# Research on the Influence of Colour Composition of Cultural Creative Products on Consumers' Purchase Intention

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**Abstract**

*Cultural and creative products are the products of the fusion of spiritual culture and material culture. They focus on the product's functionality and reflect humanistic care and emotional expression through product design. Colour is one of the important forms of expression of cultural and creative product design. By designing the composition of colours, people's daily aesthetic needs can be met. The visual impact of colours can evoke a sense of pleasure and identity with cultural and creative products, thereby affecting consumer purchasing intentions.*

*Therefore, this study aims to empirically analyze the impact of the colour composition of cultural and creative products on consumer purchase intention, using consumer perception as a mediator variable. A rigorous questionnaire was formed through pre-research and randomly distributed to artistic and creative product consumers in four representative cities. The sample size for this study was 500, with a recovery of 418 and a recovery rate of 83.6%. The study was statistically analysed and reliability analyses were conducted using SPSS and validation factor analyses were conducted using AMOS. Finally, establish a structural equation model based on theoretical models and relational assumptions, analyze the model's fit, and test the research hypotheses. The research results indicate that the hypothesis that the colour composition of cultural and creative products is positively correlated with consumer purchase intention is partially supported, the assumption that the colour composition of artistic and innovative products is positively associated with consumer perception is supported, the hypothesis that consumer perception is positively correlated with consumer high purchase intention is supported, and the assumption that consumer perception plays a mediating role between the colour composition of cultural and creative products and consumer purchase intention is partially supported.*

**Keywords:** *cultural and creative products, colour composition, purchase intention, visual arousal, emotional resonance, cultural reproduction.*

## Introduction

On July 22, 2022, the China Tourism Research Institute and the Shanghai Chuangtu Public Culture and Leisure Joint Laboratory jointly released a document titled "2022 First Half National Cultural Consumption Data Report". The report provides:

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· A comprehensive and detailed analysis and introduction of the overall situation.

· Main characteristics.

· Future development trends of China's current cultural consumption market.

The revitalization of intangible cultural heritage centred on culture and the development of artistic creativity constitute the core issues of the consumer market. According to statistical data, cultural and creative shopping accounts for up to 55% of cultural consumption expenditure.

Colour dramatically enhances the interaction between products and consumers, thus achieving the marketing goal. According to data from colour research institutions in the United States, consumers can typically make subconscious judgments about specific people, things, or environments within 90 seconds, and the impact of colour on them is expected to be between 60% and 90%. This shocking statistic has sparked deep thinking among many businesses internationally, thus making colour significantly crucial in product design and brand promotion. With the rapid progress of technology and internet technology, China in the 21st century is transforming from manufacturing to intelligent manufacturing. To maintain a leading position in this wave of economic transformation, many Chinese industrial manufacturing brands, traditional service industry brands, and IT electronics brands are actively undergoing transformation and upgrading. It is commendable that both state-owned and private enterprises have begun to attach importance to colour composition design. At this stage, the colour composition of cultural and creative products has become indispensable. Therefore, this study believes this is an excellent opportunity to integrate colour into Chinese cultural and innovative products, adding more colour and charm to the Chinese artistic and creative industry.

1. Literature review

1.1 Cultural and Creative Products

John Hawkins emphasizes the importance of creativity as an economic resource, defining it as a form of creative expression that can create value and be exchanged in the market. This definition opens up the study of cultural and innovative products from an economic perspective( John Hawkins ,　2001).

Richard Florida places artistic and innovative products within the social context of the "creative class", believing that the rise of this class has brought profound changes to cities and social structures（Richard Florida, 2002）. Florida's perspective expands the sociological dimension of cultural and creative products. Hesmond Halgh and Pratt (2005) proposed a theoretical framework for artistic and innovative products by researching cultural industries and policies.

