, shopping industry, entertainment industry, different commercial industries have innovatively integrated dragon cultural elements into new scenes and new products, stimulating the vitality of the entire society. According to data from Taobao, China's largest e-commerce platform, searches for "Chinese Dragon" related product terms increased by 640 times year-on-year from December 2023 to 2024. Daily necessities, clothing, office

supplies, and handicrafts with dragon culture as the theme have become hot-selling products. Among them, dragon culture clothing is the most popular among consumers, and some merchants have accumulated sales of more than one million yuan. These dragon culture products generally present dragon culture elements in product design in a creative way, which well controls the cultural attributes and intrinsic spiritual value of the products, combines its rich dragon culture content resources, creative design and festival market demand, and stimulates consumers' desire to buy. The Chinese market calls this market change the "Year of the Dragon Trend" (Yanyan & Xiao).

At the beginning of the Year of the Dragon, a strong "dragon culture" consumption boom has been set off in the Chinese consumer market. Baidu search data shows that the search volume for dragon culture-related products has increased by more than 200% year-on-year, of which young consumers born in the 1990s and 2000s account for as high as 65%. This phenomenon not only reflects the strong vitality of traditional culture in modern society, but also reveals the new trend of cultural consumption upgrading. In this dragon culture consumption boom, young groups have shown unprecedented consumption enthusiasm. They are no longer satisfied with the simple reproduction of cultural symbols, but pursue more creative and personalized cultural expressions (Xin, 2013). The dragon culture series of cultural and creative products launched by the Palace Museum perfectly combines traditional dragon patterns with modern designs and sold out on the first day of launch; the dragon culture theme clothing launched by Li-Ning, a famous Chinese sports brand, cleverly uses dragon elements and modern tailoring, becoming a new favorite of young consumers. These phenomena show that traditional dragon culture is revitalizing in a new form.

In March 2024, the "First Dragon Culture Business Summit Forum" was held in Luoyang, which pointed out the direction for the development of dragon culture business. The forum proposed that the development of dragon culture business should deeply explore the spiritual core of Chinese dragon culture and transform it into the core value of the brand. Experts at the meeting pointed out that dragon culture is not only the spiritual totem of the Chinese nation, but also a cultural bond connecting tradition and modernity. Through innovative transformation and creative development, dragon culture is becoming an important force in promoting the upgrading of cultural industries. Looking to the future, the development of dragon culture business will show a trend of diversification and internationalization. On the one hand, more companies will develop characteristic products around dragon culture and create brands with cultural recognition; on the other hand, with the improvement of China's cultural soft power, dragon culture products will go to the world and become an important carrier for the dissemination of Chinese culture (Lin, 2010).

The rise of the dragon culture consumption boom is a vivid portrayal of the revival of traditional Chinese culture and a model of the deep integration of traditional culture and modern life. Against the backdrop of globalization and modernization, dragon culture, with its unique charm and profound heritage, has regained its vitality and become an important force in promoting the upgrading of cultural consumption (Yanyan & Xiao). This boom not only reflects people's recognition and love for traditional culture, but also demonstrates the perfect combination of cultural innovation and commercial value. In the fusion of inheritance and innovation, dragon

culture is being integrated into all aspects of modern life with a new attitude. From clothing, home furnishings to cultural and creative products, dragon elements are widely used in various consumer products, which not only retain the essence of traditional culture, but also give it modern aesthetics and practical functions. For example, fashionable clothing printed with dragon patterns, design home furnishings inspired by dragons, and smart devices that integrate dragon culture have become popular products sought after by consumers. These products not only meet people's pursuit of personalization and quality life, but also allow dragon culture to enter thousands of households in a more people-friendly way (Lin, 2010).

At the same time, the consumption boom of dragon culture has also injected lasting impetus into the development of the cultural industry. More and more brands and designers have begun to use dragon culture as creative inspiration and launched a series of products with both cultural connotations and commercial value. For example, high-end fashion brands incorporate dragon patterns into luxury design, cultural and creative enterprises launch limited edition dragon-themed figures and artworks, and tourist attractions develop dragon culture theme experience projects. These innovations not only broaden the application scenarios of dragon culture, but also promote the cross-border integration of the cultural industry and other industries, forming a new economic growth point (Yanfei, Xiangyun, & Zijie, 2014). In general, the rise of the dragon culture consumption boom is not only a reflection of the revival of traditional culture, but also an inevitable result of cultural innovation and consumption upgrading. Driven by inheritance and innovation, dragon culture is integrating into modern life with a new attitude, injecting lasting impetus into the development of the cultural industry, and also bringing unique cultural experience and value recognition to global consumers. This upsurge not only demonstrates the strong vitality of Chinese culture, but also provides new ideas and opportunities for the modern expression and international dissemination of traditional culture.

2.3 CHINA'S ONLINE LIFESTYLE INDUSTRY

2.3.1 ONLINE LIFESTYLE BRAND DEFINITION

Online lifestyle brands are the product of the deep integration of lifestyle industry and digital technology in the Internet era. The core of online lifestyle brands is to closely connect producers, brands and consumers through the Internet platform to form a highly interactive and fast-feedback value network. Such brands are not only providers of goods, but also transmitters of values of specific groups or cultures. They express consumers' wishes, interests, attitudes and opinions through products and services, thereby shaping and defining a unique lifestyle (Hanxin, 2008). The product design, marketing strategy and user experience of online lifestyle brands often revolve around specific cultural concepts, aiming to attract target groups and establish emotional resonance with them through the efficient dissemination of the Internet and the wide influence of social networks. Such brands have a particularly close relationship with social networks and Internet platforms. They not only rely on these platforms for product promotion and sales, but also interact with consumers through social media to understand their needs and preferences, and even invite users to participate in the design and improvement process of products. This two-way interaction enables online lifestyle brands to grasp market trends more accurately and

respond quickly to consumer needs, thereby occupying a place in the fiercely competitive market.

In addition, online lifestyle brands usually start from a cultural perspective and try to convey a life attitude or cultural concept through products and services. Their goal is not only to attract a large number of consumers, but also to become a cultural symbol or logo, or even lead a new lifestyle (Feng, 2013). For example, some brands have successfully attracted consumer groups who pursue quality life and unique experiences by advocating concepts such as environmental protection, minimalism or personalized customization, and have gradually become representatives of these cultural trends. Through the empowerment of Internet platforms and social networks, online lifestyle brands have not only redefined the relationship between consumers and brands, but also subtly influenced people's lifestyles and values. They are not only business entities, but also cultural communicators and lifestyle shapers, playing an increasingly important role in the digital age (Ruiqin, 2008).

The main feature of online lifestyle brands is that their entire industry chain - including creativity, production, consumption, marketing and financing - is almost entirely based on the Internet ecosystem. This model of deep reliance on the Internet enables brands to operate in a more efficient and flexible manner, while also giving them unique competitive advantages. First, in the creative stage, brands can interact directly with consumers through the Internet platform, collect user feedback and needs, and thus design products that are more in line with market trends and consumer preferences. Secondly, in the production stage, online lifestyle brands often adopt a light asset model, and through efficient collaboration with suppliers and manufacturers, they achieve rapid iteration and small-batch customized production to meet the personalized needs of consumers (Ruiqin, 2008).

In the consumption link, online lifestyle brands provide consumers with a seamless shopping experience through channels such as e-commerce platforms, social media and mobile applications. This omni-channel sales model not only improves the convenience of consumers, but also realizes precision marketing and personalized recommendations through data analysis and technical means. At the same time, online lifestyle brands pay special attention to community-based consumer interaction, and establish deep emotional connections with users through social media, forums, live broadcasts and other forms. This interaction not only enhances users' brand loyalty, but also further expands the brand's influence through user-generated content (UGC) and word-of-mouth communication. In terms of marketing, online lifestyle brands make full use of the communication advantages of the Internet and adopt a variety of innovative means such as content marketing, KOL (key opinion leader) cooperation, and short video promotion to convey brand concepts and cultural values to the target audience (Weiwei, 2012). In addition, brands also use new financing methods such as crowdfunding and social e-commerce to lower the capital threshold, and at the same time achieve rapid brand growth with the help of consumers' sense of participation and identity.

Online lifestyle brands cover a wide range of fields, almost penetrating into every aspect of modern life, covering multiple dimensions such as product design, shopping platforms, social media, online games, and application design. This Internet-based business model not only adapts to the needs of the digital age, but also provides new directions and possibilities for the development of the future lifestyle industry.

With the continuous development of new technologies such as 5G, artificial intelligence, and blockchain, online lifestyle brands will have more room for innovation and development opportunities.



Figure 33 Product offerings by lifestyle brands
Source: Author, 2025

2.3.2 ONLINE LIFESTYLE BRAND DEFINITION

There are many types of online lifestyle products. In order to meet the personalized and diversified needs of consumers, online lifestyle products have a wide coverage. This study uses the product classification standards of Pinduoduo, the largest online e-commerce platform in China, to divide online lifestyle products into five major categories: daily necessities, office supplies, fashion products, handicrafts, and electronic products. Each major category contains many subcategories, forming a rich and diverse product system to meet the diverse needs of consumers.

(1) Daily necessities: including household cleaning products, kitchen utensils, personal care products, etc. These products are an indispensable part of consumers' daily lives. As people pursue health and quality of life, environmentally friendly and sustainable daily necessities have gradually become a hot spot in the market.

(2) Office supplies: covering stationery, office equipment, office furniture, etc. With the popularization of remote work and hybrid office modes, the demand for products such as smart office equipment and ergonomic chairs has increased significantly, and the design of office supplies has also paid more attention to comfort and efficiency.

(3) Fashion products: including clothing, shoes and hats, accessories, etc. The fashion products field keeps up with the trend. New products such as personalized customization, environmentally friendly materials, and smart wearable devices continue to emerge to meet consumers' dual needs for fashion and function.

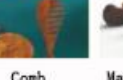
(4) Handicrafts: including handmade accessories, home decorations, artworks, etc. Handicrafts are favored by more and more consumers due to their uniqueness and cultural connotations. Online platforms provide craftsmen with a wider display and sales channel, promoting the integration of traditional craftsmanship and modern design.

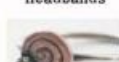
(5) Electronic products: including smart phones, computers, smart home devices, etc. With the rapid development of science and technology, electronic

products are constantly updated and iterated. New technology products such as smart homes, wearable devices, and virtual reality products are gradually entering the lives of the general public, greatly changing people's lifestyles.

The types of online lifestyle products are not only constantly enriched with changes in market demand, but also driven by technological progress, and innovative products emerge in an endless stream. For example, the popularization of smart home devices, the application of environmentally friendly materials, and the rise of personalized customization services have all injected new vitality into online lifestyle products. In the future, as consumers' demand for quality, personalization, and intelligence further increases, online lifestyle products will continue to develop in the direction of diversification, intelligence, and sustainability (Guangyi, 2015).

Table 1. Types of online lifestyle products

Type	Product
Office supplies	 Ruler  Paperclip  Ledger  Pencil case  Pen holder  Postcard  Alarm clock
	 Bookmarks  Notebooks  Pens  Erasers  Stationery bags  Greeting cards  Sticky notes
	 USB flash drive  Card holder  T-shirt  Luggage tag  Packaging paper  Table tag  Potted plant
	 Calendar  Medals  Luggage  Gift box  Work badge  Hang tag  Storage box
Electronics	 Earphone  Phone case  Sound system  Aromatherapy  Keyboard  Mouse pad  Massager
	 Headphone case  Power bank  Music box  Light  Mouse  Computer bag  Oven
Office Supplies	 Humidifiers  Aroma Burner  Bottle openers  Keychains  Storage cans  Pillows  Slippers
	 Tea set  Refrigerator sticker  Suction box  Fan  Pillow  Sachet  Electric heater
	 Eye mask  Insulated cup  Umbrella  Handkerchief  Bento box  Bracelet  Scraping board
	 Mask  Coaster  Towel  Handmade Fan  Hand warmer  Comb  Massage stick

Type	Product						
Fashion Products							
	Hats	Scarves	Clothing	Bags	Carpets	Pillows	Cloth stickers
Handicrafts Products							
	Headband	Tie	Socks	Door curtain	Quilt	Throw pillow	Bow tie
Handicrafts Products							
	Earrings	Bracelets	Hair clips	Headbands	Cufflinks	Makeup bags	Photo frames
Handicrafts Products							
	Bracelet	Commemorative coin	Brooch	Ring	Makeup mirror	Necklace	Car hang

Source: Author, 2024

2.3.3 BACKGROUND OF THE DEVELOPMENT OF CHINA'S ONLINE LIFESTYLE INDUSTRY

China's lifestyle industry started in the 1980s and early 1990s. During this period, the lifestyle industry had not yet been formally defined, but some lifestyle products had begun to appear, such as handicrafts and cultural shirts. From the mid-1990s to the early 21st century, China's lifestyle industry entered its initial development period. During this period, the lifestyle industry began to receive attention from the government, relevant policies and regulations began to be introduced, and the lifestyle industry began to be classified as the cultural and creative industry in China (ZhangWang, 2011). From the early 21st century to 2010, China's lifestyle industry was in a period of rapid development. During this period, the cultural and creative industries including the lifestyle industry received more policy and financial support, the scale and influence of the lifestyle industry gradually expanded, and lifestyle products became more and more diversified.

From 2010 to the present, the online lifestyle industry has risen rapidly and has become one of the important driving forces for China's economic transformation and upgrading. During this period, with the popularization of Internet technology and the vigorous development of e-commerce platforms, China's lifestyle industry began to shift from the traditional offline model to the direction of online digitalization and cross-border integration. E-commerce platforms such as Taobao, JD.com, Pinduoduo, etc. not only provide consumers with convenient shopping channels, but also promote the innovation and upgrading of the lifestyle industry through technical means such as big data and artificial intelligence. At the same time, the rise of social media, short video platforms and live streaming e-commerce has further accelerated the prosperity of the online lifestyle industry, allowing consumers to experience and purchase products more intuitively and interactively.

In 2024, the State Council of China clearly proposed in the "2024 Government Work Report" to "vigorously develop online industries" and "actively cultivate new consumption growth points for entertainment, tourism, and sports-related products", which indicates that the importance of the online lifestyle industry at the national strategic level has been further confirmed. The report also particularly

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", which shows that the government not only pays attention to the economic value of the online industry, but also pays attention to its cultural value and social significance. Through digital means, traditional culture and intangible cultural heritage can be better protected and disseminated, and new vitality has been injected into the cultural industry. Against this background, China's online lifestyle industry is developing in the direction of high quality and personalization. Consumers' demand for products is no longer limited to functionality, but pays more attention to quality, design, and cultural connotations. Brands establish deep connections with consumers through Internet platforms, use big data to analyze user needs, and provide customized products and services. In addition, the online lifestyle industry has also created more new consumption scenarios and business models through cross-border integration with culture, tourism, sports and other fields.

The rise of the online lifestyle industry has not only changed the consumption habits of Chinese people, but also promoted the digital transformation of China's economy. Supported by government policies and driven by technology, this industry is developing rapidly in the direction of high quality, personalization and cultural innovation, injecting new impetus into the sustainable growth of China's economy in the future.

2.3.4 THE CURRENT STATUS OF CHINA'S ONLINE LIFESTYLE INDUSTRY

The Chinese government classifies the online lifestyle industry as part of the online cultural industry. According to data from the National Bureau of Statistics of China, the added value of China's online cultural industry increased from 443.63 billion yuan to 537.82 billion yuan from 2019 to 2022, and its contribution to GDP continued to increase, from 4.45% to 4.46%, and the industry's revenue continued to grow. From 2019 to 2022, the operating income of China's online cultural industry increased from 866.24 billion yuan to 1655.02 billion yuan. The scale of China's online industry continued to expand, and the total assets of the cultural industry continued to grow.

Table 2. 2019-2022 China's Online Cultural Industry Revenue and Added Value

Year	Operating Revenue (Million Yuan)	Value Added (Million Yuan)	Growth rate
2022	165502	53782	4.46%
2021	119064	52385	4.56%
2020	98514	44945	4.43%
2019	86624	44363	4.45%

Source: 2023-2029 China Cultural Industry Market Status Survey and Future Development Trend Forecast Report, 2024

The Chinese market and investors are optimistic about the online cultural industry in the long term. This optimistic expectation is based on China's huge base of Internet users, the constantly upgraded consumer demand and the government's policy support for the digital industry (Ruxiao & Cheng, 2012). According to the "2023-2029 China Cultural Industry Market Status Survey and Future Development Trend Forecast Report" released by Zhiyanzhan Industry Research Institute, an authoritative market research institution in China, the market size of China's online cultural industry is expected to reach 5.57 trillion yuan in 2024 and continue to maintain steady growth. This data not only reflects the strong development momentum of the online cultural industry, but also shows that there is still huge growth potential in this field. With the widespread application of new technologies such as 5G, artificial intelligence, and virtual reality, the market boundaries of the online cultural industry will be further expanded, bringing more opportunities for investors and practitioners.

China's online cultural industry has entered a more diversified and innovation-driven development stage. On the one hand, traditional cultural industries are rejuvenated through digital means (Guanyi & Xi, 2014), such as the online display of intangible cultural heritage, the rise of digital museums, and cross-border cooperation of traditional cultural IP; on the other hand, emerging fields such as lifestyle brands, metaverse, and short video content creation are becoming new growth points for the online cultural industry. These emerging fields not only attract a large number of young users, but also inject new vitality into the industry through innovative business models and content formats (Yanfei et al., 2014).

In general, China's online cultural industry has broad prospects for development and huge market potential. Driven by policy support, technological progress and consumption upgrades, the online cultural industry will continue to move towards high quality, diversification and internationalization, providing important support for the sustainable development of China's economy. At the same time, the rise of domestic online brands and the improvement of culture will further promote the expansion of the influence of China's online cultural industry.

2.4 RESEARCH ON AI-GENERATED CONTENT

2.4.1 AI-GENERATED CONTENT TECHNOLOGY PRINCIPLES

Since the 1950s, artificial intelligence technology has gone through a long journey from theoretical exploration to practical application, has made significant progress, and has shown great potential in many fields. Especially in recent years, with the improvement of computing power, the popularization of big data and the breakthrough of deep learning algorithms, artificial intelligence technology has ushered in explosive growth and gradually penetrated into all aspects of society. Among them, AI-Generated Content (AIGC), as an important branch of artificial intelligence technology, has attracted much attention from academia and industry in recent years and has become a key force in promoting changes in content creation and dissemination methods (ZhangWang, 2011).

The core idea of AIGC is to use machine learning and natural language processing technology to automatically generate content in various forms such as text, images, audio, and video by analyzing the input topics, keywords, formats, styles and other conditions. This technology can not only simulate the human creative process, but also generate a large amount of high-quality content in a short time, greatly

improving the efficiency of content production (ZhangWang, 2011). For example, in the field of text generation, AIGC can automatically write news releases, advertising copy, academic papers and even literary works according to user needs; in the field of image generation, AIGC can generate realistic images or design patterns based on descriptions; in the field of audio and video, AIGC can automatically generate voice, music or video clips to meet diverse creative needs. The advantage of AIGC lies not only in its efficient content generation capabilities, but also in its highly personalized services. By analyzing users' behavioral data and preferences, AIGC is able to generate content that meets user needs, thereby improving user experience.

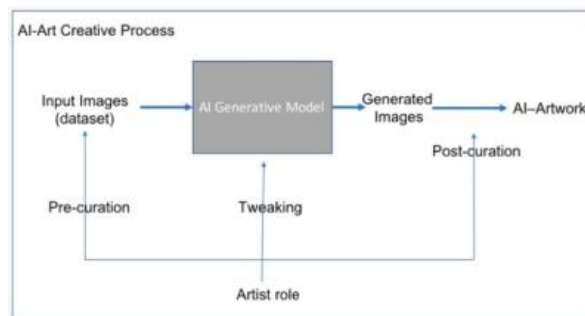


Figure 34 AI generative model in making art

Source: <https://www.mdpi.com/2076-0752/8/1/26>

The basic logic of AI-Generated Content (AIGC) in the field of image generation at this stage is to generate new images using complex algorithm models by learning, analyzing and processing a large amount of image data. This process mainly relies on deep learning and neural network technology, especially the application of advanced algorithms such as generative adversarial networks (GANs) and diffusion models. These technologies enable AI to extract features and learn rules from massive amounts of image data, and on this basis create new images that meet specific requirements (Junshan & Gangyao, 2025). Specifically, AIGC's image generation model can be roughly divided into the following two main types:

(1) Generative adversarial network (GANs) model

GANs consists of two parts: the generator and the discriminator. The task of the generator is to generate images that are as realistic as possible, while the task of the discriminator is to distinguish between the generated images and the real images. Through continuous adversarial training, the generator gradually improves the quality of the generated images, making them closer and closer to the real images. The GANs model has achieved remarkable success in the field of image generation and is widely used in scenes such as artistic creation, image restoration, and style transfer (Jiajian, Weifu, & Zhixian, 2024). For example, DeepMind's BigGAN and NVIDIA's StyleGAN are both classic GANs-based models that can generate high-resolution, high-quality images.

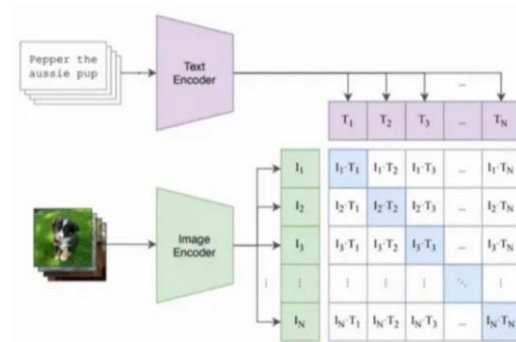


Figure 35 The core idea of CLIP method

Source: <https://github.com/openai/CLIP>

(2) Diffusion Models

Diffusion models are a new type of image generation technology that has emerged in recent years. The core idea is to convert real images into random noise by gradually adding noise, and then reconstruct the image from the noise through the inverse process. Diffusion models perform well in generating details and diversity of images, especially in generating high-resolution images (Wu et al., 2023). OpenAI's DALL·E 2 and Stable Diffusion are typical representatives based on diffusion models. They can generate highly realistic and creative images based on text descriptions.

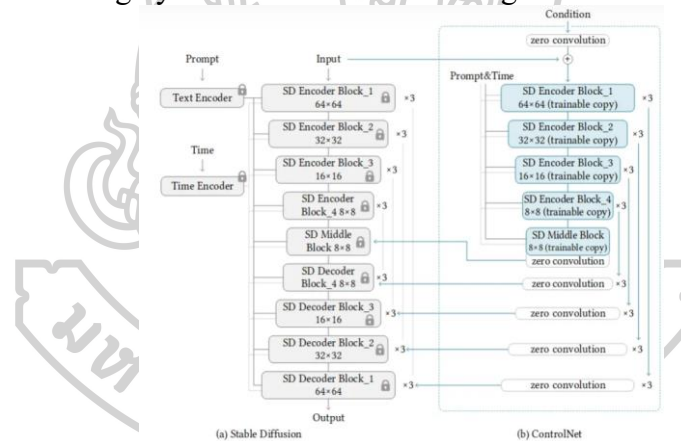


Figure 36 Working principle of Stable Diffusion

Source: <https://zhuanlan.zhihu.com/p/620953778>

These two models have their own characteristics: GANs have advantages in generation speed and image quality, while diffusion models are better at generating details and diversity. Regardless of the model, they all have in common that they need to rely on a large amount of image data for training, and use complex algorithms to achieve a deep understanding of image features and optimize generation capabilities (Xu et al., 2024). According to different usage scenarios and generated content, choosing the right AIGC tool requires researchers to compare and screen.

2.4.2 APPLICATION AREAS OF AI-GENERATED CONTENT

The launch of AIGC technology and its related products has quickly attracted

widespread attention and heated discussions across the industry. With its powerful content generation capabilities and high production efficiency, AIGC technology has been widely used in many fields such as business, education, and entertainment in a short period of time, and has profoundly promoted the intelligent transformation of various industries, opening a new chapter of AI-driven innovation.

In the field of commercial design, AIGC technology is reshaping the traditional design process with its high-efficiency output and significant cost-saving advantages. Enterprises can use AIGC tools to quickly generate brand image design plans, product design prototypes, and advertising creative content, greatly shortening the cycle from concept to implementation. Designers can collaborate with AI to break through creative bottlenecks and explore more possibilities, thereby enhancing the brand's market visibility and competitiveness (Chen, Hu, & Wang, 2024). For example, AIGC can automatically generate visual elements and marketing copy that match the brand's tone based on market trends and user preferences, helping companies quickly respond to market demand and seize market opportunities.



Figure 37 AIGC Commercial Design

Source: <https://www.ppmv.cn/news/474151.html?action=onClick>

In the field of education, AIGC technology is becoming an important assistant for students and teachers. For students, AIGC can help them improve their skills in art learning and stimulate creativity and imagination. Through AI painting tools, students can quickly master painting skills, try different artistic styles, and even break through the limitations of traditional art creation and explore new ways of expression. For teachers, AIGC provides powerful teaching auxiliary tools that can automatically generate teaching materials, design personalized learning plans, and provide real-time feedback and adjustments based on students' learning progress. With the popularization of AI painting technology, the threshold for artistic creation has been greatly lowered, and more people can participate in artistic creation, experience the fun of creation and improve their artistic literacy (Foo, Rahmani, & Liu, 2023).



Figure 38 AIGC Painting Teaching

Source: Author, 2024

In the entertainment industry, the application of AIGC technology has brought revolutionary changes to content creation. In the field of game design, AIGC can quickly generate game scenes, character designs, plot scripts and other content, greatly improving the efficiency and quality of game development. In film and television production, AIGC can be used to generate special effects, virtual scenes and even character performances, providing more innovative possibilities for the production of movies and TV series. In addition, AIGC can also be used in the creation of IP content such as animation and novels, helping creators to quickly generate high-quality story frameworks, character settings and visual elements, thereby enhancing the attractiveness and market competitiveness of entertainment products (Wang et al., 2024). For example, AI can generate personalized storylines based on user preferences, and even provide intelligent editing and post-production solutions for film and television works.



Figure 39 AIGC Generating Film and Television Images

Source: <https://www.ppmv.cn/news/474151.html?action=onClick>

2.4.3 CURRENT STATUS OF AI-GENERATED CONTENT TOOLS

Since AI-Generated Content (AIGC) technology achieved breakthrough progress and open source in 2022, a large number of AIGC-related products and startups have emerged in the AI field, covering multiple fields such as text generation, image generation, and video generation. These products vary in functions, operation methods, and features, providing users with a variety of choices, while also bringing revolutionary changes to content creation.

In the field of text generation, AI tools such as OpenAI's GPT series and Baidu's ERNIE Bot can generate high-quality articles, stories, poems, and even codes based on the prompt words entered by users. These tools have different functional focuses (Foo et al., 2023). For example, the GPT series is good at generating natural and fluent long texts, while ERNIE Bot excels in semantic understanding and generation in the Chinese context. Users can choose the right tool according to their creative needs, such as writing marketing copy, editing news reports, or creating literary works.

In the field of image generation, tools such as Stable Diffusion, MidJourney, and DALL·E have become mainstream. These tools can generate high-quality images based on text descriptions, suitable for multiple scenarios such as illustration design, advertising creativity, and game art (Wang et al., 2024). For example, Stable Diffusion

is favored by professional designers for its open source, high customization and detailed expression, while MidJourney attracts a large number of ordinary users for its diverse artistic styles and ease of use. Users can choose the appropriate tool based on the design theme, style requirements and technical level.

In the field of video generation, AI tools such as Runway, Synthesia, and Pictory can generate short videos, animations, and even virtual portrait videos based on text or pictures. These tools have their own characteristics in terms of functions (Lecun, Xini, Qiyu, SUN, & Baiyang, 2023). For example, Runway supports the integration of multiple AI models and is suitable for creative experiments; Synthesia focuses on virtual portrait generation and is suitable for scenarios such as education and marketing. Users can choose the right tool based on the type of video, production difficulty, and budget.

At this stage, different AI products vary in functions, operations, and characteristics. The research team needs to conduct detailed analysis and select the right AIGC tool based on the actual use environment and creative content. For example, when designing a work with the theme of Chinese dragon culture, the team may choose Stable Diffusion to generate high-quality images and combine ERNIE Bot to optimize text descriptions; when making short videos, they may choose Runway or Synthesia for video generation and editing. By reasonably selecting and combining different AIGC tools, the team can significantly improve the efficiency of creation and achieve higher quality content output. In short, the rapid development of AIGC technology has provided unprecedented possibilities for content creation, but it also requires users to flexibly choose and use different tools according to specific needs and scenarios. In the future, as AIGC technology matures further and its application scenarios expand, it will play an important role in more fields and promote new changes in content creation and cultural industries.

2.5 CHAPTER SUMMARY

Through literature review, it is found that Chinese martial spirit is a military culture with Chinese characteristics, with a long history and profound cultural connotations. The connotation of modern Chinese martial spirit is reflected in the positive aspects of enhancing national consciousness, cultivating social responsibility, shaping moral qualities, and enhancing cultural confidence. In recent years, Chinese society has paid more attention to and supported the martial spirit. For young students, promoting the Chinese martial spirit has received policy support from the Chinese government. The promotion of martial spirit should be studied in conjunction with the popular era background of contemporary Internet, social media, etc.

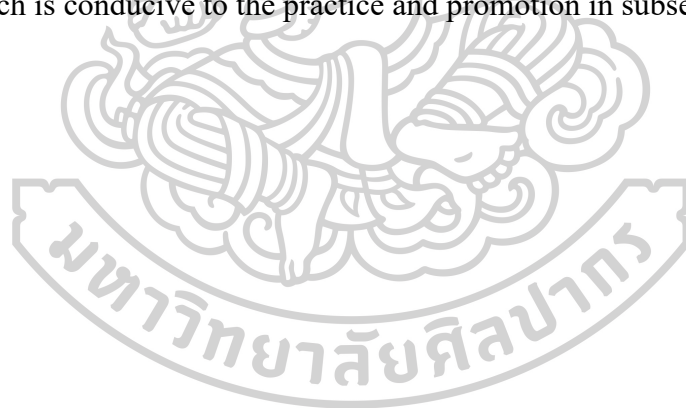
The formation of Chinese dragon culture is the result of cultural integration of the Chinese nation over thousands of years. From the earliest object of worship in primitive society, to representing imperial power and power in feudal society, and then evolving to modern society, the Chinese dragon has become an important symbol in Chinese culture, with a long history and profound cultural connotations. After a long period of cultural evolution, the dragon has been given multiple meanings such as auspiciousness, sacredness, and authority in Chinese culture, which has profoundly influenced Chinese folk beliefs and culture.

In recent years, China's online lifestyle product industry has risen rapidly. The online lifestyle industry is a new industry with creativity as the core, which has

emerged with the quality upgrade of China's cultural industry and tourism industry. The online lifestyle industry is a pillar industry of China's future national economy. Chinese governments at all levels have issued policies to support the development of the industry. China's online lifestyle industry will be in an upward stage in the future. Research and dissemination around the online lifestyle industry have a lot of potential attention and potential.

AIGC technology has developed rapidly in recent years and has had a disruptive impact on many industries. AIGC technology has been widely used in content creation fields such as design, games, and self-media. The world has also ushered in an outbreak period of AIGC products. Various emerging AI manufacturers have gained new opportunities during the outbreak period and continuously launched AIGC tools that can be used commercially. Using AIGC tools can improve work efficiency and stimulate design creativity.

Finally, through an in-depth literature review, it can be seen that Chinese dragon culture has a deep historical connection with Chinese martial spirit. Starting from historical documents, further exploring the cultural and aesthetic connection between Chinese dragon culture and modern martial spirit has extremely important research value in the field of contemporary Chinese culture and policy. The development of AI-Generated Content provides a new tool for studying the innovation and integration design of Chinese dragon culture and martial spirit. The rapid development of China's online lifestyle brand market and the attention of young people have opened up a new path for spreading China's martial spirit to young groups, which is conducive to the practice and promotion in subsequent research.



CHAPTER 3

RESEARCH METHODOLOGY

This chapter focuses on the research methods and strategies, using a mixed research method, combining qualitative analysis with quantitative analysis, including literature survey, market research, comparative analysis, questionnaires, and expert consultation. The purpose is to start from the study of cultural history, so that the design can better understand and reflect the traditional Chinese model culture, flexibly use modern science and technology, and combine AI-Generated Content technology tools for design practice. The use of interdisciplinary methods has a positive promotion and publicity effect on the design research of the target population. The researcher adopts an exploratory method, conducts research according to the logical order of the research, and gradually completes the research process of collecting research data and obtaining research results.

The research method is divided into four stages:

The first stage is the data collection stage. According to the comprehensive investigation of the culture, policy, market and technology in the research field, the literature materials on Chinese dragon culture and Chinese martial spirit, the market data of China's online lifestyle industry, the development of AI-Generated Content tools and social media platforms, and the opinions of experts in various research fields required for the research are collected.

The second stage is the analysis stage. Through literature research, market research, and comparative analysis, the cultural foundation, market foundation, and design tools of the overall research are analyzed. The key points of this stage of research are as follows: the first is the investigation of cultural theory, analyzing the cultural connection between Chinese dragon culture and martial spirit, and establishing the cultural connection between Chinese dragon culture and modern martial spirit through the investigation of the collected literature on Chinese dragon culture and Chinese martial spirit. The second point is the investigation of China's online lifestyle market. Through the data collection of consumer groups, development dynamics, popular trends, and product observations in the online lifestyle industry, an investigation is conducted to create an online brand of dragon culture and martial spirit. The third point is the analysis and investigation of AI-Generated Content tools. Through the method of comparative research, suitable AI-Generated Content tools are selected to lay a solid foundation for subsequent design practice.

The third stage is the design practice stage. According to the research results of the first stage, the integrated design and promotion of Chinese dragon culture and martial spirit are carried out for design practice. The design content is divided into three major areas. The first area is the design theme of online lifestyle brands, the second area is the product development of online lifestyle brands, and the third area is the social media construction of online lifestyle brands. Design and testing are carried out in combination with the above three areas. The entire design and testing process is divided into two batches. The second batch is based on the design results of the first batch, summarizes the feedback of the first batch and makes improvements, and provides substantial support for the conclusions of the overall research.

The fourth stage is the data verification stage. Through a combination of

quantitative and qualitative research, the target group is investigated and studied, a large amount of quantitative data is collected, the data is statistically analyzed, and the final valid data results are determined. The research is divided into two ways: online and offline. Online, the research data will be collected through the data provided by China's online e-commerce platforms and social media and the questionnaires of the online target population. Offline, through expert interviews, seminars and exhibitions, in-depth discussions with invited experts will be conducted to obtain valuable information and draw final conclusions.

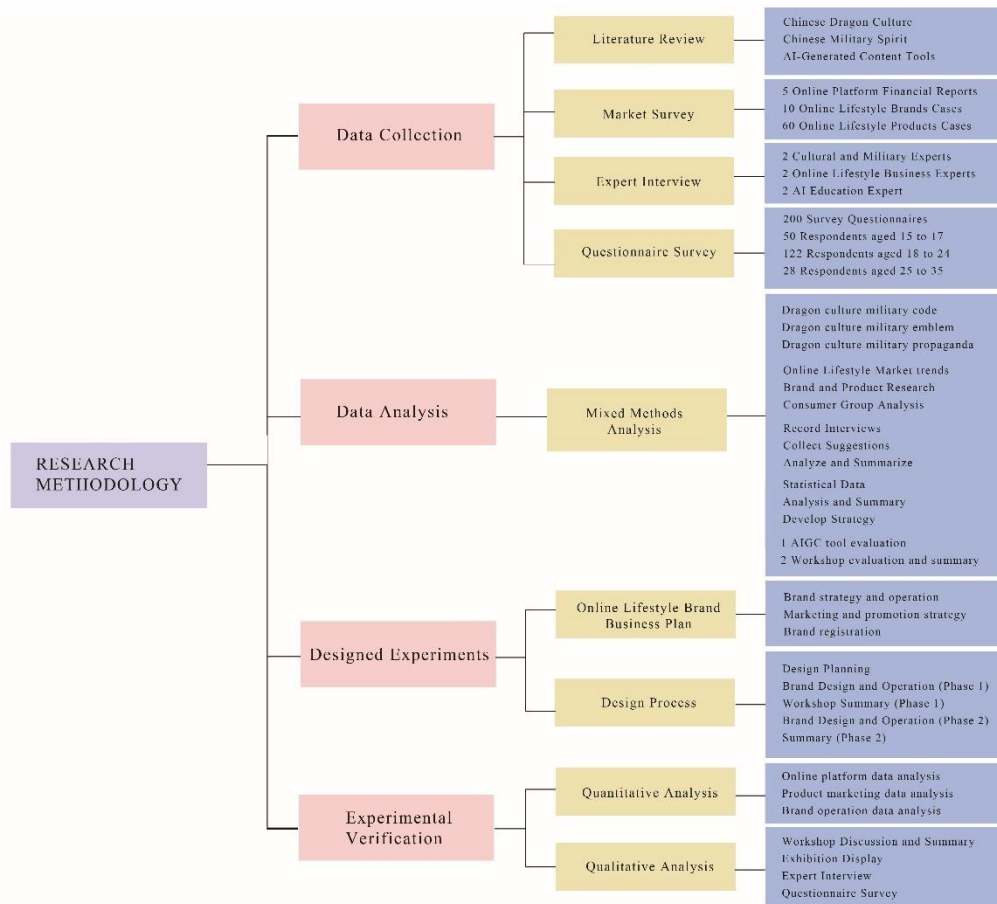


Figure 40 Research Methodology Framework

Source: Author, 2025

3.1 RESEARCH METHODS AND STRATEGIES

3.1.1 LITERATURE SURVEY METHOD

The literature survey method is the beginning of the research, which is a comprehensive review and analysis of the existing knowledge in the current research field. Literature information needs to be obtained through various data collection methods to understand the development history and evolution of Chinese dragon culture and Chinese martial culture. The researchers searched for relevant literature, journals and academic papers, analyzed the cultural connection between Chinese dragon culture and modern martial spirit by viewing and analyzing historical relics

pictures, academic research results and news, and summarized and analyzed them, laying a solid theoretical foundation for subsequent design research.

3.1.2 MARKET SURVEY METHOD

Market research is a general term for market research and market study. Market research is to purposefully and systematically collect, record, organize and analyze market conditions, understand the current status of the market and its development trends, and provide objective and correct basis for business decision makers to make plans, forecasts, and make decisions. This survey on the Chinese online lifestyle product brand market is carried out from three aspects: market trend survey, product analysis, and consumer population analysis.

The researchers collected market data, observed market changes, collected product cases, analyzed data, and predicted market trends, and provided a theoretical basis and plan for subsequent research design in the form of text and charts.

3.1.3 COMPARATIVE ANALYSIS METHOD

The development of AI-Generated Content technology provides innovative design tools for this study. The comparative study of AI-Generated Content tools is divided into three stages. The first stage is to investigate the current AI-Generated Content tools on the market and select the most representative AI-Generated Content tools in the current market and design industry. The second stage is tool evaluation, which evaluates mainstream AI-Generated Content tools from the aspects of product attributes, operation, and characteristics. The third stage is analysis to provide data support for selecting AI-Generated Content tools suitable for this study.

3.1.4 QUESTIONNAIRE

After design practice and experiment, the researchers conducted a questionnaire survey to evaluate the effect of the design and research project. Questionnaire survey is an effective data collection method. It can quickly collect a large amount of data and provide researchers with a broad perspective to study this issue. The questionnaire will specify different types for the survey population and experts. For users of online lifestyle brands, it mainly collects basic information such as age, gender, and occupation of the participants to help researchers understand whether the user group information of this online brand meets expectations. At the same time, experts' opinions on the brand and their recognition of the effectiveness of martial spirit propaganda are collected.

3.1.5 EXPERT INTERVIEW

The expert interview method is to representatively collect the opinions and ideas of experienced and senior experts and scholars in related fields to provide feedback and evaluation on the finished products of research and design. The main purposes of expert interviews are threefold: First, through communication with experts, the accuracy of the data and conclusions obtained by researchers in previous studies is verified, and policy support is obtained. Second, the feedback and suggestions put forward by experts provide important data for the conclusions of the research. Third, through in-depth face-to-face communication and interaction with experts, researchers can gain in-depth understanding of the latest development trends,

technological innovations, practical experience information, etc. This not only helps to solve complex problems in research, but also provides researchers with practical perspectives and experience. Analyzing these data will benefit him.

3.2 SAMPLE SELECTION CRITERIA

3.2.1 QUESTIONNAIRE RESPONDENTS

This study planned a three-stage questionnaire survey, with the aim of obtaining data feedback and summarizing different stages of the research and design process.

The first phase of the questionnaire survey was conducted in June 2024, using an online survey to survey a total of 200 students and teachers at Lianyungang Economic and Technological Development Zone Technical School. According to the data from the first questionnaire survey, males accounted for 53% and females accounted for 47%. The age survey of the respondents showed that respondents aged 15 to 17 accounted for 25%, respondents aged 18 to 24 accounted for 61%, and respondents aged 25 to 35 accounted for 14% of the surveyed population. A total of 200 valid feedback results were collected.

After the first batch of design experiments from October to November 2024, in order to further collect feedback data and conduct the second phase of design experiments, this study established an online community to conduct a questionnaire survey to the followers of the online brand of this study. A total of 124 people were interviewed in the second phase of the questionnaire. According to the statistics of basic information, 69% of the respondents in the second phase were male and 31% were female. In terms of the age structure of the respondents, 47% of the total number of respondents were aged 18-24, and 47% of the total number of respondents were aged 25-34. The number of people aged 35-44 accounted for 6% of the total number of respondents. In the occupational statistics of the respondents, 61% of the respondents were college students, 19% of the respondents were corporate employees, 10% of the respondents were freelancers, 6% of the respondents were civil servants, and 4% of the respondents were other occupations. A total of 124 users were interviewed, and a total of 120 valid feedback results were collected.

The third stage questionnaire survey will be conducted from November 2024 to January 2025 after the completion of the second stage design experiment, with the aim of verifying the dissemination results of the Martial Spirit online lifestyle brand in this study. The respondents of the third stage questionnaire will be selected from the online social media account followers of the online lifestyle brand created in this study, with a total of 300 users participating in the second stage questionnaire survey. The third stage questionnaire survey will be conducted in the form of an online survey. According to the feedback from the respondents in the third stage questionnaire survey, males accounted for the majority of the respondents in the second stage questionnaire survey, with a total of 189 people, accounting for 63%. According to the age statistics of the respondents, there are 144 users aged 18 to 24, accounting for 48%, 144 users aged 25 to 35, accounting for 38%, 42 users aged 36-45, accounting for 14%, and 86% of the surveyed population aged 18 to 35. In the occupational statistics of the respondents, 68% of them are college students, 15% are white-collar workers, 7% are freelancers, 5% are civil servants, and 5% have other occupations. In the survey of respondents' residence, respondents mainly live in

China's central cities and coastal cities with large population and developed economy.

3.2.2 EXPERT

This study was conducted in two phases in five cities in China, namely Beijing, Nanjing, Lianyungang, Wuhan and Qingdao, from November 2023 to June 2024. Through in-depth interviews and seminars, the research team interviewed 8 experts and officials with authority and professionalism in traditional dragon culture, online commercial brands, AI art education, martial spirit education policy, and government. These experts have a deep academic background and rich practical experience in their respective fields, and their insights provide important theoretical support and practical guidance for the research.

Through expert interviews and seminars, the research team not only gained valuable professional knowledge and practical experience, but also summarized a series of operational research results. For example, in terms of traditional dragon culture, experts emphasized the innovative application of dragon culture in modern design and proposed a strategy to combine traditional elements such as dragon patterns and dragon shapes with modern design language; in terms of online commercial brands, experts suggested that brands should focus on the cultural added value of products, while using social media and short video platforms for precision marketing; in terms of AI art education, experts proposed suggestions on using AI generation tools to improve design efficiency and innovation capabilities, and provided legal support for martial spirit education policies.

These research results provide important theoretical basis and practical guidance for the inheritance and innovation of martial spirit and dragon culture, the development of online commercial brands, and the application of AI technology in art education. During the research process, the research team always maintained cooperation with experts to deepen the research content.

Table 3. Interview expert information

No.	Expert Name	Synopsis
Expert1	Ms. Cheng Xueqing	Director of Lianyungang Youth Art Education Development Committee, Secretary General of the the Belt and Road International Culture and Art Development Center.
Expert2	Mr. Wang Hongbo	Director of the Academic Committee of the Chinese Academy for the Protection of Cultural Heritage, Writer, Artist.
Expert3	Mr. Lin Hai	Advisor to the Chinese Literary and Artistic Masters Research Association, Designer, Artist

No.	Expert Name	Synopsis
Expert4	Mr. Tang Xilong	Vice President and Director of Lianyungang Brand Service Research Association
Expert5	Dr. Xu Dongdong	Ph.D. in Culture and Arts from Tan Guo University in South Korea, and a teacher at the Art College of Lianyungang Economic and Technological Development Zone Technical School
Expert6	Mr. He Pengfei	Master's degree holder from China Academy of Art, lecturer at Qingdao University of Science and Technology, Member of the expert group of China Digital Art Education Alliance
Expert7	Mr. Wang Sen	Master of Visual Communication from Birmingham City University in the UK, and representative of young entrepreneurs from Shandong Youth Employment and Entrepreneurship Alliance
Expert8	Mr. Zhang Jiajiong	Mayor of Lianyungang Municipal People's Government, Chairman of the Municipal Federation of Industry and Commerce, President of the Municipal Chamber of Commerce, Master of Law

Source: Author,2025

3.2.3 ONLINE MARKET SURVEY

This survey on the commercial products of Chinese online dragon culture mainly observed the four largest e-commerce platforms in terms of user numbers and scale in China - Tmall, JD.com, Pinduoduo, and Taobao. These four platforms not only cover a wide range of consumer groups, but also gather a large number of products related to dragon culture, providing rich data sources and diverse market samples for research. Organized and summarized popular products with high attention and popularity, and analyzed their product styles, characteristics, prices, and other factors after classification and sorting.

As a high-end e-commerce platform under Alibaba, Tmall has attracted a large number of mid to high end consumers with its branding and quality features. On Tmall, Dragon Culture products are mostly presented in the form of brand flagship stores, such as high-end clothing, home goods, and cultural and creative products, with exquisite design and emphasis on cultural connotations. The target customers are mainly middle and high-income groups who pursue quality life.

JD.com is known for its efficient logistics and genuine product guarantee, attracting a large number of consumers who focus on shopping experience. On JD.com, dragon culture products cover multiple categories such as electronic products, home decoration, office supplies, etc., with diverse design styles, both the

embodiment of traditional craftsmanship and the integration of modern technology. The target customers are mainly urban white-collar workers and family users.