The cultural and creative products studied in this article are derived from the artistic and creative industry. They are products that materialize culture and spirit and have deeper connotations. Taking "tradition+innovation" as the approach, integrating traditional culture with creativity to create more cultural added value for products. (Yang Huizi, 2017)

1.2 Color composition

Colour is a human visual experience of what different wavelengths of visible light constitute (Song Tingting, 2016; Hou Yanhong, 2007). The three dimensions contained in color, namely the three elements of color, are Hue, Chroma, Saturation, and Value, Brightness, and Lightness. Hue is the appearance of a colour, characterized by the wavelength of light; brightness is the brightness of a colour, also known as colour brightness; and saturation, also known as concentration, represents the amount of colors of a colour (Hsu et al.., 2011).

The study of colour composition began with exploring the fundamental theory of colour. From an optical perspective, the works of Goethe (1810), Newton (1704), and others provide us with the basic principles of spectral decomposition and colour formation. From a psychological perspective, scholars such as Jones (1972) and Ebert (1960) have conducted experimental research to reveal human perception and emotional responses to different colours. These fundamental theories have laid a solid foundation for subsequent research on colour composition.In the field of design, the use of colour has received increasing attention, with research teams exploring in depth the basic concepts of colour combinations and design. Albert Munsell (1905) and Elisabeth Munsell (1915) proposed a series of basic principles of colour matching from the perspective of visual art, including contrast, complementarity and similarity, which provide practical guidance for designers.

### 1.3 Purchase intention

Scholars use attitudes to explain purchase intention, which they see as an attitude by which consumers decide whether to buy a product by matching their information (Mullet and Karson, 1985).Eagley and Chaiken (1993) point out that isomorphism of purchase intentions is a separate concept reflecting the fact that individuals consciously purchase as an expression of their purchase motivation. The study of the Theory of Rational Behaviour further elaborates the different concepts of intention and attitude, pointing out that intention is determined by a person's attitudes and subjective norms. In addition, studies of the theory of rational behavior and the theory of planned behavior further explore the relationship between attitudes, intentions, and behavior (Hill, 1977).

Keller and Aaker used two items in their 1992 study to measure consumer purchase likelihood: completely possible and completely impossible; Grewal et al. (1998) found that consumers are influenced by discounted prices for brands and store names, and devised three items to measure purchase intentions: "willingness to buy; this price is the price to pay; and consideration of the possibility of purchasing at this price." In 2009, Lim and Darley measured consumers' willingness to buy with three items: "high probability or low probability; may or may not be; and may or may not be."

### 1.4 Research on the Relationship Between Color Composition of Cultural and Creative Products and Consumer Purchase Intention

In sensory marketing, color marketing is a particularly important component. The stimulation of color ultimately forms visual arousal for consumers, which affects their perception and emotions, thereby influencing their attitudes and behaviors (Krishna, 2012; Zhong et al., 2016). At the same time, the visual perception of colors originates from nature, and the colorful colors symbolize the vitality of life. However, when colors are given to different countries, regions, ethnic backgrounds, etc., they produce rich and diverse cultural connotations. Cultural and creative products are modern products with culture as the theme and creativity as the concept, integrating elements such as art and technology. Their color composition highlights different cultural connotations and becomes the soul of cultural and creative products (He Jintao, 2020). "Color can express emotions, which is an undeniable fact." Color and emotion are integrated. When designing cultural and creative products, designers can use color to express their emotions and evoke emotional resonance among consumers. At the same time, color is also sublimated by the injection of emotions, making cultural and creative products more able to stimulate consumers' desire to purchase, Enable consumers to enjoy both emotional and cultural enjoyment (Li Jing, 2020).

Based on the above research results, the hypothesis is obtained:

H1: There is a positive correlation between the colour composition of cultural and creative products and consumer purchase intention

H1a: There is a positive correlation between visual arousal and consumer purchase intention

H1b: There is a positive correlation between cultural reproduction and consumer purchase intention

H1c: There is a positive correlation between emotional resonance and consumer purchase intention

1.5 Research on the Relationship between Color Composition of 1.5 Cultural and Creative Products and Consumer Perception

Consumer perception is an important purpose for presenting the color composition of cultural and creative products, and at the same time, the color composition of cultural and creative products is also an important influencing factor of consumer perception. Consumer perception, which includes pleasure and identity as two important dimensions, has become the focus of this study. The color brightness and tone of cultural and creative products are positively correlated with consumer pleasure (Wu Xue&Chang Tao, 2018). In addition, eye tracking experiments have found that among the elements of color, color saturation and color contrast have a significant impact on the pleasure consumers experience when viewing cultural and creative products (Huang Qing&Liu Yang, 2021). The color composition of cultural and creative products also has a profound impact on consumer identification. The color application of cultural and creative products is closely related to the cultural identity of target consumers, and is positively correlated with their sense of identification with the product. This further emphasizes the importance of color composition in building brand identity (Zhang Yue&Li Ming2020). Wang Hao and Yang Lin (2021) proposed a comprehensive sensory perception scale that covers both pleasure and identity, including consumers' psychological reactions and emotional experiences towards the color of cultural and creative products.

Based on the above research results, the hypothesis is obtained:

H2: There is a positive correlation between the colour composition of cultural and creative products and consumer perception

H2a: There is a positive correlation between visual arousal and consumer pleasure

H2b: There is a positive correlation between visual arousal and consumer identity

H2c: There is a positive correlation between cultural reproduction and consumer pleasure

H2d: There is a positive correlation between cultural reproduction and consumer identity

H2e: There is a positive correlation between emotional resonance and consumer pleasure

H2f: There is a positive correlation between emotional resonance and consumer identity

1.6 Research on the correlation between consumer perception and purchase intention

Scholars have proposed a comprehensive scale based on consumer pleasure, which includes evaluations of product appearance, user experience, and service quality. Provided researchers with tools to understand consumer pleasure (Huang Qing&Wu Jing, 2017). Scholars have also studied the experiential feelings of consumers during the shopping process and proposed a set of scales to evaluate pleasure. The scale includes three dimensions: emotion, service perception, and product satisfaction in the shopping experience (Li Ming&Wang Yang, 2019).

A set of scales designed by Chen Lei and Zhang Hui (2020) on consumer identity, which includes multiple aspects such as brand identity, cultural identity, etc; The scale proposed by Zhang Yue and Li Ming (2017) includes multiple dimensions such as brand identity, cultural identity, and product feature identity. These scales provide support for a comprehensive evaluation of consumer identification with a brand or product.

Based on the above research results, the hypothesis is obtained:

H3: There is a positive correlation between consumer perception and consumer purchase intention

H3a: Consumer pleasure is positively correlated with consumer purchase intention

H3b: Consumer identity has a positive correlation with consumer purchase intention

1.7 The mediating role of consumer perception

This study attempts to introduce consumer perception as a mediator variable into the model to empirically analyze the relationship between the color composition of cultural and creative products and consumer purchase intention. Based on relevant research findings, select appropriate control variables and conduct research attempts to hypothesize the mediating effect of consumer perception as follows:

H4: Consumer perception plays a mediating role between the colour composition of cultural and creative products and consumer purchase intention

H4a: Consumer pleasure plays a mediating role between visual arousal and consumer purchase intention

H4b: Consumer pleasure plays a mediating role between cultural reproduction and consumer purchase intention

H4c: Consumer pleasure plays a mediating role between emotional resonance and consumer purchase intention

H4d: Consumer identity plays a mediating role between visual arousal and consumer purchase intention

H4e: Consumer identity plays a mediating role between cultural reproduction and consumer purchase intention

H4f: Consumer identity plays a mediating role between emotional resonance and consumer purchase intention