Pinduoduo has rapidly risen with its low prices and social e-commerce model, attracting a large number of price-sensitive consumers. On Pinduoduo, dragon culture products are mainly affordable and practical, such as daily necessities, clothing and small handicrafts printed with dragon patterns. The design style is simple and bright, and the target customers are mainly consumers in third- and fourth-tier cities and rural areas.

Taobao, as China's largest comprehensive e-commerce platform, is famous for its rich variety of products and wide price range. On Taobao, dragon culture products cover all categories from low prices to high-end, including both handmade handicrafts and mass-produced daily necessities, with diverse design styles, and target customers covering users of all ages and consumption levels.

Through the observation and analysis of these four platforms, the research team was able to fully understand the popularity, design trends and market positioning of dragon culture products among different consumer groups. These data provide an important basis for subsequent product development, marketing promotion and cultural communication strategies, and also lay the foundation for further exploration of the commercial value of dragon culture.

3.2.4 AI-GENERATED CONTENT TOOLS

This study of AI-Generated Content tools is divided into two stages: data collection and comparative research. The data collection stage is an overall survey of the current AI-Generated Content tools on the market. The survey in the data collection stage collected text generation, image generation, and video generation, a total of 24 mainstream tools in the current AI-Generated Content field, for trial and summary. This provides a data basis for the screening of AI-Generated Content tools in the comparative research stage. The specific list of collected AI-Generated Content tools is shown below.

Table 4 AI-Generated Content Tools Survey Summary

Category	Tool Names
Image Generation	Midjourney, Stable Diffusion, DALL-E, Wenxin Yige (Wonder), Adobe Firefly, Imagen AI, Disco Diffusion, Alibaba Luban, Chuanke AI Painter, Qianku AI Infinite Art, Gemini, Character.AI, Baidu AI Cloud, Liner.AI, Quillbot
Text Generation	ERNIE Bot, Tencent Hunyuan, Tongyi Qianwen, DeepSeek
Video Generation	Baidu AI Cloud, Tencent Zhiying, Alibaba Cloud, SenseMirage

Source: Author,2025

3.3 DATA COLLECTION METHODS

3.3.1 LITERATURE REVIEW

Literature research is the beginning of the research, which is a comprehensive review and analysis of existing knowledge in the current research field. Literature information needs to be obtained through various data collection methods to understand the development history and evolution of Chinese dragon culture and martial spirit in this study. By investigating academic research results and collecting cases, researchers analyze the cultural and aesthetic connection between Chinese dragon culture and modern martial spirit, and analyze its cultural value and aesthetic characteristics.

3.3.2 MARKET SURVEY

Market survey is a general term for market research and market study. Market survey is to purposefully and systematically collect, record, organize and analyze market conditions, understand the current status of the market and its development trends, and provide objective and correct basis for business decision makers to make plans, forecasts, and make decisions. This survey on China's online lifestyle market is carried out from three aspects: product case study, trend analysis, and consumer group analysis. Through the five steps of consulting market literature, observing market changes, collecting product cases, analyzing market data, and predicting market trends, the current status of China's online lifestyle market is systematically studied, and the design practice strategy of this study is specified.

3.3.3 EXPERT INTERVIEW

Expert interviews are an important data collection method for this study. In interviews and dialogues, important feedback and suggestions can be obtained and important research conclusions can be drawn. The data collection work of the experts in this study was carried out in two stages. The first stage was the data collection stage. The researchers interviewed 6 senior experts in the fields of history and culture, online brand entrepreneurship, AI education and Internet media, collected feedback from experts, summarized the data and put it into practice in the design.

The second stage of the expert interview was divided into two parts in the data verification stage. In the first part, the researchers conducted a face-to-face and in-depth interview with Mr. Zhang Jiajiong, the mayor of Lianyungang City, in the form of a meeting. The researchers directly faced the mayor, asked questions, and recorded the answers. Interviews with politicians can summarize and analyze the research from a policy level. The second part was conducted in the form of discussions by 5 academic experts. The researchers showed the construction results of the online lifestyle brand of Dragon Culture Martial Spirit to the invited experts, guests, and college students. Through electronic screen reports and discussions with experts, they listened to expert suggestions and summarized them. The researchers recorded the interview process in detail and collected relevant data.

3.3.4 WORKSHOP

The workshop was discussed and summarized collectively in this study, and important data was collected. This study conducted three phases of workshops.

The first workshop was held in this study after the first phase of the design experiment. The first workshop was held in the Artificial Intelligence Application and Design Studio of Lianyungang Economic and Technological Development Zone Technical School. The participants who observed and participated in this study included students and teachers from e-commerce, new media, and Internet art majors. In the workshop, the participants communicated effectively, expressed their views from different professional perspectives, listened to the opinions of others in the working group, and coordinated different ideas within the team. The researchers recorded and collected the workshop process in detail, the summary and improvement plan, and took photos and videos to record the answers.

The second phase of the workshop was held in the Artificial Intelligence Application and Design Studio of Lianyungang Economic and Technological Development Zone Technical School in December 2024. The participants who observed and participated in the summary included 30 students and teachers of this design team. All the staff summarized the use of the AIGC tool.

The third workshop was held after the overall design practice. The workshop was hosted by the researchers and recorded by the meeting staff. The researchers introduced the relevant information of the study to the experts attending the meeting. After listening to the researchers' introduction, the experts discussed, took turns to speak and make summaries and evaluations. The researchers recorded the workshop process in detail, the conclusions and improvement plans, and took photos and videos to record them.

3.3.5 QUESTIONNAIRE

The questionnaire survey collects the feedback data of the research population on the design, analyzes the obtained data, summarizes the advantages and disadvantages of the practice, and provides experience and summary for subsequent design. The questionnaire survey of this study is divided into three stages. The online questionnaire method is adopted to collect data and data verification for this study through online communities.

The first stage of the questionnaire survey is aimed at the views and feedback of the young Chinese group on Chinese dragon culture, martial spirit, online lifestyle brands and AI. A total of 200 people were interviewed and 200 valid feedbacks were received. The second stage of the questionnaire survey was conducted on the users of the online brand designed this time.

A total of 124 people were interviewed in the second stage of the questionnaire, and a total of 120 valid feedback results were collected. The feedback data of the brand operation in the first stage was collected and provided assistance for the design experiment in the second stage. The third stage of the questionnaire survey is to collect and analyze data within the scope of the online brand users of this study, so as to verify the results of the dissemination of the martial spirit in the online lifestyle brand of this study.

The third stage of the questionnaire survey was provided with theoretical assistance by the "Questionnaire Survey Expert Group" composed of experts invited to the second seminar. A total of 300 users participated in the second stage of the questionnaire survey.

3.4 RESEARCH TOOLS

3.4.1 THREE STAGE SURVEY QUESTIONNAIRE

This study has planned three phases of questionnaire surveys. The questionnaires for each phase have different contents depending on the purpose of the survey.

The first phase of the questionnaire survey was conducted in June 2024 in the form of an online survey, with a total of 200 students and teachers from Lianyungang Economic and Technological Development Zone Technical School. The survey mainly started from two aspects. The first aspect is to investigate young people's views and understanding of Chinese dragon culture and martial spirit, which will accumulate a lot of valuable user data for the design practice stage of this study. The second aspect is to investigate young people's views on China's online lifestyle products and markets, and collect young consumers' consumption habits, laying the foundation for creating an online lifestyle brand in the design practice stage of this study.

After the first batch of design experiments from October to November 2024, in order to further collect feedback data and conduct the second phase of design experiments, this study established an online community to conduct a questionnaire survey to the followers of the online brands in this study. The first phase of the questionnaire was evaluated from five perspectives: brand concept, design theme, product setting, social media, and suggestions, based on the research questions and research strategies. The second phase of the questionnaire mainly evaluated the user's support for the online brand culture concept, the user's acceptance of the first phase of the design theme, and obtained the user's evaluation of the brand product and the practicality score. Through the questionnaire survey on social media, the development strategy of online brand social media will be adjusted.

The third phase questionnaire survey is a survey of the respondents' satisfaction evaluation, which will be conducted after the second phase design experiment is completed from November 2024 to January 2025. The third phase questionnaire is divided into two parts. The first part is to investigate the respondents' evaluation and attitude towards the online lifestyle brand of dragon culture and martial spirit, which is original to this study. The questionnaire was compiled by experts from the "Questionnaire Expert Group" based on the "China Cultural Industry Development Report" released by Peking University in 2025 as the theoretical basis. The questionnaire options are divided into four parts: "theme design, product design, brand communication, and brand evaluation", with a total of 14 sub-options. The second part is to verify the effect of the dissemination and promotion of martial spirit to young people through online lifestyle brands. With the assistance of experts, the questionnaire is based on the interpretation of martial spirit in China's Patriotic Education Law and the guiding regulations for related educational work. A total of 10 single-choice questions are set to collect the respondents' feedback on the martial spirit conveyed by online brands.

3.4.2 TWO-STAGE EXPERT INTERVIEW

This research conducted two stages of expert interviews. The first stage of expert interviews was from November 2023 to June 2024. In the research data collection stage, the researchers interviewed eight senior experts in the historical and

cultural fields, online brand entrepreneurship neighborhood, AI education and Internet media neighborhood, and collected very constructive suggestions.

The second stage of expert interviews will be conducted after the completion of the design practice in the second stage of this study. The researchers conducted interviews with government officials and experts in the fields of politics, culture, education, and business. During the interviews, the researchers reported in detail to the experts on the research area, introduced the research questions, and provided a comprehensive investigation of the cultural, policy, market, and technological backgrounds of the research field. The research objectives were also pointed out. The researchers analyzed the cultural connection between the Chinese Loong culture and the martial spirit, introduced the design theme, product research and development, and social media construction of the original online lifestyle brand, and reported on the work related to learning, student members, and entrepreneurship. After listening to the relevant information reported by the researchers, government officials and experts discussed and provided feedback and suggestions. The researchers recorded the interview content in detail and took photos for preservation.

3.4.3 THREE-STAGE WORKSHOP

This study conducted three stage of workshops and collected important research data.

The first stage of the workshop was held in November 2024, based on the data and information obtained from the design practice, online products, and questionnaire feedback of the first phase of the design experiment. The first workshop was held in the Artificial Intelligence Application and Design Studio of Lianyungang Economic and Technological Development Zone Technical School. The participants who observed and participated in this study included students and teachers from e-commerce, new media, and Internet art majors. In the workshop, the participants communicated effectively, expressed their views from different professional perspectives, listened to the opinions of others in the working group, and coordinated different ideas within the team. Through the discussion group based on the data feedback from the first phase, as well as the results of collective discussion. The workshop summarized the improvement plan for the second phase design. The researchers used text and pictures to record the process and important content of the workshop in detail.

The second stage of the workshop was held in December 2024 at the Artificial Intelligence Application and Design Studio of Lianyungang Economic and Technological Development Zone Technical School. The participants included 30 students and teachers from the design team. All the staff summarized the use of the AIGC tool.

The third stage of the workshop was held in January 2025. The workshop was hosted by researchers and recorded by conference staff. The third workshop invited five senior experts in the fields of history and culture, online brand entrepreneurship, and AI education and Internet media. According to the purpose and importance of this study, the researchers set three conference topics for discussion. The first conference topic was about the "Cultural Connection between Chinese Dragon Culture and Martial Spirit" of this study, the second conference topic was "AI-Generated Content Participates in the Fusion Design of Chinese Dragon Culture

and Martial Spirit", and the third conference topic was "Online Lifestyle Brands Promote Martial Spirit to Young People". The experts discussed, took turns to speak, and made summaries and comments. The researchers recorded and collected the workshop process in detail, the summary and improvement plan, and took photos to record important content.

3.4.4 CHINA DRAGON CULTURE BRAND PRODUCT DESIGN REPORT EXHIBITION

The "Longteng Shengshi" Chinese Dragon Culture Brand Product Design Report Exhibition is part of the 2024 Annual Exhibition of the Lianyungang Youth Entrepreneurship and Employment Alliance. The exhibition will be held from January 3 to 9, 2025, in the Yuntai Auditorium of the Jinlin Yuntai Hotel, the designated venue for activities of the Lianyungang Municipal Government. The exhibition is divided into two areas. The first area is the brand product display area, which will display Chinese traditional cultural brands and products to experts, guests and young people through posters and physical objects. The second area is the interactive communication area, which will report through electronic screens, hold discussions with experts, listen to expert suggestions, summarize research results, and discuss with young people.

The exhibition of this study has five purposes. The first is to promote traditional culture and martial spirit, promote Chinese traditional culture and martial spirit to the young people attending the conference, and stimulate their interest in traditional culture and love for the country. The second point is to display products and design concepts, display the results of the combination of traditional culture and AI-Generated Content technology, and show innovative brands and products of Chinese traditional culture to experts, guests and young people. The third point is academic exchange, which involves communicating with experts and scholars on the integration of cultural brands and online lifestyle industries, and collecting feedback and suggestions. The fourth point is to inspire innovation and inspiration. The interaction and display at the exhibition can inspire new ideas and innovations and promote the development of research. The fifth point is market research, which can be used to understand the dynamics of the industry, collect market information, and conduct market research. The researchers recorded the exhibition process and the collected data in detail, and took photos to record important information.

3.5 DATA ANALYSIS

(1) Conduct a questionnaire survey to collect data for analysis. The researchers employed quantitative research methods. The data is presented in the form of line charts, pie charts, images, and tables, and the results of the data analysis are summarized in descriptive language.

(2) Expert interviews and evaluation forms are conducted using qualitative research methods. Through interviews with experts, researchers concluded that collecting and analyzing this data laid the foundation for future experimental research design.

(3) This study used a comparative research approach to screen AIGC tools. The comparative research method for AIGC tools is divided into three stages. The first stage is to conduct a survey on the current overview of AIGC tools on the market,

and select the most representative AIGC tools in the current market and design industry. The second stage is tool evaluation, which evaluates mainstream AIGC tools from their product attributes, operations, and characteristics. The third stage analyzes and provides data support for selecting AIGC tools suitable for this study.

(4) This study focuses on the survey of the Chinese online lifestyle product brand market, which is conducted from three aspects: brand case study, product case analysis, and consumer group analysis. Researchers provide theoretical basis and planning for subsequent research design through the steps of collecting market data, observing market changes, collecting product cases, analyzing data, and predicting market trends, in the form of text, images, and tables. Purposefully and systematically collect, record, organize, and analyze market conditions, understand the current situation and development trends of the market, and provide objective and correct basis for business decision-makers to formulate plans, forecasts, make decisions.

3.6 CONCLUSIONS ON THE RESEARCH METHOD

This study adopts a mixed research method, combining qualitative analysis with quantitative analysis, including literature survey, market research, comparative analysis, questionnaire, and expert consultation. The cultural and aesthetic connection between Chinese dragon culture and martial spirit, the trend of China's online lifestyle market, and the practice and application of AIGC tools were systematically studied from the theoretical and practical levels. And finally completed the study of using online lifestyle brands to promote martial spirit to young people.

The research method is divided into four stages. The first stage is the data collection stage. According to the comprehensive investigation of culture, policy, market and technology in the research field, the literature materials on Chinese dragon culture and Chinese martial spirit, market data of China's online lifestyle industry, the development of AI-Generated Content tools and social media platforms, and expert opinions in various research fields required for the research are collected.

The second stage is the analysis stage. Through literature research, market research, and comparative analysis, the cultural foundation, market foundation and design tools of the overall research are analyzed. The key points of this phase of research are: first, the investigation of cultural theory; second, the research on China's online lifestyle market; and third, the analysis and investigation of AI-Generated Content tools. Through comparative research methods, suitable AI-Generated Content tools are selected to lay a solid foundation for subsequent design practice.

The third phase is the design practice phase. According to the research results of the first phase, the integrated design practice of Chinese dragon culture and martial spirit is carried out. The design content is divided into three major areas. The first area is the design theme of online lifestyle brands, the second area is the product development of online lifestyle brands, and the third area is the social media construction of online lifestyle brands. Design and testing are carried out in combination with the above three areas. The entire design and testing process is divided into two batches, providing substantial support for the conclusions of the overall research.

The fourth phase is the data verification phase. Through a combination of quantitative and qualitative research, the target group is investigated and studied, a large amount of quantitative data is collected, the data is statistically analyzed, and the

final effective data results are determined. The ultimate goal is to conduct in-depth research on the promotion of Chinese martial spirit in the design of dragon culture online lifestyle brands.



CHAPTER 4

RESEARCH PROCESS AND RESULTS

4.1 OVERVIEW OF RESEARCH FRAMEWORK AND PROCESS

This study uses the CRAIE model (Collecting data、 Research methods、 Analyzing evidence、 Implementing experiments、 Evaluate) as the overall research framework to systematically explore the dissemination and commercialization paths of Chinese dragon culture and martial spirit in contemporary society. In the data collection stage, the team comprehensively obtained multi-dimensional data on dragon culture, martial spirit, online lifestyle brands and AIGC technology through literature research, market research, expert interviews and questionnaires. In the research method stage, the team combined qualitative and quantitative research to deeply analyze the connotation and market potential of dragon culture and martial spirit, and compared the functions and effects of different AIGC tools, providing technical support for design practice.

In the evidence analysis stage, the team systematically analyzed the data and came to key conclusions such as the profound connection between dragon culture and martial spirit, the market potential of online lifestyle brands, and the application value of AIGC tools. These conclusions provide a theoretical basis for subsequent practice. In the implementation experiment stage, the team completed the design and operation of the online lifestyle brand in two stages: in the first stage, AIGC tools were used to assist in design, develop dragon culture theme products and conduct preliminary social media operations; in the second stage, the design and product line were optimized based on feedback, further expanding the brand's market influence.

Finally, the study obtained specific results in AIGC-assisted design, product development, social media operations and promotion of martial spirit, and verified the effectiveness of promoting martial spirit to young people through online lifestyle brands. The study will promote the dissemination and innovation of dragon culture and martial spirit in contemporary society by continuing to deepen research in related fields.

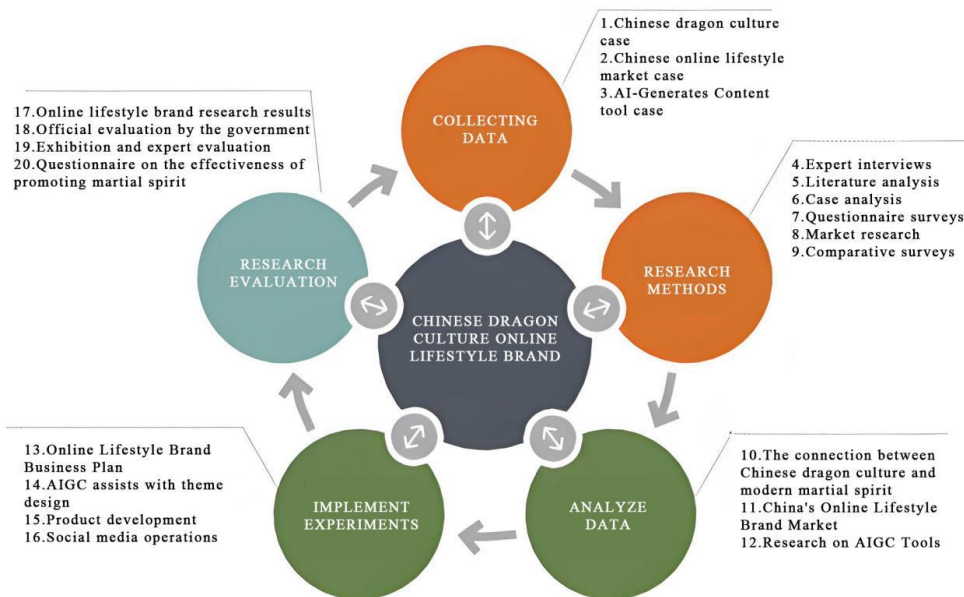


Figure 41 Research model framework diagram

Source : Author, 2025

The research process is divided into 5 stages, with a total of 14 research nodes, covering the complete research cycle from design concept to final conclusion. The first stage starts from the design concept, combines the research results of Chinese dragon culture and martial spirit, proposes the core concept of the brand, and completes the initial construction of brand naming, trademark design and online platform; at the same time, through literature research, questionnaire surveys and expert interviews, in-depth analysis of market trends and consumer groups, and provides data support for subsequent design. The second stage focuses on product design and development, using AIGC tools to generate design sketches with dragon culture themes, and develops four categories of products covering daily products, fashion products, office products and handicrafts, and continuously optimizes design details and functions through user feedback. The third stage focuses on building a network platform and conducting social media operations, improving the brand's official website and e-commerce pages, formulating social media promotion strategies, and publishing pictures and short videos with dragon culture themes to attract target users and collect interactive feedback.

The fourth stage enters the brand display and sales stage, displaying design works and products through online and offline exhibitions to enhance brand awareness, and using e-commerce platforms and social media channels for sales, collecting sales data and user reviews. The fifth stage summarizes the research results, integrates design, operation and sales data, evaluates the effectiveness of AIGC-assisted design, product development and social media operations, analyzes the promotion effect of martial spirit and brand market performance, and finally draws experimental conclusions.

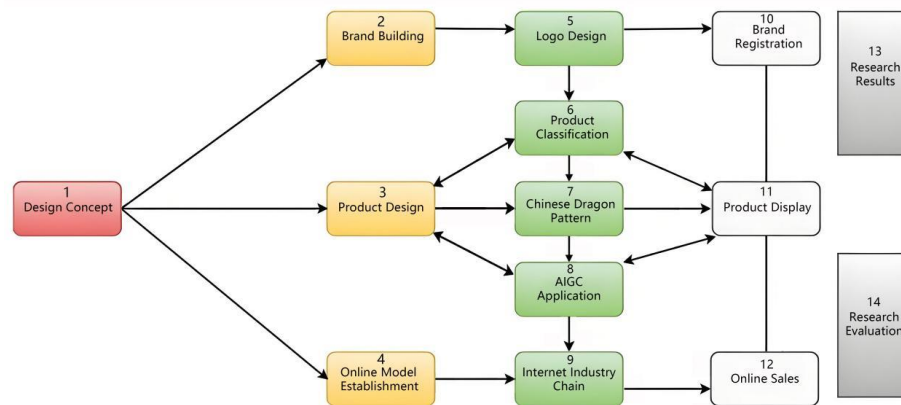


Figure 42 Research flow chart

Source : Author, 2025

4.2 RESEARCH FINDINGS ON THE CONNECTION BETWEEN CHINESE DRAGON CULTURE AND MODERN MARTIAL SPIRIT

4.2.1 LITERATURE RESEARCH FOUND

The literature survey of Chinese dragon culture and modern martial spirit is the beginning of the study. It is necessary to collect a large amount of literature and make arrangements, as well as to make analysis and summary. This study reviewed previous research literature, consulted a large number of Chinese military news reports and related articles from 1984 to 2025, collected and sorted a large number of literature cases, and consulted relevant research papers. The study found that since the 1980s, the Chinese army has inherited the tradition of dragon culture, and the Chinese dragon has become an important cultural symbol and symbol of China's martial spirit, which is specifically reflected in the three aspects of the Chinese army's dragon culture code, dragon culture logo, and dragon culture propaganda design.

Through the previous literature review, it can be learned that the Chinese army has a cultural tradition of worshipping dragons since ancient times. In ancient China, the most courageous troops and the most advanced weapons were given dragon-related codes, such as the "Dragon Army" in the Tang Dynasty and the "Qinglong Sword" in the Three Kingdoms period. After historical evolution, cold weapons were eliminated by the army, and modern military equipment is mainly modern high-tech aircraft, warships, and missiles. This study sorted out the relevant data of Chinese weapons and equipment from 1984 to 2025, collected and sorted out a large number of literature cases, and found that the modern Chinese army has inherited the tradition of dragon culture code. Since the 1980s, the Chinese government has used dragon culture as a code for important equipment and weapons in the military field, involving various important weapons and equipment in the Chinese navy, air force, missile army, and aviation fields. For example, in 1984, China's independently developed anti-ship missile was named "Feiloong" (loong: The Chinese transliteration of dragon), in 2003, the Chinese Air Force's third-generation fighter "FC1" was named "Xiaoloong", in 2004, the Chinese Air Force's new generation fighter "J10" was named "Menglong", in 2010, China's first domestically-

produced deep-sea submersible was named "Jiaolong", in 2011, China's domestically-produced deep-water unmanned submersible was named "Qianloong", in 2016, China's domestically-produced water rescue aircraft was named "Kunloong", in 2019, China's Air Force's fifth-generation fighter "J20" was named "Weilong", and in 2020, China's Antarctic icebreaker and scientific research vessel was named "Xueloong".

The purpose of the dragon cultural code of military equipment is to promote the martial spirit of the Chinese army since ancient times. The existing dragon cultural code generally comes from ancient Chinese historical and cultural books. The dragon cultural code of different weapons and equipment has a unique ancient Chinese meaning. For example, "Feiloong" comes from the most classic ancient Chinese book "Book of Changes", which means a flying dragon. "Jiaoloong" comes from the ancient Chinese book "Book of Rites" 4,000 years ago, which means a dragon in the water. "Qianloong" comes from the name in the ancient book "Book of Changes", which means a hidden dragon. "Kunloong" is a huge flying dragon recorded in the ancient book "Classic of Mountains and Seas" 4,000 years ago. "Wei Loong" comes from a very well-known Buddhist term in China, which means "powerful dragon".

The ranking of the dragon cultural codes of Chinese military equipment compiled by researchers is shown in the following table.

Table 5 Chinese military equipment dragon culture code case

Code/Year	Picture	Code/Year	Picture
Fei Loong 1984		Xiang Loong 2011	
Ying Loong 1990		Tian Loong 2012	
Xiao Loong 2003		Kun Loong 2016	
Meng Loong 2004		Wei Loong 2019	
Yi Loong 2007		Jie Loong 2019	
Jiao Loong 2010		Xue Loong 2020	

Code/Year	Picture	Code/Year	Picture
Qian Loong 2011		Hao Loong 2024	

Source : Author, 2025

Another incarnation of dragon culture in modern martial spirit is the dragon culture badge. The Chinese military has used dragon patterns as badges since the Zhou Dynasty, which has a history of more than 3,000 years. The modern Chinese military has continued the tradition of using dragon culture as badges. This study collected a large number of cases, read relevant literature, collected relevant news reports, and consulted collectors in related fields. It was found that dragon culture badges are widely used in various Chinese military forces, mainly using classic dragon patterns from different periods of China, reflecting the characteristics of Chinese dragon culture in different periods. For example, the badge of the Nanjing "Flying Dragon" Special Brigade, the badge of the Navy's "Jiaolong" Commando, the armband of the Weilong fighter pilot, the armband of the fierce dragon fighter pilot, the badge of the navy's warships, etc.

The dragon culture emblems of the Chinese military also have their own characteristics and styles in design, which are mainly divided into traditional emblem styles and modern styles. For example, the CZ-5 Y7 rocket emblem uses the traditional dragon pattern of the Han Dynasty with a history of more than 2,000 years, the Navy Sanming warship emblem uses the dragon pattern of the Qing Dynasty, the design of the pilot armband of the Weilong fighter and the Menglong fighter is an adaptation of the traditional dragon pattern, and the emblem of the CZ-6 rocket and Jielong missile uses modern geometric patterns to represent the dragon culture. Some examples of dragon culture emblems of the Chinese military compiled by researchers are collected in the following table.

Table 6 Chinese Army Dragon Cultural Badge Case

Traditional Badge Style			
			
"Fei Dragon" Military Instructor Badge	"Jiao Dragon" Assault Team	"Wei Dragon" Fighter Pilot Armband	"Meng Dragon" Fighter Pilot Armband
			
Navy "Sanming Ship" Badge	Navy "Xiameng Ship" Badge	Navy Special Forces	Macau Special Police Force

Modern Design Style			
			
"Flying Dragon" Nanjing Special Brigade	Jielong-3 Missile	Hong Kong Government Flying Corps	Jinglong Military Exercise Badge
			
CZ-6 Rocket	Jielong-1 Missile	CZ-5 Y4 Rocket	CZ-5 Y7 Rocket

Source : Author, 2025

Dragon culture has also become the protagonist in modern propaganda works of China's martial spirit. Graphic design such as posters is the main way to promote modern China's martial spirit. This study collects and organizes works and related news reports officially released by the Chinese military from 2020 to 2025, consults relevant materials, and organizes a large number of cases. The study found that dragon culture has become the embodiment of modern Chinese martial spirit propaganda works.

Through the investigation of modern propaganda design of China's martial spirit and the analysis of picture design and composition, this study found that modern dragon culture has two characteristics in the propaganda design of China's martial spirit. The first point is to focus on the coordination of Chinese dragons and military equipment. The second point is to focus on the expression of traditional Chinese culture and be good at using Chinese elements to create themes and atmosphere. At present, there are trial cases of lifestyle products in the propaganda method of China's martial spirit. This study believes that there is great development potential and more research and practice are needed. For example, the propaganda work produced by the Military Channel of China Central Television in 2023 is themed "Golden Dragon Armor". It is designed with Chinese-made fighters and transport aircraft, matched with different dragons, and the overall use of red and gold is quite Chinese.

The propaganda work produced by the PLA News and Communication Center in 2024 is themed "In the Name of the Dragon". The design uses dragon patterns at different angles, matched with Chinese characters and fighter planes. The picture is mainly blue, with the style of traditional Chinese painting.

The propaganda work of the PLA Navy in 2025 is themed "The Rise of the Dragon". The picture is a combination of the Chinese Navy and dragon patterns, and highlights the characteristics of the waves.

The poster design of the Chinese aircraft carrier Shandong in 2025 is themed "The Universe and the Sea". The picture is themed with an aircraft carrier, and the

background incorporates a golden dragon, matched with fighter planes, reflecting a sense of science fiction. The Shandong ship's propaganda also launched lifestyle products with related themes.

Some of the propaganda cases of the dragon culture and martial spirit of the Chinese military compiled by researchers are collected in the following table.

Table 7 Chinese military dragon culture martial spirit propaganda case

Topic/Source	Picture
"Golden Dragon Armor" China Central Television Military Channel	
"In the Name of the Dragon" Chinese People's Liberation Army News and Communication Center	
"Dragon Power" Xinhua News Center	
"The Rise of the Dragon" Chinese People's Liberation Army Navy	

Topic/Source	Picture
"Loong Teng Wan Li" Chinese Rocket Force	
"Universe and Ocean" Chinese aircraft carrier Shandong	

Source : Author, 2025

4.2.2 FINDINGS FROM EXPERT INTERVIEWS

In this study, two experts in traditional Chinese culture and history were interviewed for the study of Chinese dragon culture and modern martial spirit. The findings of this study were introduced to the experts through expert interviews, and the feedback from the experts was collected and recorded in writing.



Figure 43 Expert Interview-Mr. Wang Hongbo

Source : Author, 2025

(1) Mr. Wang Hongbo, member of the Academic Committee of the Chinese Academy of Cultural Heritage Protection, writer, artist

Mr. Wang Hongbo is a member of the Academic Committee of the Chinese Academy of Cultural Heritage Protection. He has conducted in-depth research on the theory of Chinese traditional culture, the protection of traditional culture, and the identification of cultural relics. Mr. Wang participated in the "2007 First Lanzhou Forum on Chinese Dragon Culture" hosted by Lanzhou City and published academic papers. Mr. Wang is also a writer and artist who has in-depth research on traditional Chinese drama and Chinese ink painting. The researchers interviewed Mr. Wang in November 2023. The researchers reported to Mr. Wang on the research and findings of this study on Chinese dragon culture and modern martial spirit and presented the collected cases.

After listening to the introduction of the research, Mr. Wang Hongbo highly agreed with the findings of this study. He pointed out that the connection between Chinese dragon culture and modern martial spirit is very close. This connection is not only reflected in the cultural symbolism, but also deeply rooted in the spiritual core of

the Chinese military. Mr. Wang emphasized that the dragon is not only a symbol of auspiciousness in traditional Chinese culture, but also represents wisdom, strength and indomitable spirit. These qualities are highly consistent with the values of the modern Chinese military. He further mentioned that the Chinese Ministry of Defense had clearly stated in a news article in 2023: "The dragon represents the beautiful pursuit of the Chinese nation's struggle, and this spirit has been inherited and carried forward in the army." This statement fully reflects the important position of dragon culture in the Chinese military. Mr. Wang also gave examples to illustrate that idioms related to dragon culture are often used in articles and propaganda of the modern Chinese military, such as "dragons and tigers leaping" to describe the bravery and vitality of soldiers, or "dragon and horse spirit" to show the tenacity and fighting spirit of soldiers. The use of these idioms not only enriches the expression of military culture, but also makes dragon culture glow with new vitality in the modern military context.

Mr. Wang made suggestions for the research: "Chinese Five Elements Dragon" is a unique symbolic system in Chinese traditional culture. It cleverly combines the "Five Elements Theory" in ancient Chinese philosophy with the mysterious image of the dragon to form a meaningful cultural symbol. The Five Elements Theory is one of the core ideas of ancient Chinese philosophy, including five basic elements of gold, wood, water, fire, and earth. They not only represent the basic composition of nature, but also symbolize the operation laws and mutual connections of all things in the universe. As the totem of the Chinese nation, the dragon symbolizes strength, wisdom and auspiciousness, and is the supreme spiritual symbol in Chinese culture. In this study, the five elements can be deeply integrated with the image of the dragon to give the design a richer cultural connotation. For example, the "golden dragon" symbolizes majesty and wealth, and can be dominated by gold. The dragon pattern design is vigorous and powerful, reflecting dignity and strength. The "wooden dragon" symbolizes growth and vitality, with green as the main color, and the dragon pattern design can be integrated with branches or natural elements to show vitality and vitality. The "water dragon" symbolizes flow and wisdom, with blue as the main color, and the dragon pattern design can be combined with waves or flowing water to reflect agility and tolerance. The "fire dragon" symbolizes enthusiasm and change, with red as the main color, and the dragon pattern design can be integrated with flame elements to show passion and energy. The "earth dragon" symbolizes stability and bearing, with brown or yellow as the main color, and the dragon pattern design can be combined with mountain or earth textures to reflect thickness and solidity. By combining the five elements with the image of the dragon, not only can the cultural depth of the design be enhanced, but also the philosophical thoughts in Chinese traditional culture can be displayed.

Mr. Wang Hongbo believes that the dragon culture is reflected in the modern Chinese military at multiple levels. Symbolically, the dragon represents the majesty and strength of the Chinese military; spiritually, the spirit of struggle, wisdom and unity conveyed by the dragon culture is highly consistent with the mission of the Chinese military; in terms of cultural expression, the integration of dragon elements has injected a deep cultural heritage into the image of the military. His insights provide important theoretical support for the research and also point out the direction for further exploring the integration of dragon culture and the spirit of the Chinese military.



Figure 44 Expert Interview-Mr. Lin Hai

Source : Author, 2025

(2) Lin Hai, consultant, designer, and artist of the Chinese Society of Famous Literary and Art Artists

Mr. Lin Hai is a scholar consultant invited by the Chinese Society of Famous Literary and Art Artists. He has been engaged in Chinese cultural research for more than 30 years. Mr. Lin Hai has valuable experience in the design of Chinese martial spirit and won the second prize in the Chinese military uniform improvement plan competition in 1990. The researchers interviewed Mr. Lin Hai at the Chinese Folk Traditional Cultural Relics Exhibition held in Beijing in December 2023. The researchers reported to Mr. Lin the research and findings on Chinese dragon culture and modern martial spirit in this study and asked Mr. Lin for his suggestions and opinions.

Mr. Lin Hai expressed his strong support for the theme and direction of this study. He believed that this design was of great social significance. Mr. Lin reviewed his creation of the Chinese military uniform improvement plan to the researchers and shared his creative experience. Mr. Lin said that the military design of the Chinese dragon theme needs to combine traditional culture with modern military needs. In the process of designing military uniforms, he incorporated dragon patterns into the badges, cuffs and other parts of the uniforms to symbolize strength and majesty. The shoulder straps and armbands are designed in the shape of dragons to symbolize military rank and honor.

Mr. Lin Hai provided valuable suggestions and feedback on the findings and ideas of this study. He pointed out that the dragon, as an important symbol in traditional Chinese culture, represents power, majesty and protection, so the majesty and sense of responsibility of the Chinese military should be fully reflected in the design. He suggested that the traditional dragon cultural elements should be cleverly integrated into the design, while combining modern military characteristics to show the spirit of the Chinese military innovating in inheritance and developing in innovation. Specifically, Mr. Lin Hai mentioned that the design can draw on the iconic elements of different branches of the modern Chinese military, such as the anchor and waves of the navy, the wings and blue sky of the air force, the shield and sword of the army, and the rocket and trajectory of the missile army, as creative inspiration. Through the organic integration of these elements, it can not only reflect the characteristics of each branch of the military, but also highlight the unity and strength of the Chinese military as a whole. In addition, he also emphasized that the design should pay attention to the depiction of details, such as the posture of the dragon, the texture of the scales, the color matching, etc., to show the profound heritage of traditional culture and conform to the practicality of modern aesthetics and military design.

Mr. Lin Hai's suggestions provided a clear direction for the design, which was to find a balance between tradition and modernity and to convey the Chinese military's sense of mission and the spirit of the times through visual language. His feedback not only injected new ideas into the research, but also laid a solid foundation for subsequent design practice.

4.2.3 FINDINGS FROM THE QUESTIONNAIRE

Investigating young people's views and understanding of Chinese dragon culture and martial spirit will accumulate a lot of valuable user data for the design and practice stage of this study. In June 2024, this study used an online survey to conduct a first-phase questionnaire survey on 200 students and teachers of Lianyungang Economic and Technological Development Zone Technical School.

According to the data statistics of this questionnaire survey, the number of males accounted for 53% and the number of females accounted for 47%. The age survey of respondents showed that there were 50 respondents aged 15 to 17, accounting for 25%, 122 respondents aged 18 to 24, accounting for 61%, and 28 respondents aged 25 to 35, accounting for 14% of the surveyed population. The questionnaire set up a total of 8 multiple-choice questions to investigate the respondents' understanding of Chinese dragon culture and martial spirit. The results of the degree of understanding of Chinese dragon culture: 65% of the respondents understood, 15% of the respondents did not understand, and 20% of the respondents said it didn't matter. The results of the interest level of Chinese dragon culture: 71% of the respondents like it, 11% of the respondents do not like it, and 18% of the respondents do not care. The results of the understanding of Chinese martial spirit: 51% of the respondents understand it, 36% of the respondents do not understand it, and 13% of the respondents do not care. The results of the support for Chinese martial spirit: 57% of the respondents support it, 4% of the respondents do not support it, and 39% of the respondents are not clear.

The questionnaire sets two special questions to collect the respondents' views on the connection between Chinese dragon culture and martial spirit. In the question of choosing animals representing Chinese military, there are four options: "dragon, lion, eagle, elephant". 82% of the respondents choose dragon, 9% of the respondents choose lion, 5% of the respondents choose lion, and 4% of the respondents choose elephant. In the question of choosing the impression of dragon, 85% of the respondents choose positive, 5% of the respondents choose negative, and 10% of the respondents choose no impression.

The visual survey results table made by the researchers based on the statistical results is shown below.

Table 8 The results of the questionnaire on Chinese dragon culture and modern martial spirit

Questionnaire Content	Questionnaire Result
Gender	■ Men ■ Women
Age	■ 15-17 Yrs.old ■ 18-24 Yrs.old ■ 25-35 Yrs.old

Questionnaire Content	Questionnaire Result			
Understanding of Chinese Dragon culture	Understand 65%	Unclear 15%	Indifferent 20%	
Degree of interest in Chinese Dragon culture	Like 71%	Dislike 11%	Indifferent 18%	
Understanding of the Chinese Martial Spirit	Understand 51%	Unclear 36%	Indifferent 13%	
The level of support for China's martial spirit	Supported 57%	Unsupported 4%	Unclear 39%	
Animals representing the Chinese military	Dragon 82%	Lion 9%	Eagle 5%	Elephant 4%
Impression of Chinese Dragon	Positive 85%	Negative 5%	Unclear 10%	

Source : Author, 2025

According to the results of the questionnaire survey, the standard for this study to analyze is to use 60% as the evaluation standard line for the questionnaire results. From the perspective of the respondents, the respondents meet the age range of this study. From the results of the questionnaire content, the understanding and interest of young people in Chinese dragon culture are 65% and 71%, which are relatively high, and the understanding of Chinese martial spirit is 51%, which is relatively low. This leads to a relatively low support for martial spirit of 57%. 36% of the young people interviewed are not clear about the Chinese martial spirit, which proves that this study has great potential to promote martial spirit to young people. In the results of the respondents' connection between Chinese dragon culture and martial spirit, 82% of the young people interviewed linked dragons with Chinese military, which stems from the potential influence of Chinese culture on Chinese people in life. 85% of the young people interviewed have a positive impression of Chinese dragons, which shows that young people accept traditional dragon culture and is also helpful for the promotion of research.

4.2.4 DISCUSSION AND CONCLUSION

The study of the connection between Chinese dragon culture and modern martial spirit is an important beginning and theoretical cultural foundation for the overall study. Through literature survey, expert interviews and questionnaire surveys, the study reviewed previous research literature, consulted a large number of Chinese military news reports and related articles, and collected and sorted out a large number of literature cases. Experts in Chinese traditional culture and history were interviewed and their feedback and suggestions were collected. A questionnaire survey was

conducted on 200 young respondents to investigate young people's views and understanding of Chinese dragon culture and martial spirit.

The study found that since the 1980s, the Chinese military has inherited the tradition of dragon culture, and the Chinese dragon has become an important cultural symbol and symbol of China's martial spirit, which is specifically reflected in the three aspects of the Chinese military's dragon culture code, dragon culture logo, and dragon culture propaganda design. Academic experts agreed with this view and expressed support and suggestions that the design of modern martial spirit and dragon culture should combine traditional elements with modern culture for innovative design. In the questionnaire survey, researchers found that the young Chinese group has a good impression of dragon culture, a high degree of understanding, and a consciousness of linking dragons with the Chinese military, but has a low level of understanding of martial spirit. The survey results show the current views and understanding of dragon culture and martial spirit among young Chinese people, providing important research data for the design practice of the study. The study of the connection between Chinese dragon culture and modern martial spirit also provides valuable reference materials for the literature theory of Chinese dragon culture and martial spirit.

4.3 FINDINGS FROM CHINA'S ONLINE LIFESTYLE BRAND MARKET RESEARCH

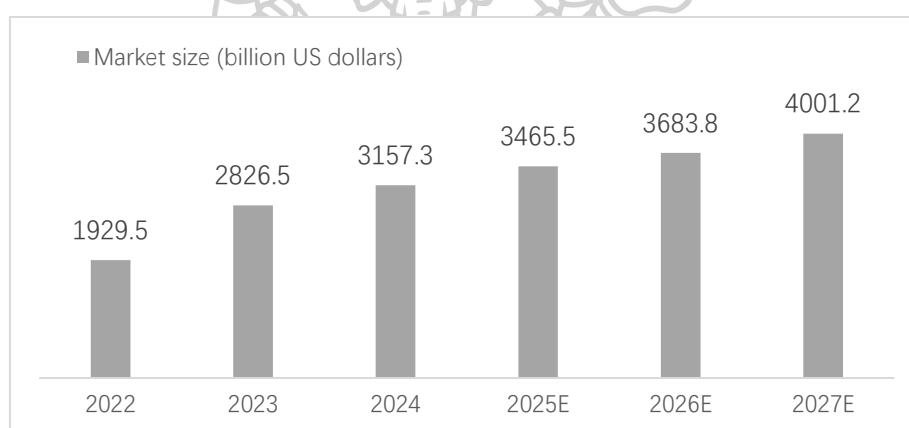
4.3.1 MARKET RESEARCH FOUND

This survey on the Chinese online lifestyle product brand market was conducted from three aspects: market trend survey, product analysis, and consumer group analysis. The researchers collected market data, observed market changes, collected product cases, interviewed experts, conducted questionnaire surveys, analyzed data, and predicted market trends. In the form of text and charts, the researchers provided a theoretical basis and plan for the subsequent research and design of online lifestyle product brands.

4.3.1.1 MARKET TREND SURVEY FOUND

This study investigates the trend of China's online lifestyle product market. It is a general survey of the development direction and changing trend of China's online lifestyle product market. The purpose is to grasp the development status and popular trends of China's online lifestyle product market, and to conduct an overall investigation and planning for the online lifestyle brand design practice of the overall study. This study investigates and collects the top ten e-commerce platforms with the most influence and the largest number of users in China in 2024: Taobao, Pinduoduo, JD.com, Tmall, Suning.com, Vipshop, Dangdang.com, Douyin e-commerce, Kuaishou, and Xiaohongshu Mall. It sorts out the financial reports and platform data officially released by the top ten platforms, and consults the analysis reports and papers of major authoritative research institutes and researchers in China. Through the long-term observation and record of researchers on major e-commerce platforms, this study finds that the two major trends in China's online lifestyle product industry are "national tide" and "social media business".

(1) The term "national tide" is a new term in Chinese society. The concept of "national tide" was originally proposed by the Chinese clothing brand "Li Ning" at the 2018 New York Fashion Week. "National tide" refers to the design style that combines traditional Chinese elements with modern design. It shows the beauty and value of Chinese traditional culture by incorporating elements such as symbols, patterns and colors from Chinese traditional culture into modern design. The national tide style not only retains the charm of traditional culture, but also incorporates a modern sense of fashion, forming a unique visual effect and cultural connotation. According to the report data jointly released by Baidu, the world's largest Chinese search engine, and the China People's Network Research Institute, in the three years from 2021 to 2024, the market attention share of "national tide" increased from 38% to 75%, and the search popularity of "national tide" increased by 528%. This study counted the economic scale of China's "national tide" market in the past five years, from US\$192.95 billion in 2022 to RMB 315.73 billion in 2024, a 64% increase from the previous two years. According to the "National Tide Consumption Research Report" released by the University of the Chinese Academy of Social Sciences in 2024, it is predicted that China's national tide economy is expected to reach US\$400 billion in the next three years, and China's national tide economy has great potential. Table 9 China's "national tide" economic scale trend



Source : Pinduoduo 2024 National Trend Consumption Report, 2025

Based on the statistical analysis of the annual financial reports of major Chinese e-commerce platforms, this study found that the number of online lifestyle brands with national trends in 2024 will increase by more than 270% year-on-year to about 78,000. A total of 327 national trend brands with sales exceeding 100 million yuan appeared on the top five e-commerce platforms in China, and the number of small national trend brands has grown rapidly. According to the researchers' in-depth observation and data analysis of the Chinese online lifestyle product market, national trends have become an important trend in the market, and their scale is continuing to expand. In recent years, national trends have gradually evolved from a consumer trend to a cultural phenomenon, which has profoundly influenced the design and sales of Chinese online lifestyle products. In terms of market size, national trends have become an important part of China's online lifestyle product market, and its growth potential is still huge. With more brands joining the national trend field and consumers' continued love for local culture, national trends are expected to continue

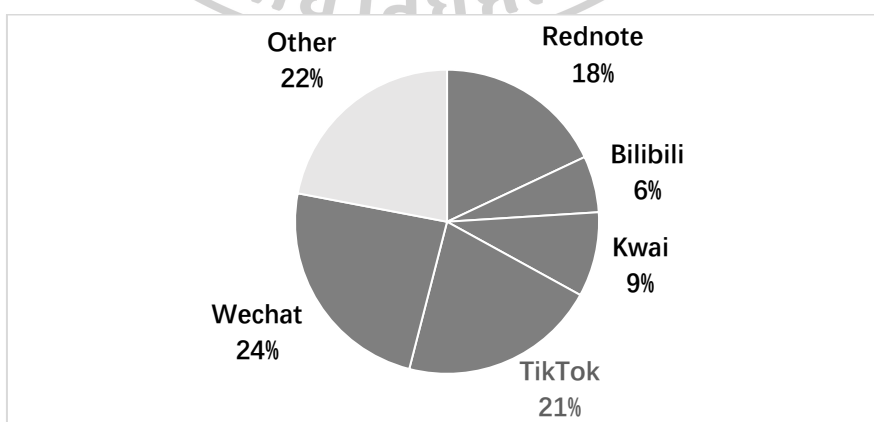
to maintain rapid growth in the next few years and become a highlight of China's consumer market.