2. Theoretical model

Based on the above analysis and discussion, a theoretical model for the colour composition, consumer perception, and consumer purchase intention of cultural and creative products is constructed as follows:
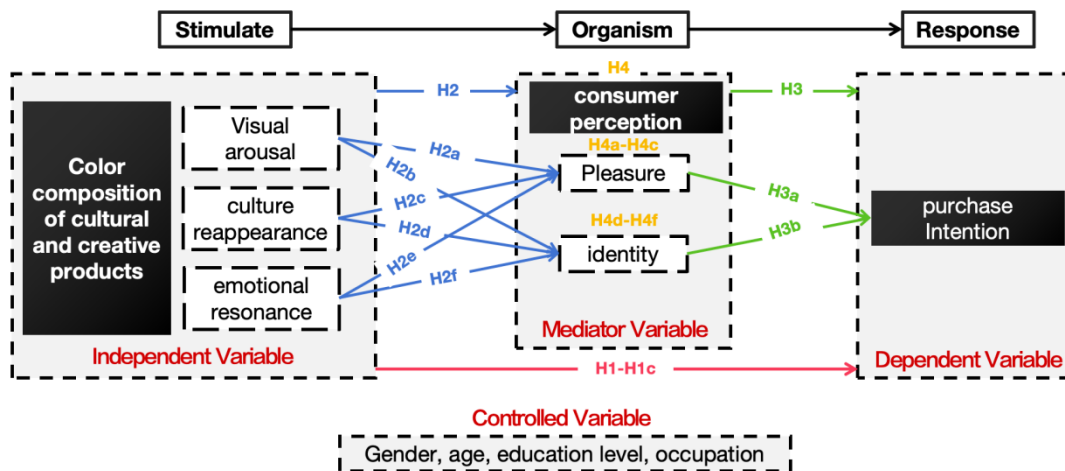


Table1 Theoretical Model

### 3. Research methods

This article adopts quantitative analysis research methods. The techniques include literature analysis, expert interviews, descriptive analysis, correlation analysis, exploratory factor analysis, and SEM analysis.

### 4. Empirical analysis

#### 4.1 Personal samples

This study selected four cities from the eight ancient capitals of China: Luoyang, Kaifeng, Anyang, and Zhengzhou. A questionnaire was conducted on four cities' cultural and creative product consumers. The study population was examined through descriptive statistical analysis, reliability and validity tests, validating factor analysis and structural equation modelling tests. A total of 500 questionnaires were sent out and 418 valid questionnaires were returned.The validity of the questionnaires was evaluated, and invalid questionnaires were deleted. The effective response rate of the questionnaires was 83.6%.

#### 4.2 Descriptive analysis of measurement indicators

Descriptive statistics will be conducted on the sample data based on the data's concentration trend, dispersion degree, and morphological distribution to gain an overall understanding of variable measurement data. This article uses a five-point Likert scale and AMOS to construct a structural equation model, which requires the sample data to follow a normal distribution. SPSS 26.0 is used to analyze various variable indicators, and the data results meet the interval distribution requirements of skewness and kurtosis. The comprehensive data analysis results show that the sample data of this study follows a normal distribution, and the collected data can be further empirically analyzed.

Table2 Pre-study Reliability Analysis (n=118)

| Variable dimension | Question items | Scale average after deleting items | Scale variance after deleting items | Revised item and total correlation | Cronbach's after deleting items α | Cronbach's α |
|---|---|---|---|---|---|---|
| visual arousal | A11 | 11.03 | 6.931 | .611 | .765 | |
| | A12 | 10.81 | 7.372 | .735 | .721 | 0.807 |
| | A13 | 10.82 | 7.054 | .620 | .760 | |
| | A14 | 10.97 | 6.709 | .567 | .793 | |
| cultural reproduction | A21 | 10.50 | 8.150 | .665 | .796 | |
| | A22 | 9.92 | 9.429 | .578 | .833 | 0.838 |
| | A23 | 10.25 | 7.542 | .665 | .802 | |
| | A24 | 10.01 | 7.701 | .792 | .740 | |
| emotional resonance | A31 | 13.58 | 15.459 | .605 | .835 | |
| | A32 | 13.97 | 13.708 | .765 | .792 | |
| | A33 | 13.83 | 13.851 | .678 | .816 | 0.851 |
| | A34 | 14.35 | 14.724 | .574 | .845 | |
| | A35 | 14.34 | 14.414 | .699 | .811 | |
| Pleasure | B11 | 11.43 | 9.205 | .623 | .815 | 0.837 |