(2) "Social Media E-commerce"

"Social Media E-commerce" is a new business model that combines social media and e-commerce proposed by the Chinese e-commerce platform "Pinduoduo" in 2022. It is based on interpersonal networks, uses social media (such as WeChat, Weibo, Douyin, etc.) as a means of communication, and assists in the purchase and sale of goods through social interaction, user-generated content and other means. Social e-commerce is not just a shopping platform, but also a comprehensive experience that integrates shopping, communication and interaction. Social media business broke out in the Chinese online market in 2023. According to the "2024 China Social E-commerce Industry Strategy Report" released by the Chinese e-commerce platform "Pinduoduo", the user scale of China's social e-commerce industry reached 850 million people, and the market size has increased to US\$380.82 billion. According to the data shown in the "2024 Social Media E-commerce List" released by the Taobao e-commerce platform, the online lifestyle product industry of the social media e-commerce model is developing rapidly. In 2024, the online lifestyle brands of the social media e-commerce model reached 50,000, and the market size exceeded US\$100 billion.

The biggest change that social e-commerce has brought to China's online business is the integration of social media and e-commerce. According to statistics from the reports of various social media, the mainstream social media in China that have joined the e-commerce model include "WeChat, Xiaohongshu, Douyin, Kuaishou, and Bilibili", including instant messaging, short videos, and video sharing. The total number of users accounts for 78% of the total number of social media users in China, totaling about 1.2 billion people. These social platforms with a large number of users in China deeply integrate content with shopping through short videos, live broadcasts, and pictures and texts, providing consumers with a more intuitive and interactive shopping experience. For example, Douyin live broadcasting, Xiaohongshu's experience notes, and WeChat through public articles have become important channels for brands to reach consumers.

Table 10 The proportion of social e-commerce in China



Source : WeChat 2024 Brand Report, 2024

According to the researchers' in-depth data analysis and observation of the online lifestyle market of the social media e-commerce model, the social media e-

commerce model has become an important development trend in the industry. With the popularization of mobile Internet and the widespread use of social media, consumers' shopping behavior has changed significantly. Social media is no longer just a platform for information sharing and social interaction, but has gradually evolved into a comprehensive e-commerce ecosystem that integrates content dissemination, brand promotion, and product sales. For emerging online lifestyle brands, adapting to the social media e-commerce model has become the key to standing out in the fierce competition. The social media e-commerce model also provides brands with opportunities to interact directly with users. Through comments, private messages, live broadcast interactions, etc., brands can better understand user needs and optimize products and services.

In general, the social media e-commerce model is reshaping the landscape of China's online lifestyle market. For emerging brands, only by actively embracing this model and making full use of the traffic dividends and interactive advantages of social media can they gain a firm foothold in the rapidly developing trend of China's e-commerce market and achieve sustainable growth. With the further development of network technology and the continuous evolution of consumer behavior, the social media e-commerce model is expected to become the mainstream model of the online lifestyle brand industry, driving the entire market towards a more intelligent, personalized and interactive direction.

4.3.1.2 BRAND AND PRODUCT CASE SURVEY FOUND

The research on brands and products in China's online lifestyle market is an important part of this market research. Its purpose is to examine the current situation of famous brands and hot-selling products in China's online lifestyle market, and to plan for brand creation and product design in the practical stage of the research. This study investigated the five most influential and user-rich e-commerce platforms in China in 2024, namely Taobao, Pinduoduo, JD.com, Tmall, and Douyin e-commerce. A total of 10 influential Chinese online lifestyle brands were investigated, and a total of 60 hot-selling online lifestyle products of different types were collected and analyzed.

The brand research mainly analyzes its brand concept, theme style, and product design. The standard of the 10 online lifestyle brands surveyed this time is to rank the top brands according to the scale of major e-commerce platforms. These brands have high popularity and influence in the market, and each has attracted a large number of consumers with its unique design concept and cultural connotation. Among them, in terms of brand concept and design theme, 8 brands have the concept and theme of national tide, and two brands have the theme of life and creative elements. Guochao brands shape the core concept of the brand and the design theme of the product around Chinese traditional culture. For example:

The Palace Museum Cultural Creativity, with the theme of traditional Chinese palace culture and the rich cultural relics resources of the Palace Museum as inspiration, designs a variety of products such as stationery, accessories, and household items, combining royal culture, palace art and modern daily necessities, with exquisite product design and rich cultural connotations.

Dunhuang Cultural Creativity, with the theme of Dunhuang art in the Tang Dynasty of China and the murals, sculptures and other artistic elements of the Mogao

Grottoes in Dunhuang as design inspiration, has launched a series of stationery, clothing, home decoration and other products with gorgeous colors and exquisite patterns, showing the unique charm of Dunhuang art.

Suzhou Museum Cultural Creativity, with the theme of Chinese Jiangnan culture, takes the collection of cultural relics and Jiangnan culture of Suzhou Museum as design inspiration, and incorporates elements such as Suzhou gardens and water village customs into product design. The style is fresh and elegant, full of Jiangnan charm.

LI-NING, Li Ning combines traditional Chinese cultural elements with modern sports fashion and launches products such as the "Wudao" series. Traditional elements such as Chinese calligraphy and landscape painting are incorporated into the design, while maintaining the functionality and comfort of sportswear.

These brands interpret the concept of "national tide" in different ways, inheriting the excellent traditional Chinese culture and giving it new contemporary connotations, winning the favor of consumers. The brand information collected and analyzed in this study is shown in the table.

Table 11 Case Study of China's Top Ten Online Lifestyle Brands

Brand Name	Theme Style	Brand Features
 Palace Museum	Chinese Palace Culture	 Taking inspiration from the rich cultural relics resources of the Palace Museum, we have designed a variety of products including stationery, accessories, and household items, combining royal culture, palace art, and modern daily necessities.
 Dunhuang Inspiration	Dunhuang Art of the Tang Dynasty in China	 Inspired by the murals, sculptures and other artistic elements of the Mogao Grottoes of Dunhuang, a series of stationery, clothing, home decoration and other products are launched, which are colorful and beautifully designed, demonstrating the unique charm of Dunhuang art.
 Suzhou Museum	Jiangnan Culture in China	 Taking inspiration from the cultural relics in the collection of Suzhou Museum and Jiangnan culture, the product design incorporates elements of Suzhou gardens, water town customs, etc., with a fresh and elegant style, full of Jiangnan charm.

Brand Name	Theme Style	Brand Features
 LI-NING	Sports China-Chic	 LI-NING combines traditional Chinese cultural elements with modern sports fashion and has launched products such as the "Enlightenment" series. The design incorporates traditional elements such as Chinese calligraphy and landscape painting, while maintaining the functionality and comfort of sportswear.
 PEACEBIRD	Fashion China-Chic	 PEACEBIRD has collaborated with cultural IPs such as the Forbidden City and Dunhuang to launch a series of clothing that combines traditional patterns and modern designs, showcasing both Eastern aesthetics and catering to the fashion preferences of young consumers.
 Florasis	Beauty China-Chic	 Florasis adheres to the concept of "Eastern makeup, nourishing makeup with flowers", and extensively uses traditional elements such as classical gardens and carved window frames in product packaging design. The color matching also draws on the traditional Chinese color system.
 MUKZIN	Independent designer China-Chic	 MUKZIN was founded by designer Han Wen, with the brand's core concept of "trendy Chinese style". The design incorporates a large number of traditional Chinese clothing elements, such as buttons and embroidery, while combining modern tailoring and popular colors.

Brand Name	Theme Style	Brand Features
 Warrior	Retro China-Chic	 As a classic Chinese domestic brand, Warrior has launched a variety of retro style shoes through innovative design and cross-border cooperation in recent years, retaining the brand's historical sense while incorporating modern trendy elements.
 YANYOUJI	Creative Life	 Taking creative living as the theme, we design products such as home furnishings, stationery, and accessories with a fashionable and avant-garde style, emphasizing the combination of practicality and aesthetics.
 Momicafe	Animal theme	 Featuring themes such as cats, travel, and stationery, we have designed products such as postcards, notebooks, and stationery with a warm and healing style, which are deeply loved by young consumers.

Source : Author, 2025

In terms of social media e-commerce, 7 brands actively deployed social media platforms and carried out various forms of social media marketing models, making full use of the interactivity and communication power of social media to enhance brand influence and sales conversion rate. For example:

"The Forbidden City" has layouts on multiple social media platforms, including WeChat, Weibo, Douyin, Xiaohongshu, Taobao, etc., forming a comprehensive social media e-commerce matrix, and through the data analysis tools of social media platforms, understand user behavior and preferences, optimize marketing strategies and product design.

"Dunhuang Inspiration" publishes the latest product information and brand stories through WeChat and Douyin, and also provides convenient purchase channels. Users can browse and purchase products directly on social media.

The official WeChat account of "Suzhou Museum" often publishes interesting content, such as product introductions, cultural stories, interactive activities, etc., which

attracts a large number of fans. Through interaction with fans, the brand's affinity and influence are enhanced.

"LI-LIING" uses short videos on Douyin and Kuaishou to display the design concept and usage scenarios of products, combined with popular short video formats, attracting a large number of young users.

"PEACEBIRD" has increased brand exposure and trust through user-generated content (UGC) and recommendations from key opinion leaders (KOLs) on Xiaohongshu.

These diverse social media marketing strategies not only help brands quickly reach target users, but also enhance users' recognition and loyalty to the brand through interaction and content co-creation. The brand social media operation information surveyed and collected by this research institute is presented in the following table.

Table 12 Case Study of Social Media for Online Lifestyle Brands in China

Brand Name	Social Media	Marketing Strategy
 Palace Museum	WeChat, Weibo, Tiktok, REDnote, Taobao	"Palace Museum" has formed a comprehensive social media e-commerce matrix, using data analysis tools on social media platforms to understand user behavior and preferences, optimize marketing strategies and product design.
 Dunhuang Inspiration	WeChat Tiktok	The latest product information and brand stories are released through WeChat and Tiktok, and convenient purchase channels are also provided. Users can browse and purchase products directly on social media.
 Suzhou Museum	WeChat	The official WeChat account of Suzhou Museum often posts interesting content such as product introductions, cultural stories, interactive activities, etc., attracting a large number of fans. By interacting with fans, the brand's affinity and influence have been enhanced.
 LI-NING	Tiktok Kwai	"LI-LIING" has attracted a large number of young users by showing the design concept and use scenarios of the product through short videos on Tiktok and Kwai, combined with popular short videos.
 PEACEBIRD	REDnote	PEACEBIRD has increased brand exposure and trust on REDnote through user generated content (UGC) and recommendations from key opinion leaders (KOLs).

Brand Name	Social Media	Marketing Strategy
 Florasis	Bilibili WeChat	Florasis often shares historical stories and cultural backgrounds related to its products on Bilibili and WeChat, allowing consumers to understand and learn about traditional culture while purchasing products..
 YANYOUJI	WeChat	Organize lottery activities through platforms such as WeChat to attract users to participate and share event information, increasing brand exposure.

Source : Author, 2025

In the survey of online lifestyle products, this study surveyed 60 online lifestyle products with the highest sales and ratings on the five major e-commerce platforms of "Taobao, Pinduoduo, JD.com, Tmall, and Douyin e-commerce" in 2023-2024. According to the classification of Taobao, the largest e-commerce platform in China, the online lifestyle products surveyed in this study are divided into daily, fashion, office, and handicraft categories.

A total of 20 online products with the highest sales volume were surveyed in the daily category, including pillows, handbags, water cups, and mobile phone cases. Its design style mainly revolves around the culture of this brand, integrating the national trend design of traditional Chinese cultural elements. The products focus on the combination of practicality and beauty, and the price is relatively cheap.

A total of 20 online products with the highest sales volume were surveyed in the fashion category, including T-shirts, pullovers, long sleeves, sportswear, and scarves. The usage scenarios include daily life, sports, and fashion decoration. Its style includes the national trend style that integrates traditional Chinese cultural elements and the street style that combines European and American design styles with Chinese cultural elements.

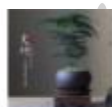
A total of 10 online products with the highest sales volume were surveyed in the office category, including notebooks, bookmarks, key chains, and pen holders. The best-selling office products have excellent product quality and durability, and pay attention to environmental protection during production and consumption.

A total of 10 online products with the highest sales volume were surveyed in the handicraft category, including Chinese fans, ceramics, Chinese paintings, ornaments, and Chinese-style potted plants. The best-selling handicraft products have profound Chinese cultural values and connotations, and are combined with modern technology to win the favor of consumers.

The specific information and classification of the 60 online lifestyle products surveyed in this study are presented in the table below.

Table 13 China Online Lifestyle Products Case Study

Type	Production Information
Daily Use	 Chinese Mountain Pillow
	 Chinese Lion Pillow
	 Chinese Painting Pillow
	 Chinese Cartoon Pillow
Daily Use	 Chinese Calligraphy Pillow
	 Chinese Embroidery Handbag
	 Chinese Panda Handbag
	 Chinese Painting Handbag
Daily Use	 Chinese Cartoon Handbag
	 Chinese Calligraphy Handbag
	 Dragon Culture Handbag
	 Chinese Tradition Handbag
Daily Use	 Chinese Painting Handbag
	 China-Chic Pattern Handbag
	 Chinese Calligraphy Handbag
	 Dragon Culture Mobile Phone Shell
Daily Use	 Dragon Culture Mobile Phone Shell
	 Chinese Painting Mobile Phone Shell
	 China-Chic Pattern Mobile Phone Shell
	 Chinese Religion Mobile Phone Shell
Fashion	 China-Chic Pattern T-shirt
	 Dragon Culture T-shirt
	 Dragon Culture T-shirt
	 China-Chic Slogan T-shirt
Fashion	 China-Chic Pattern Hoodie
	 Chinese Calligraphy Hoodie
	 Dragon Culture Hoodie
	 Chinese comics Hoodie
Fashion	 China-Chic Pattern Long sleeved T-shirt
	 Traditional Style Long sleeved T-shirt
	 Dragon Culture Long sleeved T-shirt
	 Traditional Patterns Long sleeved T-shirt
Fashion	 Lion Pattern Tracksuit
	 Dragon Culture Tracksuit
	 Dragon Culture Tracksuit
	 China-Chic Pattern Tracksuit
Fashion	 Chinese Calligraphy Scarf
	 Traditional Patterns Scarf
	 Dunhuang Culture Scarf
	 Dragon Culture Scarf

Type	Production Information
Office Supplies	 Chinese Lion Keychain  Dragon Culture Notebook  Dragon Culture Notebook  Chinese Painting Pen Holder  Chinese Mythical Brush Holder  Chinese Painting Notebook  Chinese Calligraphy Notebook  Dragon Culture Notebook  China-Chic Bookmark  Chinese Fan Notebook
Handicraft	 Chinese Style Potted Plant  China-Chic Plate Ceramics  China-Chic Plate Ceramics  Chinese Dragon Ornaments  Chinese Anime Ornament  Chinese Calligraphy Fan  China-Chic Pattern Fan  China-Chic Ceramics  Ancient Sculpture Ornaments  Chinese Lion Ornament

Source : Author, 2025

Based on the cases of online lifestyle products in China investigated in this study, this study analyzes and summarizes the current online lifestyle products in China, and summarizes 3 changes and characteristics of online lifestyle products in China.

First, the design theme of the current hot-selling online lifestyle products in China is focusing on the in-depth excavation and innovative expression of Chinese cultural elements with unprecedented enthusiasm. These product designs not only absorb the essence of China's 5,000-year civilization, but also cleverly integrate traditional cultural symbols with modern aesthetic needs to form a unique "national tide" design style. In terms of product design concepts, these national tide style products focus on the balance between tradition and modernity: on the one hand, the national tide style content is mainly based on the national tide comic style and national tide calligraphy style, and on the other hand, it combines modern minimalist design concepts and digital technology to create products that are both culturally rich and fashionable. This design trend not only meets the needs of young consumers for personalization and cultural identity, but also promotes the innovative development and creative transformation of traditional culture. Through the precise marketing of e-commerce platforms and the wide dissemination of social media, these national tide products that integrate Chinese cultural elements are leading a new consumption trend and becoming an important carrier for demonstrating cultural confidence. In the

future, with the continuous upgrading of design concepts and the continuous changes in consumer demand, this innovative design with Chinese culture at its core will surely show stronger vitality and market potential.

Second, the current Chinese online lifestyle product market is undergoing a significant transformation in consumer concepts, with product design paying more attention to the balance between practicality and cost-effectiveness. This trend reflects consumers' increasingly rational consumption concepts and pragmatic attitudes towards life. Unlike the "light luxury" and "conceptualized" products that were popular between 2018 and 2020, the current market prefers products that are functional, simple in design, and affordable. In terms of product function design, manufacturers have abandoned flashy additional functions and instead focused on simple and practical daily necessities. In terms of pricing strategy, brands pay more attention to the value positioning of products. By optimizing the supply chain, streamlining packaging, and adopting modular design, product prices are controlled within a reasonable range while ensuring quality. This transformation reflects multiple factors: first, Chinese consumers pay more attention to the practical value of products; second, the new generation of Chinese consumers have a lower acceptance of brand premiums; and third, the price comparison mechanism of e-commerce platforms forces manufacturers to provide more competitive products. With the continuous advancement of consumption upgrades, maintaining cost-effectiveness while improving product quality is the key to competition in the current online lifestyle product market.

Third, Chinese consumers' demand for lifestyle products has gradually shifted from simple functional consumption to a deep pursuit of emotional value and cultural identity. This shift has spawned a large number of popular products that combine traditional cultural elements with modern design concepts. They convey rich cultural connotations and positive attitudes towards life through clever design language. In terms of product design expression, Chinese calligraphy art has become one of the most popular cultural carriers. Designers present philosophical calligraphy works with modern technology on stationery, daily necessities, and clothing. These products are not only practical, but also become cultural symbols that convey positive energy. At the same time, the innovative use of traditional Chinese patterns is also a hot spot in current design. Chinese designers draw inspiration from traditional art, transform it into modern design language, and use it in online lifestyle product design. The popularity of this design trend reflects the pursuit of culture and the emphasis on spiritual life by contemporary Chinese consumers. The younger generation no longer blindly pursues foreign brands, but is more willing to choose products that can express their own cultural identity. Merchants have also keenly captured this demand, focusing on the injection of cultural connotations in product development, telling Chinese culture through design, and conveying a positive life philosophy.

Overall, China's online lifestyle product market is moving towards a direction that places greater emphasis on culture, pragmatism, and emotional expression, which not only meets the actual needs of consumers, but also enriches the diversity and depth of Chinese design.

4.3.1.3 ONLINE LIFESTYLE CONSUMER TREND SURVEY FOUND

The investigation of the trend of online lifestyle product consumers in China is an important part of investigating the development direction and strategy of China's online lifestyle product industry, and has important guiding significance for the subsequent design and practice of online lifestyle brand product development, pricing, promotion and other decisions in this study. This study investigated and sorted out the consumer reports of the five major mainstream e-commerce platforms in China, Taobao, Pinduoduo, JD.com, Tmall, and Douyin, in the past two years. It was found that in the rapid development of China's online lifestyle product market, the age of people discussing online lifestyle brands and products is mainly concentrated in young people aged 18-35. From the age structure of the consumer population, users aged 18-35 accounted for 74%, among which the new generation of people born after 1990 and 2000 are becoming the main force of new consumption. Young consumer groups are mainly concentrated in China's economically developed provinces such as Guangdong Province, Beijing and Zhejiang Province.

Table 14 Age structure of China-Chic consumers

Years old of Consumers	Proportion (%)
18-24	26%
25-35	48%
36-45	17%
46-55	9%

Source : Jingdong 2024 National Trend Economy List, 2024

Based on an in-depth analysis of consumer data and phenomena in China's online lifestyle market, this study found that the mainstream consumers in China's online lifestyle product market are young consumers aged 18-35. This conclusion is mainly based on the following two reasons:

First, the new generation of consumers born after 1990 and 2000 have gradually entered society, started to obtain stable economic income, and have strong consumption power. Most of this group lives in economically developed cities. Affected by globalization, informatization and consumption upgrades, their requirements for lifestyle products have increased significantly. They not only pay attention to the practicality and functionality of the products, but also pay more attention to the cultural value, emotional resonance and personalized expression carried by the products. Therefore, lifestyle products with unique cultural connotations, design sense and brand stories can attract their attention and willingness to buy.

Second, the young group aged 18-35 grew up in an era of high Internet penetration. Their lifestyles and consumption habits are deeply integrated with the Internet, showing significant online characteristics. This group is accustomed to obtaining information, sharing life and making consumption decisions through social media, e-commerce platforms and content communities. They not only rely on online channels for shopping, but also learn about product reputation, participate in

interactions and express themselves through social media platforms (such as WeChat, Weibo, Xiaohongshu, Douyin, etc.). The online lifestyle product market just fits their consumption habits, providing a convenient shopping experience and rich social interaction scenarios, thus becoming their main channel for consumption.

In summary, the young consumer group aged 18-35 has become the core consumer force in China's online lifestyle product market due to its strong consumption power, pursuit of cultural values and lifestyle deeply bound to the Internet. This trend is expected to continue to deepen in the next few years, promoting further development and innovation in the online lifestyle market.

4.3.2 EXPERT INTERVIEW FINDINGS

Regarding the investigation of China's online lifestyle product brand market, this study used the method of expert interview to interview two experts in China's online lifestyle product industry in October 2024 from three aspects: market trends, product analysis, and consumer groups. The researchers reported the research findings of this study to the experts, exchanged views and opinions with the experts, and recorded the experts' feedback in detail.



Figure 45 Expert Interview-Mr. Tang Xilong

Source: Author, 2025

(1) Mr. Tang Xilong, Vice President and Director of Lianyungang Brand Service Research Association.

Mr. Tang Xilong works for Lianyungang Brand Service Research Association, which aims to help entrepreneurs and business owners of small and medium-sized brands in Lianyungang City to better develop their companies and enterprises. The researchers interviewed Mr. Tang in June 2024. Mr. Tang Xilong listened to the researchers' findings on the online lifestyle product brand market. Mr. Tang said that he agreed with the findings of this study. Mr. Tang also introduced his long-term research and observation results on Chinese youth groups. Mr. Tang ranked the cities with prosperous online lifestyle industries in China. Mr. Tang found that among the top 10 cities with prosperous online lifestyle industries in China, 7 cities are located in the more economically developed south. Mr. Tang analyzed that this is due to the geographical advantages and trendy culture development of southern and coastal China. At the same time, the concentration of regional manufacturing industries also provides more convenience for the development of the online lifestyle industry.

Mr. Tang made insightful industry observations and suggestions in this research guidance. He pointed out that China's online lifestyle product industry is in an important period of transformation, and this transformation is mainly reflected in multiple dimensions such as consumer group structure, consumption concepts and marketing channels. First, Mr. Tang emphasized that the rise of emerging consumer groups is reshaping the market structure. The main consumer group represented by

18-35 years old has a more rational and pragmatic consumption concept. Unlike the previous generation of consumers who pursue brand premium and status symbols, these emerging consumers pay more attention to the practical value and cost-effectiveness of products. They tend to choose products with clear functions and affordable prices, rather than those high-priced products with many additional functions but poor practicality. Based on this market insight, Mr. Tang suggested that the product design of this study should follow the principle of "simple and practical". Specifically, the product function design should focus on core needs and avoid cost increases and complicated use caused by over-design. In terms of price positioning, it is recommended to adopt a "high cost-effectiveness" strategy, by optimizing the supply chain and production process, controlling costs while ensuring quality, and making product pricing more competitive in the market.

In addition, Mr. Tang particularly pointed out that it is necessary to pay attention to the development trend of social media e-commerce. He believes that product design should not only consider functionality and aesthetics, but also adapt to the communication characteristics of social media. In the era of social media e-commerce, product design must be able to establish a flexible product development mechanism, keep up with market feedback and popular trends, continuously optimize products, maintain market competitiveness, and cope with the current rapidly changing market environment. Mr. Tang also reminded that while pursuing practicality and low prices, the emotional value and cultural connotation of products cannot be ignored. He suggested that traditional Chinese cultural elements or positive energy concepts can be appropriately incorporated so that products can not only meet practical needs but also arouse consumers' emotional resonance. This design approach can not only increase product added value, but also will not significantly increase costs, which is in line with the value orientation of emerging consumer groups.



Figure 46 Expert Interview-Mr. Wang Sen

Source: Author, 2025

(2) Mr. Wang Sen, Master of Visual Communication, Birmingham City University, UK, Representative of Young Entrepreneurs of Shandong Youth Employment and Entrepreneurship Alliance

Mr. Wang Sen studied at Birmingham City University, UK. After graduation, he started his own business and established a cultural and creative product company. In 2024, he became the representative of Young Entrepreneurs of Shandong Youth Employment and Entrepreneurship Alliance. Mr. Wang has rich experience in the online lifestyle industry. In May 2024, the researchers interviewed Mr. Wang. After listening to the researchers' report on this study, Mr. Wang was very supportive of this study. He believed that it was very feasible and socially valuable to spread ideas and thoughts to young people through online lifestyle brands. Mr. Wang introduced his experience in creating a brand to the researchers and shared his

creative experience.

Mr. Wang Sen made forward-looking suggestions in the guidance of this study. He emphasized that when creating online lifestyle brands, we can make full use of the innovative model of "online supply chain" promoted by the Chinese government. This suggestion is not only in line with the national policy orientation, but also provides a practical path for the development of emerging brands. "Online supply chain" is an important policy measure launched by the Chinese government to optimize and upgrade the manufacturing industry. Its core lies in reconstructing the traditional supply chain system through digital means. This model has several significant advantages. First, the online supply chain greatly improves the transparency and collaborative efficiency of the supply chain. Through digital technologies such as cloud computing and big data, brands can grasp the full process information from raw material procurement to product delivery in real time, and achieve seamless connection of all links in the supply chain. Secondly, the online supply chain helps to reduce operating costs. Under the traditional supply chain model, brands need to invest a lot of money to build offline warehousing and logistics systems, while the online supply chain enables emerging brands to access mature supply chain networks at a lower cost through the sharing economy model. Data shows that brands that adopt online supply chains can save an average of 30% of logistics costs and 20% of inventory costs. In addition, the online supply chain supports flexible production. With the help of an intelligent production scheduling system, brands can quickly adjust production plans according to market demand and achieve customized production of small batches and multiple varieties. This model is particularly suitable for lifestyle brands to launch limited edition or personalized products to meet the diverse needs of consumers.

Mr. Wang Sen specifically pointed out that for emerging online lifestyle brands, adopting an online supply chain is not only a wise choice to comply with policy guidance, but also a key strategy to achieve rapid growth. He suggested that the research team conduct in-depth analysis of specific application cases of online supply chains and explore how to maximize its advantages into brand competitiveness. This suggestion points out an important direction for research and also provides a practical solution for the innovative development of online lifestyle brands.

4.3.3 FINDINGS FROM THE QUESTIONNAIRE

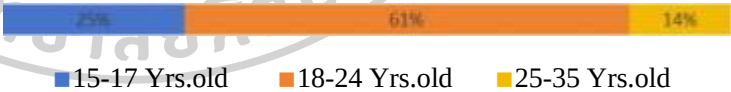
Investigate young people's views on China's online lifestyle products and markets, and collect young consumers' consumption habits to lay the foundation for creating online lifestyle brands in the design practice stage of this study. In June 2024, this study used an online survey to conduct a first-phase questionnaire survey on 200 students and teachers of Lianyungang Economic and Technological Development Zone Technical School. According to the data statistics of this questionnaire survey, males accounted for 53% and females accounted for 47%. The age survey of respondents showed that there were 50 respondents aged 15 to 17, accounting for 25%, 122 respondents aged 18 to 24, accounting for 61%, and 28 respondents aged 25 to 35, accounting for 14% of the surveyed population.

The questionnaire has a total of 8 multiple-choice questions, divided into three parts. The first part consists of questions 1-2 to investigate the respondents' understanding of China's online lifestyle industry. The results of the familiarity with

online lifestyle products and brands show that 89% of the respondents are familiar with online lifestyle products and brands, and the results of the familiarity with social media e-commerce show that 92% of the respondents are familiar with social media e-commerce. Questions 3-4 in the second part are about the purchase experience of young consumers for online lifestyle products. The results of whether they have purchased online lifestyle products show that 72% of the respondents often buy lifestyle products. The results of the amount of online lifestyle products consumed in the past year show that 39% of the respondents spent less than 200 yuan on online lifestyle products in the past year, 41% of the respondents spent 200-400 yuan on online lifestyle products in the past year, and 20% of the respondents spent more than 400 yuan on online lifestyle products in the past year. The third part consists of questions 5-8, which are multiple-choice questions. They mainly investigate the preferences and needs of young consumers for online lifestyle products. The results of the preferred types of online lifestyle products show that daily necessities account for 22%, fashion accounts for 45%, office supplies account for 19%, and crafts account for 14%.

The results of the preferred design themes and content show that the national trend theme accounts for 63%, the European and American cultural theme accounts for 9%, the science fiction theme accounts for 10%, and other themes account for 18%. The results of the preferred origin of online lifestyle products show that 79% of the respondents chose China, 6% chose foreign countries, and 15% chose it doesn't matter. The results of the most important product quality and features show that innovation accounts for 28%, practicality accounts for 31%, cultural connotation accounts for 29%, luxury accounts for 5%, and others account for 7%. The detailed questionnaire table is shown below.

Table 15 Survey results of young consumers in China's online lifestyle industry

Basic Information	Statistics
Gender	 ■ Men ■ Women
Age	 ■ 15-17 Yrs.old ■ 18-24 Yrs.old ■ 25-35 Yrs.old
Questionnaire Content	Questionnaire Result
Familiarity with online lifestyle products and brands	Familiar 89% Unclear 3% Indifferent 8%
Familiarity with social media e-commerce	Familiar 90% Unclear 5% Indifferent 5%
Consumption frequency of online lifestyle products	Frequently 72% Occasionally 21% Never 7%

Questionnaire Content	Questionnaire Result				
The consumption amount of online lifestyle products in the past year	200¥< 39%	200-400¥ 41%	>400¥ 20%		
Preferred online lifestyle product types	Daily Use 22%	Fashion 45%	Office Supplies 19%	Artware 14%	
Preferred design themes and content	China-Chic 63%	Foreign Culture 9%	Science Fiction 10%	Other 18%	
Preferred online lifestyle product origin	Domestic 79%		Foreign 6%	Indifferent 15%	
Preferred product quality and characteristics	Innovation 28%	Practicality 31%	Cultural 29%	Luxurious 5%	Other 7%

Source : Author, 2025

Through the analysis and summary of the results of the questionnaire survey, this study found that the 18-35-year-old consumer group in this questionnaire survey has three characteristics.

First, the 18-35-year-old consumer group is generally familiar with online lifestyle products and social media e-commerce, which provides strong support for the feasibility and audience base of this study. According to the survey data, 89% of the respondents said that they are familiar with online lifestyle products and brands, which shows that young consumers have reached a high level of awareness and acceptance of online lifestyle products. At the same time, 92% of the respondents are familiar with social media e-commerce, which further confirms the adaptability and preference of this group for the new consumption model of deep integration of social media and e-commerce. This high familiarity not only reflects the attention and participation of young consumers in online lifestyle products, but also shows that they are accustomed to obtaining product information, participating in interactions and completing consumption decisions through social media platforms. Therefore, this study takes the 18-35-year-old consumer group as the main research object, which has a solid market foundation and practical significance.

Second, the survey data shows that 72% of the respondents said that they often buy lifestyle products, which shows that young consumers aged 18-35 in China have formed a relatively stable online lifestyle product consumption habit in their daily lives. This group's demand for lifestyle products is not only reflected in practicality, but also reflects their pursuit of quality of life, personalized expression and cultural identity. At the same time, 80% of the respondents said that the amount of money spent on online lifestyle products in the past year was less than 400 yuan (about 55 US dollars). This data shows that although young consumers have a high purchase frequency of lifestyle products, the overall consumption level is still in a low range. This phenomenon may be related to the income level, consumption concept and price

range of products supplied by the market of young consumers. These two survey results provide important practical references for this study. High-frequency purchase behavior shows that young consumers have a strong demand stickiness for online lifestyle products. The characteristics of low consumption level suggest that in product development and pricing strategies, brands need to pay more attention to cost-effectiveness and launch products that meet the economic capabilities of young consumers. The high-frequency purchase habits and low consumption level characteristics of consumers aged 18-35 for online lifestyle products provide valuable references for this study in product development, pricing strategies and market promotion.

Third, from the perspective of the preferences of consumers aged 18-35, young consumers show distinct characteristics in their choice of online lifestyle products. First, in terms of category preferences, fashion products are the most popular, accounting for as high as 45%, which reflects the young group's sensitivity to fashion trends and strong demand for personalized expression. Followed closely by daily necessities (22%), office supplies (19%) and handicrafts (14%), the high attention of these categories reflects the pursuit of quality of life by young consumers. It is worth noting that among many design themes, the national tide theme has become the most popular choice with an overwhelming advantage of 63%. This phenomenon is closely related to the rise of Chinese culture and the enhancement of national identity. Specifically in terms of product selection, young consumers show a clear preference for domestic online lifestyle products. In terms of product characteristics, practicality (accounting for 31%), culturality (accounting for 29%) and innovation (accounting for 28%) are the three major factors that young consumers pay the most attention to. Among them, practicality is reflected in the diversity of product functions and ease of use, culturality is manifested in the modern interpretation of traditional cultural elements, and innovation emphasizes the unique design and technological integration of products. The formation of this consumption preference reflects the younger generation's rational and pragmatic consumption outlook and their emphasis on cultural heritage and innovative expression.

4.3.4 DISCUSSION AND SUMMARY

The survey of China's online lifestyle product market provides important reference data and planning for the subsequent research and design of online lifestyle product brands. This phase of research is carried out from three aspects: market trend survey, product analysis, and consumer group analysis. Through the steps of collecting market data, observing market changes, collecting product cases, expert interviews, questionnaires, and analyzing data, the researchers have made three discoveries.

(1) First, the two major trends in China's online lifestyle product industry, "national tide" and "social media e-commerce", are profoundly reshaping the market structure. The national tide trend has evolved from the initial consumer trend to a broad cultural phenomenon, and its influence has penetrated into all aspects of product design, brand marketing, and consumer cognition. This trend is not only reflected in the innovative use of traditional cultural elements in product appearance, but also in the expression of cultural confidence in brand narratives. More and more online lifestyle brands have successfully attracted the attention of young consumer

groups by exploring the connotation of traditional culture and combining modern design language to create products that are both culturally recognizable and meet contemporary aesthetic needs.

At the same time, the rise of the social media e-commerce model is changing the industry's marketing and sales methods. With the popularization of mobile Internet and the deep penetration of social platforms, the paths for consumers to obtain information, share experiences, and complete purchases have undergone fundamental changes. New marketing methods such as live streaming and community marketing are emerging one after another, and the interaction between brands and consumers is more direct and frequent. This model not only lowers the marketing threshold for brands, but also provides consumers with a richer shopping experience and more convenient purchasing channels. The rise of social media e-commerce has enabled the dissemination and sales of online lifestyle products to break through the limitations of traditional e-commerce platforms, forming a more diversified and interactive business ecosystem.

(2) Second, the design themes of the hot-selling online lifestyle products in China are closely centered around Chinese culture, with the integration of traditional elements and innovative national style as the main feature. These products cleverly combine rich cultural heritage with modern design concepts to create a unique style that is both culturally rich and in line with contemporary aesthetics. For example, traditional patterns, traditional culture, intangible cultural heritage crafts and other elements are innovatively applied to various daily necessities, which not only demonstrates cultural heritage but also meets the practical needs of modern life. In terms of product characteristics, the market trend has clearly shifted to pragmatism and rational consumption. Compared with the products that pursued complex designs and high-end positioning in the past, the current market prefers online lifestyle products with practical functions, simple designs and affordable prices. This shift is reflected in many aspects. Product design pays more attention to actual usage scenarios, emphasizes practicality and ease of use, and price positioning is closer to the mass consumption level, so that high-quality lifestyle products can be accepted by a wider range of consumer groups. This trend reflects the increasingly mature consumption concepts of consumers and also promotes the development of online lifestyle products in a more pragmatic and popular direction.

(3) Third, the mainstream consumers in the contemporary Chinese online lifestyle product market are young consumers aged 18-35, who present distinct consumption characteristics and behavior patterns. As Internet natives, they have a natural familiarity and acceptance of the operating modes of online shopping platforms and social media e-commerce, and are proficient in using various social platforms to obtain product information, share usage experiences, and make purchase decisions. The overall consumption capacity of this group is in the growth stage, and the consumption level of most people is still in the middle and low-end range. Therefore, when choosing online lifestyle products, they often find a balance between the pursuit of quality and the emphasis on cost performance. In terms of category preference, young consumers show a strong interest in fashion products, which is not only reflected in traditional fashion fields such as clothing accessories, but also extends to life scenes such as household goods and office stationery.

At the same time, products with national tide theme designs are particularly

popular. This preference stems from both the sense of identity with traditional culture and their pursuit of personalized expression. It is worth noting that when purchasing online lifestyle products, this group is most concerned about the practicality, culturality and innovation of the products: practicality is reflected in the diversity of product functions and ease of use, culturality is reflected in the recognition of the cultural connotations behind the product, and innovation is reflected in the use of novel designs and new technologies. This diversified consumer demand is driving online lifestyle products to develop in the direction of paying more attention to cultural values and emphasizing user experience.

4.4 AI-GENERATED CONTENT TOOL RESEARCH FINDINGS

The research on AI-Generated Content tools is divided into two stages. The first stage is expert interviews. Through interviews with experts in the field of AI-Generated Content, we can obtain experience and suggestions on how to use AI-Generated Content tools in the design of Chinese dragon culture and Chinese martial spirit themes, and stimulate creativity and work efficiency. The second stage is a comparative analysis of AI-Generated Content tools, the purpose of which is to screen AI-Generated Content tools on the market and determine practical tools for the design stage of this research event.

4.4.1 EXPERT INTERVIEW FINDINGS

The purpose of the expert interview is to ask experts for their experience and suggestions on how to apply AI-Generated Content tools in design and stimulate creativity and work efficiency. Two experts with profound experience in the field of AI education were invited this time. During the interview, the researchers recorded the interview content in detail.



Figure 47 Expert Interview-Dr. Xu Dongdong
Source : Author, 2025

(1) Dr. Xu Dongdong, PhD in Culture and Arts from Tan Kuk University, South Korea, Associate Professor of the School of Art, Lianyungang Economic and Technological Development Zone Technical School

Dr. Xu Dongdong is a senior expert in the field of educational technology and digital art design. His research focuses on the innovative application of artificial intelligence technology in educational scenarios and the deep integration of digital art design. With many years of front-line teaching experience and solid academic accumulation, Dr. Xu has achieved fruitful results in the development of AI-assisted teaching systems, optimization of intelligent teaching design, and research on digital art creation tools. In the interview, Dr. Xu Dongdong systematically introduced the current development status and cutting-edge trends of international AIGC tools to the researchers. Dr. Xu pointed out that the current AIGC tools are experiencing rapid

development from single functions to diversification and intelligence. In the field of digital art design, the new generation of AI tools can not only realize basic functions such as image generation and style transfer, but also show great potential in creative assistance and design optimization. In educational application scenarios, AIGC technology is reshaping the teaching resource development model, making the large-scale production of personalized learning content possible. Dr. Xu particularly emphasized that the rapid development of AIGC tools has brought unprecedented opportunities, but also faced challenges such as technology ethics and copyright protection, which requires joint efforts from academia and industry to promote the standardized development of technology. Through in-depth and easy-to-understand explanations and rich case presentations, Dr. Xu Dongdong outlined a panoramic picture of the development of AIGC technology for researchers, providing important reference for research in related fields.

During the communication session of the interview, Dr. Xu Dongdong made professional suggestions on how AIGC technology can participate in the design of this study. Dr. Xu emphasized that AIGC tools, as an emerging technical means, can significantly improve the efficiency and quality of subject design work. She suggested that the research team can adopt the "human-computer collaboration" working mode, that is, researchers focus on creative ideas and design direction control, and leave repetitive and technical implementation work to AIGC tools. Dr. Xu elaborated on the specific application scenarios of AIGC tools in the design process: in the creative conception stage, AI can be used to generate a large number of design references to inspire creative inspiration; in the design sketch stage, a variety of design solutions can be quickly generated through natural language descriptions, greatly shortening the design cycle; in the finished product production stage, AI tools can automatically optimize details according to design requirements to achieve high-quality output. She particularly pointed out that this working mode can not only improve design efficiency, but also allow creators to devote more energy to core creative work. At the same time, Dr. Xu also reminded researchers that although AIGC tools are powerful, the creator's aesthetic ability and design thinking are still the key factors in determining the quality of the work. She suggested that the research team should focus on cultivating a deep understanding and precise control of the tool when using the AIGC tool, and use AI as a tool to help improve the level of creation rather than simply relying on it. This suggestion provided important guidance for the research team to explore the application of AIGC in the field of design.



Figure 48 Expert Interview- Mr. He Pengfei
Source : Author, 2025

(2) He Pengfei, Master of China Academy of Art, Lecturer of Qingdao University of Science and Technology, Member of the Expert Group of China Digital Art Education Alliance

As a senior expert in the field of higher education and cultural and creative

industries, Mr. He Pengfei's research direction focuses on the deep integration of artificial intelligence technology with higher education and commercial development of cultural and creative industries. At a recent academic seminar, Mr. He highly praised and fully affirmed the research team's project "Innovative Design of Chinese Dragon Culture and Martial Spirit under the Background of AIGC Technology". He believes that this research not only fits the development direction of the current national cultural digitalization strategy, but also opens up a new path for the modern expression of traditional cultural elements. When deeply discussing the application prospects of AIGC technology, Mr. He Pengfei systematically analyzed the key factors for evaluating the performance of AIGC tools from a professional perspective. He pointed out that the first consideration is the creative ability of the tool, including the originality, diversity and artistry of the content generated; the second is the controllability of the technology, that is, the degree to which users can adjust the generation process and results; the third is cultural adaptability, emphasizing the tool's understanding and expression ability of different cultural contexts; and the last is commercial feasibility, focusing on the tool's operating cost, output efficiency and market value. Mr. He particularly emphasized that when applying AIGC technology to the digital presentation of Chinese dragon culture and martial spirit, it is necessary to focus on the tool's ability to grasp the oriental aesthetic implications, as well as the accurate interpretation and creative transformation of Chinese traditional cultural symbols. These insights of Mr. He Pengfei provide valuable theoretical guidance and practical direction for the research team. His forward-looking views not only deepen the researchers' understanding of the application of AIGC technology, but also lay a solid theoretical foundation for subsequent research projects.

As a senior expert in the field of digital creative design, Mr. He put forward highly constructive guidance for this study. He clearly pointed out that the in-depth application of AIGC tools in the field of online lifestyle product design has become an irreversible trend. This technological innovation is mainly reflected in the intelligent reconstruction of the design process. Mr. He suggested that a cross-disciplinary collaborative research team should be established to integrate the strength of teachers and students from different professional backgrounds such as product design, digital media, and artificial intelligence, and to carry out systematic AIGC practical training through scientific task allocation and coordination mechanisms.

At the specific implementation level, Mr. He proposed a "three-step" team building plan: first, form a core research group to be responsible for the technical evaluation and process design of AIGC tools; second, establish a professional practice team to carry out innovative design experiments of lifestyle products in modules; finally, form an evaluation feedback mechanism to continuously improve the application level of AIGC through iterative optimization. Mr. He particularly emphasized that it is necessary to focus on cultivating students' collaborative innovation capabilities of AIGC tools and organically combine traditional design thinking with artificial intelligence technology. In terms of improving research methods, Mr. He personally participated in the comparative study of AIGC tools. Based on his rich industry experience, he helped the research team develop a scientific comparative research standard system, including evaluation items such as tool performance, design efficiency, creative quality, and user experience, providing important methodological support for the smooth development of the research. His

professional guidance improved the scientific nature of the research.

4.4.2 COMPARATIVE ANALYSIS OF RESEARCH RESULTS

For the comparative research method of AIGC tools, according to the different fields and functions of AIGC tools, they are divided into two types: image generation tools and text generation tools. The overall research process is divided into three stages. The first stage is to investigate the current AIGC tools on the market and select the most representative AIGC tools in the current market and design industry. The second stage is tool evaluation. The researchers set up a seminar. The seminar members evaluated the shortlisted AIGC tools by the attributes, operations, and characteristics of the AIGC tools. The third stage is to analyze and select the AIGC tools used in this study. A total of 19 seminar members worked together to complete the research on AIGC tools. The seminar was held in the Artificial Intelligence Application and Design Studio of Lianyungang Economic and Technological Development Zone Technical School. The people who observed and participated in this study included students and teachers majoring in e-commerce, new media, and Internet art. The seminar members were responsible for the evaluation and scoring of different tools, and jointly collected statistics for discussion.

4.4.2.1 IMAGE GENERATION TOOL

The current status of AIGC image generation tools is that there are many products, but the functions and attributes of the tools vary greatly. This survey on AI drawing tools has investigated the current mainstream AIGC drawing tools in detail, and collected a total of 15 mainstream tools with certain influence and number of users in the current AIGC drawing field. The comparative analysis of AIGC tools is divided into two rounds. The first round of comparative research is to compare the shortlisted AIGC tools from the main performance of the products and conduct the first screening. The standards for the first round of comparison were formulated from the perspective of products and users after discussions among seminar members and suggestions from experts. They are divided into four essential comparison factors. The four comparison factors are essential for the AIGC tools selected this time. Each evaluation factor accounts for 25% of the total score. Tools with a score of 100% enter the second round of comparison. The detailed explanation of the four comparison factors in the first round is as follows:

(1) Practicality: Practicality means that the product must have a considerable market share and influence, be suitable for the network environment of the place of use, and be easy for users to learn and operate.

(2) It must be a general image product, which means that products that only target a specific image field (such as posters, comics, QR codes, and avatars) are not included.

(3) There must be an independent AI large model deployed, which means that AI products on the market that use other databases are not included.

(4) Image generation capability: There must be the ability to set specific parameters for generating images, which means that products that can simply generate images through conversations are not included.

The results of the first round of research on this are as follows.

Table 16 Results of the first round of AIGC tool comparison study

Ranking	Tool Name	Evaluation Score	Result
1	Midjourney	100%	Qualified
2	Stable Diffusion	100%	Qualified
3	DALL-E	100%	Qualified
4	文心一格 (Wonder)	100%	Qualified
5	Adobe Firefly	75%	Unqualified
6	Imagen AI	75%	Unqualified
7	Disco Diffusion	75%	Unqualified
8	阿里鹿班 (Luban)	50%	Unqualified
9	创客贴AI画匠	50%	Unqualified
10	千库AI无限画	50%	Unqualified
11	Gemini	50%	Unqualified
12	Character.AI	50%	Unqualified
13	百度智能云	50%	Unqualified
14	Liner.AI	25%	Unqualified
15	Quillbot	25%	Unqualified

Source : Author, 2025

After the first round of comparative studies, a total of four AIGC tools entered the second round of comparative studies through data statistics and seminar discussions. The comparison items of the second round of comparative research consisted of five items, namely "free use conditions, usage guidance, detailed parameter settings, and advanced functions". The seminar members evaluated four tools. The explanations of the specific comparison items are as follows: "

(1) Free use conditions: The computational cost of AI-generated images is much higher than that of text generation. Therefore, the AI-generated image services provided by various companies are "conditionally free". We will sort out the specific usage conditions of each company.

(2) Usage guidance: Including function guidance, prompt library and other contents, which reflects the "easy to use" degree of the product.

(3) Detailed parameter settings: Unlike "text generation", the effect of "image generation" is greatly affected by specific parameter settings. Therefore, the detailed parameter setting capability reflects the "adjustability" of the product.

(4) Advanced functions: Such as ControlNet, LoRA training, etc., which reflect the richness and depth of the product in advanced functions.

(5) Mainstream image processing functions: Mainly including mainstream AI image processing functions such as image magnification, expansion, overlay, and cutout.

Based on the above products and comparison items, the complete horizontal comparison results are as follows.

Table 17 Second round of AIGC tool comparison results

	Midjourney	Stable Diffusion	DALL-E	文心一格 (Wonder)
Conditions of Use	Conditionally free	Free	Conditionally free	Conditionally free
Picture Center (Can generate the same style)	√	√	√	√
Prompt Reference Lexicon	√	√	× (Only supports random prompt words)	× (Only supports random prompt words)
Prompt Structured Guidance	×	×	√	×
Prompt Intelligent Optimization	×	√	√	×
Image enlargement /blurred to clear	√	√	× (Only for AI-generated images)	√
Image extension	√	√	×	√
Image overlay (Style Transfer)	√	√	×	√

Note: √ represents qualified, × represents unqualified

Source : Author, 2025

Based on the results of the second round of comparative studies, the seminar summarized the data and analyzed different AI image generation tools. The seminar divided the attributes of the compared AI image generation tools into "advantages", "disadvantages" and "application scenarios", and summarized and discussed the four AI image generation tools. The results are shown in the table below.

Table 18 Comparison of AI image generation tools

Midjourney	Advantages	- Outstanding artistic style, suitable for creative design - User-friendly interface, simple operation - Active community, rich inspiration
	Disadvantages	-The processing ability for long texts is limited, and information loss is prone to occur. -Relatively weak in terms of multilingual support.
	Usage Scenario	-Art Creation - Creative Design
Stable Diffusion	Advantages	- Open source and free, locally deployable - Highly customizable, supports model fine-tuning - Generates high-quality images with diverse styles
	Disadvantages	- Requires high hardware configuration (such as GPU) - Steep learning curve, suitable for technical users
	Usage Scenario	- Technical Developers - Users with High Customization Needs - Localized Deployment Scenarios
DALL-E	Advantages	- Strong image generation logic, excellent detail processing - Supports multimodal input (combining text and image) - Commercially mature, API easy to use
	Disadvantages	-The generated image style tends to be conservative, with limited creativity - High prices, high commercial usage costs
	Usage Scenario	- Business Design - Multimodal Content Generation - International Projects
文心一格 (Wonder)	Advantages	- Excellent Chinese support, understanding Chinese cultural elements - Generates images that conform to Eastern aesthetics - Integrates with Baidu ecosystem, easy to use
	Disadvantages	-The generated image style is relatively simple - Insufficient for complex scenes and detail processing

	Usage Scenario	-Chinese Content Creation - Chinese Culture Related Design - Baidu Ecological Users
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Source : Author, 2025

According to the results of the comparative study, the discussion at the workshop and the suggestions of experts, this study believes that Stable Diffusion is highly flexible, can be deployed locally, and has advantages in model diversity, which better meets the requirements of this study for high-precision painting, the ability to run a variety of large AI models, and the provision of highly flexible customization capabilities. In the subsequent design practice process of this study, Stable Diffusion will be used as the main AIGC tool for participating in the design, and other AI tools will be used as auxiliary tools to participate in the generation of different content in the design process.

4.4.2.2 TEXT GENERATION TOOL

The AI text generation tool in this study will run through the entire research process and is very important in the design process. According to the screening of the seminar members, a total of 4 mainstream AI Chinese text generation tools were screened out. After the seminar discussion and expert guidance, the comparison project consists of two parts, performance comparison and function comparison. The performance comparison is mainly based on "response speed, accuracy, stability, and usage scenarios", and the function comparison is mainly based on "advantages and disadvantages". The comparison test evaluation standard is based on the hierarchical level of "slow, medium, and fast". After the testing and evaluation of the seminar, the comparison results are presented in the following table.

Table 19 Performance comparison results of AI text generation tools

Comparison Items	ERNIE Bot	Tencent Hunyuan	Tongyi Qianwen	DeepSeek
Response Speed	Medium	Fast	Medium	Fast
Accuracy	High	High	High	High
Stability	High	High	High	High
Usage Scenario	-Literary Creation -Educational Assistance -Classical Chinese Translation	-Social Media Analysis -Intelligent Customer Service -Multimodal Content Generation	-Large Scale Text Analysis -Multilingual Translation -News summaries	-Social Media Analysis -Intelligent Customer Service -Multimodal Content Generation

Source : Author, 2025

Table 20 Comparison Results of AI Text Generation Tool Functions

ERNIE Bot	Advantages	-Strong Chinese comprehension ability, especially outstanding in classical Chinese and ancient poetry. -Support multiple text generation tasks, such as article creation, dialogue generation, etc. -Provides rich API interfaces for developers to integrate easily.
	Disadvantages	-The processing ability for long texts is limited, and information loss is prone to occur. -Relatively weak in terms of multilingual support.
Tencent Hunyuan	Advantages	-Excellent performance in Chinese text generation and dialogue systems, generating content naturally and smoothly. -Supports multimodal input (text, image, audio), expanding application scenarios.
	Disadvantages	-The processing ability for complex logical reasoning tasks needs to be improved. -Lack of expertise when dealing with specific domain texts.
Tongyi Qianwen	Advantages	-Excellent performance in Chinese text classification and abstract generation. -Provides efficient text translation functionality and supports translation between multiple languages. -Powerful data processing capabilities, suitable for large-scale text analysis.
	Disadvantages	-The content generated from text sometimes lacks creativity and is more template based. -The response speed of real-time dialogue systems is slow.
DeepSeek	Advantages	-Excellent performance in Chinese text generation and dialogue systems, generating content naturally and smoothly. -Supports multimodal input (text, image, audio), expanding application scenarios. -Provides powerful sentiment analysis capabilities suitable for social media monitoring.
	Disadvantages	-The processing ability for complex logical reasoning tasks needs to be improved. -Lack of expertise when dealing with specific domain texts.

Source : Author, 2025

According to the summary and discussion of the comparative study results, the study found that "ERNIE Bot" performed outstandingly in Chinese processing, "Tencent Hunyuan" had advantages in multimodal input and sentiment analysis, "DeepSeek" performed well in large-scale text analysis and translation, and "Alibaba Cloud Tongyi Qianwen" had advantages in multimodal input and sentiment analysis. According to the design practice requirements of this study, in the operation process of online brands, "ERNIE Bot" and "DeepSeek" were mainly selected as AI text generation tools.

4.4.2.3 VIDEO GENERATION TOOL

The theme design and operational promotion of the online lifestyle brand created in this study will use AI video generation tools. Based on the screening of seminar members, a total of 4 mainstream AI video generation tools in China will be selected. After discussion and expert guidance at the seminar, a total of 6 items will be compared, including "advantages, disadvantages, generation speed, video quality, stability, and usage scenarios". The comparative testing and evaluation criteria will be graded as "slow/low, medium, fast/high". After testing and evaluation at the seminar, the comparison results will be presented in the following table.

Table 21 Performance Comparison Results of AI Video Generation Tools

Comparison Items	Baidu AI Cloud	Tencent Zhiying	Kling AI	SenseMirage
Generation Speed	Medium	Fast	Slow	Fast
Video Quality	High	Medium	Medium	High
Stability	High	High	Medium	High
Usage Scenario	-Advertising Production	-Enterprise Training	-Content Marketing	-Professional Video Production
	-Education Training	-Product Demonstrations	-Social Media Short Videos	-Multimodal Content Generation
	-International Content Creation	-Multilingual Video Generation	-Automatic Subtitle Generation	-Real-time Rendering

Source : Author, 2025

Table 22 Comparison Results of AI Video Generation Tool Functions

Baidu AI Cloud	Advantages	- Multiple AI models supported - Multi language dubbing and subtitle generation - Rich template and material library
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	Disadvantages	- High hardware requirements - Advanced features require subscription
Tencent Zhiying	Advantages	- Virtual character video generation - Easy to operate - Multi language dubbing
	Disadvantages	- Single expression of virtual characters - Higher price
Kling AI	Advantages	- Text to Video - Powerful Data Processing Capability - Automatic Subtitle Generation
	Disadvantages	- Slow generation speed - Limited customization options
SenseMirage	Advantages	- High quality video generation - Multimodal input support - Real-time rendering and preview
	Disadvantages	- The learning curve is steep - Price is relatively high

Source : Author, 2025

According to the summary and discussion of the comparative study results, "Baidu AI Cloud" is suitable for advertising production and international content creation, "Tencent Zhiying" focuses on virtual character video generation, "Alibaba Cloud" is suitable for content marketing and social media, and "SenseMirage" is more suitable for professional video production. Based on the specific needs of online lifestyle brands, this study mainly selects "Kling AI" as the main tool to achieve the best video creation effect.

4.4.3 DISCUSSION AND DISCOVERY

The research on AIGC tools in this phase is divided into two phases. In the first phase, we obtained the knowledge and suggestions of AIGC at the current stage through expert interviews, and obtained the guidance of experts on the comparative study of AIGC tools. In the second phase, we conducted a comparative study on three types of AIGC tools: image generation, text generation, and video generation, and selected the corresponding AIGC tools for the next stage of design practice according to the specific requirements of the design. Two findings are summarized in this phase as follows.

First, according to the results of in-depth interviews with authoritative experts in the field of AI, the rise of AIGC (artificial intelligence generated content) technology is having a revolutionary impact on the fields of digital education and

commercial design. In digital education, AIGC technology is reshaping the traditional teaching model, and through intelligent content generation and personalized learning path design, it has greatly improved teaching efficiency and learning experience. In the field of commercial design, the impact of AIGC is even more significant. More and more design agencies have begun to apply AIGC tools to actual project processes. AIGC can not only quickly generate design prototypes, but also provide a variety of creative solutions, which greatly shortens the design cycle and significantly increases the creative output. Especially in the sub-segments such as UI/UX design, product packaging design, and advertising creativity, AIGC is changing traditional workflows and business models.

Secondly, through systematic comparative studies, it is found that AIGC tools on the current market show significant professional segmentation characteristics, and different tools have obvious differences in content generation direction, functional characteristics and applicable scenarios. Studies have shown that text generation AIGC tools such as DeepSeek are good at handling language tasks, including copywriting, content summarization, dialogue interaction, etc., while visual creation tools such as Stable Diffusion and Midjourney perform well in image generation, visual design and other fields. The study found that choosing a suitable AIGC tool requires comprehensive consideration of multiple dimensions: first, task matching, that is, whether the core functions of the tool meet the project requirements; second, output quality, including the accuracy, creativity and professionalism of the generated content; third, workflow adaptability, considering whether the tool can be seamlessly embedded in the existing work system; and finally, learning cost, evaluating the difficulty of using the tool and the team adaptation cycle. In actual design projects, the combination of text generation tools and image generation tools can realize the complete creative process from conception to visual presentation, significantly improving work efficiency.

4.5 ONLINE LIFESTYLE BRAND BUSINESS PLAN

The formulation of the online lifestyle brand business plan is a strategic plan for this study in the process of creating an online lifestyle product brand of Chinese dragon culture and promoting China's martial spirit. Based on in-depth market research and cultural analysis, the business plan systematically integrates multi-dimensional data such as the characteristics of the target consumer group, the market competition pattern, and the trend of cultural communication, providing a scientific decision-making basis for brand building. In the early stage of the research, the research team used a combination of quantitative and qualitative methods to deeply analyze the cultural consumption preferences, digital lifestyle characteristics, and acceptance of traditional cultural elements of China's young consumer groups. At the same time, a benchmarking study was conducted on successful domestic lifestyle brands to summarize the experience that can be learned from their brand positioning, product strategy, and marketing model. These research findings laid a solid foundation for the formulation of the business plan.

4.5.1 BRAND MISSION AND VISION

4.5.1.1 BRAND MISSION

The Chinese dragon culture online lifestyle brand carries the dual mission of inheritance and innovation, and is committed to building a cultural communication platform that integrates the essence of traditional culture with modern digital experience. The brand takes the deep excavation of the spiritual core of Chinese dragon culture as the starting point, systematically sorts out the totem symbolism, philosophical implications and aesthetic characteristics of dragon culture in the development process of Chinese civilization, and combines the core value of martial spirit to create an online lifestyle brand with the characteristics of the times.

In terms of technological innovation, the brand fully utilizes AIGC technology to participate in digital creation. Through AI-assisted design, it organically combines traditional dragon patterns, military elements and modern lifestyle products to create a product series with both cultural heritage and fashionable aesthetics. The products cover multiple categories such as daily necessities, fashion clothing, office supplies, and military science popularization to meet the diverse consumption needs of young consumers.

The brand adopts the innovative business model of "culture + technology + e-commerce" and builds a complete online operation system. Through social e-commerce platforms, three-dimensional marketing is carried out, and through the "martial spirit" military knowledge popularization and other special content, traditional culture is spread in a way that young people like to hear and see.

The ultimate mission of the brand is to enable the younger generation to deeply understand the spiritual connotation of Chinese dragon culture, systematically understand the development of Chinese military, and cultivate the martial spirit of the new era through innovative cultural communication methods while experiencing the modern lifestyle. This is not only a creative transformation of traditional culture, but also an important practice to respond to the government's call and cultivate the national spirit. Through this series of innovative measures, the brand is committed to creating a new paradigm of cultural communication that connects history and the future, integrates tradition and innovation, and injects new vitality into the inheritance and development of Chinese martial culture.

4.5.1.2 BRAND VISION

Cultural inheritance and innovation vision

This brand is committed to deeply exploring the cultural connotation and aesthetic value of Chinese dragon culture and modern martial spirit, and creating a cultural communication brand with contemporary characteristics. This brand will systematically sort out the historical context of Chinese dragon culture, refine the wisdom, strength and enterprising spirit it contains, and at the same time combine the contemporary characteristics of perseverance and courage in modern Chinese martial spirit to build a cultural value system that blends tradition and modernity. In terms of aesthetic expression, this brand will break through the traditional symbolic presentation method, and create a visual language that is both oriental and modern through multi-dimensional innovations such as digital art and fashion design. The brand will establish a "Dragon Culture Innovation Laboratory" to bring together

young students from across fields such as designers, cultural scholars, and technology experts to develop original content and products with cultural depth. The goal of this brand is to build a brand ecology that integrates cultural inheritance, aesthetic innovation, and lifestyle, so that Chinese dragon culture and martial spirit can be revitalized in the field of online lifestyle products.

Technological innovation and design vision

This brand is committed to innovating the design concept and product innovation path of online lifestyle brands through AI-Generated Content technology. We will use artificial intelligence generation technology to build intelligent design and realize full-process innovation from user demand insight to product design implementation. By analyzing user behavior data, we can accurately capture personalized consumption trends and customize design themes for user groups. In the dimension of product innovation, we are committed to deeply exploring the essence of Chinese traditional culture through cutting-edge artificial intelligence technology, inheriting and promoting Chinese dragon culture and martial spirit in an innovative way, and creating a cultural IP with the characteristics of the times.

Brand building and communication vision

This brand is committed to creating an online lifestyle brand with Chinese martial spirit as the core, and building a cultural communication brand with the characteristics of the times through in-depth exploration and modern interpretation of the connotation of Chinese martial spirit. We will take "dragon culture" as the brand theme, use digital technology and innovative design language, integrate traditional dragon cultural elements with modern lifestyles, and create a product matrix covering multiple dimensions such as products and digital content. We will focus on the young Chinese group, interpret the martial spirit, enterprising spirit and innovative power contained in the Chinese dragon culture in a younger way of expression, and let young people feel the contemporary value of the martial spirit in participating in the interaction.

4.5.2 BRAND STRATEGY AND OPERATION

4.5.2.1 ONLINE SUPPLY CHAIN MODEL

The creation of this online lifestyle brand will fully adopt an innovative online supply chain model. This model is an important strategic measure of the Chinese government to promote the optimization and upgrading of the manufacturing industry, and it is also a key path to support the deep integration of online crowdsourcing, collaborative design, large-scale personalized customization, precise supply chain management and e-commerce. Through the in-depth application of Internet technology, the online supply chain digitally reconstructs the design, manufacturing, logistics, sales, service and other links in the traditional supply chain to form an efficient and collaborative ecosystem.

Specifically, the online supply chain model has the following significant advantages: First, it realizes the digitization and intelligence of the entire supply chain process. Through big data analysis, artificial intelligence algorithms and Internet of Things technology, it can monitor and optimize the operating efficiency of each link in real time. Secondly, this model significantly improves the overall operational efficiency, shortens the product cycle from design to delivery, and reduces inventory costs and logistics losses. Furthermore, the precise management of the online supply

chain enables enterprises to better respond to market demand, realize large-scale personalized customization, and meet the growing personalized needs of consumers. Through the online supply chain model, brands can provide higher quality goods at a lower cost, making products more competitive in the market. Consumers can not only enjoy more cost-effective goods, but also get faster delivery services and better after-sales experience. The widespread application of this model is reshaping the entire consumer goods market and driving online lifestyle brands to develop in a more efficient, smarter and more personalized direction.

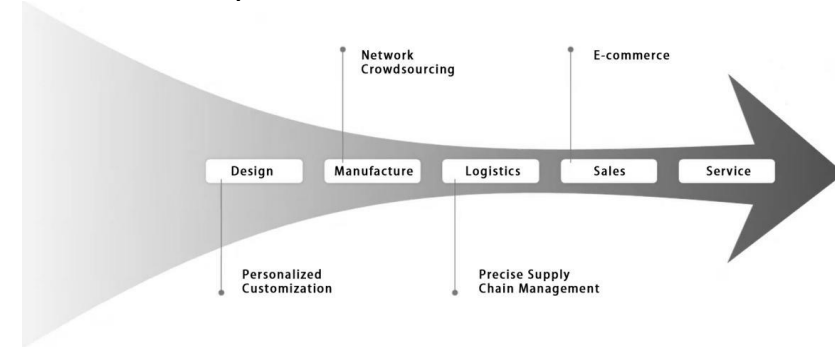


Figure 49 Online supply chain process

Source : Author, 2025

The product manufacturing of this online brand deeply integrates the online supply chain ecosystem of Taobao, China's largest e-commerce platform. Through Taobao's innovative online supply chain platform "Tao Factory", brands can directly connect with high-quality source manufacturers that have been strictly screened in various parts of China. These factories are distributed in manufacturing clusters such as the Yangtze River Delta and the Pearl River Delta, covering multiple categories such as clothing, home furnishings, and handicrafts, all of which have complete production qualifications and strict quality control systems.

In terms of the specific operation mode, after the brand conducts product design and proofing through the platform, the system intelligently matches the most suitable manufacturer. After the product is produced, it relies on the Cainiao logistics network and the platform's intelligent order distribution system to achieve direct delivery from the factory to the consumer. This "Factory to Consumer" model not only greatly shortens the intermediate links in the traditional supply chain, but also increases the average logistics time efficiency by more than 40%. In the after-sales service link, the brand has established a complete online service system through the intelligent customer service system and data middle platform of the Taobao platform. The product usage data, service evaluation and other information fed back by consumers are cleaned, analyzed and mined by the Alibaba Cloud big data platform to form accurate user portraits and demand insights. These data assets will become an important foundation for this study, providing a scientific basis for product iteration and service optimization. The innovative value of the online supply chain model is mainly reflected in three aspects: first, through digital supply chain management, the capacity utilization rate of traditional manufacturing enterprises has been increased by more than 30%, and the inventory turnover rate has been increased by 50%; second, with the help of the platform's big data analysis and intelligent matching capabilities,

efficient docking between supply and demand has been achieved, shortening the product development cycle by 25%; finally, by removing the middleman link, while ensuring a reasonable profit margin for manufacturers, it provides consumers with more cost-effective products, achieving a market breakthrough of "high quality and low price".

This new supply chain model is reshaping the ecological landscape of the traditional manufacturing industry. For consumers, they can get higher-quality goods and services at more affordable prices. For manufacturing companies, they have a stable source of orders and an opportunity for digital transformation. For brands, they have achieved asset-light operation and rapid market response. With the in-depth application of new technologies such as 5G and the Internet of Things, the online supply chain model will further unleash its innovation potential and form a virtuous cycle of win-win for all parties.



Figure 50 Operation structure of online supply chain platform

Source : Author, 2025

4.5.2.2 BRAND OPERATION BASE

This brand creation project actively participated in the "College Students' E-commerce Innovation and Entrepreneurship" series of activities hosted by the Employment and Entrepreneurship Working Committee of Lianyungang City, Jiangsu Province, China. This activity is an important measure for the Lianyungang Municipal Government to implement the national "mass entrepreneurship" strategy, aiming to cultivate innovative and entrepreneurial talents in e-commerce in the new era and promote the digital transformation of the local economy. The theme of the event is "Innovation, Entrepreneurship, Creativity, and Practice". In terms of innovation, participants are encouraged to use new technologies such as big data, artificial intelligence, and blockchain to explore new e-commerce models. In terms of entrepreneurship, full-chain support is provided from project incubation to market landing. In terms of creativity, attention is paid to brand differentiation positioning and marketing innovation. In terms of practice, emphasis is placed on combining theory with practice to cultivate practical capabilities.

The brand operation base is located in the Technical School of Lianyungang Economic and Technological Development Zone. This strategic choice fully considers the organic combination of location advantages and resource advantages. The base covers an area of about 2,000 square meters. Relying on the school's advanced e-commerce training center, it is equipped with modern e-commerce equipment including smart live broadcast cabins, VR display systems, 3D design workstations, and smart warehouse management systems, with a total investment of more than 5 million yuan. The construction of the base has received strong support from the Lianyungang Municipal Government and the school, and has been listed as a municipal-level key industry-education integration demonstration project.

In terms of talent allocation, the base has formed a cross-disciplinary and cross-field professional team. The core team consists of supply chain management experts in e-commerce, digital marketing planners in new media, and visual designers in Internet art. At the same time, more than 20 outstanding students from the school's Innovation and Entrepreneurship College have been recruited to participate in project practice. This "mentor + student" team structure not only ensures the professional level of the project, but also provides a practical platform for talent training.

Brand building adopts a modular operation model, and six core sections are promoted in a coordinated manner:

1. Brand design section: led by the Internet art professional team, using AI design tools to create a recognizable brand visual system.
2. Product development section: relying on the school's product innovation laboratory, combined with market research data, develop new products.
3. New media promotion section: a professional content creation team has been formed, and an all-media matrix including WeChat official accounts, Douyin, and Xiaohongshu has been established. Through big data analysis, the target customer group is accurately positioned.
4. E-commerce operation section: Open flagship stores on mainstream platforms such as Taobao and use intelligent operation systems to manage stores.
5. Customer service section: Establish an intelligent customer service system that integrates online consultation, telephone return visits, after-sales tracking and other functions.
6. Online live broadcast section: Create a professional live broadcast base equipped with 4K high-definition equipment and virtual scene system.

Since the operation of the base, the Lianyungang Municipal Government has provided all-round policy support: setting up a special entrepreneurship fund to provide start-up capital support for outstanding projects; providing free office space and storage space, forming a team composed of e-commerce experts, successful entrepreneurs, and investment institution representatives to provide guidance for participating projects and carry out regular skills training. The relevant person in charge of the Lianyungang Municipal Employment and Entrepreneurship Working Committee said that this activity is not only a cradle for cultivating e-commerce talents, but also an important tool for promoting the transformation and upgrading of the local economy. By supporting innovative brand projects, the government hopes to cultivate a group of e-commerce brands with market competitiveness, and at the same time provide new space and new ideas for entrepreneurship for college students and young people.

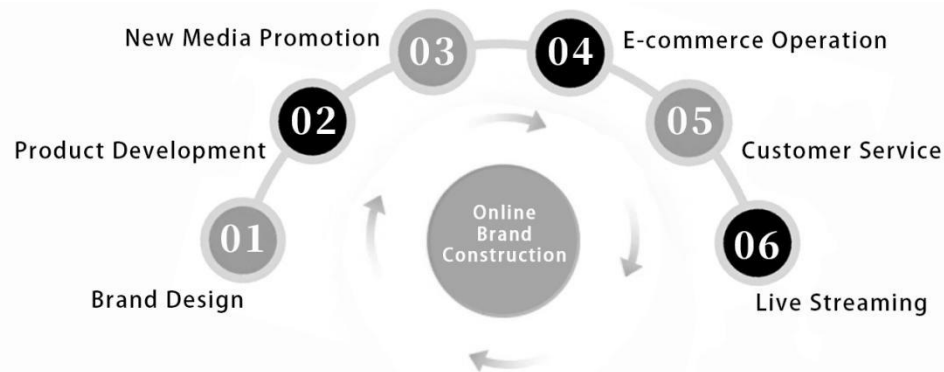


Figure 51 Online brand construction

Source : Author, 2025

Students who participate in brand operation will conduct all-round practical operations during the practice process, and deeply experience the latest development trends and market demands of the e-commerce industry. In the e-commerce operation module, students will systematically learn basic operations such as store building and product listing, and master core operation skills such as traffic acquisition, conversion rate improvement, and customer unit price optimization by participating in the planning and execution of large-scale promotional activities. Each student will have the opportunity to independently complete the product listing of multiple SKUs, thereby significantly improving the store operation capabilities.

In terms of product management, students will participate in the entire process from market research, product selection to supply chain management. By using professional systems, they will learn practical skills such as inventory management and procurement plan formulation. During the practice period, students will handle the full life cycle management of multiple products, and gradually cultivate keen market insight and product operation capabilities. In the live broadcast marketing section, students will receive professional speech training, lens expression training and live broadcast process management guidance. The order processing link will allow students to deeply understand the entire process of e-commerce back-end operations. From order receipt, warehousing and distribution to logistics tracking, students will be familiar with the use of professional tools such as intelligent order distribution system and warehouse management system through practical operations.

This "theory + practice" training model will enable students to not only have solid professional knowledge but also accumulate rich practical experience when they graduate. The project will also pay special attention to cultivating students' innovative thinking and problem-solving skills. By regularly holding innovation workshops and lectures by industry experts, students will keep abreast of the latest developments in the industry and cultivate cross-border thinking. This all-round practical training system will significantly improve students' employment competitiveness.



Figure 52 Brand operation base

Source : Author, 2025

4.5.3 BRAND MARKETING AND PROMOTION STRATEGY

4.5.3.1 SOCIAL E-COMMERCE MODEL

This brand chooses the online social e-commerce model, which deeply integrates the advantages of social media and e-commerce. With the powerful communication power of social platforms such as WeChat, Douyin, and Weibo, it reconstructs the entire process of commodity sales and purchases through diversified means such as social interaction, user-generated content, and community operation. This model breaks through the limitations of traditional e-commerce and creates a more humane and interactive shopping experience. In the traditional e-commerce model, consumers often need to actively search for product information, and the shopping process is relatively isolated. Online social e-commerce has built a business ecosystem based on interpersonal networks. The core advantage of online social e-commerce lies in its strong interactivity and content creativity. Consumers are no longer passive recipients of information, but can actively participate in the creation and dissemination of content. Through social behaviors such as likes, comments, and sharing, consumers are both buyers and promoters, forming a spontaneous word-of-mouth communication effect. This user-generated content model has greatly enriched the expression of commodities, making product information more vivid and real, and more likely to trigger consumers' emotional resonance.

The online social e-commerce model of this brand adopts a three-tier architecture system of "upstream-midstream-downstream", with each level playing a unique and critical role, and together building a complete social business ecosystem. At the upstream level, as the driver of the entire model, the brand will make full use of the diversified functions of social networks to create a full range of user interaction experience. The brand will not only establish an official account matrix on major social platforms, but also establish a deep emotional connection with users through carefully planned content marketing strategies. The brand will use short videos, pictures and texts and other forms to vividly display product features, tell brand stories, and respond to user feedback in real time. This two-way interaction not only enhances user stickiness, but also provides valuable market insights for product iteration. At the same time, the brand will establish a professional content creation team and user operation team to ensure the continuous output of social content and the timely response of user interaction.

The social network platform in the midstream is the core hub of the entire model, and it plays the role of a bridge connecting brands and consumers. These platforms naturally gather users with similar interests, values or consumption needs through advanced algorithm recommendations and community operation mechanisms

to form active consumer communities. At the same time, social networks have also built a complete transaction infrastructure, including payment systems, logistics docking, after-sales services, etc., to ensure the integrity and convenience of user experience. The platform will also provide brands with user behavior insights and optimize marketing strategies through data analysis.

At the downstream level, consumers are no longer passive recipients of information, but active participants and value co-creators in the entire ecosystem. They can get information about new product releases, promotions, etc. in the first place by following brand accounts and joining interest groups. During the shopping process, consumers can communicate with other users about their experience through functions such as comments, likes, and sharing, forming word-of-mouth communication. This user-generated content not only enriches product information, but also provides real references for other consumers. At the same time, consumers' social behavior data will also be fed back to brands and platforms to help continuously optimize products and services.

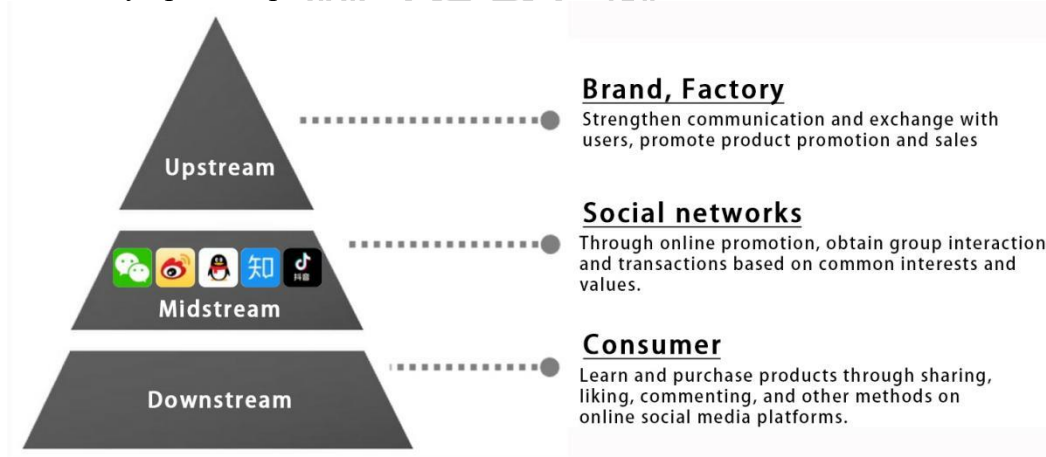


Figure 53 Online social e-commerce architecture

Source : Author, 2025

4.5.3.2 BRAND PROMOTION STRATEGY

The brand's promotion strategy will be to deeply cultivate the mainstream social media ecosystem in China, focusing on Chinese social platforms with a large user base and active interactions, such as WeChat, Weibo, and Douyin. These platforms not only cover a wide range of target user groups, but their diversified content forms and strong social communication capabilities also provide an ideal carrier for the in-depth dissemination of brand culture. Brand promotion will adopt a three-step strategy to build a complete social marketing closed loop.

In the first stage of the implementation of the strategy, the brand will focus on the in-depth excavation of cultural values and the careful creation of creative content. By producing a series of brand story short films, cultural theme posters, creative interactive H5 and other forms, the brand's core values and cultural connotations will be conveyed on social media platforms. Content creation will focus on grasping the emotional resonance points, combining current social hot spots and cultural trends to create high-quality content with topicality and communication

power.

Entering the second stage of the strategy, the brand will start the in-depth operation of social e-commerce. On the WeChat platform, the brand will establish a complete public account and mini-program matrix, and cultivate users' reading habits and brand loyalty by regularly pushing product information, usage tutorials, user stories and other content. On the Weibo platform, the brand will plan a series of topic marketing activities, combining hot events and festival nodes to stimulate users' enthusiasm for participation.

In the third stage of the strategy, the brand will create a highly sticky user community. In the WeChat ecosystem, the brand will establish a refined community operation system and set up multiple theme communities according to the characteristics and needs of different user groups. The community will become a platform for in-depth interaction between brands and users, and user feedback and suggestions will directly guide product optimization and marketing strategy adjustments. At the same time, the brand will conduct systematic user research in the community, and provide data support for the promotion and development of the martial spirit through questionnaire surveys, in-depth interviews, behavioral data analysis and other methods.

The implementation of this promotion strategy will help the brand achieve a complete closed loop from traffic acquisition to user sedimentation. Through the transmission of cultural values, the deepening of social interaction and the refinement of community operations, the brand will gradually build a loyal user group and realize the research on the promotion of the martial spirit through online lifestyle product brands.

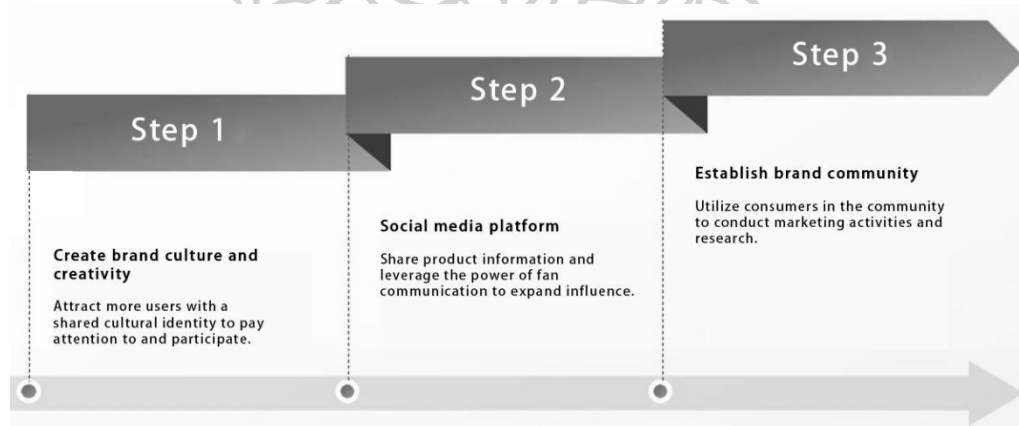


Figure 54 Development sequence of online social e-commerce

Source : Author, 2025

4.5.4 ESTABLISHMENT OF ONLINE LIFESTYLE BRANDS

4.5.4.1 BRAND NAMING

The American Marketing Association (AMA) gave an earlier definition of brand: a brand is a name, mark, symbol and design, or a combination of them, which is used to distinguish it from competitors' products and services. Brand building starts with brand naming, which is an artistic and scientific work. Brand naming involves the first impression of the brand, brand image, product meaning and consumer

behavior guidance. A good brand name can quickly convey the brand's values and mission, stimulate consumers' desire to buy, and become part of the culture. The brand naming strategy in this study is derived from the three requirements mentioned in the book "Principles of Marketing" by Philip Kotler, the father of marketing: 1. It should indicate the performance and quality of the product; 2. It should be easy to pronounce, identify and remember; 3. The brand name should be unique and distinctive. Therefore, three principles were designed for brand naming in this study: 1. Reflect the characteristics of Chinese dragon culture and martial spirit; 2. Cater to consumer preferences and have high recognition; 3. Facilitate the dissemination on Internet social platforms.

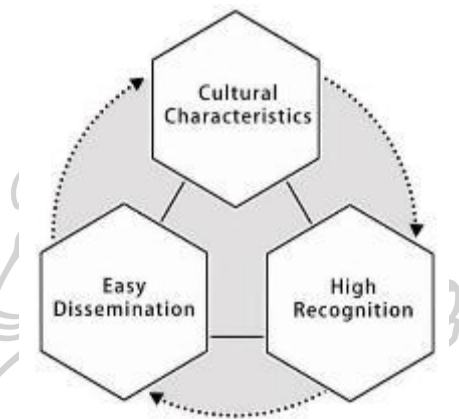


Figure 55 Philip Kotler - Three Principles of Brand Naming

Source : Author, 2025

After a systematic brand naming research process, including in-depth data collection, market research and analysis, concept and creative proposal, scheme arrangement and combination, and strict comparison and screening, the Chinese name of the brand was finally determined to be "Longshen" and the English name was "LOONG SHEN". This naming scheme contains profound cultural heritage and strategic considerations. The name "LOONG SHEN" originated from the ancient Chinese honorific for dragons, and its history can be traced back to the Han Dynasty more than 2,000 years ago. In the important Han Dynasty classic "Huainanzi", it is clearly recorded: "The most noble of the gods is the blue dragon", which not only reflects the lofty status of the dragon in traditional Chinese culture, but also establishes the symbolic significance of "Longshen" as the supreme god.

The name "Longshen" has a deep connection with China's martial spirit. In traditional Chinese culture, the dragon is not only a symbol of auspiciousness and wisdom, but also the embodiment of strength and courage. This powerful image is highly consistent with the qualities of bravery, tenacity and indomitable spirit in the martial spirit. The martial spirit emphasizes an inner strength and outer fortitude. Through the brand name "LOONG SHEN", we hope to arouse consumers' resonance with strength and courage, and convey a spirit of fearlessness and courage. This spirit is not only reflected in the cultural connotation of the brand, but also in the design and user experience of the products, inspiring every consumer to show a strong heart and firm belief like a dragon when facing life challenges.

The choice of this time-honored title not only highlights the brand's cultural

heritage, but also gives the brand a profound historical heritage. In terms of naming strategy, "LOONG SHEN" strictly follows the three naming principles developed through research: First, in terms of pronunciation, the internationally accepted pinyin transliteration method is adopted to ensure that global consumers can pronounce it accurately; second, in terms of memorability, the concise and clear two-syllable structure is easy for consumers to remember and spread; finally, in terms of online search, the unique spelling method ensures the brand's recognition and exclusivity in cyberspace. The brand name "LOONG SHEN" carries an important cultural communication mission. It not only intuitively conveys the spiritual core of Chinese dragon culture, including symbolic meanings such as strength, wisdom and auspiciousness, but also embodies the courage, tenacity and enterprising spirit in China's martial culture.

4.5.4.2 BRAND TRADEMARK DESIGN

Trademark design is a very important part of modern brand building. Trademark design refers to the unified image design of a company or brand at the visual level. It is an important part of brand culture and can convey the brand's values and ideas. Brand trademark design, font design, color system, and application design together constitute the brand's visual identification system. This brand trademark design revolves around three design focuses. First, the brand's trademark should be unique and recognizable so that consumers can remember it. Second, the trademark should be consistent with the brand's culture and be able to convey the brand's values and ideas. Finally, the trademark should be concise and clear, and conform to the characteristics of network and social media communication.

The "LOONG SHEN" brand chooses the Chinese dragon totem as its trademark, which shows that the "LOONG SHEN" brand takes the Chinese dragon culture with a long history as its brand culture and design concept. Since "LOONG SHEN" is aimed at young consumer groups and operates as an online brand. Therefore, the brand trademark this time adopts the design style of "fashion, simplicity, and technology". The trademark should cater to the pursuit of fashion and trend culture by young consumer groups. At the same time, the trademark should conform to the characteristics of modern social media and Internet communication, and the trademark should reflect the brand culture of inheritance and innovation.

The "LOONG SHEN" brand LOGO design in this study takes the dragon totem in traditional Chinese culture as the core creative element, and deeply explores the historical origins and symbolic meaning of Chinese dragon culture. After systematic literature research and image analysis, the design team selected the classic dragon head shapes in the four most representative historical periods of the Shang Dynasty, Han Dynasty, Tang Dynasty, and Qing Dynasty as design references. Among them, the bronze dragon of the Shang Dynasty has a simple and majestic shape, showing the mystery and majesty of the early dragon totem; the bronze dragon of the Han Dynasty has smooth lines, reflecting the realism and romance of the Han Dynasty art; the stone dragon of the Tang Dynasty has a full and powerful shape, showing the grandeur and atmosphere of the prosperous Tang Dynasty; the imperial robe dragon of the Qing Dynasty has an exquisite and luxurious shape, representing the supremacy and noble elegance of imperial power.

The design focuses on the refinement and reconstruction of the

characteristics of the dragon head, combining traditional dragon patterns with modern design language. In terms of modeling, it not only retains the majesty of the traditional dragon head, but also makes it more in line with modern aesthetic needs through simplified and abstract techniques. In terms of detail depiction, key parts such as dragon horns, dragon eyes, and dragon whiskers are emphasized, strengthening the cultural connotation of the dragon as a symbol of power and bravery. At the same time, the design also fully considers the recognition and adaptability of the trademark in different application scenarios to ensure that it can reflect the profound cultural heritage and have distinctive brand characteristics.



Figure 56 Trademark Design Reference

Source : Author, 2025

This trademark design project adopts a systematic four-step design process, innovatively combining traditional design methods with AIGC (artificial intelligence generated content) tools, and realizing the organic unity of cultural heritage and modern design. The entire design process took three months. After repeated deliberation and optimization, the brand LOGO design with unique cultural connotations and modern aesthetics was finally completed.

The first step is the digitization and patterning of cultural relics. The design team first carried out high-precision digital collection of representative cultural relics such as the bronze dragon of the Shang Dynasty, the bronze dragon of the Han Dynasty, the stone dragon of the Tang Dynasty, and the imperial robe dragon of the Qing Dynasty to establish a complete image database. Using the image recognition and feature extraction functions of the AIGC tool, the three-dimensional cultural relics are converted into flat patterns, focusing on retaining the morphological characteristics of key parts such as dragon eyes, dragon horns, and dragon whiskers, ensuring that the patterned image has both the charm of cultural relics and is suitable for graphic design applications.

The second step is graphic simplification and feature extraction. On the basis of patterning, the intelligent simplification algorithm of the AIGC tool is used to geometrically process the dragon head pattern. Through technical means such as edge detection and contour extraction, redundant details are removed and the most recognizable visual elements are extracted. This process uses a parametric design method, which can adjust the degree of simplification in real time to find the best balance between preserving the characteristics of the cultural relics and improving the recognition of the graphics. After multiple iterations of optimization, a set of simple yet elegant dragon head outline graphics was finally obtained.

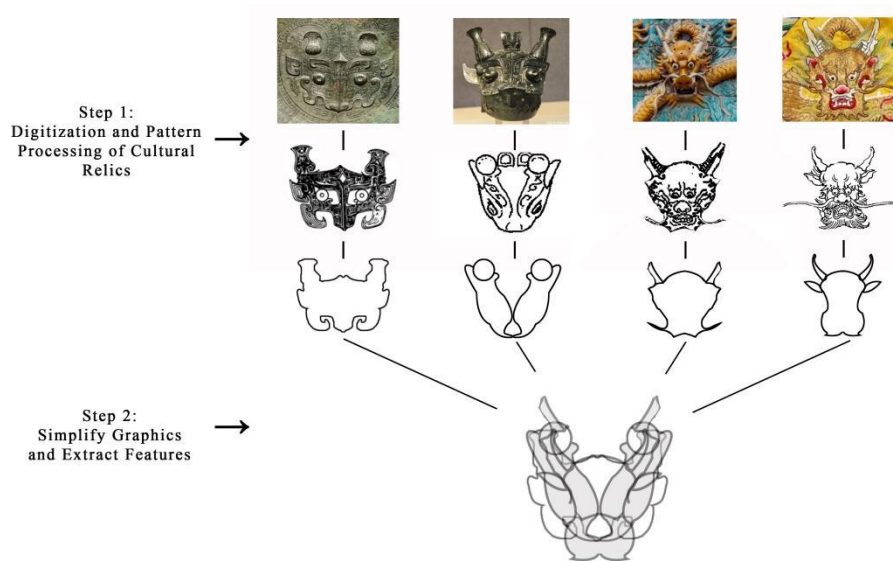


Figure 57 The process of dragon graphics simplification and feature extraction

Source : Author, 2025

The third step is cross-era graphic fusion and innovation. Simplified dragon head graphics of different periods are imported into the AIGC fusion system, and the common characteristics and individual differences of dragon patterns in different periods are analyzed through deep learning algorithms. The design team set three core keywords of "majesty, power, and agility" to guide the AI system to carry out graphic fusion. On the basis of retaining the characteristics of dragon heads in different periods, new graphics with both historical heaviness and modern beauty are created. In this stage, special attention is paid to the unification and coordination of details such as the expression of dragon eyes, the shape of dragon horns, and the trend of dragon whiskers, to ensure that the fused graphics have both historical inheritance and innovation. Based on the basic graphics after fusion, the design team used AIGC tools to diverge creatively, and generated 5 preliminary plans by adjusting the graphic proportions, reconstructing spatial relationships, and changing the visual center of gravity. After the design team made fine adjustments to the preliminary plan, including optimizing the smoothness of lines, adjusting the graphic proportions, and improving the expression of details. The final completed trademark graphics not only retain the charm of traditional dragon patterns, but also have the simplicity and power of modern design, perfectly interpreting the cultural connotation and brand personality of the LOONG SHEN brand.