|  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|
|  | B12 | 11.90 | 7.579 | .773 | .745 |  |
|  | B13 | 11.75 | 7.781 | .665 | .796 |  |
|  | B14 | 11.93 | 8.166 | .628 | .812 |  |
|  | B21 | 11.86 | 7.971 | .776 | .699 |  |
| Identity | B22 | 12.12 | 9.063 | .587 | .787 | 0.814 |
|  | B23 | 11.95 | 8.425 | .599 | .784 |  |
|  | B24 | 12.10 | 8.588 | .584 | .790 |  |
|  | C1 | 10.21 | 8.784 | .664 | .764 |  |
| Purchase Intention | C3 | 10.43 | 8.453 | .722 | .737 | 0.820 |
|  | C2 | 10.25 | 9.332 | .604 | .791 |  |
|  | C4 | 10.53 | 8.867 | .587 | .801 |  |

## 4.3 Data analysis and verification

### 4.3.1 Reliability analysis

The traditional questionnaire reliability analysis results indicate that the reliability of the survey results is very high, and further analysis and research can be conducted.

Table3 Results of formal survey reliability analysis

| Variant | Dimension | Number of items | Cronbach's alpha coefficient | |
|---|---|---|---|---|
|  |  |  | Subdimension | Overall dimensions |
| Overall questionnaire |  | 25 | 0.930 | 0.930 |
| Color Composition of Cultural and Creative Products | visual arousal | 4 | 0.856 |  |
|  | culture reappearance | 4 | 0.846 | 0.876 |
|  | emotional resonance | 5 | 0.862 |  |
| consumer perception | Pleasure | 4 | 0.860 | 0.872 |
|  | identity | 4 | 0.881 |  |
| Consumer purchase intention | purchase intention | 4 | 0.855 |  |

### 4.3.2 Confirmatory factor analysis

Based on exploratory factor analysis, this article introduces confirmatory factor analysis and verifies structural validity using AMOS240 software. Based on the examination of model adaptability, the scale's convergence and discriminant validity are tested to analyze the stability and effectiveness of the latent variable structure accurately. The confirmatory factor model diagram is shown in the following figure.
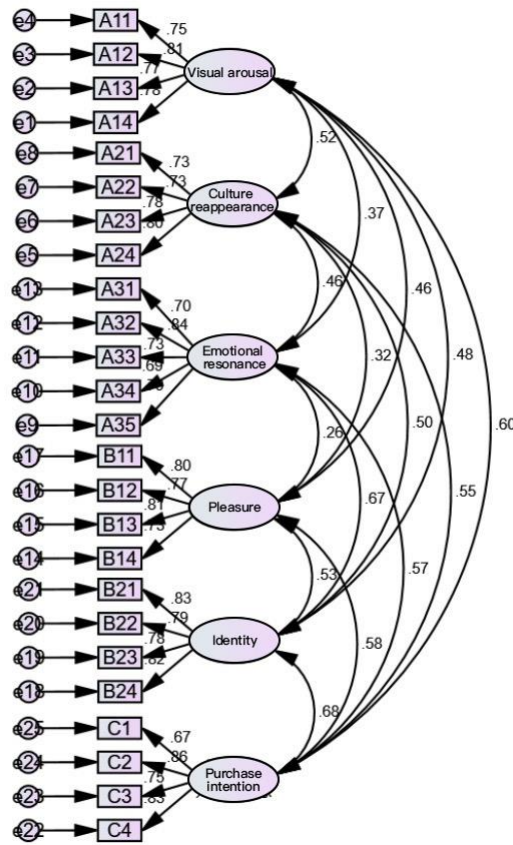
Table4 Confirmatory factor model diagram

After the conceptual model was constructed, the constructed model was analysed and evaluated using AMOS 24.0 structural equation modelling analysis software.All indicators were within an acceptable range in the academic community, and the model fit index passed the test.