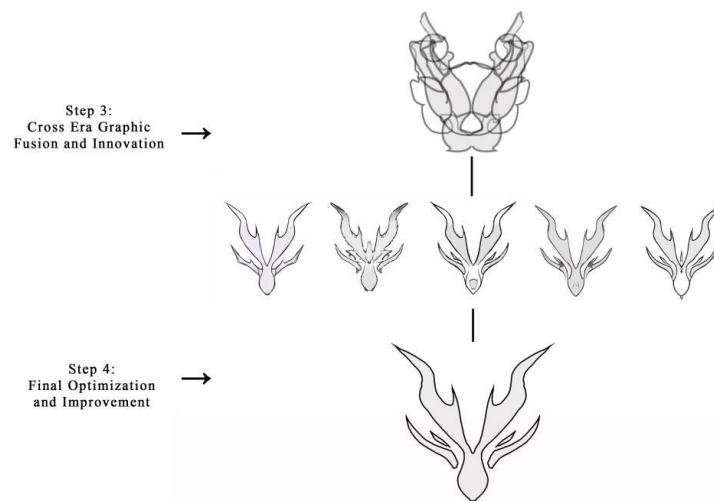


Figure 58 Trademark creation and AI generation process

Source : Author, 2025

Based on the research on the connection between Chinese dragon culture and modern martial spirit, this design further expands the trademark design. With the suggestions of expert interviews and inspiration from case collection, the trademark is expanded into three different themes: "Navy and Air Force, Rocket Force, Army", corresponding to different products and design contents. The "Navy and Air Force Theme" trademark is inspired by the navy and air force emblems of the Chinese military, and the flying wing shape of the trademark represents. The "Rocket Force Theme" trademark is inspired by the Chinese Rocket Force emblem, and the auspicious cloud pattern represents. The "Army Theme" trademark is inspired by the Chinese Army emblem, and the patterns on both sides of the trademark symbolize the steel shield.

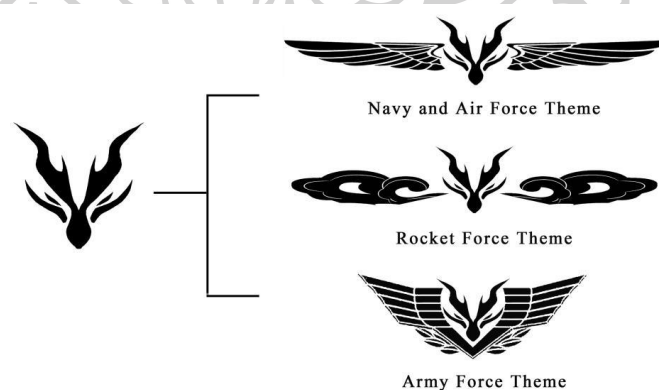


Figure 59 Trademark extension design

Source : Author, 2025

Fonts are also an important factor to consider in brand trademark design. A successful trademark needs to be matched with fonts that are both unique and in line with the brand image. This brand trademark design adopts a combination of Chinese

and English. In terms of Chinese fonts, this design is a separate Chinese font for the "LOONG SHEN" brand. The font is inspired by Chinese dragon culture calligraphy. The font design refers to the three periods of "Oracle Bone Script", "Bronze Script" and "Sui and Tang Small Seal Script", each with its own characteristics. In the design of the Chinese font of this trademark, we first consulted the information and studied the graphic rules and characteristics of the most representative dragon culture calligraphy in different periods, and then used modern Chinese characters to combine the details and appearance of ancient dragon calligraphy. After optimization and processing, the final font was completed.

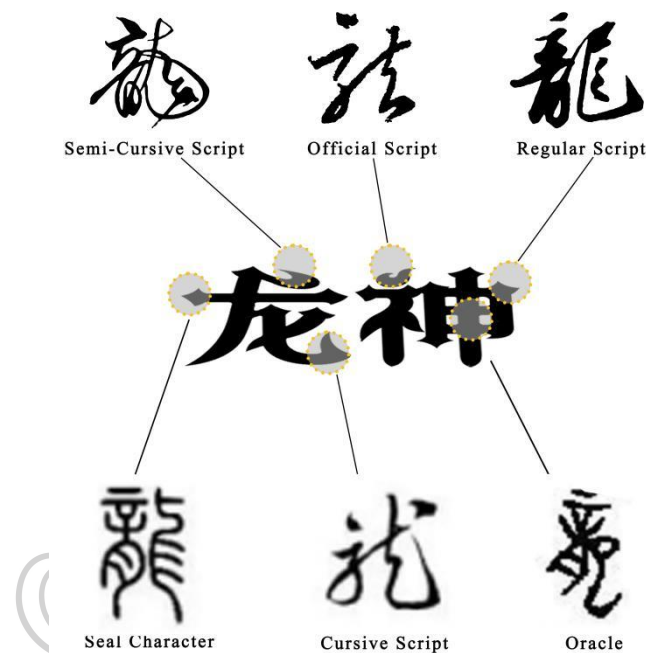


Figure 60 LOONG SHEN Chinese font design

Source : Author, 2025

In order to promote the brand culture to the world and make it easier for people to understand the pronunciation of the brand, the LOGO is paired with English. The English font chosen this time is "BankGothic Md BT". The outline of the "BankGothic Md BT" font is more geometric, which is more coordinated with the Chinese font. In terms of style, "BankGothic Md BT" embodies a sense of modernity and simplicity, which echoes the logo graphic, conveying the brand's idea of combining tradition with modernity.

L O O N G S H E N

Figure 61 English font

Source : Author, 2025

The trademark uses black and red. Black is one of the most noble colors in Chinese history. It can be traced back to the Qin Dynasty 2,200 years ago, when black was defined as the color of the emperor. In modern design, black also represents mystery and elegance. Red is the color of the dragon's eye in the trademark. In Chinese dragon painting, the most important thing is the dragon's eye. This touch of red represents the color of the Chinese flag and also symbolizes the continuation and revival of the dragon culture over thousands of years. The trademark adopts a combination of top and bottom during use, with a black or red background, reflecting the mysterious, powerful and individual characteristics of the "LOONG SHEN" brand.



Figure 62 Trademark structure and color standards

Source : Author, 2025

Application design is the final implementation of brand visual design. Application design is based on brand logo and color. According to brand characteristics and communication needs, symbolic patterns are designed to deepen the visual effect of the brand. This application design is based on the dragon totem. The dragon body depicted by the red and black color scheme is full of movement and has great visual impact.

Application design needs to take into account different promotional media and product forms, as well as different application scenarios and audience needs, to design suitable application effects and ensure the unity and integrity of the brand image in each application scenario. This application design involves three key areas: packaging and printing, products, and advertising.

In packaging and printing applications: brand visual design is applied to the

design of brand packaging and printed materials to establish brand image and enhance consumers' recognition of the brand. It can be applied to office supplies, stationery, and catering supplies.



Figure 63 Application of Trademark Design

Source : Author, 2025

In the application of product design: brand-exclusive products developed based on brand vision are a popular trend in the current market, and are an extension and improvement of a brand culture. They can attract the attention of young consumer groups, make it easier to spread, and bring attention to the brand. Brand-related products include clothing, lifestyle products, and handicrafts.



Figure 64 Trademark Advertising Application

Source : Author, 2025

In advertising applications: In various media channels, such as posters, advertisements, official websites, social media, and corporate office environments, uniformly apply brand visual design to increase brand exposure.

4.5.4.3 BRAND TRADEMARK REGISTRATION

Brand trademark registration is not only a necessary means of legal protection in the process of brand creation and market promotion, but also an important part of brand strategy research. The core purpose of trademark registration is to obtain legal protection and prevent others from using the same or similar logos without authorization. During the research stage, it is essential to conduct a comprehensive trademark search and analysis. By querying the existing trademark database, conflicts with registered trademarks can be avoided and the risk of application rejection can be reduced. This study studied relevant laws and regulations, such as the "China Trademark Law", to understand the registration process, review standards and scope of protection, and provide more comprehensive legal protection for the created brand.

The researchers registered the trademark in China for the online dragon culture lifestyle brand they created in December 2024. Trademark registration in China is a systematic process involving multiple steps. The first step is trademark

search, log in to the official website to check and ensure that the trademark to be registered has not been registered or applied for by others. The second step: prepare application materials, including trademark registration application, trademark pattern (Logo), identity documents, trademark categories and goods/services list (the researchers chose Class 25, which mainly covers clothing, daily necessities, etc.). The third step is to submit the application. The researchers took the prepared materials to the local intellectual property office to submit a paper application and filled out the trademark registration application form. The fourth step is the review. The Trademark Office conducts a formal review and a substantive review of the researchers' application. The formal review mainly checks the completeness and standardization of the application documents, while the substantive review is to determine whether the trademark meets the registration conditions and whether there is a conflict. The review time varies according to the scope of the brand involved. If the review is passed within 3-4 months, the trademark registration certificate can be obtained.

国家工商行政管理总局商标局	
地址：北京市西城区马市街1号 邮政编码：100055	
商标编码：525000 广东省东莞市东城街道东乐村 东莞市凯盟表面处理技术有限公司	发文日期：2024年4月21日 发文编号：ZC14392006SL 代理文号：dphel80514
申请日期：2024年4月16日	申请号：14392006 类别：1
申请人：东莞市凯盟表面处理技术有限公司	
注册申请受理通知书 东莞市凯盟表面处理技术有限公司： 根据《商标法》和《商标法实施条例》有关规定，此商标的注册申请我局已受理。	
注：本通知书仅表明商标已向列入申请人的商标申请，并不表明申请商标已获准注册。 广东省知识产权局	

Figure 65 Trademark registration certificate

Source : Author, 2025

4.6 DESIGN PROCESS

4.6.1 INTEGRATION DESIGN OF CHINESE DRAGON CULTURE AND MARTIAL SPIRIT

4.6.1.1 DESIGN THEME

This series of products is themed "Dragon Rising Heavy Weapons", which means the rise of Chinese dragons and weapons. China has used dragons to represent the army for more than 3,000 years. Since the Zhou Dynasty used dragons as the flags of the emperor and the army, various dynasties in China have used dragons as symbols of the army. This is also the uniqueness of Chinese dragon culture and martial spirit. Entering the modern era, China's martial spirit continues the tradition of dragons representing military power. After research, it is known that the current Chinese army uses dragons as spirits and symbols, which is an important symbol of the Chinese dragon representing martial spirit.

This design content chooses to link traditional Chinese dragon culture with modern China's representative military weapons. On the one hand, it responds to the Chinese government's policy call for the promotion and promotion of martial spirit. On the other hand, linking dragon culture with modern Chinese military not only attracts young people's attention to traditional dragon culture, but also enhances Chinese young people's perception of martial spirit, pride in the country, and enhances self-confidence. This design selected the five most representative weapons in China at this stage in the five fields of Chinese aerospace, long-range rockets, navy, air force, and army, and combined with Chinese dragon culture for the next step of design. The specific design content is as follows.

Table 23 Design Theme

Picture	Name	Introduction
	Long March Launch Vehicles	Long March Launch Vehicles are space launch vehicles independently developed by China. After half a century of development, China's Long March series of launch vehicles have multiple models, responsible for China's manned spaceflight, lunar exploration and other scientific research projects.
	Chinese aircraft carrier	The Chinese Navy has three aircraft carriers, namely the Liaoning, Shandong and Fujian. The Shandong and Fujian are domestically-produced aircraft carriers that were independently designed and built by China.
	J20 fifth-generation air superiority fighter	J20, code-named Weilong, is a fifth-generation air superiority fighter with stealth capabilities and is the most advanced fighter independently developed by China.
	DF-41 intercontinental ballistic missile	DF-41 ballistic missile is a fourth generation strategic missile developed by China, with a maximum range of 14000 kilometers. It is the longest range and carries the most nuclear warheads among China's intercontinental ballistic missiles,

Picture	Name	Introduction
	ZTZ-99 Main Battle Tank	ZTZ-99 main battle tank is a new generation main battle tank of the Chinese Army, which is at the forefront of the world's main battle tanks in terms of firepower, maneuverability, and protection performance,

Source : Author, 2025

4.6.1.2 DESIGN STYLE

Based on the findings of this study on the Chinese online lifestyle brand market, the overall design style of this design adopts the "Guoman style" in the National trend system. Guoman style is a unique design style that has gradually formed in China since 2010 and is an important branch of National trend style. Its origin can be traced back to Chinese animation in the 1920s. After years of development and innovation, Guoman style has successfully integrated traditional Chinese cultural elements with modern art forms, becoming a design language that has both cultural heritage and contemporary aesthetics.

The core feature of the Guoman style lies in its in-depth excavation and modern interpretation of traditional culture. In terms of subject matter and content, the Guoman style shows more Chinese historical and cultural elements, such as myths and legends, martial arts stories, ancient poems, etc. These themes not only convey the profound heritage of Chinese culture, but also give it new vitality through modern artistic techniques. In terms of picture performance, the Guoman style focuses on the combination of tradition and modernity, retaining the smooth lines and artistic conception of traditional Chinese paintings, and incorporating the colorful and visual impact of modern art.

For example, bold color contrast and delicate lines are often used in the picture to create a visual effect that is both classical and fashionable. In recent years, the Guoman style has shown a strong growth momentum in the market, especially during the period of 2023-2024, when it entered a period of market prosperity. The popularity of this style is due to the recognition and pursuit of national tide culture by young consumers. The younger generation not only pursues individuality and fashion, but also has a deep interest in traditional culture, and the Guoman style just meets this demand. By combining traditional cultural elements with modern design language, the Guoman style has successfully attracted a large number of young consumers and has become an important trend in online lifestyle brand design.

In this study, the Guoman style was chosen as the overall design style, which not only conforms to the market trend, but also can effectively convey the connotation of Chinese dragon culture and martial spirit. For example, the dragon pattern, dragon shape and traditional mythology are combined in the design, and the smooth lines and gorgeous colors create a visual effect that is both classical and modern. At the same time, the application of the Guoman style can also enhance the brand's recognition and appeal, helping the brand stand out in the fiercely competitive market.



Figure 66 Guoman style case

Source : Author, 2025

4.6.1.3 COLOR SYSTEM

The color system used in this design is the famous "Five Color Theory" in traditional Chinese culture. The "Five Color Theory" is the world's earliest color theory and application system, with a history of 3000 years. It is a unique color belief and aesthetic habit in Chinese culture. The "Five Elements Theory" originated from the "Five Elements Theory" of the Warring States period in China. The "Five Elements Theory" is an important content of ancient Chinese philosophical concepts.

The "Five Elements Theory" corresponds various aspects of material and spiritual aspects such as time, climate, direction, and gods according to the five different attributes of metal, wood, water, fire, and soil, and explains the complementary and corresponding relationship between all things. The "Five Colors" define white, blue, black, red, and yellow as the five "basic colors", corresponding to the five directions of east, west, south, north, and center, as well as the five different attributes of metal, wood, water, fire, and soil.

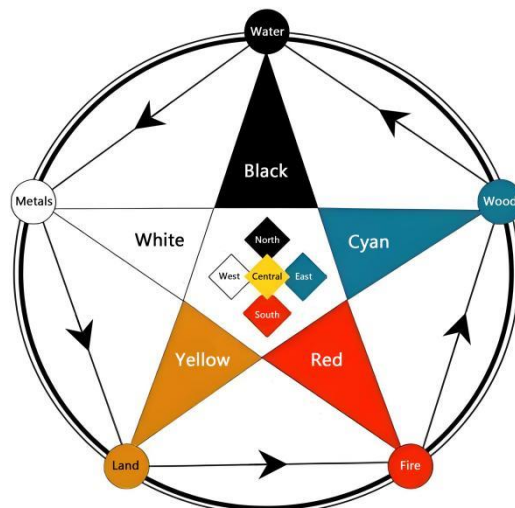


Figure 67 Chinese Five Color Theory Diagram

Source : Author, 2025

This study applies the "Five Color Theory" to design, aiming to inherit and

innovate traditional Chinese culture. The five colors of white, blue, black, red, and yellow correspond to the five objects of design. White symbolizes the West and metal, is used in space rockets, blue symbolizes the East and vitality, is used in aircraft carriers, black symbolizes the North and flow, and is used in fighter jets. Red symbolizes the south and flames, and is designed for use in intercontinental missiles. Yellow symbolizes the center and land, and is used in the design of army tanks.

4.6.2 DRAGON CULTURE ONLINE LIFESTYLE BRAND DESIGN AND OPERATION (PHASE 1)

According to the research purpose and planning, an extremely important part of this research is to establish an online lifestyle brand of dragon culture, and to carry out design and product development through the innovative integration of traditional dragon culture and AIGC technology.

This research consists of five cases, which are divided into two stages of design. In the first stage, two cases of innovative dragon culture design are designed. During the design process, the team strictly follows the design principle of "tradition + innovation", and is committed to deeply integrating traditional dragon culture with modern AIGC tools (such as Stable Diffusion), and exploring new ways of expressing traditional culture in the context of contemporary design. The core of this principle is to preserve the profound historical heritage and symbolic meaning (such as power, wisdom, auspiciousness, etc.) of dragon culture, and to give it new visual forms and contemporary connotations through modern technical means. The team referred to the classic elements in traditional dragon-patterned costumes and sculptures, combined the iconic dragon culture in different fields with the characteristics of the design theme, and further expanded the diversity and innovation of the design.

4.6.2.1 AIGC-ASSISTED THEME DESIGN (PHASE 1)

Case 1 - "飞龙在天" China Aerospace

Case 1 takes China's aerospace as its design theme, and its Chinese name is "飞龙在天". This name comes from the dragon culture literary term in the most classic ancient Chinese book "Book of Changes", which means that the dragon soars in the sky, symbolizing outstanding achievements and magnificent undertakings, and echoing the brilliant achievements of China's aerospace industry. The design of Case 1 takes China's Long March carrier rocket as the core protagonist, and cleverly combines the classic elements of Chinese dragon culture - the majestic form of the Nine Dragon Wall and the Tai Chi philosophy in the "Book of Changes", showing the perfect combination of traditional culture and modern technology.

In terms of design details, the dragon in Case 1 uses the white color in the Chinese five-color theory. White represents the "gold" element in the five elements, symbolizing the power of weapons and change. It not only reflects the breakthrough and innovation of China's aerospace industry, but also metaphorically represents the power of science and technology and the spirit of change. The giant dragon circling around the Long March carrier rocket with the Chinese characters "China Aerospace" printed on it forms a visual image of protection and promotion, which not only shows the lofty status of the dragon as a symbol of the Chinese nation's spirit, but also implies that China's aerospace industry continues to take off under the protection of

traditional culture. The background of the picture is centered on the cosmic pattern of the Tai Chi logo outline. As the most representative symbol in the Book of Changes, the Tai Chi diagram is not only the essence of ancient Chinese philosophical thought, but also represents the ancient people's profound understanding of the laws of the universe. By combining the Tai Chi diagram with the universe and the sky, the design team not only echoed the philosophical concept of "harmony between man and nature" in the Book of Changes, but also gave the picture a profound sense of time and space, symbolizing the exploration and pursuit of the mysteries of the universe by China's aerospace industry.

During the design process, the team first made a hand-drawn sketch based on the concept, clarified the composition relationship between the giant dragon, rocket and Tai Chi cosmic background, and ensured that the picture has both the heavy sense of traditional culture and the visual impact of modern technology. By repeatedly pondering details such as the texture of the dragon's scales, the mechanical structure of the rocket, and the light and shadow effects of the Tai Chi universe background, the team gradually improved the design sketch, laying a solid foundation for the subsequent AIGC tool generation. In the end, this design not only demonstrated the brilliant achievements of China's aerospace industry, but also conveyed the cultural confidence and innovative spirit of the Chinese nation through the modern expression of traditional culture.

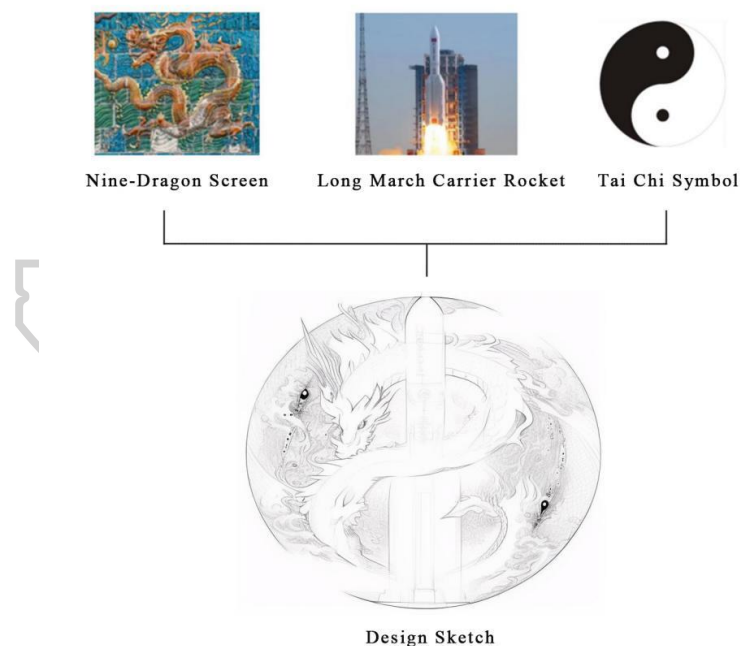


Figure 68 Case 1 Conception and Sketch

Source : Author, 2025

The design team used the AI image generation tool Stable Diffusion to transform the sketches into high-quality design works. First, the team clarified the design direction, theme, and core elements according to the project requirements to ensure that the design content was consistent with the goals. Then, the initial prompt was written based on the sketch, and the AI was guided to generate images through

detailed text descriptions. The writing of the prompt is the core link in this process. It is not only an instruction for AI to generate images, but also a concrete expression of the design concept.

The prompt words in Case 1 first define the core content of the image through multi-level descriptions. For example, “1 Chinese Loong, white scale, circling, dragon head, dragon horn, dragon claw, white rocket, blue cosmic background, star background, black, outdoor, unmanned”, which clarifies that the subject is a Chinese dragon (Loong), and describes its appearance features (white scales, dragon head, dragon horn, dragon claw) and dynamic posture (circling) in detail. At the same time, it introduces elements such as white rocket, blue cosmic background and starry sky background to construct a visual theme that integrates traditional culture and modern technology. The black tone and outdoor scene further expand the spatial sense and narrative of the picture. Then, through descriptions such as “dynamic pose, intricate scales, glowing eyes”, the dynamic performance of the dragon (dynamic pose), detailed features (complex scales) and local highlights (glowing eyes) are further refined, enhancing the visual appeal and expressiveness of the image. Then, with “best quality, masterpiece, highres, original, extremely detailed”, the prompt words in Case 1 further refine the dynamic performance of the dragon (dynamic pose), detailed features (complex scales) and local highlights (glowing eyes). The words “(dramatic, gritty, intense:1.4)” set the overall quality and style tone of the image, ensuring that the generated result has high resolution, originality and extremely high detail performance, and at the same time clearly stated that the purpose of the image is wallpaper; then “(dramatic, gritty, intense:1.4)” injected a specific emotion and atmosphere into the image, emphasizing the drama, roughness and strong emotional tension of the picture, and the weight value “1.4” further strengthened the intensity of this atmosphere; finally, the words “8k, insane details, intricate details, earrings, hyperdetailed, hyper quality, high detail, ultra detailed, Masterpiece” repeatedly emphasized the details and resolution of the image, ensuring that the generated result reached the extreme in clarity and fineness.

After generating the preliminary image, the team carefully evaluated the generated results and analyzed whether the image met expectations. If some details or styles did not achieve the desired effect, the team would adjust the prompt, add more specific descriptions or modify the style direction. For example, the “lora:ChineseDragon_v2:1” model (an AI model specifically used to enhance the details of dragon patterns) was added to further optimize the texture, morphology and dynamic sense of the dragon. Through multiple iterations, the team gradually optimized the image to ensure it met the design requirements.

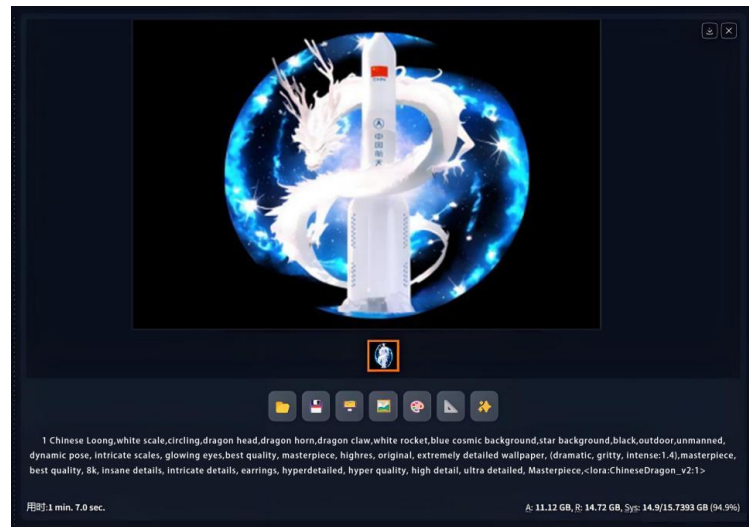


Figure 69 Case 1- Generating Results

Source : Author, 2025

After the image is generated, the team performs post-processing to adjust the color, contrast or add details (such as Chinese characters, rocket logo, etc.) to make the image more vivid and realistic. In this stage, tools such as Photoshop and After Effects are used to further optimize the visual effects of the image. The final image can be applied to social media promotion, product design, and short video production, etc., so as to efficiently transform the conceptual sketch into a high-quality design work. This process not only significantly improves the creative efficiency, but also greatly enhances the visual effect.

(2) Case 2 - "大威天龙" Fifth Generation Fighter J20

Case 2 is based on the Chinese Air Force's iconic fifth-generation stealth fighter J-20. Its Chinese name is "大威天龙". The inspiration for this name comes from the official code name of the J-20 fighter, "威龙", which means that it is like a powerful dragon, soaring in the sky and protecting the country's airspace. As the pinnacle of China's aviation industry, the J-20 not only represents the highest level of modern aviation technology, but also symbolizes the strong strength and strategic deterrence of the Chinese Air Force.

In terms of design concept, the work cleverly combines the modern technological sense of the J-20 fighter with traditional Chinese cultural elements. First, the streamlined fuselage and stealth design of the J-20 fighter are abstracted, showing its futuristic and powerful sense. Secondly, the design incorporates the Sui and Tang Dynasty dragon pattern, which is the most representative dragon pattern in the Sui and Tang Dynasties, symbolizing imperial power, majesty and auspiciousness. The circling posture of the dragon pattern echoes the flying posture of the J-20, implying that the fighter jet soars into the sky like a dragon, showing unparalleled air superiority. In addition, the design also incorporates the Sun Bird logo, which originated from the Jinsha Ruins in Chengdu and is a cultural symbol of Chengdu. The Sun Bird not only represents Chengdu, the production site of the J-20 fighter, but also symbolizes light, hope and eternal power. The combination of the Sun Bird and the dragon pattern not only embodies the integration of modern technology and traditional culture, but also symbolizes that the J-20 fighter jet carries the history and

cultural heritage of the Chinese nation while protecting the national airspace.

In terms of design details, the dragon in Case 2 chose black from the Chinese five-color system. Black represents the "water" element in the five elements, symbolizing the power of wisdom, flow and change. It is consistent with the high-tech attributes of the J-20 fighter, and also metaphorically represents the flexibility and innovation of the Chinese Air Force in strategy and tactics. The black dragon in the picture is presented in a roaring posture, and with the front angle of the J-20 fighter, it forms an attacking form, which not only shows the majesty and power of the dragon, but also highlights the speed and aggressiveness of the fighter, conveying an unparalleled visual impact. The background of the picture uses the "Sun Bird Pattern", which originated from the legend of the Sun Bird in ancient Chinese culture, symbolizing light, power and hope. By combining the Sun Bird pattern with the J-20 fighter and the black dragon, the design team not only gave the picture a profound cultural connotation, but also created a sacred and solemn atmosphere, symbolizing the sacred mission and supreme glory of the Chinese Air Force in protecting the national airspace.

During the design process, the team first made a hand-drawn sketch based on the concept, clarifying the composition relationship between the black dragon, the J-20 fighter and the sun bird background, ensuring that the picture has both the symbolic meaning of traditional culture and the visual tension of modern military technology. By repeatedly pondering details, such as the scale texture of the black dragon, the mechanical structure of the J-20 fighter, and the light and shadow effects of the sun bird background, the team gradually improved the design sketch, laying a solid foundation for the subsequent AIGC tool generation. In the end, this design not only demonstrated the strong strength of the Chinese Air Force, but also conveyed the cultural confidence and technological innovation spirit of the Chinese nation through the modern expression of traditional culture.

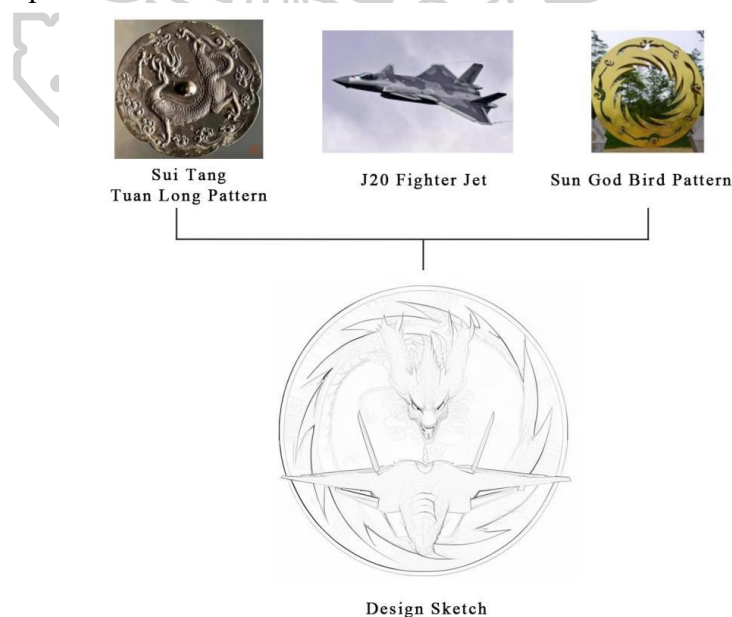


Figure 70 Case 2 Conception and Sketch

Source : Author, 2025

The design team used the AI image generation tool Stable Diffusion to transform the idea into a high-quality work through carefully designed prompts. The prompt "1 Chinese Loong" clarifies the theme of the Chinese dragon, while "black, shining eyes, roaring, flame" gives the dragon a sense of majesty, agility and power; "circling into a circle, spiral pattern" shapes the circling posture, symbolizing perfection and dynamism; "luminous, round, regular edge" enhances the luminous effect and regularity of the composition of the picture; "dragon head, dragon horn, dragon claw" refines the traditional characteristics of the dragon; "gray fighter, front, black, outdoor, unmanned, dynamic pose" introduces the elements of the J-20 fighter, highlighting its sense of technology and dynamic flying posture; "intricate scales, glowing eyes" enhances the details of the dragon; "best quality, masterpiece, highres" and other words set the high quality standard of the image; "dramatic, gritty, intense" strengthens the drama and impact of the picture; and finally, "<lora:ChineseDragon_v2:1>" ensures that the dragon image conforms to the characteristics of Chinese culture. After generating the image, the team conducted post-production adjustments to optimize colors and details, ultimately presenting a high-quality design work that combines traditional culture with modern technology.

After generating the preliminary image, the design team will conduct a detailed evaluation to analyze whether the image meets the expected design concept and visual effect. This process includes a comprehensive inspection of the overall composition, detail performance, color matching and style consistency of the image. If it is found that certain details (such as the scale texture of the dragon, the line design of the fighter) or the overall style (such as light and shadow effects, dynamic sense) do not achieve the ideal effect, the team will readjust the prompt, add more specific descriptions or modify the style direction. After the image is generated, the team will enter the post-adjustment stage, which mainly uses professional tools such as Photoshop and After Effects for fine processing.

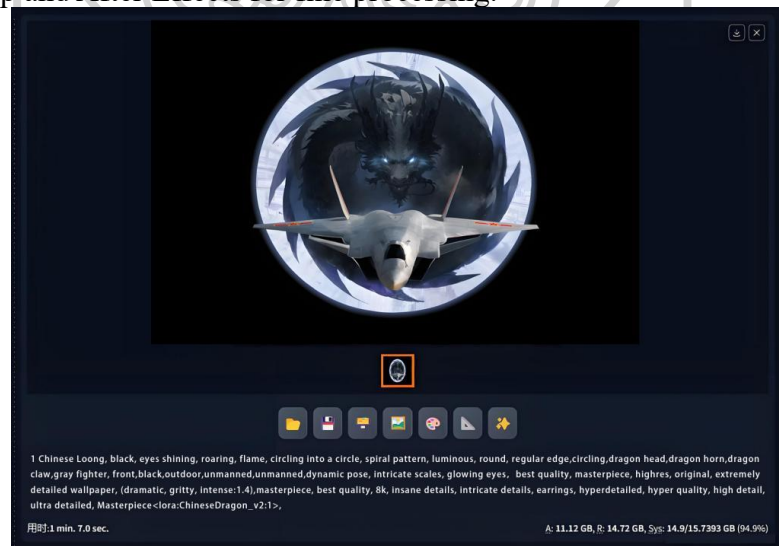


Figure 71 Case 2- Generating Results

Source : Author, 2025

After post-processing, the images will be put into actual application scenarios. In terms of product design, the images may be used to make model packaging,

promotional posters or peripheral products to show the technological sense and cultural connotation of the J-20 fighter. In social media promotion, the team will make images into dynamic posters or short videos, combined with hot topics for dissemination, to attract more attention and enhance brand influence. In addition, images are also used in offline activities such as exhibitions and press conferences as visual core elements to enhance the theme atmosphere and audience experience of the event.

4.6.2.2 SOCIAL MEDIA OPERATIONS (PHASE 1)

The social media operation of online lifestyle brands is an important propaganda field for this study to promote the concept of martial spirit to the target youth group, and it is also a propaganda path that national policies call on education and design workers to actively try innovation. The operation of social media in this study is mainly concentrated in two aspects.

On the one hand, it is the online mall. The online mall is the main platform for the sale and display of online lifestyle brands and products, and it is also an important platform for collecting user information and product feedback. Taobao is selected as the e-commerce platform for this research practice. Taobao is the largest online physical store and a gathering place for various retail suppliers in China. It is also one of the largest online retail markets in China. It adopts the C2C model and provides a wide range of choices from daily necessities to various commodities. Taobao provides a series of services from supply chain, product manufacturing, product logistics, store independent design, and customer service. The design of LONNGSHEN Taobao online store is based on the principles of integrity, youthfulness and technology. According to the technical support provided by Taobao, this online store takes into account the current mobile phone usage of Chinese users and mainly adopts mobile client type stores. It has three functional module areas: store display area, activity area, and product dynamic area. The store display area is located at the top of the online store and is used to display the store image, promote promotional discounts, display activity posters and product posters, and increase store views. The activity area focuses on displaying recommended products to increase exposure and clicks. The product dynamic area is a section for displaying major products, responsible for presenting recommended products with clear priorities and displaying new developments of new products.



Figure 72 Online Mall Design

Source : Author, 2025

Another aspect of the online brand social media operation in this study is to spread the martial spirit and patriotic feelings to young groups through social media. The main areas for spreading the martial spirit are WeChat and Douyin. WeChat is positioned as an instant messaging software, and its core function is social interaction, emphasizing "acquaintance social interaction". According to the official user data released by WeChat, WeChat users are mainly concentrated in the age group of 15-29 years old, accounting for up to 60%. The functions of WeChat are mainly social, including text, pictures, and videos. The interface design is simple, emphasizing friend relationships and community functions. The WeChat operation of this online brand mainly publishes articles on the official WeChat account of the online brand in the form of text and pictures, attracts views through brands and products, introduces the development achievements of China's military strength to users, popularizes important historical war events, publicizes the policies of the Chinese government, and educates young users on positive and healthy martial spirit and patriotic feelings.

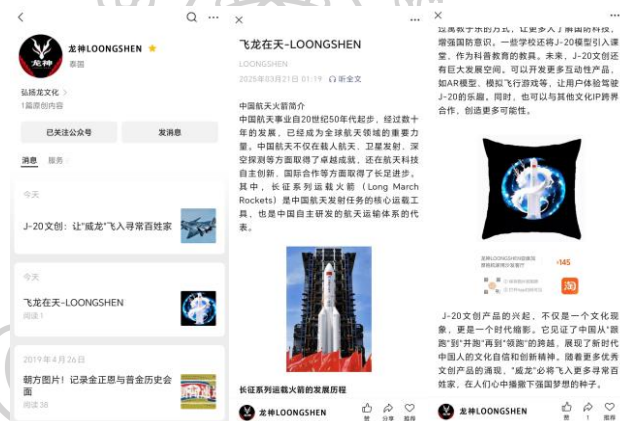


Figure 73 WeChat brand account
Source : Author, 2025

Douyin (Tiktok) is a new type of social media that has developed rapidly around the world in recent years. Douyin is positioned as a short video platform with the core function of short video creation and sharing. There are a large number of young users on the Douyin platform, most of whom are between 18 and 30 years old. They are curious about new things and pursue trends and personalized expressions. They are one of the most active groups on Douyin. Douyin content is mainly short videos, and the algorithm recommends content that users are interested in. The interface design is simple, emphasizing visual impact and entertainment, mostly daily life, travel experiences and various creative content. The promotion of the online brands in this study on Douyin is mainly in the form of short videos. The short video content is in the form of combining the design theme and products of the online brand with Chinese military weapons and historical culture. The AIGC tool is used for post-processing of video editing, music, and special effects. The video style and positioning emphasize visual impact and entertainment, promote the martial spirit and policies to young users, strengthen their national feelings, mission and sense of responsibility, and cultivate their cultural atmosphere of caring about the military and loving the country.



Figure 74 Tiktok brand account

Source : Author, 2025

4.6.2.3 PRODUCT DEVELOPMENT (PHASE 1)

According to the survey and research on consumers and the hot-selling commodities in the current market, the first batch of products is divided into three categories, totaling 8 commodities, including daily necessities, fashion, and office products that are most popular among young consumers. The first batch of products will be sold through an online exclusive store. The experiment lasts for 1 month to collect market data and consumer feedback for product improvement and research summary. The following is the details of the product design.

(1) Daily use products

Daily use products are small commodities used in daily life and are closely related to people's daily life. Due to the high practicality and generally moderate price of daily use products, they are deeply loved by young consumers in the early consumer survey. This design selected 5 daily products that are hot-selling in the lifestyle product market and closely related to the lives of young people. The production of this product is carried out through the brand's online production chain system and cooperates with a factory in Zhejiang Province with decades of production experience to ensure the quality of the product.



Fabric Room

Printing Workshop

Cutting workshop

Figure 75 Manufacturing factory environment

Source : Author, 2025

Shoulder bag

Handbags are light and easy to carry. There are many types of handbags, suitable for daily travel or short trips. They can carry small items such as mobile phones, wallets, and keys, and are very popular among young consumers. The

material of this handbag is a laser handbag. The laser handbag is made of PVC plastic. After surface processing, it has a beautiful colorful reflection. The laser handbag is transparent, waterproof, and durable. Customers can choose from 5 different sizes to meet different carrying needs.

Pillow

Pillows are common household items. When watching TV, chatting, or resting on the sofa, a soft and comfortable pillow can give people a particularly warm feeling. This series of pillow products focuses on the health of the product for consumers. The inner core of the pillow is filled with high-quality cotton with a fiber length of 33-39cm, and the fabric is high-end satin, which does not contain formaldehyde, fluorescent agent, and no odor. The design of the pillow uses black as the base color, with five dragon theme patterns and LOONG SHEN brand LOGO, and a total of 5 sizes for consumers to choose from to cope with different usage scenarios.

Water cup

Water cups are daily items that everyone uses. They can be used to drink tea, water, and beverages. They are also an indispensable lifestyle product. The water cup products produced this time use reinforced ceramic materials with delicate ceramic materials and smooth glaze. The large capacity of 380ML and the wide cup mouth design make it comfortable to use. The whole set of products is packaged in a gift box, which includes a gift box, a water cup, a cup lid, and a straw. Different theme patterns of LOONG SHEN are printed on the water cup, which is eye-catching and full of personality. When customers purchase the water cup, they can also get a gift box packaging, which can be used for giving as gifts.

(2) Office supplies products

Office supplies are one of the most common lifestyle products. From exquisite notebooks, creative pens, to unique bookmarks and stickers, office products have both practical value and cultural attributes. In the consumer questionnaire survey, they have been welcomed by many young consumers.

Notebooks

Notebooks are the most widely used products among young consumers. Whether students or office workers, they all need to use notebooks when writing. Excellent notebook design can not only meet people's writing needs, but also show personality and taste. This notebook product uses off-white paper to protect the user's eyes. There are three sizes to choose from. The design continues the brand's consistent style. There are two styles, red and black. It is printed with five major theme dragon patterns and the LOONG SHEN brand logo, showing personality and LOONG SHEN culture.

(3) Fashion products

With the development of society, people's requirements for living standards have become higher. Lifestyle fashion products have become the most popular commodity category among young consumers. Fashion products represent a kind of fashion and a kind of culture. This design focuses on fashion products, focusing on reflecting traditional culture and brand personality.

T-shirts

T-shirts are synonymous with young people. They like to print their favorite meaningful patterns or words on clothes, so as to design exclusive cultural shirts to show their own personality or culture. This T-shirt product is designed separately with

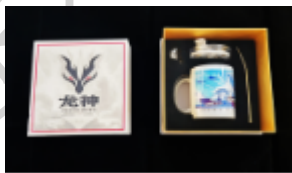
different themes to enrich the culture and connotation of the product.

The "飞龙在天" T-shirt is uniformly black as the basic color, printed with the Chinese "飞龙在天" brush font, with a dragon and rocket design pattern, full of power. Below the pattern is a combination of the LOONG SHEN brand logo and the traditional Chinese auspicious cloud pattern, which also represents the badge shape of the Chinese Rocket Force. Below the logo is the Chinese and English words of the China Space Administration.

Hoodies

The "大威天龙" hoodie features the Chinese characters "大威天龙" in brush calligraphy, with a black dragon and fighter jet theme pattern. Below the pattern is the LOONG SHEN brand logo with a double-wing pattern, representing the Chinese Air Force's military emblem, and below it is marked J20, indicating the model of the fighter jet in the picture.

Table 24 Product Design and Development Type Phase 1

Product Type	Product name	Material	Product images
Daily use	Handbag	PVC plastic、Cotton canvas	
	Pillow	High quality cotton、Silks and satins	
	Water cup	Strengthening ceramics、Gift box	
Office Supplies	Notebook	Beige paper	
Fashion	T-shirt	Pure cotton	

Product Type	Product name	Material	Product images
Fashion	Hoodie	Pure cotton	

Source : Author, 2025

The social media operation of online lifestyle brands is an important propaganda field for this study to promote the concept of martial spirit to the target youth group, and it is also a propaganda path that national policies call on education and design workers to actively try innovation. The operation of social media in this study is mainly concentrated in two aspects.

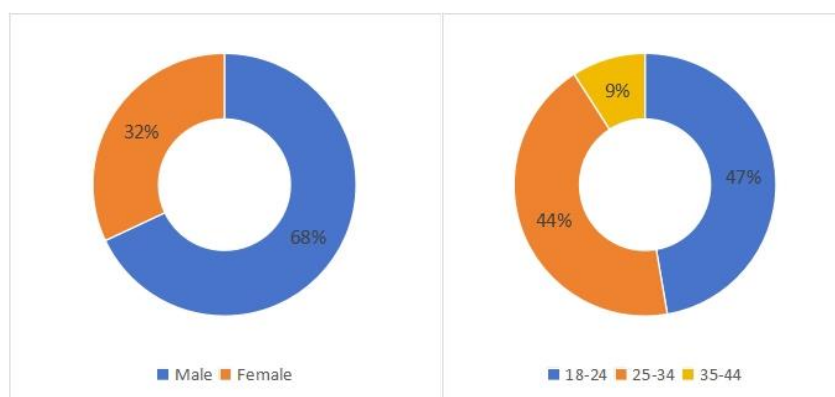
On the one hand, it is the online mall. The online mall is the main platform for the sale and display of online lifestyle brands and products, and it is also an important platform for collecting user information and product feedback. Taobao is selected as the e-commerce platform for this research practice. Taobao is the largest online physical store and a gathering place for various retail suppliers in China. It is also one of the largest online retail markets in China. It adopts the C2C model and provides a wide range of choices from daily necessities to various commodities. Taobao provides a series of services from supply chain, product manufacturing, product logistics, store independent design, and customer service. The design of LONNGSHEN Taobao online store is based on the principles of integrity, youthfulness and technology. According to the technical support provided by Taobao, this online store takes into account the current mobile phone usage of Chinese users and mainly adopts mobile client type stores. It has three functional module areas: store display area, activity area, and product dynamic area. The store display area is located at the top of the online store and is used to display the store image, promote promotional discounts, display activity posters and product posters, and increase store views. The activity area focuses on displaying recommended products to increase exposure and clicks. The product dynamic area is a section for displaying major products, responsible for presenting recommended products with clear priorities and displaying new developments of new products.

4.6.3 SUMMARY OF PHASE I

In the first phase of the online lifestyle brand design experiment, based on the survey data of the previous research, and targeting the characteristics of various online platforms and social media in China, the online brands, products and publicity created by the research were simultaneously invested in China's mainstream social media platforms and online markets "Taobao, Douyin (Tiktok), WeChat" for exclusive brand account operation. After the summary and statistics of the back-end feedback data, during the first batch of experimental brand operation time from October to November 2024, the statistics of various online platforms and social media showed that the original online lifestyle brand "loongshen" had 136 new users' attention and a

total of 2,048 views. Social media is the key area for this promotion of martial spirit and online brand promotion. According to the summary and analysis of the data feedback from the online platform, among the users accumulated by the first batch of design and operation, male users accounted for 68% and female users accounted for 32%. In the age data of users, a total of 129 users disclosed their ages, of which 61 were aged 18-24, accounting for 47% of the total number of respondents, and 57 were aged 25-34, accounting for 44% of the total number of respondents. There are 12 people aged 35-44, accounting for 9% of the total survey population.

Table 25 Gender and age ratio of users in the first stage



Source : Author, 2024

In terms of online brand traffic, during the first phase of the experiment, a total of 6 works were released on social media, including 4 short videos and 2 articles, which attracted 136 new users and a total of 2,048 views. According to the statistics and summary of the data, the short videos and articles released in late October had a higher new traffic. According to this study, this is because the short videos and articles produced and released on social media around the military event of “China’s aircraft carrier formation conducting the first dual aircraft carrier formation exercise” in October 2024 have gained views and consumer attention.