Table5 Analysis of Model Fit Indicators

| Common indicators | $\chi^2$ /df | $\chi^2$ | GFI | AGFI | IFI | TLI | CFI | RMSEA | PGFI | PNFI | PCFI |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Judgment criteria | <3 | | >0.8 | >0.8 | >0.9 | >0.9 | >0.9 | <0.08 | >0.5 | >0.5 | >0.5 |
| numerical value | 2.171 | | 0.903 | 0.879 | 0.948 | 0.939 | 0.948 | 0.053 | 0.723 | 0.787 | 0.821 |
| result | eligible (voter etc) | | eligible (voter etc) | eligible (voter etc) | eligible (voter etc) | eligible (voter etc) | eligible (voter etc) | eligible (voter etc) | eligible (voter etc) | eligible (voter etc) | eligible (voter etc) |

4.4 Model verification

Based on the theoretical model constructed in this article, relevant empirical tests were conducted on the research hypotheses, and the standardized structural equation model test results were obtained, as shown in the following figure.
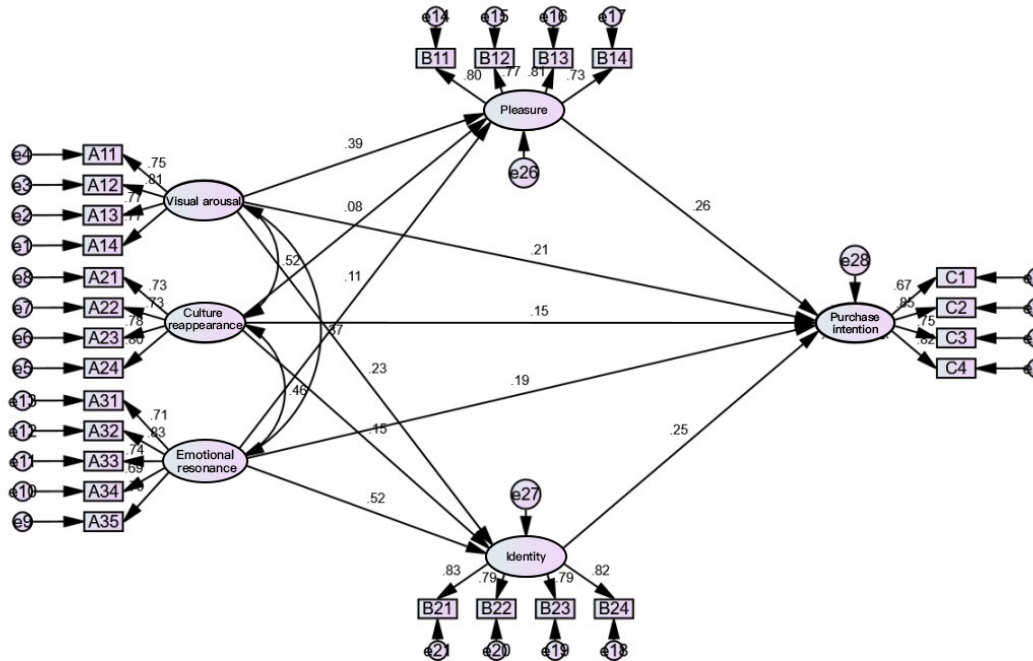
Table6 Structural Equation Model Diagram

Secondly, the path coefficient test results are shown in Table, combined with non-standardized path coefficients. The standardized path coefficient and significance were obtained, and the hypothesis test results of this study showed:

① In the path of visual arousal → pleasure, the non-standardized impact coefficient of visual arousal on pleasure is 0.399, and the standardized impact coefficient is 0.388, p=0.000<0.05. Therefore, visual arousal has a significant positive impact on pleasure, and we accept the research hypothesis that visual arousal has a positive impact on pleasure.

② In the path of cultural reproduction → pleasure, the non-standardized impact coefficient of cultural reproduction on pleasure is 0.083, and the standardized impact coefficient is 0.080, p=0.240>0.05. Therefore, the positive impact of cultural reproduction on pleasure is insignificant, and the research hypothesis that cultural reproduction has a positive effect on pleasure is rejected.

③ In the path of emotional resonance → pleasure, the non-standardized impact coefficient of emotional resonance on pleasure is 0.117, and the standardized impact coefficient is 0.112, p=0.065>0.05. Therefore, the positive impact of emotional resonance on pleasure is insignificant, and the research hypothesis that emotional resonance has a positive effect on pleasure is rejected.

④ In the path of visual arousal → identity, the non-standardized impact coefficient of visual arousal on identity is 0.251, the standardized impact coefficient is 0.226, and p=0.000<0.05. Therefore, visual arousal has a significant positive impact on identity, and the research hypothesis that visual arousal has a positive effect on identity is accepted.

⑤ In the path of cultural reproduction → identity, the non-standardized impact coefficient of cultural reproduction on identity is 0.170, and the standardized impact coefficient is 0.152, p=0.008<0.05. Therefore, cultural reproduction has a significant positive impact on identity, and we accept the research hypothesis that cultural reproduction positively affects identity.

⑥ In the path of emotional resonance → identity, the non-standardized impact coefficient of emotional resonance on identity is 0.589, the standardized impact

coefficient is 0.518, and p=0.000<0.05. Therefore, emotional resonance has a significant positive impact on identity, and the research hypothesis that emotional resonance has a positive effect on identity is accepted.

⑦ In the path of visual arousal → consumer purchase intention, the non-standardized impact coefficient of visual arousal on consumer purchase intention is 0.243, and the standardized impact coefficient is 0.211, p=0.000<0.05. Therefore, visual arousal has a significant positive impact on consumer purchase intention, and we accept the research hypothesis that visual arousal has a positive effect on consumer purchase intention.

⑧ In the path of cultural reproduction → consumer purchase intention, the non-standardized impact coefficient of cultural reproduction on consumer purchase intention is 0.171, and the standardized impact coefficient is 0.148, p=0.006<0.05. Therefore, cultural reproduction has a significant positive impact on consumer purchase intention, and the research hypothesis that cultural reproduction has a positive effect on consumer purchase intention is accepted.

⑨ In the path of emotional resonance → consumer purchase intention, the non-standardized impact coefficient of emotional resonance on consumer purchase intention is 0.225, and the standardized impact coefficient is 0.192, p=0.001<0.05. Therefore, emotional resonance significantly impacts consumer purchase intention, and we accept the research hypothesis that emotional resonance positively impacts consumer purchase intention.

⑩ In the path of pleasure → consumer purchase intention, the non-standardized impact coefficient of pleasure on consumer purchase intention is 0.294, and the standardized impact coefficient is 0.263, p=0.000<0.05. Therefore, pleasure has a significant positive impact on consumer purchase intention, and the research hypothesis that pleasure has a positive effect on consumer purchase intention is accepted.

⑪ In the path of Identity → consumer purchase intention, the non-standardized impact coefficient of identity on consumer purchase intention is 0.258, and the standardized impact coefficient is 0.251, p=0.000<0.05. Therefore, identity has a significant positive impact on consumer purchase intention, and we accept the research hypothesis that identity positively affects consumer purchase intention.