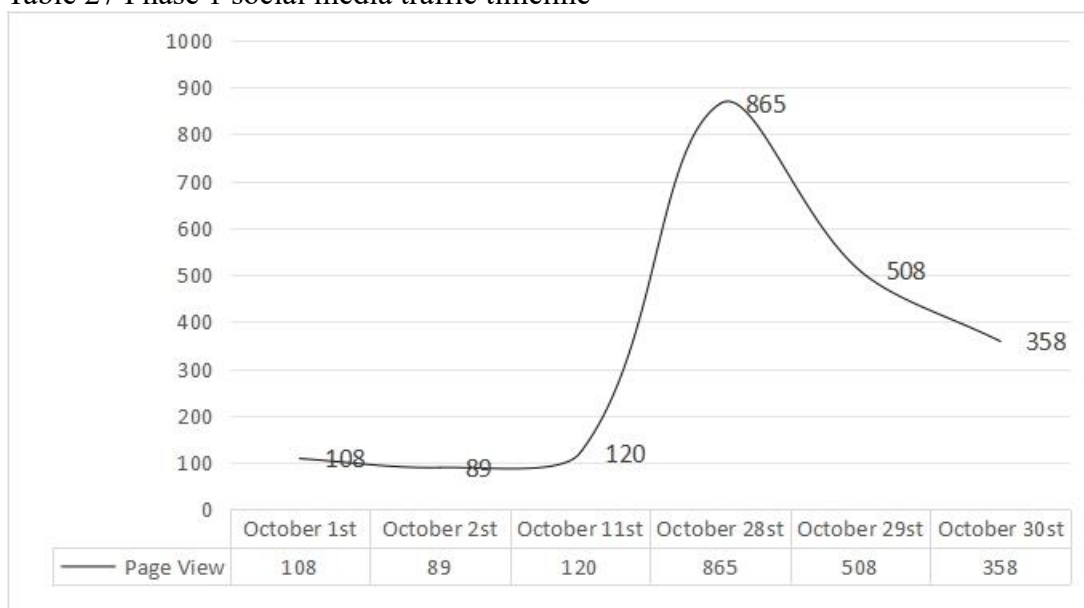
Table 26 Phase 1 social media traffic statistics

Publish Works /Content	Release time	Page View	Social Media
Short Video 1 China Spaceflight	2024/10/1 18: 15	108	Tiktok
Article 1 Chinese Aerospace Rockets	2024/10/2 20: 10	89	Wechat
Short Video 2 China’s fifth generation fighter jet	2024/10/11 09: 30	120	Tiktok
Short Video 3 Chinese aircraft carrier	2024/10/28 10: 00	865	Tiktok

Publish Works /Content	Release time	Page View	Social Media
Article 2 History of the South China Sea	2024/10/29 09: 10	508	Wechat
Short Video 4 China's dual aircraft carriers	2024/10/30 09: 10	358	Tiktok

Source : Author, 2024

Table 27 Phase 1 social media traffic timeline



Source : Author, 2024

A total of 48 items were sold in the online mall. In terms of the items sold, fashion products were the most popular among customers, with a total of 21 orders sold, of which T-shirts sold the most, with 11 orders. A total of 18 orders were sold for daily necessities, of which 4 orders were for pillows, which was the lowest sales of a single item. Only one type of office supplies, notebooks, was sold, with a total of 9 orders. See the table below for specific sales details.

Table 28 Phase I commodity sales data

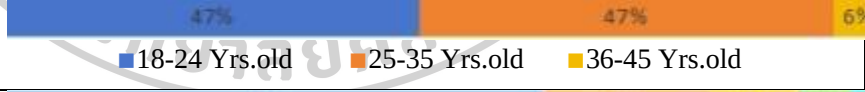
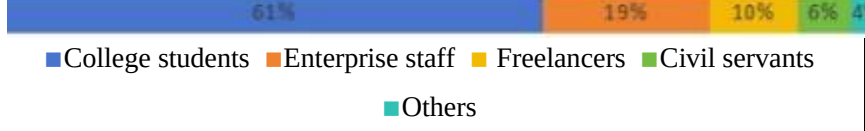
Number	Product Type	Product Name	Sales Quantity	Percentage (%)
1		Shoulder bag	5	10%
2	Daily use	Pillow	4	8%
3		Water cup	9	19%

Number	Product Type	Product Name	Sales Quantity	Percentage (%)
4	Fashion	T-shirts	11	23%
5		Hoodies	10	21%
6	Office supplies	Notebooks	9	19%

Source : Author, 2024

In order to further collect feedback data and conduct the second phase of the design experiment, this study established an online community to conduct a questionnaire survey on online brand users. A total of 124 people were interviewed in the first phase of the questionnaire. According to the statistics of basic information, 69% of the first-time respondents were male and 31% were female. In terms of the age structure of the respondents, 47% of the total number of respondents were aged 18-24, and 47% of the total number of respondents were aged 25-34. The number of people aged 35-44 accounted for 6% of the total number of respondents. In the occupation statistics of the respondents, 61% of the respondents were college students, 19% of the respondents were corporate employees, 10% of the respondents were freelancers, 6% of the respondents were civil servants, and 4% of the respondents were other occupations.

Table 29 Phase 1: Basic information of respondents in the questionnaire survey

Basic Information	Statistics
Gender	 ■ Men ■ Women
Age	 ■ 18-24 Yrs.old ■ 25-35 Yrs.old ■ 36-45 Yrs.old
Career	 ■ College students ■ Enterprise staff ■ Freelancers ■ Civil servants ■ Others

Source : Author, 2024

The first phase questionnaire was evaluated from five perspectives: brand concept, design theme, product setting, social media, and suggestions, based on the research questions and research strategies. The "brand concept" was divided into two evaluation factors: "dragon culture" and "martial spirit", which mainly evaluated the degree of user support for the online brand culture concept. The "design theme" was divided into two items: "cultural connotation" and "innovation", the purpose of which was to evaluate the user's acceptance of the first phase design theme. The "product design" was divided into three items: "national characteristics", "diversity", and

"price", in order to obtain users' evaluation and practicality scores for brand products. The evaluation factors of "social media" were divided into "communication power" and "social events", and the development strategy of social media was adjusted through the evaluation and discussion of social media.

The questionnaire statistical results were divided into three scoring ranges: satisfied, basically satisfied, and dissatisfied. 85 to 100 points were satisfied, 60 to 84.9 points were basically satisfied, and below 60 points were dissatisfied. A total of 124 users were interviewed, and a total of 120 valid feedback results were collected.

Table 30 Results of the first phase user questionnaire

Evaluation Content	Evaluation Factors	Evaluation Score (%)	Statistical Results
Brand Concept	Dragon Culture	86%	Satisfied
	Martial spirit	88%	Satisfied
Design Theme	Cultural Connotation	85%	Satisfied
	Innovate	72%	Basically Satisfied
Product Design	National Characteristics	76%	Basically Satisfied
	Diversity	70%	Basically Satisfied
	Price	69%	Basically Satisfied
Social Media	Transmissibility	71%	Basically Satisfied
	Social Issues	87%	Satisfied

Source : Author, 2024

The "Suggestions" section of the questionnaire is for respondents to leave their own comments. Respondents can give feedback on their thoughts, feedback and suggestions for the first phase of online brands. A total of 124 users were interviewed, and a total of 100 valid feedbacks were collected. This study simplified and summarized the information of the respondents based on the collation of the suggestion information, and sorted out the "content, keywords, quantity, and proportion" of the suggestions in the form of a table.

Table 31 Phase 1 Respondent feedback statistics

Suggested Content	Keyword	Number	Percentage (%)
More military themes	Design Theme	54	54%
Increase national characteristics goods	National Characteristics	23	23%
More fashion products	Fashion	14	14%
Reduce prices	Affordable	9	9%

Source : Author, 2024

Based on the data and information obtained from the design practice, online products, and questionnaire feedback of the first phase of the design experiment, the first workshop of this study was held in the Artificial Intelligence Application and Design Studio of Lianyungang Economic and Technological Development Zone Technical School. The participants included students and teachers from e-commerce, new media, and Internet art majors. In the workshop, the participants communicated effectively, expressed their views from different professional perspectives, listened to the opinions of others in the working group, and coordinated different ideas within the team.



Figure 76 The first workshop

Source : Author, 2024

Through the in-depth analysis of the feedback data of the first phase and the results of collective discussion by the discussion group, this study has formulated three improvement plans for the design practice of the second phase, aiming to further improve the design quality, user experience and brand influence.

The first point: Diversification and innovation of design themes

According to the feedback from the questionnaire data of the respondents, although the design themes of the first phase have been highly recognized, there are still certain limitations. Therefore, in the design experiment of the second phase, the team will strengthen the diversification and innovation of design themes and try more forms of case theme design. For example, in addition to the air force theme, the team

will explore the content creation of naval themes (such as aircraft carriers), army themes (such as main battle tanks) and missile army themes (such as Dongfeng series missiles) to fully show the diverse face of China's military power. At the same time, the team will also combine Chinese social hot spots (such as national defense science and technology achievements, major military events) for theme design to enhance the sense of the times and resonance of the works. In addition, according to the different user devices (such as mobile phones, tablets, computers, smart TVs, etc.), the team will try to design images of various sizes, optimize the display effects of different screens, and ensure that users can get the best visual experience on any device.

Second point: Optimization and expansion of online brand products

In terms of the setting of online brand products, the seminar discussed that the integration of traditional Chinese cultural elements should be further strengthened, and new types of products with cultural characteristics should be added. For example, the team can introduce products that combine traditional Chinese crafts (such as lacquerware and paintings) with modern design, which not only show cultural heritage but also meet modern aesthetic needs. At the same time, the team will continue to enrich the fashion product line and develop more practical products that meet the preferences of young people. Through diversified product design, the team hopes to further enhance the brand's cultural value and market competitiveness.

Third point: Improvement strategy of social media

Based on the data analysis of the online platform in the first phase, the seminar summarized the traffic rules and unanimously agreed that the second phase should continue to pay attention to China's military hot events, combine the connotation of "martial spirit", and produce more content forms that young groups are interested in. For example, the team can produce short videos, dynamic posters, etc., to spread military culture and brand concepts in a more vivid way. At the same time, the team will try to operate on the new online platform to expand the scope of publicity and attract more potential users. For the existing online mall, the team will continue to optimize the user experience, improve page design, increase loading speed, and improve payment and logistics systems to ensure that users can browse and purchase products smoothly.

According to the results of the workshop and the improvement strategies developed, the team will enter the second phase of design practice. This phase will be user-demand-oriented and data-supported, and will further enhance the brand's influence and user satisfaction through diversified theme designs, rich product lines, and innovative social media strategies, while exploring more possibilities for the integration of Chinese military culture and modern design.

4.6.4 ONLINE LIFESTYLE BRAND DESIGN AND OPERATION (PHASE 2)

Based on the summary and findings of the first phase of design, the team added three new theme case designs for the online lifestyle brand in the second phase, including the themes of "Navy", "Army" and "Missile Army", combining traditional Chinese cultural elements with a sense of modern technology to create design works with cultural depth. At the same time, based on the results of market research, the team developed several new types of products to meet users' multiple needs for practicality, fashion and cultural connotations. In addition, the team also expanded the social media promotion platform, carried out content operations on emerging

platforms such as Douyin and Bilibili, combined hot events with the interests of young groups, and produced short videos, dynamic posters and other diversified content to further enhance brand influence and user engagement. Through the comprehensive upgrade of theme design, product development and promotion strategies, the team is committed to building the brand into a lifestyle brand that integrates traditional culture and modern technology.

4.6.4.1 AIGC-ASSISTED THEME DESIGN (2 PHASES)

Case 3 - "龙腾四海"Chinese Navy Aircraft Carrier

The theme of Case 3 is the Chinese Navy's aircraft carrier formation. The design cleverly combines the Chinese aircraft carrier with the dragon culture clothing pattern and is named "龙腾四海". This idiom comes from the dragon culture literary words, implying that the dragon is flying in the ocean, symbolizing the extensive expansion of power and influence, and foreshadowing the prosperity of the country and the prosperity of society. In the design, "龙腾四海" not only represents the strong strength of the Chinese Navy's aircraft carrier formation, but also conveys the determination and confidence of the Chinese Navy to go deep blue and protect the country's maritime rights and interests. The three aircraft carriers currently owned by the Chinese Navy - "Liaoning", "Shandong" and "Fujian" are not only a symbol of national military power, but also a reflection of China's scientific and technological level and comprehensive national strength.

In terms of design style, this case selects "blue" from the five colors as the main color. Blue represents the East in the five elements, symbolizing development and continuous progress, which is highly consistent with the strategic goal of the Chinese Navy to go deep blue and move towards the ocean. At the same time, blue also reminds people of the vastness and depth of the ocean, further strengthening the visual expression of the navy theme. The inspiration for the work comes from the classic pattern in Chinese dragon culture clothing patterns - "sea dragon pattern". This pattern has a history of more than 700 years and often appears in ancient dragon robes and official uniforms. It is a decorative pattern that combines cliff patterns and sea patterns, implying "national unity and world peace". The sea pattern in the picture is usually located below the cliff pattern, symbolizing the tolerance and power of the ocean; while the cliff pattern appears in a tall and steep image, representing an unswerving will and lofty goals. The overall picture adopts a left-right symmetrical structure, which not only reflects the balance and harmony in traditional Chinese aesthetics, but also enhances the solemnity and ritual sense of the picture.

During the design process, the team first made a sketch, combining the modern technological sense of the aircraft carrier formation with the traditional aesthetics of the "sea dragon pattern". The streamlined hull of the aircraft carrier and the circling posture of the dragon pattern echo each other, showing the majesty of modern military power and conveying a profound cultural heritage. Through delicate lines and well-structured composition, the team successfully integrated traditional patterns with modern design language to create a work that has both a sense of history and a contemporary atmosphere. This design is not only a tribute to China's naval power, but also a heritage and innovation of China's excellent traditional culture.

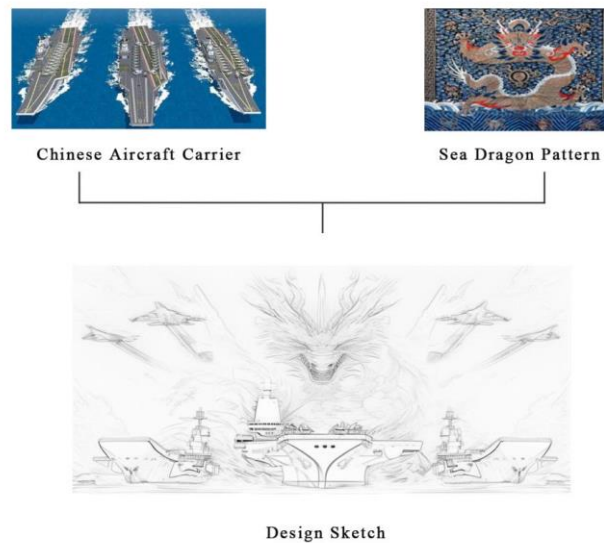


Figure 77 Case 3 Conception and Sketch

Source : Author, 2025

The design team used the AI image generation tool Stable Diffusion to transform ideas into high-quality works through carefully designed prompts. The prompt "1 Chinese Loong" clarified the theme of the Chinese dragon, while "blue flame from longan" gave the dragon's eyes a blue flame effect, adding a sense of mystery and power; "Ocean" set the ocean background, echoing the naval theme; "3 aircraft carriers, aircraft parked on the deck of aircraft carrier" specifically depicted three aircraft carriers and the carrier-based aircraft on the deck, highlighting the details of naval power; "Blue Sky" further expanded the scene and created a vast sky background; "4 fighter planes, unmanned, dynamic pose" added the dynamic posture of four fighter planes to enhance the sense of technology and dynamism of the picture; "intricate scales, glowing eyes" refined the dragon's scales and glowing eyes to enhance the sophistication of the picture; "best quality, masterpiece, highres" and other words set the high quality standard of the image; "dramatic, gritty, intense" emphasized the drama and impact of the picture; "8k, insane details, "hyperdetailed" ensures the ultra-high resolution and detailed performance of the generated image; "lora:ChineseDragon_v2:1" uses the LoRA model to ensure that the image of the dragon conforms to the characteristics of traditional Chinese culture.

After generating the preliminary image, the design team will conduct a detailed evaluation to analyze from multiple angles whether the image meets the expected design concept and visual effects. First, the team will check whether the overall composition of the image is reasonable, whether the main elements (such as the Chinese dragon, aircraft carrier, carrier-based aircraft, etc.) are clear and prominent, and whether the background (such as the ocean, the sky) is consistent with the theme. Secondly, the team will evaluate the performance of details, such as whether the dragon's scales are delicate, whether the lines of the aircraft carrier are accurate, and whether the light and shadow effects are natural. If it is found that some parts do not meet expectations, the team will use professional design software such as Photoshop (PS) and Illustrator (AI) to optimize them. For example, PS can be used to

adjust the color balance, contrast and brightness to enhance the layering and visual impact of the picture; AI can be used to optimize vector lines to ensure that the details of the aircraft carrier and fighter are more accurate; at the same time, the team may also add special effects (such as flames, water splashes, light and shadow) to enhance the dynamic and immersive feeling of the picture. In addition, the team will optimize the resolution and proportion of the image to ensure that it is suitable for different application scenarios.

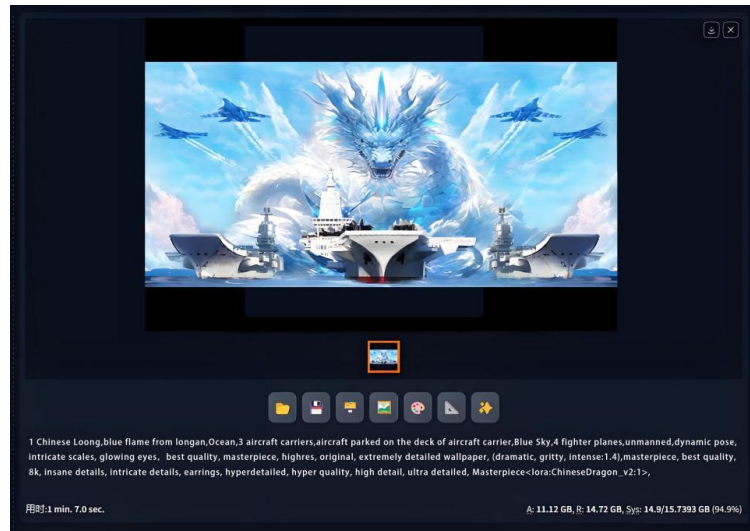


Figure 78 Case 3- Generating Results

Source : Author, 2025

After post-processing, the images will be put into multiple practical application scenarios to maximize their commercial and cultural value. In terms of product design, images may be used to make peripheral products to meet consumers' needs for personalization and fashion. In social media promotion, the team will make images into dynamic posters or short videos, combine hot topics with interactive activities, and spread them on social media platforms to attract the attention of young groups and enhance brand influence. In addition, images can also be used in short video production, such as using animated special effects to show the dynamic scenes of aircraft carrier formations to convey the strong strength and technological achievements of the Chinese Navy to the public. Through these diverse applications, images can not only enhance the brand's market competitiveness, but also convey the power of the Chinese Navy and the charm of Chinese culture to the public in a more intuitive and vivid way.

Case 4 - "陆战之龙" Chinese Army's Type 99A main battle tank

The design theme of Case 4 cleverly combines the modern military technology of the Chinese Army's Type 99A main battle tank with the profound heritage of China's traditional dragon flag culture, showing the perfect combination of tradition and modernity. As the third-generation main battle tank of the People's Liberation Army, the Type 99A tank is not only an outstanding representative of China's military technology, but also one of the most advanced main battle tanks in the world. Its excellent performance, powerful firepower and advanced protection system make it occupy an important position on the modern battlefield. The design and production of

the Type 99A tank marks China's latest achievements in the field of tank manufacturing, and reflects the rapid development of China's military technology and independent innovation capabilities.

The name "陆战之龙" is inspired by the Chinese nickname of the Type 99A tank, "King of Land War", which means the king of the army, symbolizing its supreme status in the army's equipment. The introduction of the dragon element originates from the ancient Chinese "Dragon Flag" culture. Since the Zhou Dynasty in China, the dragon flag has been a symbol of the royal family and the army, representing supreme authority and power. In traditional Chinese culture, the dragon is not only a symbol of good fortune, but also a symbol of the highest level in the military, carrying the changes of the times and the inheritance of culture. By incorporating dragon elements into the design, it not only highlights the powerful combat capability of the 99A tank, but also gives it a profound cultural connotation.

In terms of color selection, the design team used yellow from the Chinese Five Colors Theory as the main color tone. In traditional Chinese culture, yellow symbolizes the earth and the center, and represents sacredness, dignity and inviolability. The use of this color not only fits the military status of the 99A tank, but also further strengthens its majesty and solemnity as the "Dragon of Land Warfare". During the conception process, the design team conducted in-depth research on the form of the 99A tank, the symbolic meaning of the dragon element, and traditional Chinese colors, and drew a design sketch, striving to visually present a unique style that is both modern and full of traditional cultural charm.

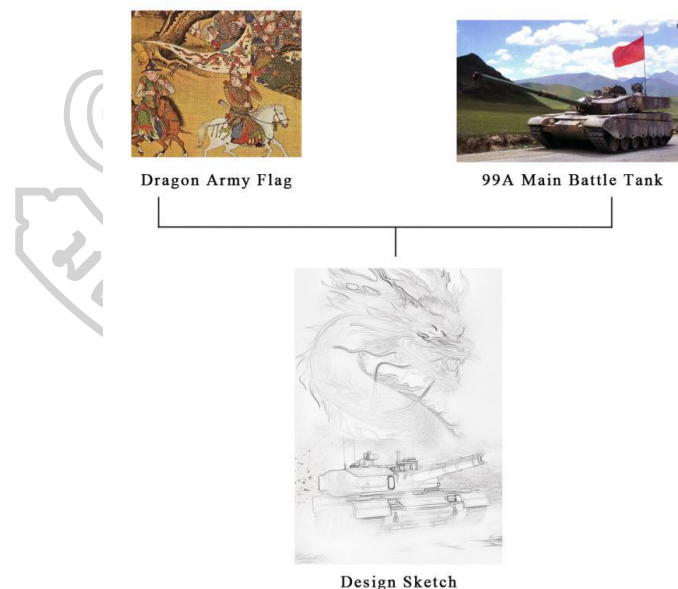


Figure 79 Case 4- Concept and Sketch

Source : Author, 2025

This case was improved based on the feedback from the first experiment, using a vertical 16:9 composition ratio design to make the generated pattern more suitable for the display requirements of mobile phone screens, while also providing greater flexibility for later product design (such as mobile phone wallpapers, social media posters, etc.). The design team used the AI image generation tool Stable

Diffusion to transform ideas into high-quality works through carefully designed prompts.

The prompt word "1 Chinese Loong" clarifies the theme of the Chinese dragon, while "yellow dragon" further specifies the color of the dragon, which echoes the yellow main color selected in the case and conveys the symbolic meaning of sacredness and majesty; "longan are full of flames" describes the effect of the dragon's eyes being full of flames, adding a sense of power and dynamism to the picture; "tanks, tank machine guns" introduces the 99A main battle tank and its machine gun elements, highlighting the modern technological sense of the army's equipment; "flames, sandstorms" sets the atmosphere of the battlefield environment, and the combination of flames and sandstorms enhances the drama and tension of the picture; "humans, no one, unmanned" emphasizes the futuristic sense of unmanned combat, further highlighting the cutting-edge nature of modern military technology; "dynamic pose" requires the postures of dragons and tanks to be full of dynamics, showing the combination of power and speed; "intricate scales, glowing eyes" refines the dragon's scale texture and glowing eyes, enhancing the sophistication and visual appeal of the picture; "best quality, masterpiece, "highres" and other words set high-quality standards for images, ensuring the resolution and detail expression of the generated works; "dramatic, gritty, intense" emphasizes the drama, roughness and strong emotional expression of the picture, and the scale parameter "1.4" further strengthens these style characteristics; "8k, insane details, hyperdetailed" ensures ultra-high resolution and detailed expression of the generated image, even including tiny elements such as dragon earrings; "<lora:ChineseDragon_v2:1>" uses the LoRA model to ensure that the image of the dragon conforms to the characteristics of traditional Chinese culture. Through the fine adjustment of the above prompt words, the team successfully generated a high-quality design work that not only conforms to the modern military theme but also is full of traditional cultural connotations, laying a solid foundation for subsequent product application and promotion.

After generating the preliminary image, the design team will use professional design software such as Photoshop (PS) and Illustrator (AI) to refine the image to ensure that the image meets the highest visual effect and quality standards. First, the team will adjust the overall color balance, contrast and brightness of the image to enhance the layering and visual impact of the picture. For example, the curve tool in PS is used to optimize the light and shadow effects to make the dragon's flames and the metal texture of the tank more realistic; the vector tool of AI is used to optimize the line details to ensure that the outline of the tank and the texture of the dragon pattern are more accurate. Secondly, the team will repair the defects that may occur during the generation process, such as blurred edges and uneven colors, and further enhance the dynamic and immersive feeling of the picture by adding special effects (such as flames, sand, light and shadow). In addition, the team will optimize the resolution and proportion of the image to ensure that it is suitable for different application scenarios, such as mobile phone wallpapers, poster designs or product packaging.

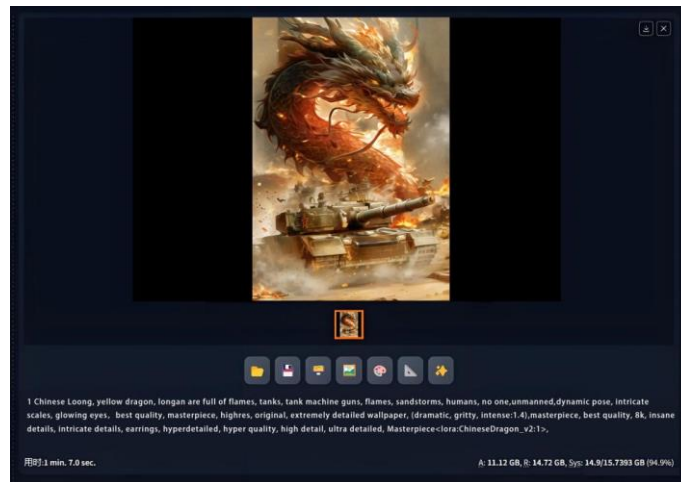


Figure 80 Case 4- Generating Results

Source : Author, 2025

Case 5 - "巨龙之舞"

The design of Case 5 cleverly combines the Chinese Dongfeng-41 intercontinental missile with the dragon dance elements in Chinese dragon culture and folklore, showing the deep integration of modern military technology and traditional culture. As China's most powerful intercontinental missile, the Dongfeng-41 missile has extremely powerful long-range combat capabilities. Its range covers 12,000 to 14,000 kilometers. It can accurately strike any target in the world within 60 minutes. It is known as China's "strongest trump card weapon". This missile not only represents the peak of China's strategic deterrence, but also symbolizes the leap-forward development of the country's scientific and technological strength and national defense capabilities. As one of the most classic performance forms in Chinese dragon culture and folklore, dragon dance is an indispensable and important activity in Chinese traditional festivals. During major festivals such as the Spring Festival and the Lantern Festival, people pray for good weather, peace and prosperity through dragon dance performances. Dragon dance is not only an art form, but also a symbol of auspiciousness and power in Chinese culture.

In terms of design composition, Case 5 is inspired by the performance form of dragon dance, combining the launch posture of the DF-41 missile with the dynamic curve of the dragon dance, forming a perfect balance between power and aesthetics. For example, the launch trajectory of the missile echoes the circling posture of the dragon dance, which not only shows the powerful power of the missile, but also conveys the agility and vitality of the dragon dance. In terms of color selection, the design team used red in the Chinese five-color system as the theme color. Red symbolizes the south and fire in traditional Chinese culture, representing passion, power and victory, which is highly consistent with the flame-jetting image of the DF-41 missile. The use of red not only enhances the visual impact of the picture, but also gives the design a deeper cultural connotation.

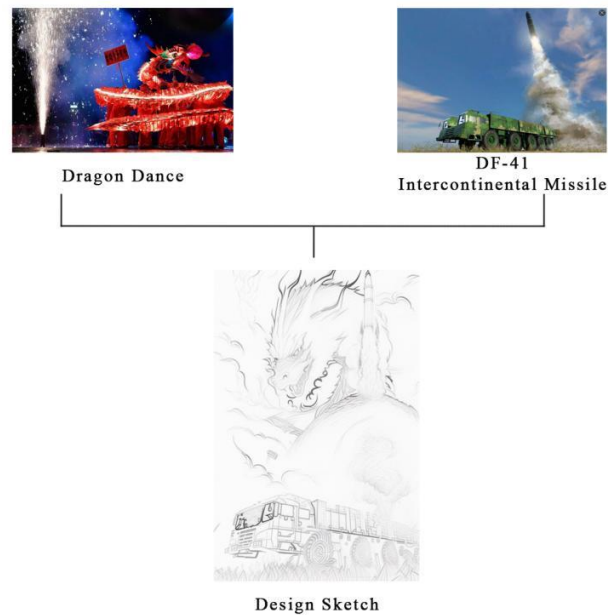


Figure 81 Case 5- Concept and Sketch

Source : Author, 2025

The design team used the AI image generation tool Stable Diffusion to transform ideas into high-quality works through carefully designed prompts. The prompt word "1 Chinese red dragon" clarifies the theme of the red Chinese dragon, echoing the red main color of Case 5, conveying the symbolic meaning of strength and enthusiasm; "longan filled with flames" describes the effect of the dragon's eyes filled with flames, adding a sense of dynamics and power to the picture; "rocket launches spewing smoke" introduces the smoke spewing when the Dongfeng-41 missile is launched, highlighting its powerful power and sense of technology; "no one, unmanned" emphasizes the futuristic sense of unmanned operation, further highlighting the cutting-edge nature of modern military technology; "dynamic pose" requires the posture of the dragon and the missile to be full of dynamics, showing the combination of power and speed; "intricate scales, glowing eyes" refines the scale texture and glowing eyes of the dragon, enhancing the sophistication and visual appeal of the picture; words such as "best quality, masterpiece, highres" set high-quality standards for images to ensure the resolution and detail expression of the generated works; "dramatic, gritty, intense" emphasizes the drama, ruggedness and strong emotional expression of the picture, and the scale parameter "1.4" further strengthens these style characteristics; "8k, insane details, hyperdetailed" ensures ultra-high resolution and detailed representation of the generated image, even including tiny elements such as dragon earrings; "<lora:ChineseDragon_v2:1>" uses the LoRA model to ensure that the image of the dragon conforms to the characteristics of traditional Chinese culture. Through the fine-tuning of the above prompts, the team successfully generated a high-quality design work that not only conforms to the modern military theme but also is full of traditional cultural connotations.

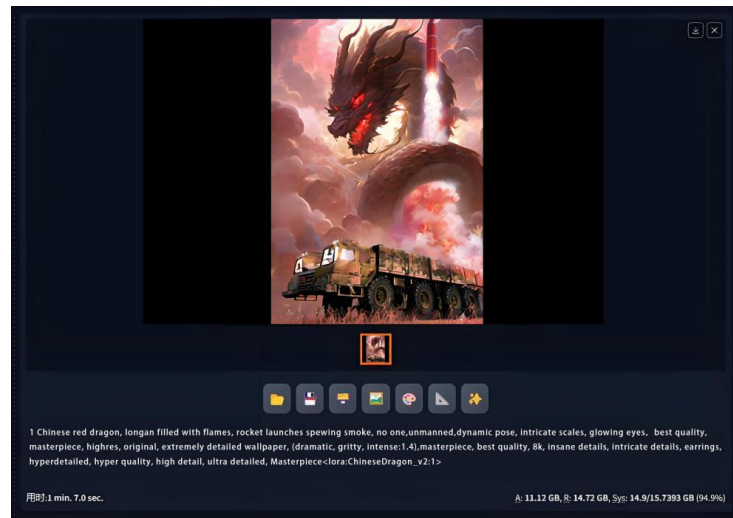


Figure 82 Case 5- Generating Results

Source : Author, 2025

After generating the preliminary image, the design team will use professional design software such as Photoshop (PS) and Illustrator (AI) to refine the image to ensure that the image meets the highest visual effect and quality standards. First, the team will adjust the overall color balance, contrast and brightness of the image to enhance the layering and visual impact of the picture. For example, the curve tool in PS is used to optimize the light and shadow effects to make the dragon's flames and the smoke from missile launches more realistic; the vector tool of AI is used to optimize the line details to ensure that the outline of the missile and the texture of the dragon pattern are more accurate. Secondly, the team will repair the defects that may occur during the generation process, such as blurred edges and uneven colors, and further enhance the dynamic and immersive feeling of the picture by adding special effects (such as flames, smoke, light and shadow). In addition, the team will optimize the resolution and proportion of the image to ensure that it is suitable for different application scenarios, such as mobile phone wallpapers, poster designs or product packaging.

4.6.4.2 SOCIAL MEDIA OPERATIONS (PHASE 2)

According to the feedback and experience of social media in the first phase, the social media operation in the second phase is carried out with three keywords: "hot spots, optimization, and expansion". "Hot spots" refers to the experience summarized in the design experiment in the first phase. In the process of promoting online brands and martial spirit, we should be good at using the importance, timeliness and audience attention of social hot spots to enhance the traffic and communication power of online brands and related publicity. Social hot events can be divided into foreseeable conventional types and unpredictable sudden types. For social media operations, conventional hot spots can be studied and prepared in advance. This study closely follows China's military dynamics and international news from November 2024 to January 2025, and conducts related publicity and design based on the three major hot events in Chinese society: "China Zhuhai Military

Exhibition", "China Southern Theater Strategic Patrol in the South China Sea", and "China Rocket Force Launches Intercontinental Missiles". On the one hand, new themes are designed with this as inspiration, and on the other hand, AIGC tools are used to create related short videos and articles to cooperate with the promotion of online brands and martial spirit. The editing of short videos should be coordinated with the pictures of Chinese weapons and equipment, and should reflect the atmosphere and confidence. Short videos can be used in the promotion of online brand products.

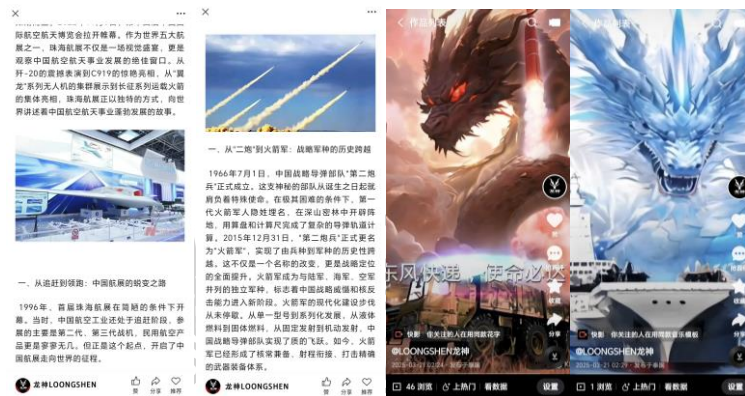


Figure 83 Social Media - News Hotspots

Source : Author, 2025

Another keyword for the second phase of social media work is "optimization", which refers to further optimization and design of the online mall in the first phase. In terms of online store page layout, the experience of the first phase was summarized, and the category navigation area, store announcement area, video display area, and the module for displaying product categories through pictures and texts were added, which can quickly guide the homepage traffic and make the store page layout more efficient. The store announcement area displays the module of store announcements. The function of store announcements is to publicize and remind major events on the homepage. The video display area is a short video display module on the store homepage. Short videos are used as advertisements to convey brand and product information in a more three-dimensional and vivid way.

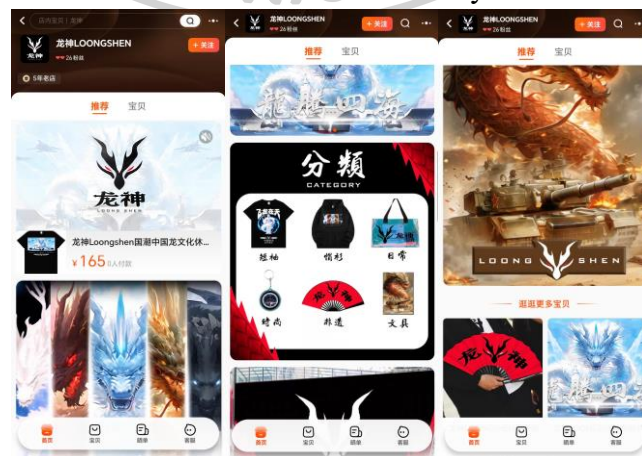


Figure 84 Optimization of online shopping mall design

Source : Author, 2025

Another keyword for social media work is "expansion". After the discussion of the first seminar, the seminar members decided how to add social media platforms to increase traffic and attract users. The second phase of social media work added "Bilibili". Bilibili is a video sharing website that has rapidly emerged on the Chinese Internet in recent years. It is a young people's cultural community with animation, comics, and game culture as its core. With the development of the Internet and the diversification of user needs, Station B has gradually expanded to cover multiple fields such as life and fashion, becoming a comprehensive cultural community. Bilibili has a wide influence among young people in China. According to Bilibili's 2024 financial report, Bilibili's main user group is young people aged 15 to 26, accounting for 86%, with a balanced ratio of men and women. The articles and short videos produced by this research will be published to Bilibili simultaneously in the second phase of the design experiment.

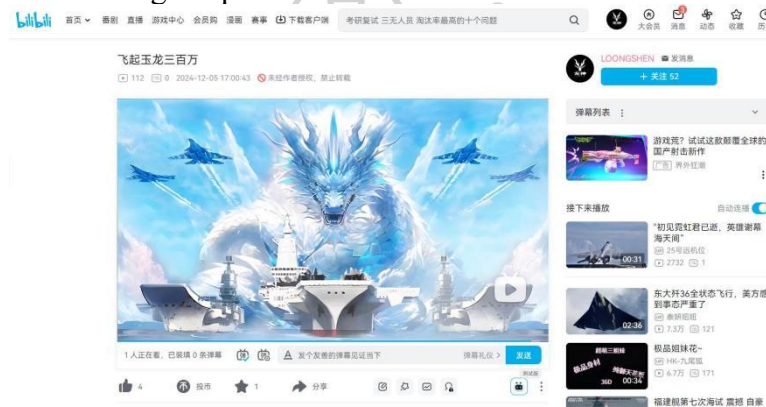


Figure 85 Bilibili brand account
Source : Author, 2025

4.6.4.3 PRODUCT DEVELOPMENT (2 PHASES)

Based on the summary and improvement of the first batch of experimental results, the second batch of products is divided into five categories, with 10 new products added, totaling 15 products. New products will continue to be developed based on the original products of daily necessities, fashion, and office that are most popular among young consumers. In addition, according to the feedback from the first batch of experiments, a category of traditional Chinese products will be added. The second batch of research products will continue to be sold through online exclusive stores. The experiment will last for 1 month to collect market data and consumer feedback for collecting experimental data and drawing research conclusions. The following are the details of the product design.

(1) Daily products

Phone case

Phone case is a kind of decoration that protects or decorates the appearance of mobile phones. With the rapid development of science and technology and the popularity of mobile phones, mobile phone cases have become a must-have daily item for young consumers. This mobile phone case product uses environmentally friendly materials and is harmless to the human body. It has frosted material, silicone material, and tempered glass material to choose from. There are four types of mobile phone

cases launched this time. The LOGO model uses black as the base color, with the LOONG SHEN LOGO and dragon scale pattern to show the brand influence. There are three types of dragon pattern models, namely aerospace theme, tank theme, and missile theme. Customers can choose the appropriate model according to the mobile phone they use.

(2) Office products

Bookmarks

A bookmark is a tool made of paper or metal that is used to record reading progress. In addition, bookmarks are also used as decorations to increase the beauty and personalization of books. As a hot-selling lifestyle product, the bookmarks designed this time focus on both beauty and health. The bookmarks are printed with HD indigo electronic ink, which does not contain toxic substances and is safe and environmentally friendly. The bookmarks are designed with dragon culture patterns of different themes and brand logos. In order to enhance the grade of the bookmarks, each bookmark is also paired with a porcelain bead tassel. Customers can choose their favorite color. There are four colors of tassels to choose from, showing the traditional Chinese beauty.

Keychains

Keychains are decorative items hung on key rings. They are exquisite and small, with ever-changing shapes. They are office supplies that people carry with them and are convenient for daily work. The keychain products designed this time are made of acrylic material and designed according to the pattern. Customers have a total of six types to choose from.

Pen holders

The office pen holder is an indispensable stationery storage tool on the desk. It not only helps to organize and store various stationery, but also improves office efficiency and aesthetics. The pen holder designed this time is made of transparent acrylic, which is durable, smooth, burr-free, comfortable to the touch, reasonably designed, and very durable to use. There are four theme styles of pen holders to choose from, corresponding to different dragon patterns.

(3) Fashion products

Sportswear

Sportswear is a kind of sportswear worn in daily life. It is a very popular product in the fashion field. The main features of sportswear include breathability, comfort, sweat absorption and elasticity. The sportswear designed this time is a sports vest. The black background is printed with the Chinese characters "飞龙在天" in brush calligraphy. The dragon and rocket design is full of power. Below the pattern is a combination of the LOONG SHEN brand logo and the traditional Chinese auspicious cloud pattern, which also represents the shape of the badge of the Chinese Rocket Force. Below the logo is the Chinese and English words of the China Space Administration.

Long-sleeved T-shirt

As fashion trends change, long-sleeved T-shirts have been loved by the market as a classic and practical clothing. Long-sleeved T-shirts have unique advantages in terms of warmth retention. For seasons with lower temperatures, long-sleeved T-shirts are a very practical clothing choice. The long-sleeved T-shirt launched this time is themed "Land War Dragon". The T-shirt is printed with the theme pattern, and there is

a specially designed LOONGSHEN badge on the chest. The middle of the badge is a "V" shape symbolizing victory, and its two sides are abstracted with armored tracks, representing tanks.

Sports towel

Sports towel refers to a towel specially designed for sports, which is optimized in terms of materials, specifications, size, water absorption, etc., and is different from ordinary household towels. Sports towels are usually made of pure cotton and have excellent water absorption, breathability and durability. The sports towel designed this time is printed with a dragon culture theme pattern, using advanced digital printing technology, fine printing of the pattern, smooth edges without color difference, beautiful and durable.

(3) Chinese Artworks

Chinese Fans

Chinese fans are an important part of Chinese traditional culture. The history of Chinese fans can be traced back to the fifth century AD. They have a profound cultural heritage and a variety of types. There are many types of Chinese fans, among which the most classic is the folding fan. The folding fan is made of bamboo, paper, silk and other materials. It is easy to fold and suitable for carrying. The design of this fan product was in collaboration with the artists of the famous Xuancheng Fan Workshop in Anhui. Xuancheng fans are one of the "Top Ten Famous Fans" in China. The LOONGSHEN brand fan designed this time uses red silk cloth fan with the brand logo printed on it, which is suitable for daily use and collection.

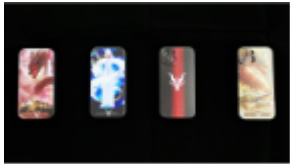
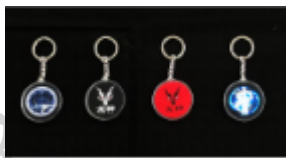
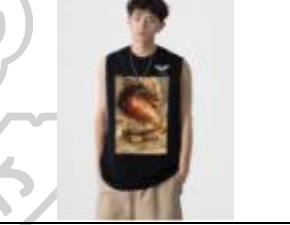
Ceramics

Chinese ceramics have a long history and exquisite craftsmanship. They have high artistic value and cultural significance. There are many types of Chinese ceramics, among which the most famous is Jingdezhen porcelain. The production of this product was selected from a ceramic manufacturer in Jingdezhen. This product is a ceramic plate, which is used for decoration and collection. The Jingdezhen craftsmanship is used in manufacturing, reflecting the highest craftsmanship of porcelain.

Chinese scroll painting

Chinese scroll painting is a Chinese-style painting and calligraphy mounting form, which originated in the Wei and Jin Dynasties 1,200 years ago. Chinese scroll painting usually uses paper or silk as materials and is mounted on two cylindrical wooden shafts. This form allows the scroll to be unfolded and rolled up, making it easy to carry and store. This time, the scroll painting workshop in Suzhou, a famous Chinese painting city, was selected to use the "Dragon Soaring Across the Seas" designed by AIGC to be painted on the scroll painting, which is very collectible.

Table 32 Product Design and Development Phase II

Product Type	Product name	Material	Product images
Daily use	Phone case	Matte、Silicone、Tempered glass	
Office Supplies	Bookmark	HD Indigo Electronic Ink	
	Key Chain	Acrylic material	
	Pen Container	Transparent acrylic	
Fashion	Tracksuit	Pure cotton	
	Long sleeved T-shirt	Pure cotton	
	Sport Towel	Pure cotton	

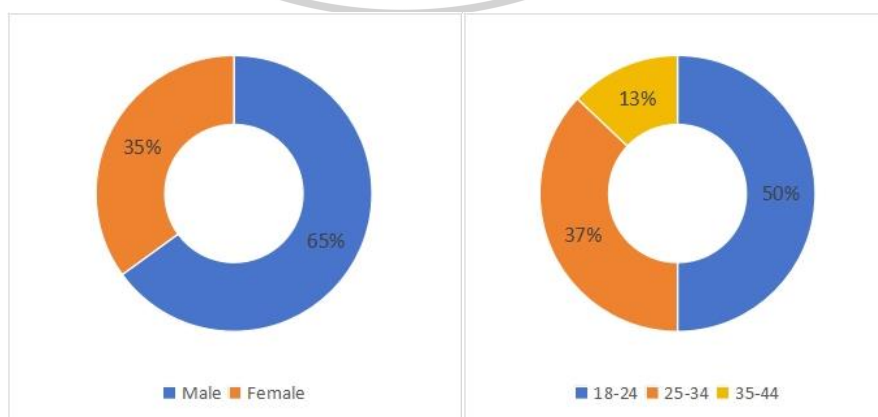
Product Type	Product name	Material	Product images
Traditional handicrafts	Chinese style fan	Bamboo、 Paper、 Silk	
	Ceramics	Ceramics	
	Chinese Scroll Painting	Paper、 Silk、 Wooden shaft	

Source : Author, 2025

4.6.5 SUMMARY OF PHASE II

According to the summary and statistics of the feedback data from the online mall background, during the second phase of the experiment, the online lifestyle brand LOONGSHEN in this study received the attention of 407 users on the online platform and received a total of 9,011 views. The social media field is still the key area for brand promotion and views. According to the summary and analysis of the data feedback from the online platform, among the new users of online lifestyle brands in the second phase, male users accounted for 65% and female users accounted for 35%. Regarding the age data of users, a total of 386 users disclosed their age, of which 193 were aged 18-24, accounting for 50% of the total number of respondents, and 143 were aged 25-34, accounting for 37% of the total number of respondents. There were 50 people aged 35-44, accounting for 13% of the total number of respondents.

Table 33 Gender and age ratio of users in the second phase



Source : Author, 2025

According to the statistics of the background data of various social media in the second phase, during the second phase of the experiment, a total of 12 works were released on social media for brand promotion, including 6 short videos and 6 articles produced using AIGC tools, with 407 new users paying attention and a total of 9,011 views. According to the data analysis and summary of various social platforms, there were three peak views during the second phase of operation, namely the "China Zhuhai Military Exhibition" themed short video and article released in mid-November 2024, the "China Southern Theater Strategic Patrol South China Sea" themed short video released in late December 2024, and the "China Rocket Force Launches Intercontinental Missiles" article and short video content released in January 2025. This feedback data shows that the social media plan designated by this research institute to pursue hot spots has worked.

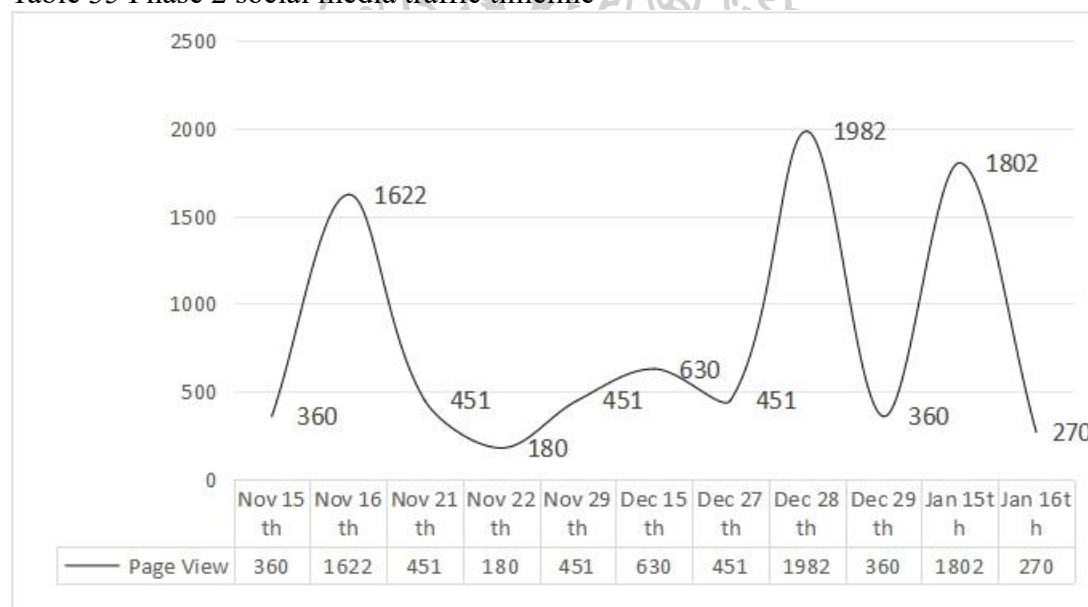
Table 34 Phase 2 social media traffic statistics

Publish Works /Content	Release time	Page View	Proportion (%)
Article 1 China Zhuhai Military Exhibition Report 1	2024/11/15 09: 10	360	4%
Short Video 1 China Zhuhai Military Exhibition	2024/11/16 09: 10	1622	18%
Article 2 China Zhuhai Military Exhibition Fighter Aircraft	2024/11/21 09: 05	451	5%
Short Video 2 Chinese Tank	2024/11/22 11: 00	180	2%
Article 3 China's Intercontinental Missiles	2024/11/29 09: 10	451	5%
Short Video 3 China Army	2024/12/15 09: 10	630	7%
Article 4 Chinese Dragon Battle Flag	2024/12/27 11: 10	451	5%
Short Video 4 China Southern Theater Command	2024/12/28 11: 10	1982	22%

Publish Works /Content	Release time	Page View	Proportion (%)
Article 5 Patrol the South China Sea	2024/12/29 11: 00	360	4%
Short Video 5 Chinese Rocket Force	2024/1/15 11: 00	1802	20%
Article 6 Dongfeng Missile	2024/1/16 11: 10	270	3%
Short Video 6 Nuclear Submarine	2024/1/20 11: 10	451	5%

Source : Author, 2025

Table 35 Phase 2 social media traffic timeline



Source : Author, 2025

A total of 74 items were sold. In terms of the items sold, 17 traditional handicrafts were sold, of which 14 were Chinese fans. A total of 18 orders were sold for fashion products, of which 10 were T-shirts. A total of 19 orders were sold for daily necessities, of which 12 were mobile phone cases. A total of 15 office supplies were sold, of which 9 were notebooks. See the table below for specific sales details.

Table 36 Phase 2 commodity sales data

Number	Product Type	Product name	Sales quantity	Percentage(%)
1	Daily use	Phone Cases	12	17%
2		Water Cup	5	7%
3		Handbag	2	3%
4		Pillow	0	0%
5	Fashion	T-shirts	10	15%
6		Hoodies	1	1%
7		Sportswear	5	8%
8		Long Sleeve	1	1%
9		Scarf	1	1%
10	Office supplies	Notebooks	9	13%
11		Bookmarks	0	0%
12		Keychain	6	9%
13		Pen holder	0	0%
14	Artware	Chinese Fan	14	21%
15		Porcelain	2	3%
16		Chinese Scroll	1	1%

Source : Author, 2025

4.7 RESEARCH RESULTS

4.7.1 ONLINE LIFESTYLE BRAND RESEARCH RESULTS

4.7.1.1 SUMMARY OF AIGC-ASSISTED DESIGN RESULTS

The design of this online lifestyle brand fully implements the purpose and objectives of the research, actively exploring and practicing the application of AIGC (AI-Generated Content) technology to the content production of online lifestyle brands in all aspects. By introducing AI tools, the team not only significantly improved the design efficiency, but also promoted the deep integration of design personalization and traditional cultural innovation and development. The application of AIGC technology has injected new vitality into the brand, enabling it to achieve a qualitative leap in content creation, product development, and promotion and dissemination.

According to the research team's summary of the design of this online lifestyle

brand, in the three aspects of "image content generation", "text editing" and "short video production", a total of four mainstream AIGC tools were used to participate in the production, including Stable Diffusion, "ERNIE Bot", "DeepSeek" and Alibaba Cloud. These tools have played an important role in their respective fields: Stable Diffusion is used to generate high-quality visual images, ERNIE Bot and DeepSeek assist in the editing and optimization of text content, and Alibaba Cloud provides strong technical support for data processing and storage. Relying on these AIGC tools, the team successfully produced 5 design cases with the theme of Chinese dragon culture and martial spirit. Each case deeply integrated traditional culture and modern design language, showing a unique artistic style and cultural connotation.

Based on these five case designs, AIGC tools also participated deeply in product development, covering a total of 4 categories and 16 products. These products include fashion products, office products, craft products integrating traditional crafts, and daily necessities, which fully meet consumers' needs for personalization and practicality. In the field of social media promotion, the design team used AIGC tools to produce 8 articles, 10 short videos and 9 advertising pictures, a total of 27 promotional contents. These contents were released through platforms such as WeChat and Douyin, combined with hot topics and interactive activities, attracting the attention of a large number of young users, significantly improving the brand's influence and user engagement.

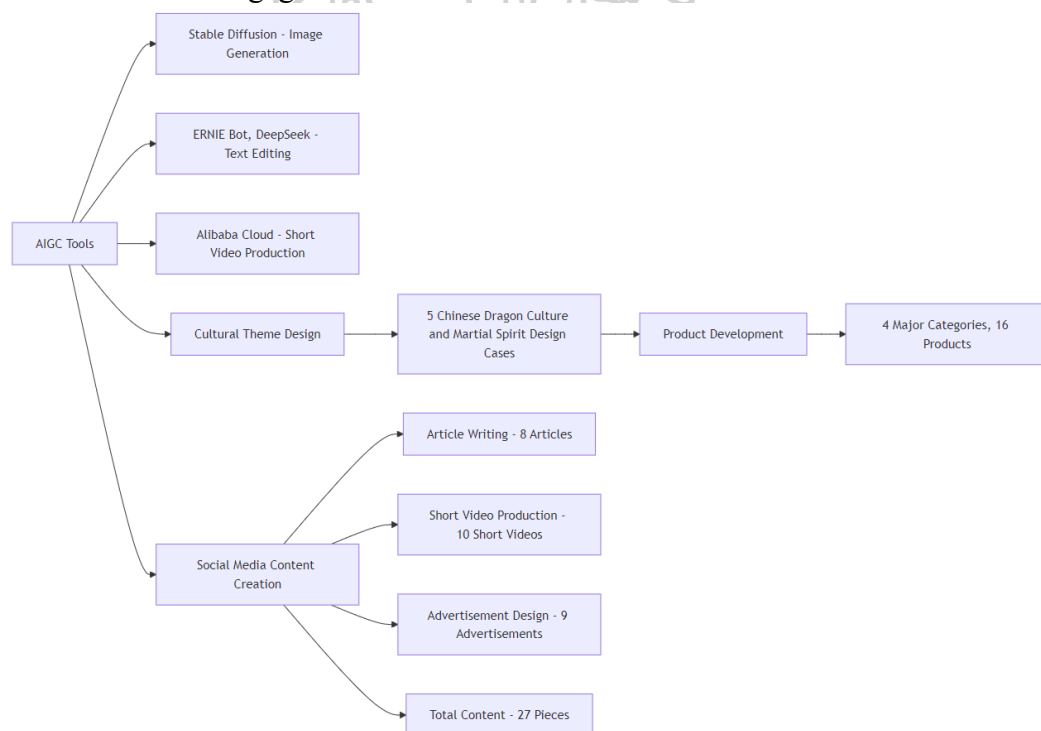


Figure 86 Summary of AIGC-assisted design content

Source : Author, 2025

This design was in the form of a workshop to summarize the feedback and findings of AIGC tool-assisted online lifestyle brand design to the design team members. The workshop was held in December 2024 at the Artificial Intelligence

Application and Design Studio of Lianyungang Economic and Technological Development Zone Technical School. The participants included 30 students and teachers from e-commerce, new media, and Internet art majors.



Figure 87 AIGC Tool Summary Workshop

Source : Author, 2025

In the workshop, each designer expressed his or her own experience of using AIGC tools to participate in production. The researchers recorded the participants' speeches in detail through text and pictures, and made a systematic summary. According to the summary of the seminar members, the following three important conclusions were drawn from the use of AIGC tools in online lifestyle brand design:

(1) The use of AIGC tools has greatly improved design efficiency

Participants generally believe that AIGC tools have played an important role in design and significantly improved work efficiency. For example, Stable Diffusion can generate high-quality visual images in a short time, reducing the tedious manual drawing and modification process in traditional design; the application of ERNIE Bot and DeepSeek in text editing makes the writing and optimization of brand stories more efficient; Alibaba Cloud provides strong technical support for data processing and storage, ensuring the smoothness of the design process. Through these tools, the team can complete more high-quality design tasks in a shorter time, providing strong support for brand content production and promotion.

(2) AIGC tool-assisted design inspires creativity and promotes personalized design

AIGC tools not only improve efficiency, but also provide more creative possibilities for design teams. Participants said that AI generation technology can quickly try a variety of design styles and themes, helping designers break through the limitations of traditional thinking and explore more innovative design directions. For example, through the combination of AI-generated Chinese dragon culture and modern military themes, the team created unique design works that met the personalized needs of different user groups. In addition, the AIGC tool can also quickly adjust the design plan based on user feedback, further promoting the personalization of the design and user participation.

(3) AIGC tools contribute to the innovative development of Chinese traditional culture

AIGC tools have demonstrated unique advantages in the extraction and recreation of traditional cultural elements, opening up a new path for the modern expression of traditional culture. Participants pointed out that through AI technology, the team was able to combine Chinese dragon patterns, traditional craftsmanship and modern design language to create works that are both historically profound and full of contemporary flavor. For example, in the case design, the team used AI tools to

combine dragon dance elements with the Dongfeng-41 missile, which not only demonstrated the power of modern military technology, but also conveyed the auspicious meaning of traditional culture. This innovation not only enriched the cultural connotation of the brand, but also provided new possibilities for the inheritance and innovation of traditional culture.

In summary, this seminar summarized the three core values of AIGC tools in online lifestyle brand design: improving design efficiency, stimulating creativity and promoting personalized design, and promoting the innovative development of Chinese traditional culture. These conclusions not only provide theoretical support for this design practice, but also point out the direction for the further application of AIGC tools in brand design in the future. Through continuous exploration and optimization, AIGC technology will inject more innovative power into the brand, while opening up a broader space for the modern expression and dissemination of traditional culture.

4.7.1.2 SUMMARY OF PRODUCT DEVELOPMENT RESULTS

According to the summary and statistics of the design, production and sales data of the two dragon culture products, this time the Chinese dragon culture martial spirit online lifestyle brand has designed five major themes, including "Chinese Aviation, Chinese Air Force, Chinese Navy, Chinese Army, Chinese Missile Army", and launched four product categories of "fashion, daily life, office, and traditional handicrafts" in two phases with five major themes, totaling 16 lifestyle products.

During the planned research time, the Chinese dragon culture martial spirit online lifestyle brand loongshen sold a total of 122 products. In terms of the types of goods sold, fashion products had the highest sales, with a total of 39 orders sold, ranking first. The second place was daily necessities, with a total of 37 orders sold. The third place was office supplies, with a total of 24 orders sold. The second place was traditional handicrafts, with a total of 17 orders sold. Among them, the product with the highest sales volume was the fashion dragon culture T-shirt, with a total of 21 orders sold, accounting for 17% of the total. The second place was the office notebook, with a total of 18 orders sold, accounting for 15% of the total. The daily necessities water cup and the traditional handicraft Chinese fan were tied for third sales, accounting for 11% of the total. As shown in the following table.

Table 37 Results of online sales of Chinese dragon culture lifestyle products

Number	Product Type	Product name	Sales quantity	Percentage (%)
1	Fashion	T-shirts	21	17%
2		Hoodies	11	9%
3		Sportswear	5	4%
4		Long sleeve	1	1%
5		Sports Towel	1	1%

Number	Product Type	Product name	Sales quantity	Percentage (%)
6	Daily use	Water cup	14	11%
7		Phone Cases	12	10%
8		Handbag	7	6%
9		Pillow	4	3%
10	Office supplies	Notebooks	18	15%
11		Bookmarks	0	0%
12		Keychain	6	5%
13		Pen holder	0	0%
14	Traditional Handicrafts	Chinese fan	14	15%
15		Porcelain	2	2%
16		Chinese Scroll	1	1%

Source : Author, 2025

In terms of product evaluation, the Taobao platform specifies consumer reference standards from four aspects: "product originality, product quality, product price, and product logistics". According to the standards, Taobao stores are divided into five levels. The first level is "one star", with a Taobao score of 4-10 points, indicating that the store's service quality is poor, there are many problems, and it is not recommended to buy. The second level is "two stars", with a Taobao score of 11-40 points, indicating that the store's service quality is average, there are certain problems, and consumers need to be cautious when buying. The third level is "three stars", with a Taobao score of 41-90 points, indicating that the store's service quality is medium, basically meeting shopping needs, but there is still room for improvement. The fourth level is "four stars", with a Taobao score of 91-150 points, indicating that the store's product quality is good and consumers can buy with confidence. The fifth level is "five stars", with a Taobao score of 151-250 points, indicating that the store's service quality is very high, the shopping experience is excellent, and it is the first choice for consumers. According to data summarized by Taobao, the online platform of the online lifestyle brand created this time, the products of this online brand have received 122 consumer reviews, with a total of 5 "bad reviews" and 117 "good reviews", with a favorable rate of 96%. Based on various data, Taobao's 2024 annual report gave this online lifestyle brand and product a "4-star" rating, among which "product originality" received "five stars", "product quality" received "four stars", "product price" received "three stars", and product logistics received "four stars". The overall evaluation is "the product service quality of this store is good, and consumers can buy with confidence".

Table 38 Online platform product evaluation results

	Star Rating	Score	Describe
Product Originality	★★★★★	151-250	Very Good
Product Quality	★★★★	91-150	Quite Good
Product Logistics	★★★★	91-150	Quite Good
Product Price	★★★	41-90	Medium
Overall Evaluation	★★★★	91-150	Quite Good

Source: Taobao 2025 Shop Operation Report, 2025

In summary of the product results of this online lifestyle brand, this study believes that the design of this product and the online sales situation are well confirmed. In the process of research, the market survey of the current Chinese online lifestyle product market and the application of AIGC tools were analyzed from the perspective of the online market. The high sales of fashion and traditional handicraft products are influenced by the current Chinese national tide trend, which caters to the needs of young consumers for traditional culture and innovation, which is in line with the consumption trend of emerging groups in the current Chinese online market. From the perspective of design theme, the product sales results of the two stages show that this product attracted consumers through the theme of Chinese dragon culture and Chinese military. Chinese consumers agree with the cultural connection between dragon culture and Chinese military. Through mutual cooperation and promotion with social media, the LOONGSHEN online brand is put into operation, and the martial spirit that the brand wants to express is spread through the form of lifestyle products. From the perspective of AIGC, the design of the products and themes of this online brand was created using AIGC tools, which improved the efficiency of work, and the output design was recognized by consumers.

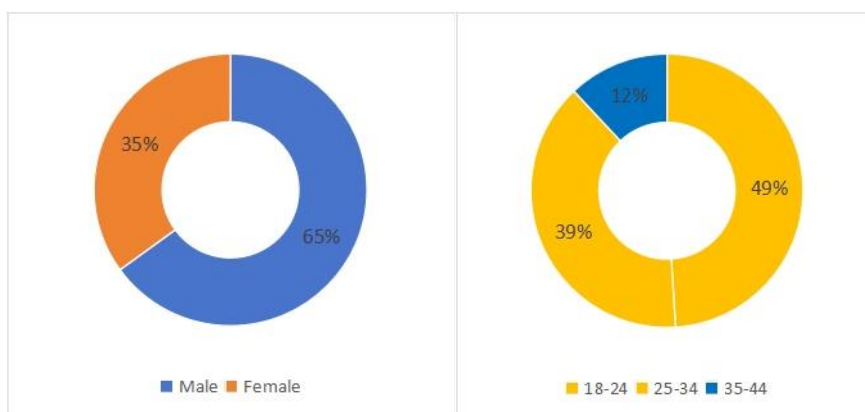
According to the ratings presented by the online platform, the store has met the current standards of China's online lifestyle market in terms of "product originality, product quality, product logistics, and product price." The evaluation given by the online platform Taobao that "the quality of the store's products and services is good, and consumers can buy with confidence" is reasonable and can be adopted as the summary of the product in this study.

4.7.1.3 SUMMARY OF SOCIAL MEDIA OPERATION RESULTS

The operation of this online lifestyle brand has gone through two stages. After the background data is summarized, the online brands studied in this study are operated on three Chinese social media platforms, namely "WeChat, Douyin, and Bilibili", and their types include "instant messaging social platform, short video platform, and comprehensive video sharing platform". During the two-stage research process, a total of 543 users have been paid attention to. According to the gender and age announced by the online channel users, among the user groups concerned, 65% are male and 35% are female. Among the age data of the total users, a total of 515

users disclosed their age, of which 254 were aged 18-24, accounting for 49% of the total number of respondents, and 143 were aged 25-34, accounting for 39% of the total number of respondents. There are 50 people aged 35-44, accounting for 12% of the total number of respondents, and the youth group aged 18-34 accounts for a total of 88%.

Table 39 Gender and age ratio of social media users



Source : Author, 2025

In the two-stage design experiment, this online lifestyle brand published 18 works on three social media platforms, including 10 short videos and 8 articles, which received a total of 11,059 page views. There were four peaks in page views. After analyzing the data from the seminar, it was found that the theme and time of the work release were consistent with social hot events, which means that the online lifestyle brand operation in this study effectively grasped social hot spots and converted them into page views.

Table 40 Social Media Operation Data Summary

Index	Social Media Platforms	Published Works	Page View	Follow Users
Number	5	18	11059	543

Source : Author, 2025

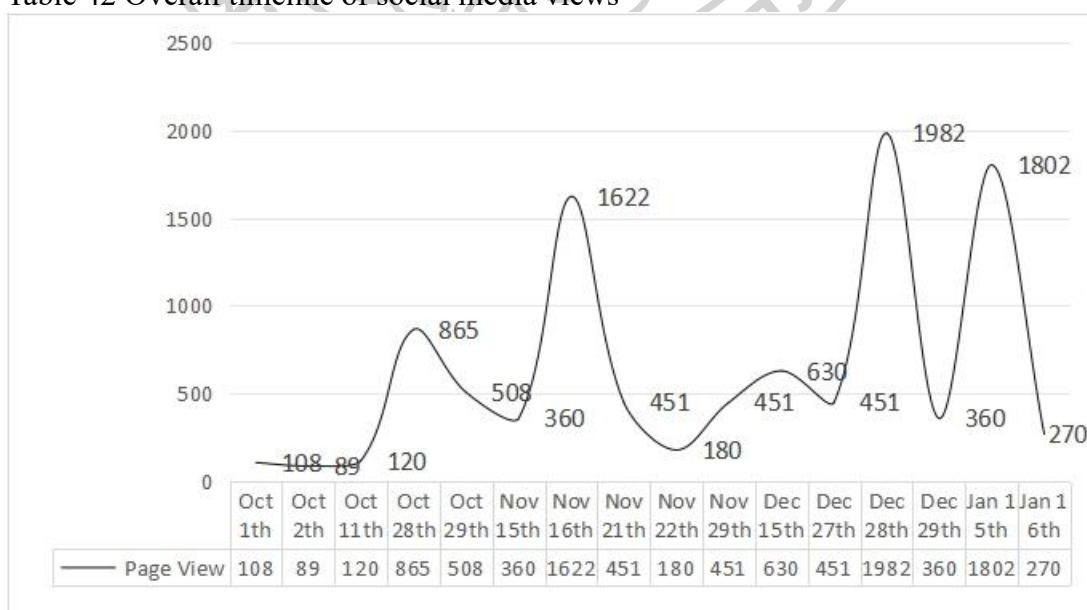
Table 41 Summary of View Count for Social Media Works

Publish Works (Number)	Release time	Page View
Short Video 1	2024/10/1 18: 15	108
Article 1	2024/10/2 20: 10	89
Short Video 2	2024/10/11 09: 30	120
Short Video 3	2024/10/28 10: 00	865
Article 2	2024/10/29 09: 10	508

Publish Works (Number)	Release time	Page View
Short Video 4	2024/10/30 09: 10	358
Article 3	2024/11/15 09: 10	360
Short Video 5	2024/11/16 09: 10	1622
Article 4	2024/11/21 09: 05	451
Short Video 6	2024/11/22 11: 00	180
Article 5	2024/11/29 09: 10	451
Short Video 7	2024/12/15 09: 10	630
Article 6	2024/12/27 11: 10	451
Short Video 8	2024/12/28 11: 10	1982
Article 7	2024/12/29 11: 00	360
Short Video 9	2024/1/15 11: 00	1802
Article 8	2024/1/16 11: 10	270
Short Video 10	2024/1/20 11: 10	451

Source : Author, 2025

Table 42 Overall timeline of social media views



Source : Author, 2025

The research team members of this online lifestyle brand operation research practice included e-commerce, new media, and Internet art majors. The team summarized the social media research work and obtained three research results:

First, this study attracted young users who are interested in dragon culture, martial spirit, and military themes by producing a variety of rich works such as text and video and using AIGC tools, and converted them into views and consumers. The use of AIGC tools has stimulated creativity and improved work efficiency.

The second point is precision marketing and social hot spot capture. By collecting and analyzing user preferences, content strategies that better meet user needs are formulated. In addition, this time, news hot spots such as "China's Southern Theater Strategic Patrol in the South China Sea" and "China's Rocket Force Launches Intercontinental Missiles" were successfully captured, making the promotion more accurate and improving the effect of the promotion.

The third point is that after two stages of user accumulation, a user community of online lifestyle brands was successfully established, which built emotional links and enhanced user stickiness. It is helpful for the in-depth interaction and community building between brands and users, and is conducive to the conclusion investigation of this study on the way to spread martial spirit.

4.7.1.4 TEACHING ACHIEVEMENTS AND GOVERNMENT AWARDS

The online lifestyle brand of Chinese dragon culture and martial spirit created in this research experiment will be implemented in two phases from October 2024 to January 2025. This research is based in Lianyungang Economic and Technological Development Zone Technical School, making full use of the equipment and resources of the college's e-commerce base. The participants include a total of 23 students and teachers from e-commerce, new media, and Internet art majors. In the process of online brand building, teachers and students from different majors conducted relevant research and practice in six major areas: brand design, product development, new media promotion, e-commerce operation, customer service, and live streaming.

Students who participated in the activity carried out actual operations during the research process, fully experienced the development and needs of the industry, and solidly learned various skills in e-commerce operations, product management, live marketing, and order processing. These e-commerce teaching and training enable students to have skills and experience related to actual work in the e-commerce industry after graduation, improving their employment competitiveness.

The operation research of this online brand participated in the "College Students' E-commerce Innovation and Entrepreneurship" activity organized by the Lianyungang Employment and Entrepreneurship Working Committee. The "College Students' E-commerce Innovation and Entrepreneurship" activity focuses on innovation, entrepreneurship, creativity, and practice. The government hopes to provide college students and young people with new space and new ideas for entrepreneurship by supporting and cultivating entrepreneurial projects with creative e-commerce brands, and cultivate talents with e-commerce skills. At the annual meeting of the Lianyungang Youth Entrepreneurship and Employment Alliance in January 2025, the entrepreneurial project including this online brand won the 2024 Innovation and Entrepreneurship "Excellent Organization Award" issued by the

Lianyungang Youth Entrepreneurship and Employment Alliance.



Figure 88 "Excellent Organization Award"

Source : Author, 2025

4.7.2 THE RESULTS OF PROMOTING CHINESE MARTIAL SPIRIT IN ONLINE LIFESTYLE BRANDS

4.7.2.1 OFFICIAL GOVERNMENT EVALUATION RESULTS

For this study, the evaluation and feedback from the official perspective of the government is very important. This study obtained a valuable opportunity to interview Mr. Zhang Jiajiong, the mayor of Lianyungang City. During the interview, Mayor Zhang gave an evaluation of the content and direction of this study, and gave feedback and guidance on the work of promoting the spirit of martial arts.

Zhang Jiajiong, Mayor of Lianyungang Municipal People's Government, Chairman of the Municipal Federation of Industry and Commerce, President of the Municipal Chamber of Commerce, Master of Laws.

Mayor Zhang Jiajiong is responsible for education, civil affairs, and military affairs in Lianyungang City, and is responsible for managing the Lianyungang Federation of Trade Unions, the Federation of Industry and Commerce, and the relevant affairs of the People's Liberation Army stationed in Lianyungang City. At the annual meeting of the Lianyungang Youth Entrepreneurship and Employment Alliance held on January 3, 2025, Mayor Zhang Jiajiong listened to the project report on this research, and the teacher representatives who participated in this research made relevant reports. The researchers, on behalf of the young scholars, gave a detailed report on the research process to Mayor Zhang Jiajiong. The mayor listened to the report of this research, expressed his views on the research work, and made instructions and summaries.



Figure 89 Mayor interview scene

Source : Author, 2025

The researcher reported the field of this study in detail to the mayor, introduced the problem of this study, introduced the comprehensive investigation of the cultural background, policy background, market background and technical

background of the research field, and pointed out that the purpose of the study is to promote and publicize the martial spirit to the youth group from the perspective of online lifestyle brands through the integration of dragon culture and martial spirit. The researcher analyzed the cultural connection between Chinese dragon culture and martial spirit, introduced the design theme, product development and social media construction of the original online lifestyle brand, and reported on the relevant work of learning, student members and entrepreneurial entrepreneurship involved in the study. After the relevant situation was introduced, the author asked the mayor to express his thoughts on this research project and asked the mayor to summarize and give instructions for this study.

After listening to the relevant reports of the researchers, Mayor Zhang Jiajiong encouraged and affirmed this study. Mayor Zhang Jiajiong said: "The dragon is a symbol of the unity of Chinese civilization and the Chinese nation, and it is a common cultural imprint of Chinese people at home and abroad. As a unique spiritual symbol of the Chinese nation, the martial spirit has always played a vital role. In the new era, young people should vigorously promote Chinese dragon culture and martial spirit, which is not only to inherit and promote the excellent traditional Chinese culture, but also to enhance the country's cultural strength and educate the younger generation to cultivate correct values." Mayor Zhang Jiajiong summarized and instructed this study: "Combining dragon culture and martial spirit, cultivating online cultural brands, and educating young people on patriotic thoughts is a positive and innovative attempt. Educators and designers should pay attention to two key points. First, we must insist on using Chinese culture as the source of vitality to shape the core value of the brand, and form a distinctive spiritual identity around Chinese culture and spirit to make products more powerful. Second, we must combine cultural products with high quality and high technology to make products more technological and humanistic, build the core competitiveness of the Chinese cultural brand, and let the younger generation of the motherland feel the charm of Chinese culture and the greatness of the country".

The participants of this study listened carefully to the mayor's feedback and guidance on the research work, and recorded the interview content. This study believes that Mayor Zhang Jiajiong's summary and instructions on this study agree with the direction of this study from the government policy level, and agree with and encourage the practice of integrating dragon culture with martial spirit and promoting martial spirit to young people through online lifestyle brands. The two suggestions of "brand spirit construction" and "product integration with technology" are very valuable, which is consistent with the actual situation of this study's business plan for online lifestyle brands and the use of AIGC tools.

4.7.2.2 EXHIBITION AND EXPERT EVALUATION RESULTS



Figure 90 Conference, exhibition, workshop

Source : Author, 2025

After the design practice of the second phase of this study was completed, the second workshop was held to summarize and guide this study. The second workshop was carried out in the dual form of exhibition and expert discussion. The exhibition was held from January 3 to 9, 2025, in the Yuntai Auditorium of Jinlin Yuntai Hotel, the designated activity venue of Lianyungang Municipal Government. This exhibition is part of the annual exhibition of Lianyungang Youth Entrepreneurship and Employment Alliance. The exhibition shows the construction results of the online lifestyle brand of Dragon Culture and Martial Spirit to the invited experts, guests and college students. The exhibition is divided into two parts. The first part is the city brand product display. Through posters and physical objects, the Chinese Dragon Culture and Martial Spirit online lifestyle brand and its products are displayed to experts, guests and young people. The second part is interactive communication, through electronic screen reports, workshops with experts, listening to expert suggestions, summarizing research results and discussions.

The second workshop invited five senior experts from different fields:

Expert 1 Ms. Cheng Xueqing, Director of Lianyungang Youth Art Education Development Committee, Secretary General of the Belt and Road International Culture and Art Development Center.

Ms. Cheng Xueqing is an expert in government policy for this seminar. Ms. Cheng has rich experience in youth education, policy promotion and publicity, and interpretation of government policies.

Expert 2 Mr. Wang Hongbo, member of the Academic Committee of the Chinese Cultural Heritage Protection Research Institute, writer, and artist.

Mr. Wang Hongbo is an expert in culture and history invited to this seminar. Mr. Wang has in-depth research on Chinese traditional culture and history. At the same time, Mr. Wang is also a writer and artist, and has deep attainments in literature and art.

Expert 3 Mr. Tang Xilong, Vice President and Director of Lianyungang Brand Service Research Association.

Mr. Tang Xilong is an expert in market and brand operation invited to this

seminar. Mr. Tang works with Lianyungang Brand Service Research Association and has rich experience in entrepreneurship and management of various types of brands.

Expert 4 Dr. Xu Dongdong, PhD in Culture and Art from Tan Kuk University, South Korea, and Vice President of the School of Art of Lianyungang Economic and Technological Development Zone Technical School.

Dr. Xu Dongdong is an expert in education invited to this seminar. Dr. Xu's main research direction is artificial intelligence and computers, and he has extensive practical experience in the combination of AIGC tools and art design.

Expert 5 Mr. Wang Sen, Master of Visual Communication from Birmingham City University, UK, and representative of young entrepreneurs from the Shandong Youth Employment and Entrepreneurship Alliance.

Mr. Wang Sen is an expert in brand and user invited to this seminar. Mr. Wang founded his own company and designed youth vocational education, art design, e-commerce and other fields, and has in-depth insights into young user groups.



Figure 91 Experts involved in the workshop

Source : Author, 2025

The third phase of the workshop was hosted by the researchers and recorded by the meeting staff. The author introduced the research questions, research purposes, and research fields to the experts, and detailed the findings related to culture, market, and online brands obtained from the research. He also introduced the product development process, social media operations, the use of AIGC and other related information to the experts. After listening to the author's introduction, the experts discussed, took turns to speak, and made summaries and comments. The second workshop was conducted in the form of a discussion interview. According to the purpose and importance of this study, the researchers set three meeting topics for discussion. The first meeting topic was about the "Cultural Connection between Chinese Dragon Culture and Martial Spirit" of this study. The author introduced the literature research and findings of this study to the experts, and introduced the historical evolution of Chinese dragon culture and martial spirit and the connection with modern military. According to the records and compilation of the seminar, the experts gave feedback and comments as shown below.

Table 43 Expert Feedback and Evaluation on Workshop Issue 1

Expert Sequence	Feedback and Evaluation
Expert 1	This research has conducted a comprehensive and in-depth analysis of the Chinese Dragon culture and Martial Spirit, providing valuable research findings.
Expert 2	The viewpoint of this study is unique and has a positive impact on the development of the academic field.
Expert 3	This paper has a clear structure and strict logic, and comprehensively discusses the Chinese Dragon culture and martial spirit.
Expert 4	The literature review of this study demonstrates the author's in-depth history and solid analytical skills
Expert 5	The literature review of this study is very solid, demonstrating a comprehensive understanding of the relevant literature.

Source : Author, 2025

The second meeting topic was the research on "AI-Generated Content Participating in the Fusion Design of Chinese Dragon Culture and Martial Spirit". The author introduced the comparison and selection of AI-Generated Content tools in this research to the experts, and demonstrated the application process and details. According to the records and compilation of the workshop, the experts made feedback and comments as shown below.

Table 44 Expert Feedback and Evaluation on Workshop Issue 2

Expert Sequence	Feedback and Evaluation
Expert 1	The application of AI tools in this study has shown excellent performance and made significant contributions to the research field.
Expert 2	Strong ability in AI tools, good mastery of professional knowledge in this research, outstanding ability to analyze and solve problems.
Expert 3	The research workload is full and the content is substantial.
Expert 4	The implementation of AI-Generated Content has improved the efficiency of the research design, and the work has performed well.

Expert Sequence	Feedback and Evaluation
Expert 5	This study provides a detailed and in-depth explanation of the design process and details of AI-Generated Content.

Source : Author, 2025

The third meeting topic was "Online lifestyle brands promote martial spirit to young people". The author visited the online lifestyle brand exhibition with experts, explained the design theme, product development, and social media of online brands to the experts, and introduced the idea of promoting martial spirit to young users. According to the workshop records and collation, the expert feedback and evaluation are shown below.

Table 45 Expert Feedback and Evaluation on Workshop Issue 3

Expert Sequence	Feedback and Evaluation
Expert 1	The purpose of promoting the spirit of martial arts to young people through online lifestyle brands is clear and has positive academic and practical significance. I suggest conducting scientific and reasonable surveys on users from the perspective of patriotic education laws.
Expert 2	The viewpoints proposed in this study are scientifically reasonable, with precise data processing and high credibility of the results.
Expert 3	This research provides valuable research recommendations, but also has shortcomings. It is suggested that the author draw on the "Report on the Development of China's Cultural Industry" released by Peking University in 2025.
Expert 4	The research process is clear, the viewpoints are clear, and it has strong persuasiveness.
Expert 5	This research survey data and evidence support the argument, with a logical flow, but it is important to focus on interdisciplinary collaboration methods.

Source : Author, 2025

Summarizing the feedback and evaluation of the five experts in the third phase of the workshop on the discussion topics, on the topic of "the cultural connection between Chinese dragon culture and martial spirit", the five experts agreed with the

findings and results of this study. The cultural and historical expert 2 invited to this workshop said that "the viewpoint of this study is unique and has a positive impact on the development of the academic field.

Regarding the topic of "AI-Generated Content participates in the integrated design of Chinese dragon culture and martial spirit", the five experts' feedback and evaluation opinions were basically consistent, and all expressed their approval of this study. The education expert 4 invited to this seminar said that "the use of AI-Generated Content has improved the efficiency of the research design, and the work performed well."

In the discussion on the topic of "Online lifestyle brands promote martial spirit to young people", the five experts agreed with this study and also made important suggestions from different professional perspectives. The government policy expert 1 invited to this seminar proposed "I suggest that a scientific and reasonable survey of users should be conducted from the perspective of the 2024 Patriotism Education Law." The market and brand operation expert 3 invited to this seminar proposed "It is recommended that the author refer to the "China Cultural Industry Development Report" released by Peking University in 2025."

The third phase workshop conducted a long and in-depth discussion on the topics of this study, the results and findings of the research, and each invited expert took turns to speak. After the discussion, Ms. Chen, expert 1, explained to all participants the details and main content of the "Patriotic Education Law" designated by the Chinese government in 2024, which provided extremely important guidelines and norms for the follow-up investigation of this study. Mr. Cheng, expert 3, interpreted the "China Cultural Industry Development Report" released by Peking University in 2025 to all participants, which provided theoretical knowledge on the evaluation factors of online brands. After the third phase of the workshop, the "Questionnaire Survey Expert Group" was formed by the researchers and agreed by the experts present to conduct a questionnaire survey on the effect of this study on promoting martial spirit to young people through online lifestyle brands. A working group of five experts assisted in formulating the questionnaire content and survey strategy.

4.7.2.3 RESULTS OF QUESTIONNAIRE ON THE EFFECTIVENESS OF PROMOTING MARTIAL SPIRIT

Investigating the results of the dissemination of martial spirit in online lifestyle brands is an important part of this study. The main research method is to collect and analyze data from the two aspects of brand and promotion effect through questionnaire survey within the scope of online brand users in this study, so as to analyze the gains and conclusions of this study. The "Questionnaire Survey Expert Group" composed of invited experts from the third phase workshop provided theoretical assistance for this questionnaire survey.

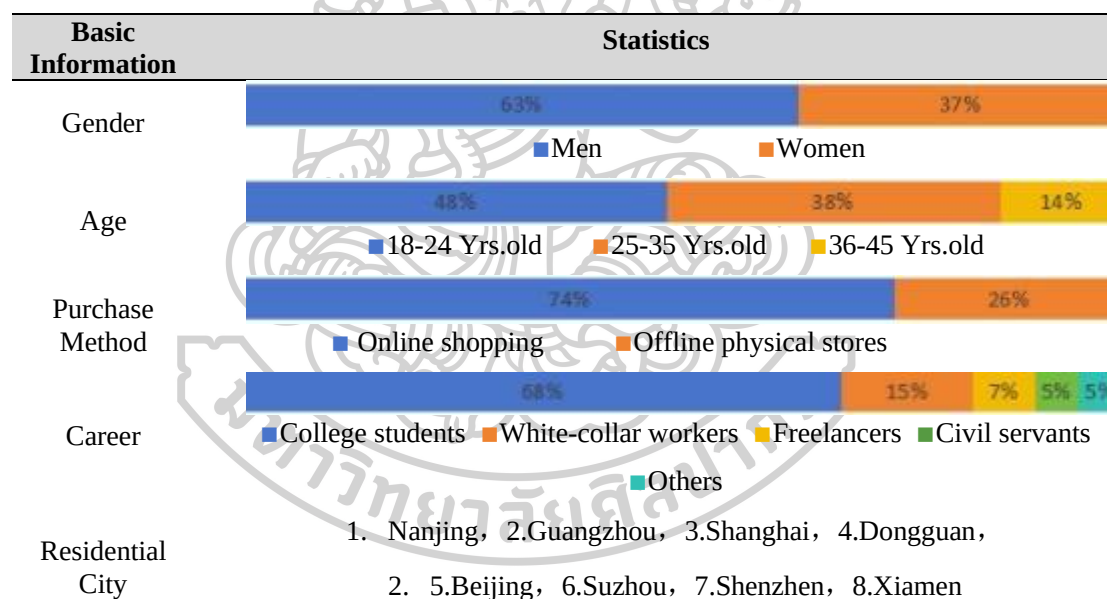
(1) Information of interviewees

The interviewees of this questionnaire were selected from the users who followed the online social media account of the online lifestyle brand LOONGSHEN created this time. A total of 300 users participated in the local questionnaire survey. This questionnaire survey was conducted in the form of an online survey, and the

respondents' personal information, brand evaluation, and martial spirit were investigated from three perspectives.

According to the feedback from the respondents, males accounted for the majority of online brand users, with a total of 189 people accounting for 63%. The age survey of the respondents showed that there were 144 users aged 18 to 24, accounting for 48%, 144 users aged 25 to 35, accounting for 38%, and 42 users aged 36 to 45, accounting for 14%. Users aged 18 to 35 accounted for 86% of the surveyed population. In the statistics of the respondents' purchasing behavior, in terms of the way of purchasing lifestyle products on a daily basis, 74% of the respondents chose to buy online, and 26% of the respondents chose to buy in offline physical stores. In the occupation statistics of the respondents, 68% of the respondents are college students, 15% of the respondents are white-collar workers, 7% of the respondents are freelancers, 5% of the respondents are civil servants, and 5% of the respondents are other occupations. In the survey of the respondents' residence, the respondents mainly live in China's large-scale, economically developed central cities and coastal cities. The top eight cities in terms of population are Nanjing, Guangzhou, Shanghai, Dongguan, Beijing, Suzhou, Shenzhen, and Xiamen.

Table 46 Basic information of the respondents



Source : Author, 2025

According to the statistics of the basic information of the respondents, it is consistent with the conclusions of the previous research and the data of the two practices. In terms of the gender of the respondents, this study analyzed that male users accounted for the majority due to the influence of the brand's military-themed content. In terms of age and occupation statistics, young users aged 18 to 35 accounted for 86% of the surveyed population, and 68% of the respondents were college students, which is in line with the research purpose of this study to promote the martial spirit among young people. In the statistics of the respondents' purchasing behavior and the cities where they live, 74% of the respondents choose to buy lifestyle products online on a daily basis. The main respondents live in China's central

cities and coastal cities with large populations and developed economies, which is in line with this study's investigation and judgment of China's online market and consumers.

(2) Satisfaction evaluation of respondents

The questionnaire survey of respondents' satisfaction evaluation is to investigate the respondents' evaluation and attitude towards the online lifestyle brand of Dragon Culture and Martial Spirit, which was originally created in this study. The questionnaire for this satisfaction evaluation was compiled by experts from the "Questionnaire Expert Group" based on the "China Cultural Industry Development Report" released by Peking University in 2025. The questionnaire options are divided into four parts: "theme design, product design, brand communication, and brand evaluation", with a total of 14 sub-options.

"Theme design" refers to the design theme and content of the brand. According to the report released by Peking University, the brand's design content is divided into four standards: "artistic, knowledge, fashion, and connotation". "Artistic" refers to whether the brand's design theme reflects the characteristic aesthetics of dragon culture and martial spirit. "Knowledge" refers to whether the design theme conveys knowledge about dragon culture and modern Chinese military to customers. "Fashion" refers to whether the design theme conforms to the popular style trend of the current Chinese online lifestyle brand market. "Connotation" refers to whether the design theme reflects the thoughts and connotations of dragon culture and martial spirit. These four items test the user's satisfaction with the design content of the brand studied in this study.

The "product design" evaluation part is divided into "AI participation, national characteristics, craftsmanship and quality, and reasonable pricing" according to the theory of the report released by Peking University. "AI participation" is a new evaluation standard in the "China Cultural Industry Development Report" released by Peking University in 2025. It is to evaluate the respondents' satisfaction with the design of this original online brand using AI tools. "National characteristics" refers to whether the products of this online brand reflect the characteristic cultural products of the Chinese nation. "Craftsmanship and quality" refers to the evaluation of the production process, practicality and materials of this original online brand product. "Reasonable pricing" refers to the evaluation of the pricing of the original online brand products.

The "Brand Communication" section is divided into three subdivision options: "New Social Media, Marketing and Promotion, and User Interaction" according to the theoretical guidance of the invited experts. "New Social Media" refers to the satisfaction survey of the original online brand using emerging social media platforms such as WeChat and short videos. "Marketing and Promotion" refers to the evaluation of the sales and communication of the online brand in this study in the online mall and various online brands. "User Interaction" refers to the community situation established between the online brand and the user, and the investigation of common values.

"Brand Evaluation" is divided into three important evaluation contents: "Brand Story, Social Value, and Overall Evaluation" according to the evaluation criteria in the "China Cultural Industry Development Report" released by Peking University. "Brand Story" refers to the concept of the integration design of dragon culture and martial

spirit of this original brand. "Social Value" refers to the social recognition evaluation of this study through online brands to spread martial spirit to young users. "Overall Evaluation" refers to the overall satisfaction survey of users on the original dragon culture and martial spirit online lifestyle brand LOONGSHEN.

The questionnaire evaluation is divided into three scoring ranges: satisfied, basically satisfied, and dissatisfied. 85 to 100 points are satisfied, 60 to 84.9 points are basically satisfied, and below 60 points are dissatisfied. Before the questionnaire survey, the author, the leader of the "questionnaire expert group", explained in detail the specific meaning and scoring rules of each option to the interviewed users. A total of 300 valid evaluation results were collected. The questionnaire data was sorted and statistically recorded in SPSS software for analysis. The results are as follows.

Table 47 Results of the questionnaire on satisfaction evaluation of respondents

Evaluation Content	Evaluation Factors	Evaluation Score (%)	Satisfaction
Theme Design	Artistic	87%	Satisfied
	Knowledge	88%	Satisfied
	Fashion	92%	Satisfied
	Connotation	90%	Satisfied
	AI Participation	85%	Satisfied
Product Design	National Characteristics	89%	Satisfied
	Craftsmanship and Quality	85%	Satisfied
	Reasonable Pricing	79%	Basically Satisfied
	New Social Media	85%	Satisfied
Brand Communication	Marketing and Promotion	90%	Satisfied
	User Interaction	80%	Basically Satisfied
	Brand Story	91%	Satisfied
Brand Evaluation	Social Value	97%	Satisfied
	Overall Evaluation	95%	Satisfied

Source : Author, 2025

Through data analysis, it can be found that the respondents of this questionnaire have no "dissatisfaction" with 14 options in the four parts of the questionnaire, 12 evaluation results are "satisfied", and two evaluation results are "basically satisfied". In the "theme design" part, the respondents gave "satisfied" evaluations to the four items of "artisticity, knowledge, fashion, and connotation", which shows that the design theme of the integration of Chinese dragon culture and martial spirit of this online brand is accepted by users.

In the "product design" part, the three items of "AI participation, national characteristics, craftsmanship and quality" were all evaluated as "satisfied", and the one item of "reasonable pricing" was "basically satisfied". This result is consistent with the feedback results obtained from the two experiments during the design process. By analyzing the feedback data of product design, three conclusions are drawn. The first point is that the innovative design of this design using AIGC tools is recognized by users. The second point is that the newly added traditional Chinese handicraft products in the second experiment are welcomed by users. The third point is that the craftsmanship and quality of this brand's products are recognized by users. The feedback on "reasonable pricing" is consistent with the feedback of the online mall platform on the brand. It can be found that young consumer groups have certain requirements for the price positioning of online lifestyle brands.

In the evaluation results of the "Brand Communication" section, "New Social Media, Marketing and Promotion" received a "satisfactory" evaluation, indicating that the social media operation of this online brand has been recognized by users, and the content published by the various forms of social media accounts designed this time has been successful in the strategy of running on different platforms. "User Interaction" received a "basic satisfaction", indicating that online lifestyle brands should focus on establishing closer ties with users and attach importance to maintaining and operating user communities.

From the overall evaluation, in the "Brand Evaluation", the three items of "Brand Story, Social Value, and Overall Evaluation" all reached a "satisfactory" evaluation, and together reached a satisfaction rate of more than 90%, indicating that the Chinese Dragon Culture and Martial Spirit online lifestyle brand created by this research institute has received overall satisfaction from users. "Brand Story" reached a satisfaction rate of 91%, indicating that the theme of dragon culture and martial spirit of this original brand has been recognized by users. "Social Value" received a satisfaction feedback of 97%, proving that the way this research used online brand operation to promote the Chinese martial spirit to young groups was considered valuable by the respondents. The "overall evaluation" reached a satisfaction rate of 95%, indicating that the original online lifestyle brands in this study have been recognized and accepted by young consumer groups in terms of design themes, products, and social media operations.

(3) Promotion effect of martial spirit

"Martial spirit + art + brand, promote the comprehensive revitalization of martial spirit, and promote martial spirit to the younger generation." is the concept proposed by China's Patriotic Education Law. Its content is to promote martial spirit to Chinese young people through the combination of modern Chinese martial spirit with art and brand building. Ms. Cheng Xueqing, an expert in the field of Chinese youth education, has in-depth research on psychology, China's Patriotic Education

Law and martial spirit education, and provides theoretical guidance and suggestions for this study. This study uses a questionnaire to investigate the effect of martial spirit dissemination and promotion to young people through online lifestyle brands. With the assistance of experts, the questionnaire is based on the interpretation of martial spirit in China's Patriotic Education Law and the guiding regulations for related education work. A total of 10 single-choice questions are set to collect the feedback of the respondents on the martial spirit conveyed by online brands. The results of the feedback on each question in this questionnaire are presented by percentage statistics. The expert group will summarize it. A total of 300 respondents participated in the interview.

Table 48 Results of questionnaire on promotion of martial spirit

Q#	Survey Question	Response Options & Statistics
Q1	Do you like the Chinese dragon culture and martial spirit embodied in this brand?	Like 97% Dislike 0% Indifferent 3%
Q2	Do you like to promote the Chinese martial spirit through online lifestyle branding?	Like 95% Dislike 0% Indifferent 5%
Q3	Do you pay attention to military content posted on social media platforms of this online lifestyle brand?	Often 89% Occasionally 10% Indifferent 1%
Q4	Do you understand the martial spirit promoted by this brand?	Understand 84% Unclear 11% Indifferent 5%
Q5	What do you think is the modern martial spirit of China?	Patriotism 8% Oppose Aggression 10% Both 82%
Q6	Do you know about Chinese weapons and equipment in the design theme of this brand?	Know 85% Unclear 3% General 17%
Q7	Do you support the development project of Chinese military in the design theme of this brand?	Support 96% Unsupported 1% Indifferent 3%
Q8	How do you think students can practice the modern martial spirit?	Promote peace 93% Xenophobic 3% Unclear 4%
Q9	What emotions do you feel from the design of this brand?	Pride 91% Anger 9% Boredom 0%

Q#	Survey Question	Response Options & Statistics	
Q10	Would you recommend this brand and promote the martial spirit to your classmates or friends?	Will 98% 1%	Not Indifferent 1%

Source : Author, 2025

In the questionnaire setting, Question 1.2.3 investigates the respondents' impression of the online lifestyle brand originally created by this research institute. 97% of the respondents like the Chinese dragon culture and martial spirit embodied in this brand, 95% of the respondents like to promote the Chinese martial spirit in the form of online lifestyle brands, and 89% of the respondents often pay attention to the military content released by this online lifestyle brand on social media. This shows that the design theme of Chinese dragon culture and martial spirit is loved by young consumers, and the way of promoting Chinese martial spirit through online lifestyle brands and social media is feasible.

Question 4.5 is a survey on the effect of promoting martial spirit on the respondents in this study. 84% of the respondents understand the martial spirit promoted by this brand, and 82% of the respondents believe that "loving the country" and "opposing aggression" are both modern Chinese martial spirits, which is in line with the definition of modern martial spirit in China's Patriotism Education Law, indicating that through the promotion of online lifestyle brands and social media, this study has enabled 82%-84% of the respondents to understand the meaning of Chinese martial spirit.

Question 6.7 is a survey on the military education of young people in this study. The Chinese Patriotism Education Law states that the education of martial spirit should cultivate the young generation to form a sense of responsibility of "paying attention to the military and loving the military". In this questionnaire, 85% of the respondents learned about Chinese weapons and equipment through the theme design of this brand, and 96% of the respondents supported the development projects of the Chinese military in the theme of this brand design. This shows that through the online brand promotion of this study, 85%-96% of the respondents received military education, understood military knowledge to a certain extent, and supported the development projects of the Chinese military.

The questions in the questionnaire are to investigate the emotional feedback of the respondents on the martial spirit promoted by the online brand. The modern martial spirit of China advocates the promotion of peace and stability and emphasizes personal dignity and pride. 93% of the respondents believe that students should practice the modern martial spirit by "pursuing peace", and 91% of the respondents feel "proud" from the design of this brand. This feedback shows that the respondents in this study correctly understand the connotation of modern peace of the martial spirit and feel the emotions advocated by the martial spirit from the promotion of this online lifestyle brand. Question 10 is a survey on the effectiveness of promoting China's martial spirit through this online lifestyle brand. 98% of the respondents are willing to recommend this brand and promote the martial spirit to their classmates or friends, which proves that the martial spirit is being spread among the respondents

through this online lifestyle brand.

According to the feedback from this questionnaire, the expert group conducted data analysis and summary. In this questionnaire survey, 86% of the respondents were young people aged 18 to 35, 95%-97% of the respondents liked to promote Chinese dragon culture and martial spirit in the form of online lifestyle brands, 82%-84% of the respondents understood the meaning of Chinese martial spirit through this online brand, 85%-96% of the respondents received military education through this study, 91% of the respondents felt the positive emotions advocated by the martial spirit from the design of this brand, and 98% of the respondents were willing to recommend this brand and promote martial spirit to classmates or friends. After summarizing the feedback on the answers to various questions, the expert group unanimously agreed that this study has achieved successful results and valuable gains in promoting the martial spirit to young people through online lifestyle brands. It is feasible to spread the Chinese martial spirit to young groups by creating an online lifestyle brand of Chinese dragon culture and martial spirit, which provides valuable findings for the promotion of martial spirit and innovation of patriotism education.

4.8 CHAPTER SUMMARY

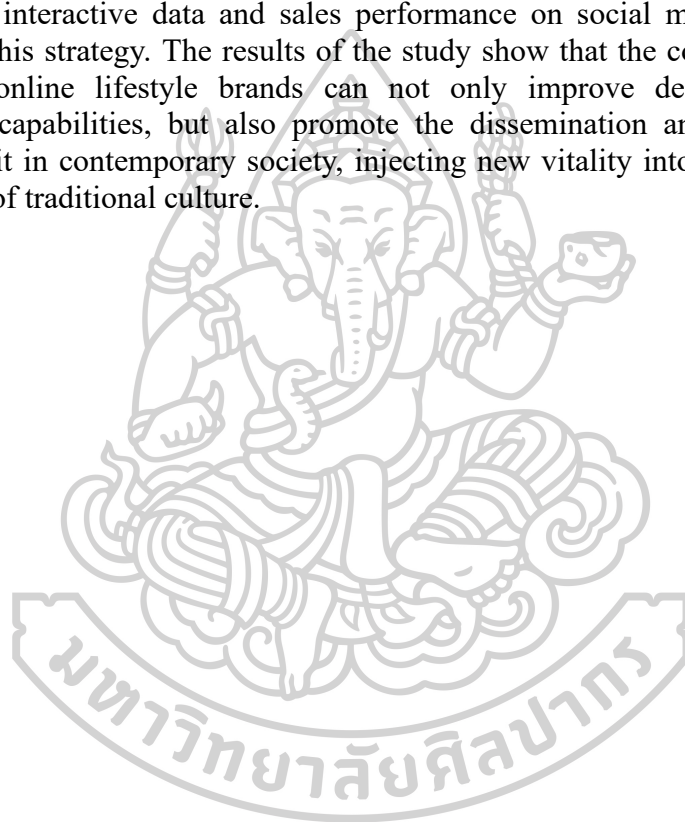
The research in Chapter 4 adopts a combination of qualitative and quantitative analysis methods, and comprehensively uses a variety of research methods such as literature survey, market research, comparative analysis, questionnaires and expert consultation. From a theoretical perspective, the research team deeply analyzed the cultural and aesthetic connection between Chinese dragon culture and martial spirit through literature survey and expert consultation, and explored the interaction between the two in historical evolution and its cohesive effect on national identity. From a practical perspective, the team systematically studied the trends of China's online lifestyle market through market research and questionnaire surveys, and analyzed consumers' preferences and demands for dragon culture products. At the same time, the team also evaluated the application effects of different AIGC tools (such as image generation, text generation, and video generation tools) in design and promotion through comparative analysis, providing technical support for the practice of online lifestyle brands. In the end, the research successfully achieved the goal of promoting martial spirit to young people through online lifestyle brands.

The study found that Chinese dragon culture and martial spirit have profound historical and cultural value and are important components of the Chinese national spirit. Dragon culture and martial spirit have intertwined in history and have jointly shaped the cultural identity and spiritual core of the Chinese nation. In modern society, dragon culture and martial spirit are not only important carriers of traditional culture, but also play an important role in consolidating national identity and enhancing cultural confidence. By integrating dragon culture and martial spirit into modern design and lifestyle, the research team successfully explored the dissemination path of traditional culture in contemporary society.

This study specifically explores the dissemination strategy of Chinese martial culture in modern society, and proposes to build connections with young groups through innovative paths, combined with the background of technological development and Internet popularization, and using the trend of online lifestyle brands. The research team developed an online lifestyle brand with dragon culture as

the theme through AIGC tool-assisted design, covering four categories of products: daily products, fashion products, office products and handicrafts. At the same time, the team also released pictures and short video content on the theme of dragon culture through social media platforms, attracting the attention and participation of a large number of young consumers. This innovative way of communication not only enhances the influence of martial spirit, but also provides new ideas for the modern expression of traditional culture.

Finally, the study found that promoting martial spirit through online lifestyle brands can effectively connect traditional culture with modern life, especially among young groups, and has achieved good results and feedback. Young consumers have shown a strong interest in the design and connotation of dragon culture products, and the brand's interactive data and sales performance on social media also verify the success of this strategy. The results of the study show that the combination of AIGC tools and online lifestyle brands can not only improve design efficiency and innovation capabilities, but also promote the dissemination and popularization of martial spirit in contemporary society, injecting new vitality into the inheritance and innovation of traditional culture.



CHAPTER 5

CONCLUSION

Looking back at the full text of the study, the purpose of this paper is to use AI-Generated Content tools to participate in the research and development of an online lifestyle brand with profound dragon culture and martial spirit, to innovatively integrate Chinese dragon culture with China's modern military, and to spread China's martial spirit to young people through the design, products, and online social media of online lifestyle brands.

In the first chapter, the researchers introduced the policy, cultural, commercial, and technical backgrounds of the study from four aspects. The research questions were analyzed, the research objectives were interpreted, and the research hypotheses were proposed. The research methods were explained and the research framework was listed.

In the second chapter, the researchers reviewed the profound history and research value of Chinese dragon culture and Chinese martial spirit through an in-depth literature review, starting from historical documents, and introduced the current status of China's online lifestyle product market and the development of AIGC technology. A solid theoretical framework was constructed to provide a theoretical basis and background knowledge for subsequent research.

In the third chapter, the researchers introduced the research methods in detail, including research methods and strategies, sample selection, research tools, data collection, and analysis methods. The accuracy and transparency of this chapter ensure the scientific validity and credibility of this study and provide a solid foundation for the interpretation of the results of this study.

In Chapter 4, the researchers introduced the research findings, process and results in detail, verifying the feasibility of spreading China's martial spirit to young groups by creating an online lifestyle brand of Chinese dragon culture and martial spirit. This provides valuable reference for the promotion of martial spirit and innovation of patriotism education.

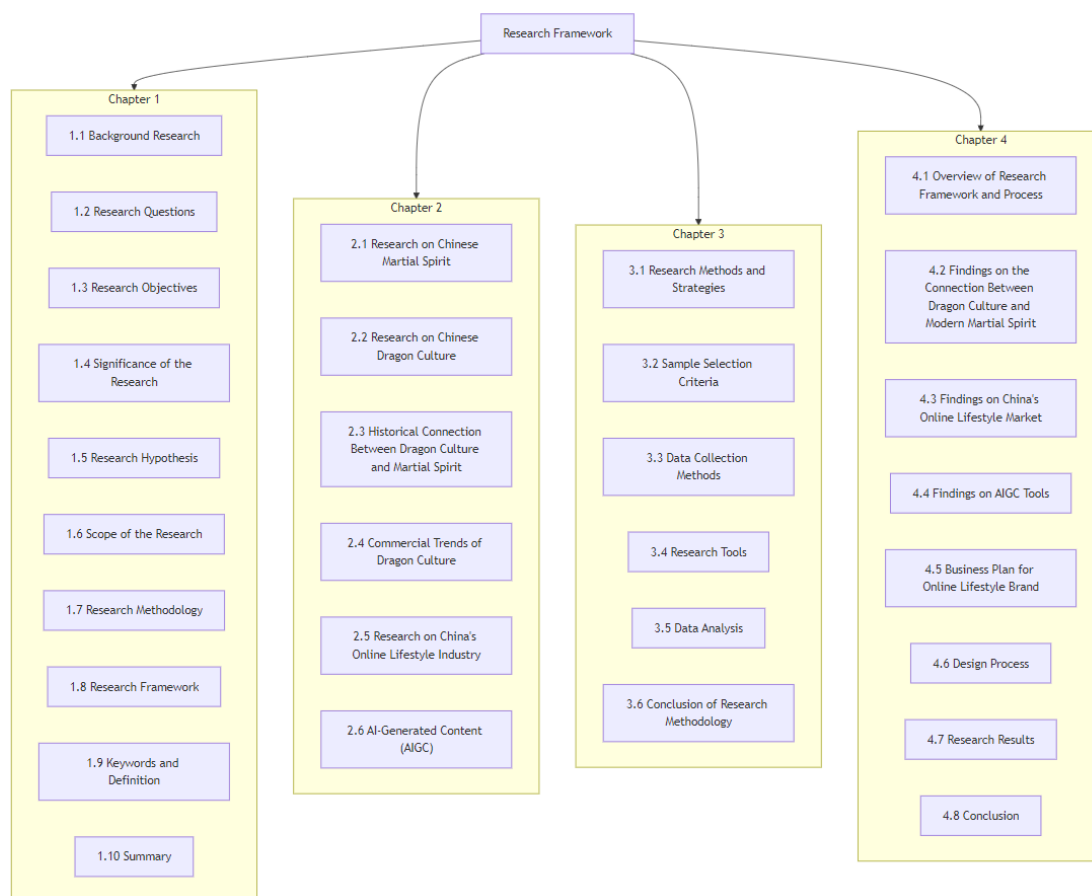


Figure 92 Research overall framework

Source : Author, 2025

5.1 SUMMARY OF THE STUDY

5.1.1 ANSWERS TO RESEARCH QUESTIONS

Question 1: What is the connection and manifestation of Chinese dragon culture in modern China's martial spirit?

This study uses literature survey, expert interviews, and questionnaire surveys. The researchers reviewed previous research literature, consulted a large number of Chinese military news reports and related articles from 1984 to 2025, and collected and sorted out a large number of literature cases. They interviewed experts in Chinese traditional culture and history and collected their feedback and suggestions. A questionnaire survey was conducted on 200 young respondents.

The study found that the Chinese military has inherited the tradition of dragon culture, and the Chinese dragon has become an important cultural symbol and symbol of China's martial spirit, which is specifically reflected in three aspects.

(1) Dragon culture military code

The modern Chinese military has inherited the tradition of dragon culture code. Since the 1980s, the Chinese government has used dragon culture as a code for important military equipment and weapons, involving various important weapons and equipment in the Chinese navy, air force, missile army, and aviation fields. The

purpose of the dragon culture code of Chinese military equipment is to promote the martial spirit of the Chinese military since ancient times. The existing dragon culture codes generally come from ancient Chinese historical and cultural books. The dragon culture codes of different weapons and equipment all contain the meaning of martial spirit.

(2) Dragon culture military logo

Another incarnation of dragon culture in modern martial spirit is the dragon culture badge. The Chinese military has used dragon patterns as badges to promote martial spirit since the Zhou Dynasty, which has a history of more than 3,000 years. The modern Chinese military has continued the tradition of using dragon culture as badges. The study found that dragon culture badges are widely used in various branches of the Chinese military. They mainly use classic dragon patterns from different periods of China, reflecting the characteristics of Chinese dragon culture in different periods. The dragon culture badges of the Chinese military also have their own characteristics and styles in design.

(3) Dragon culture military propaganda

The study found that dragon culture has become the incarnation of modern Chinese martial spirit propaganda works. Dragon culture has become the protagonist in modern Chinese martial spirit propaganda works. Posters and other graphic designs are the main way to promote modern Chinese martial spirit. This study found that modern dragon culture pays attention to the coordination of Chinese dragons and military equipment in the propaganda design of Chinese martial spirit. At the same time, it pays attention to the expression of Chinese traditional culture and is good at using Chinese elements to create themes and atmosphere.

Academic experts agreed with the findings of this study and expressed their support. In the questionnaire survey, researchers found that young Chinese people have a favorable impression of dragon culture, have a high level of understanding, and are aware of linking dragons with Chinese military, but have a low level of understanding of martial spirit.

Question 2: What value does AI-Generated Content have for the design of online lifestyle brands?

This study actively explored and practiced the application of AIGC tools in the design of online lifestyle brands. AIGC tools participated in the design of "theme design", "product development" and "social media promotion". This study formed an AIGC design team, including 30 students and teachers from e-commerce, new media and Internet art majors. According to the summary of the design team, the following three important values were obtained from the participation of AIGC tools in the design of online lifestyle brands:

(1) The use of AIGC tools has greatly improved design efficiency

The participants generally believed that AIGC tools played an important role in design and significantly improved work efficiency. For example, Stable Diffusion can generate high-quality visual images in a short time, reducing the tedious manual drawing and modification process in traditional design; the application of ERNIE Bot and DeepSeek in text editing makes the writing and optimization of brand stories more efficient; Alibaba Cloud provides strong technical support for data processing and storage, ensuring the smoothness of the design process. Through these tools, the team can complete more high-quality design tasks in a shorter time, providing strong

support for brand content production and promotion.

(2) AIGC tool-assisted design inspires creativity and promotes personalized design

The AIGC tool not only improves efficiency, but also provides more creative possibilities for the design team. Participants said that AI generation technology can quickly try a variety of design styles and themes, helping designers break through the limitations of traditional thinking and explore more innovative design directions. For example, through the combination of AI-generated Chinese dragon culture and modern military themes, the team created unique design works that meet the personalized needs of different user groups. In addition, the AIGC tool can also quickly adjust the design plan based on user feedback, further promoting the personalization of the design and user participation.

(3) AIGC tools contribute to the innovative development of traditional Chinese culture

AIGC tools have demonstrated unique advantages in the extraction and re-creation of traditional cultural elements, opening up a new path for the modern expression of traditional culture. Participants pointed out that through AI technology, the team was able to combine Chinese dragon patterns, traditional craftsmanship and modern design language to create works that have both a sense of history and a contemporary flavor. For example, in the case design, the team used AI tools to combine dragon dance elements with the Dongfeng-41 missile, which not only demonstrated the power of modern military technology, but also conveyed the auspicious meaning of traditional culture. This innovation not only enriched the cultural connotation of the brand, but also provided new possibilities for the inheritance and innovation of traditional culture.

In summary, this seminar summarized the three core values of AIGC tools in online lifestyle brand design: improving design efficiency, stimulating creativity and promoting personalized design, and promoting the innovative development of traditional Chinese culture. These conclusions not only provide theoretical support for this design practice, but also point out the direction for the further application of AIGC tools in brand design in the future. Through continuous exploration and optimization, AIGC technology will inject more innovative power into the brand, while opening up a broader space for the modern expression and dissemination of traditional culture.

Question 3: How to promote the Chinese martial spirit to young people through online lifestyle brands?

The study found that promoting the martial spirit through online lifestyle brands has achieved good results and feedback among young people. Young consumers have shown a strong interest in the design and connotation of dragon culture products, and have a deeper understanding and recognition of the martial spirit. In the process of practice, the study summarized the key points of promoting the Chinese martial spirit to young people through online lifestyle brands.

(1) Combining tradition and innovation to meet the cultural needs of young people

This study focuses on the integration and innovative expression of Chinese dragon cultural elements and martial spirit. The focus is on integrating traditional culture with modern aesthetic needs to form a unique "national tide" design style. In

terms of design concept, the design team pays attention to the balance between tradition and modernity. On the one hand, the national tide style content is mainly based on the national tide comic style and calligraphy style. On the other hand, it combines modern simple design concepts and AI technology to create products that are both culturally rich and fashionable. This design trend meets the needs of young consumers for personalization and cultural identity, and promotes young consumers to show a strong interest in the design and connotation of dragon culture products.

(2) Sufficient market research and reasonable product planning

To promote China's martial spirit to young groups through online lifestyle brands, it is necessary to conduct sufficient market research and reasonably plan brand products. This study conducted a detailed investigation of China's online lifestyle product market, and summarized the investigation from three aspects: "market trends", "brand and product cases", and "consumer group analysis". According to the research conclusions, product planning and development are carried out according to the product types and design styles preferred by young consumer users, effectively attracting the attention of target consumer groups.

(3) Formulate online business strategies and take advantage of social media

The study found that the social media e-commerce model is reshaping the landscape of China's online lifestyle market. For emerging brands, it is necessary to actively embrace this model and make full use of the traffic dividends and interactive advantages of social media. The design team published pictures, texts and short videos on the theme of dragon culture on social media platforms, attracting the attention and participation of a large number of young consumers. This innovative communication method not only enhances the influence of martial spirit, but also provides new ideas for the modern expression of traditional culture. The brand's interactive data and sales performance on social media have verified the success of this strategy.

5.1.2 REALIZATION OF RESEARCH OBJECTIVES

(1) To sort out the manifestation of Chinese dragon culture in modern Chinese martial spirit and analyze its cultural connection and aesthetic characteristics.

This study reviewed previous research literature, consulted a large number of Chinese military news reports and related articles from 1984 to 2025, collected and sorted out a large number of literature cases, consulted relevant research papers, and interviewed experts. The manifestation of Chinese dragon culture in modern Chinese martial spirit is systematically sorted out, which is specifically reflected in the three aspects of the Chinese military's dragon culture code, dragon culture logo, and dragon culture propaganda design.

This study collected 36 dragon culture cases related to the four major services of the Chinese Army, Air Force, Navy, and Missile Force, and summarized and analyzed them to summarize their cultural connotations and aesthetic characteristics. The study found that the Chinese dragon has become an important cultural symbol and symbol of China's martial spirit. The Chinese military uses the code, logo and propaganda content of dragon culture, which all reflect China's martial spirit. In terms of aesthetic characteristics, Chinese dragon culture pays attention to the coordination of the picture of Chinese dragon and military equipment in the design of modern Chinese martial spirit. At the same time, it pays attention to the expression of Chinese

traditional culture and is good at using Chinese elements to create themes and atmosphere.

(2) Practice AIGC tools to assist online lifestyle brand design, stimulate creativity and improve efficiency.

This study actively explored and practiced the full application of AIGC tools in online lifestyle brand design, covering the entire process of brand building, including theme design, product design, and social media operations. The research team made full use of AIGC tools in different fields, such as text generation tools, image generation tools, and video generation tools, to achieve efficient transformation from brand concept to final presentation. In the theme design stage, AIGC tools provide a rich source of inspiration for brand positioning by quickly generating a variety of creative solutions; in the product design stage, AI-generated visual elements and design solutions significantly shortened the development cycle, while improving the innovation and uniqueness of the design; in social media operations, AIGC tools helped the team efficiently produce a large amount of high-quality content, including copywriting, pictures, and short videos, greatly enhancing the brand's online influence.

In order to give full play to the potential of AIGC tools, this study formed an interdisciplinary and cross-field AIGC design team, including students and teachers from e-commerce, new media, and Internet art majors, totaling 30 people. During the project promotion process, the team deeply integrated the AIGC tool into various links such as team meetings, information collection, creative discussions, and design execution. For example, in team meetings, AI-generated text and visual materials provide intuitive references for discussions; in the information collection stage, AI tools help to quickly organize and analyze market data; in the design stage, the diverse solutions generated by AI provide the team with more choices and inspiration. After practice, the team summarized several major advantages of the AIGC tool: first, it significantly improved work efficiency and shortened the cycle from concept to implementation; second, it stimulated the team's creativity and expanded design ideas through the diverse solutions generated by AI; finally, it reduced labor costs, allowing the team to focus more on strategic decision-making and creative optimization. These experiences provide valuable practical references for the application of AIGC tools in the field of brand design, and also lay a solid foundation for future related research.

(3) To create and operate an online lifestyle brand of Chinese dragon culture and promote the modern Chinese martial spirit to young people.

This brand takes the Chinese martial spirit as its core and successfully creates a unique online lifestyle brand. With the theme of "dragon culture", the brand deeply integrates AI technology and innovative design concepts to build a multi-dimensional product matrix covering physical products, digital content, etc. Through AI technology, the brand has achieved innovative design and promotion of dragon culture, greatly enhancing the attractiveness and user experience of the products. At the same time, relying on the flexibility and efficiency of the online industrial chain, combined with the resource integration capabilities of the brand operation base and the creative support of the professional design team, the brand has formed a complete closed loop from product research and development, production to marketing promotion. This three-party collaborative operation model not only ensures the efficient operation of the brand, but also provides strong support for the modern

dissemination of dragon culture and martial spirit.

According to the questionnaire survey, user feedback and sales data analysis, this study has achieved remarkable results in promoting martial spirit among young people through online lifestyle brands. The data shows that young consumers have a strong interest in the design and connotation of dragon culture products, especially dragon culture products and digital content that combine modern aesthetics and traditional elements. In addition, through the brand's interactive activities and educational content, young consumers' understanding of the martial spirit has been significantly deepened, and many people have expressed a deeper recognition of the values of the "martial spirit". The brand has not only successfully integrated dragon culture and martial spirit into the daily lives of young people, but also played a positive educational role in a subtle way, providing a successful example for the modern dissemination and youthful expression of traditional culture.

5.2 CONTRIBUTE

5.2.1 THE RELATIONSHIP BETWEEN CHINESE DRAGON CULTURE AND MODERN MARTIAL SPIRIT

From the perspective of aesthetics and design, this study reviewed a large number of Chinese military news reports and related articles from 1984 to 2025, collected and sorted out the works and related news reports officially released by the Chinese military from 2020 to 2025, collected and sorted out a large number of literature cases, and consulted relevant research papers. The aesthetic connection between Chinese dragon culture and modern martial spirit is summarized and summarized. The three major sections of "Dragon Culture Military Code", "Dragon Culture Military Badge" and "Dragon Culture Military Propaganda" are systematically summarized.

After systematic data collection, in-depth analysis and multi-angle research, this study found that the Chinese dragon is not only an important symbol of Chinese traditional culture, but also has become a representative symbol of China's martial spirit. This conclusion has been highly recognized and appreciated by experts in related research fields in China. From the perspective of aesthetics and design, this study further reveals the deep connection between Chinese dragon culture and modern martial spirit: the wide application of the image of the dragon in military badges and propaganda design not only reflects the aesthetic value of traditional culture, but also gives the modern martial spirit a profound cultural heritage. These discoveries not only provide a new perspective for the inheritance and innovation of dragon culture, but also open up a new path for the dissemination and promotion of martial spirit in contemporary society. They have important theoretical value and practical significance.

5.2.2 COMPREHENSIVE SURVEY REPORT ON CHINA'S ONLINE LIFESTYLE PRODUCT MARKET

This study conducted a comprehensive survey of China's online lifestyle product brand market from three aspects: market trend survey, product analysis, and consumer group analysis. Through the steps of collecting market data, observing market changes, collecting product cases, expert interviews, questionnaires, analyzing

data, and predicting market trends, the researchers summarized the latest trends in China's online lifestyle product market from 2024 to 2025 in the form of text and charts.

This study investigated the four largest e-commerce platforms in China in terms of user numbers and scale—"Tmall, JD.com, Pinduoduo, and Taobao", and consulted the annual financial report data of major mainstream e-commerce platforms in China. 10 Chinese online lifestyle brands were surveyed and their business models and product strategies were analyzed. The four major types of lifestyle products that are popular on various e-commerce platforms in China, a total of 60, were summarized and their styles, characteristics, and prices were analyzed.

Through a large number of case collections and data analysis, this study deeply revealed the three significant trends in China's online lifestyle brand market: the rise of "national trend style", the popularization of "social e-commerce model", and the deepening of "younger consumer groups". First, the rise of the "national tide style" reflects young consumers' recognition of traditional Chinese culture and their demand for innovation. By combining traditional elements with modern design, the brand has successfully attracted a lot of attention and promoted the improvement of cultural confidence. Secondly, the rapid development of the "social e-commerce model", especially the fission-like communication achieved through social media platforms, has not only changed the traditional consumption path, but also greatly enhanced the brand's interactivity and user stickiness. The trend of "younger consumer groups" shows that Generation Z and millennials have become the core consumer groups of online lifestyle brands. They pay attention to personalization, experience and brand values. These findings not only provide detailed information and references for the research on China's online lifestyle market, but also provide important practical guidance for brands' future market positioning, product development and marketing strategy formulation.

5.2.3 PRACTICE SUMMARY OF AIGC TOOL FOR ONLINE LIFESTYLE BRAND BUILDING

The design of this online lifestyle brand actively explores and practices the application of AIGC tools in the production of various aspects of online lifestyle brands. This study uses the mainstream tools in the current AI-Generated Content field of "text generation", "image generation" and "video generation" functions to invest in the entire process of online brand design.

This study formed an AIGC design team, including 30 people from e-commerce, new media and Internet art majors, and used AIGC tools to design five major themes, including "Chinese Aviation, Chinese Air Force, Chinese Navy, Chinese Army, Chinese Missile Army". The five major themes were divided into two stages to develop four product categories of "fashion, daily life, office, and traditional handicrafts", totaling 16 lifestyle products. In the field of social media, AIGC tools were used to assist in the production of 18 works, including 10 short videos and 8 articles.

This study systematically introduces the full-process application of AIGC tools in the design of online lifestyle products, and elaborates on the specific participation methods and technical details of AIGC tools in each link from demand analysis, concept generation to design optimization. Through actual cases, the

research team demonstrated the significant advantages of AIGC tools in quickly generating design sketches and optimizing design solutions, especially in improving design efficiency, reducing development costs, and stimulating creative inspiration. These experiences provide valuable references for researchers and practitioners in related fields, and also lay a theoretical foundation and practical basis for the in-depth application of AIGC tools in the design field in the future. Through the exploration of this study, it not only verifies the huge potential of AIGC tools in online lifestyle product design, but also provides new ideas and directions for the digital transformation and intelligent upgrading of the design industry.

5.2.4 EXPLORATION OF ONLINE LIFESTYLE BRAND PROMOTION OF CHINA'S MARTIAL SPIRIT

This study specifically explores the dissemination strategy of China's martial culture among young people, and proposes to build connections with young people through innovative paths and the trend of online lifestyle brands. The research team developed an online lifestyle brand with the theme of dragon culture through AIGC tool-assisted design, covering four categories of products: daily products, fashion products, office products and handicrafts. At the same time, the team also released pictures, texts and short videos on the theme of dragon culture through social media platforms, attracting the attention and participation of a large number of young consumers. This innovative way of communication not only enhances the influence of martial spirit, but also provides new ideas for the modern expression of traditional culture.

The study found that promoting martial spirit through online lifestyle brands can effectively connect traditional culture with modern life, and has achieved good results and feedback among young people. Young consumers show a strong interest in the design and connotation of dragon culture products, and the brand's interactive data and sales performance on social media also verify the success of this strategy. This study has injected new vitality into the inheritance and innovation of traditional culture in order to promote the dissemination and popularization of martial spirit among young people, and tried an innovative promotion path, which provides an important reference for related research.

5.3 THE PRACTICAL SIGNIFICANCE OF THE RESEARCH RESULTS

In 2023, the 14th National People's Congress clearly stated that education and cultural workers should actively explore innovative methods in the new era, make full use of the advantages of the Internet and emerging industries, pay attention to brand effects, and strengthen the martial spirit education of young people. In this context, this study focuses on the dissemination of Chinese martial culture among young people in modern society and explores an innovative path. Under the current trend of rapid development of AIGC technology and popularization of the Internet, the research team keenly captured the rise of online lifestyle brands and built an effective cultural communication bridge by combining the martial spirit with the interests of young groups. The research not only focuses on the connotation of the martial spirit, but also pays more attention to the innovation of its modern expression, which opens up new possibilities for the promotion of martial culture.

This study has built an interdisciplinary and cross-field professional team by

integrating high-quality resources from the government, universities and the Internet. The government provides policy support and direction guidance, universities contribute theoretical research and talent reserves, and the Internet industry brings technical advantages and communication channels. This multi-party collaboration model not only ensures the efficiency, professionalism and pragmatism of the research, but also provides an important reference case for cooperation in related fields. During the project training and development process, the research team focused on the combination of theory and practice, deeply digging into the historical heritage of martial culture and actively exploring its application scenarios in modern society, forming a replicable and popularizable martial spirit communication system.

The results of this study have been highly recognized by the government department in charge of military affairs and won the "Excellent Organization Award". This honor is not only a recognition of the research team's efforts, but also an affirmation of the value of promoting the martial spirit. In the future, the research team will further strengthen cooperation with the government and military propaganda departments to deepen exploration in public welfare fields such as the dissemination of the martial spirit, patriotic education, and military science popularization. Through in-depth docking with military resources, the research team plans to develop more influential cultural products, use Internet platforms and emerging technologies to integrate the martial spirit into the daily lives of young people, and inspire their patriotic feelings and sense of responsibility. This cooperation model not only has broad development space, but also provides new ideas and opportunities for cultural communication in the new era.

5.4 LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

5.4.1 LIMITATIONS OF THE STUDY

The limitations of this study are mainly reflected in the limitation of the development scale of online lifestyle brands and the education of martial spirit.

Limitation 1: The online lifestyle brand designed by this study is limited by the actual start-up funds, operation time, and professional personnel of this study. It is in a small-scale state, with relatively simple product development, lack of experience in the online social media operation team, lack of professional personnel in brand customer service and logistics, and lack of start-up funds for brand promotion, which, to a certain extent, affects the brand effect and the results of the study.

Limitation 2: This study promotes the martial spirit through the path of online lifestyle brands and establishes a connection with young people. There are two limitations to its martial spirit education for young people. The first point is that this method may remain in a relatively primary stage for the martial spirit education of young people. The specific degree of influence and sustainability on young people needs further investigation. The second point is that the research is limited to young people who are familiar with the Internet, and has little influence on other minority young groups.

5.4.2 SUGGESTION

Based on the conclusions and findings of this study, the researchers put forward suggestions for future research to designers, researchers, and the government.

(1) Designers

From the current status of China's lifestyle industry, it is still in its infancy.

There are still some problems in current product design, which seriously affect the development of the lifestyle industry. Some product designs cannot flexibly and cleverly implant traditional cultural elements into products, and it is difficult to design and create products with unique national cultural characteristics and characteristics of the times. This study recommends that designers focus on solving the problem of how Chinese lifestyle product brands can combine Chinese traditional culture, Chinese aesthetics and skills with international design language, and through an international perspective, design language that conforms to contemporary trends, and a cultural background that integrates Chinese and Western cultures, make the design products recognized and paid attention to by young people and establish connections with young groups.

(2) Scholars

Through the in-depth research and analysis of this study, it can be learned that in modern society, Chinese dragon culture still shows strong vitality and adaptability to the times. As the spiritual totem of the Chinese nation, dragon culture is not only deeply rooted in traditional culture, but also radiates new vitality in various fields of modern society. Protecting and inheriting dragon culture is not only to protect the spiritual soul of the Chinese nation, but also an important measure to maintain cultural roots and enhance cultural confidence. In the context of globalization, cultural scholars should shoulder the mission of the times and contribute to the inheritance and promotion of the excellent traditional culture of the Chinese nation through deepening theoretical research on dragon culture, innovating dissemination methods, promoting cross-border integration and other multi-dimensional paths.

(3) Educators

In general, the future of AI technology will flourish in the direction of diversification, personalization and deep interaction. AI technology is creating a new era of art education. In the field of artistic creation, AI-assisted creation systems can break through the limitations of traditional techniques and provide artists with unlimited creative possibilities; in art education, intelligent teaching platforms can provide customized learning content and real-time feedback according to the personalized needs of learners, greatly improving teaching efficiency and learning experience. In the face of this trend, educators urgently need to improve digital literacy and cultivate innovative capabilities to integrate artificial intelligence technology into education and teaching.

(4) Government

Chinese youth born between 1990 and 2000 grew up in an era of rapid development of China's comprehensive national strength. They generally received a good basic education, have strong national confidence and national identity, and have an increasing demand for cultural diversity and personalization trends. As China's younger generation gradually becomes the backbone of the labor market and consumer market, e-commerce, social media and other Internet things are increasingly favored by young people. The promotion and education of martial spirit can use the dissemination and influence of the Internet to promote and educate young people.

5.5 CHAPTER SUMMARY

This chapter systematically summarizes the overall research with the inheritance and promotion of dragon culture and martial spirit as the core. First, the

core issues and research purposes of the research are reviewed, and the spiritual connotation of dragon culture and the contemporary value of martial spirit are clarified; secondly, the contribution of the research is sorted out from the three dimensions of cultural inheritance, spiritual promotion and practical promotion, which deepens the understanding of the internal connection between dragon culture and martial spirit at the theoretical level, innovates the research path of cultural communication and spiritual cultivation at the methodological level, and provides practical strategies for the promotion of dragon culture and martial spirit at the practical level. At the same time, combined with the era background of the revival of traditional culture, this study deeply analyzes the practical significance of the research results in enhancing cultural confidence, cultivating national spirit, and improving national quality, and provides practical guidance for the modernization transformation of dragon culture and martial spirit.

In addition, the study also objectively analyzes the limitations of insufficient integration of traditional culture and modern values, single promotion methods, and limited cross-regional communication effects, and puts forward specific suggestions for future research: scholars should focus on the in-depth excavation and innovative interpretation of dragon culture and martial spirit, government departments need to strengthen policy support and resource integration, and educators should explore effective ways to integrate AI technology into education and teaching. Overall, this study not only provides a theoretical basis and methodological reference for the inheritance and promotion of dragon culture and martial spirit, but also provides an important basis for the creative transformation and innovative development of China's excellent traditional culture, and has important implications for the in-depth development of related research in the future.



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APPENDIX



Appendix A: Social Media E-Commerce Platform Promotional Works





Appendix B: Social Media Short Video Promotion Works



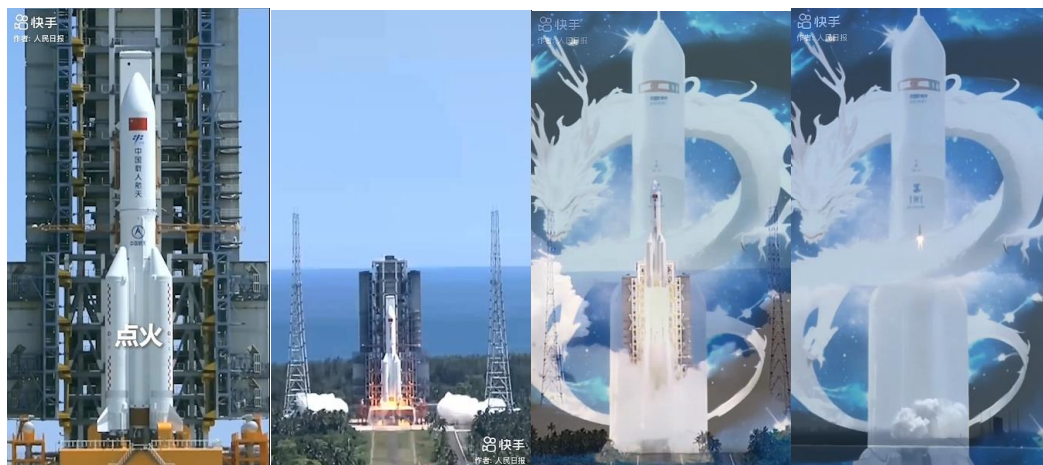
Screenshot of short video 1



Screenshot of short video 2



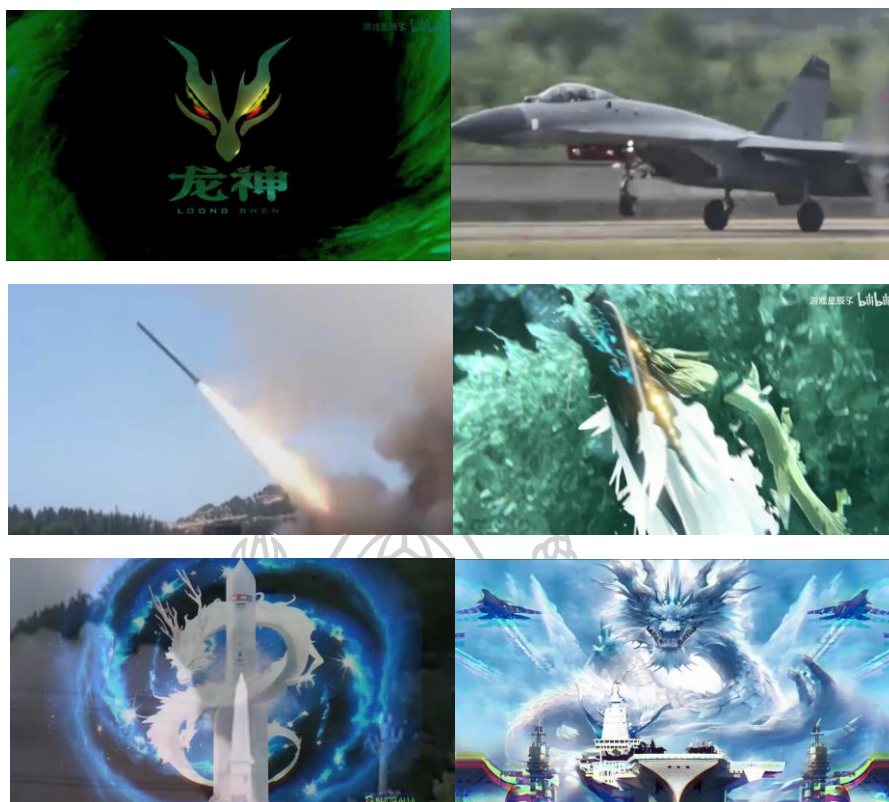
Screenshot of short video 3



Screenshot of short video 4

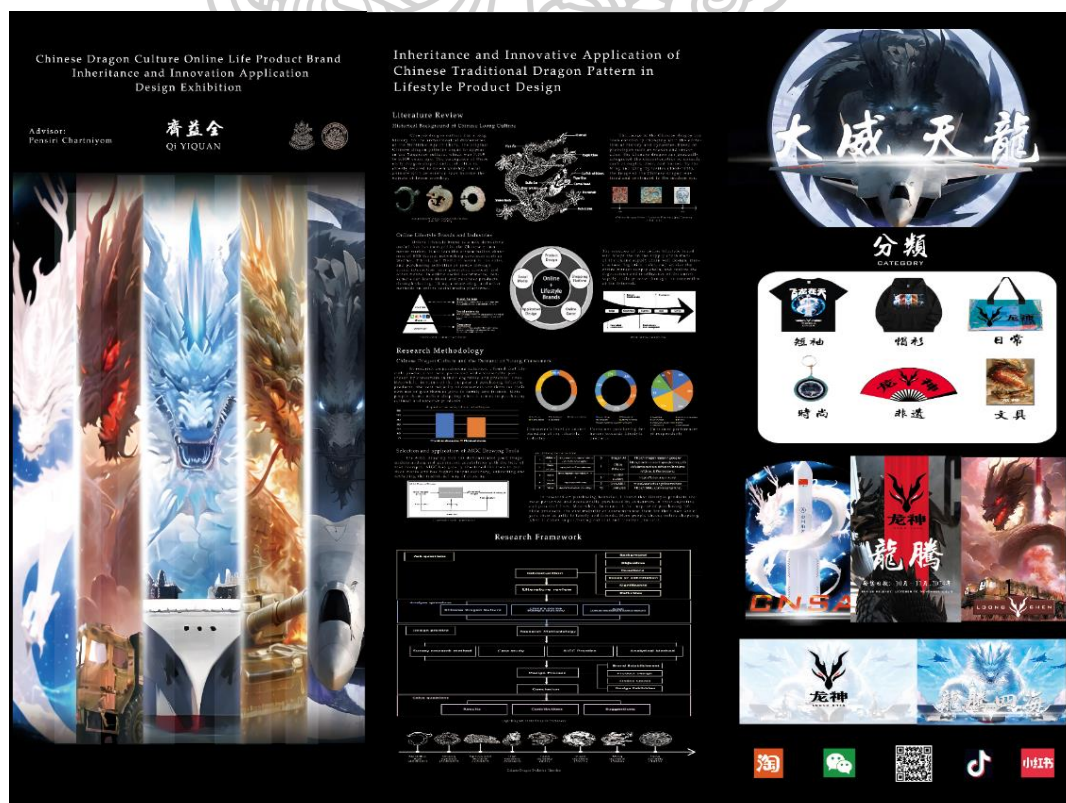


Screenshot of short video 5



Screenshot of short video 6

Appendix C: Online Lifestyle Brand Exhibition Poster



VITA

NAME

Yiquan QI

PUBLICATION

1. Market Research and New Trend Analysis of China's the Year of Dragon Lifestyle Market, Journal of Educational Innovation and Research (TCI)

2. Research on the impact of AI-Generated Content technology on design education in Chinese universities, Journal of Information Systems Engineering and Management (SCOPUS)

AWARD RECEIVED

2024 Lancang-Mekong Cooperation International Art Design Competition Excellent Works Exhibition (Laos, Vientiane)

2023 Lancang-Mekong Cooperation International Design Competition Second Prize (China Ministry of Foreign Affairs Asian Cooperation Special Fund)

2022 The 12th Jiangsu Horticultural Expo Collection Competition Excellence Award

2021 The 6th "Bauhaus Award" International Design Competition Excellence Award

2020 Asia China-Japan Design Invitational Exhibition Memorial Award