Table7 Structural Equation Model Path Analysis and Hypothesis Testing Results Analysis

| route | Non standardizationinfluence coefficient | S.E. | C.R. | P | Standardizationinfluence coefficient | Assumption holds |
|---|---|---|---|---|---|---|
| Visual arousal → Pleasure | 0.399 | 0.070 | 5.692 | *** | 0.388 | Accepted |
| Cultural Reproduction → Pleasure | 0.083 | 0.071 | 1.174 | 0.240 | 0.080 | Rejected |
| Emotional resonance → Pleasure | 0.117 | 0.063 | 1.843 | 0.065 | 0.112 | Rejected |
| Visual arousal→ sense of identity | 0.251 | 0.060 | 4.177 | *** | 0.226 | Accepted |
| Cultural reproduction → sense of identity | 0.170 | 0.064 | 2.670 | 0.008 | 0.152 | Accepted |

| Emotional resonance → sense of identity | 0.589 | 0.064 | 9.228 | *** | 0.518 | Accepted |
|---|---|---|---|---|---|---|
| Visual arousal → Consumer purchase intention | 0.243 | 0.065 | 3.748 | *** | 0.211 | Accepted |
| Cultural Reproduction → Consumer Purchase Intention | 0.171 | 0.062 | 2.771 | 0.006 | 0.148 | Accepted |
| Emotional resonance → Consumer purchase intention | 0.225 | 0.070 | 3.222 | 0.001 | 0.192 | Accepted |
| Pleasure → Consumer purchase intention | 0.294 | 0.055 | 5.384 | *** | 0.263 | Accepted |
| Identity → Consumer purchase intention | 0.258 | 0.066 | 3.896 | *** | 0.251 | Accepted |

Thirdly, to further explore the mediating effect of consumer perception (pleasure; identity). This article uses data analysis software and a Bootstrapping processing analysis method to verify the mediating effect. By selecting AMOS24.0 software and running it 5000 times, the mediating effect is determined based on the level value at 95% confidence. When the confidence interval of Bootstrap does not include 0, it directly indicates the existence of the corresponding indirect effect. Table 8 shows the mediation test's statistical results.

The research results indicate that in the process of testing the mediating effect path of visual arousal → pleasure → consumer purchase intention, the standardized influence coefficient of indirect effects is 0.117, S.E.=0.035, P=0.000<0.05, the 95% confidence interval of Bias corrected per cent method is [0.058; 0.195], and the 95% confidence interval of per cent method is [0.057; 0.193]. Therefore, 0 is not included in this path test's 95% confidence interval. There is a significant mediating effect of pleasure between visual arousal and consumer purchase intention. Combined with the direct effect results, it can be seen that the immediate effect coefficient is 0.243, and the 95% confidence interval of the Bias corrected per cent method is [0.114; 0.379]. Therefore, a partial mediating effect of pleasure exists between visual arousal and consumer purchase intention.

In the process of testing the mediating effect path of cultural reproduction → pleasure → consumer purchase intention, the standardized impact coefficient of the indirect effect is 0.024, S.E.=0.028, P=0.285>0.05, the 95% confidence interval of the Bias corrected per cent method is [-0.025; 0.088], and the 95% confidence interval of the per cent method is [-0.029; 0.082]. Therefore, the 95% confidence interval in this path test includes 0. Therefore, there is no significant mediating effect of pleasure between cultural reproduction and consumer purchase intention. Therefore, there is a research hypothesis that the rejection of pleasure mediates between cultural reproduction and consumer purchase intention.

In the process of testing the mediating effect path of emotional resonance → pleasure → consumer purchase intention, the standardized impact coefficient of the indirect effect is 0.034, S.E.=0.027, P=0.116>0.05, the 95% confidence interval of the Bias corrected per

cent method is [-0.009; 0.100], and the 95% confidence interval of the per cent method is [-0.011; 0.097]. Therefore, the 95% confidence interval in this path test includes 0. Therefore, there is no significant mediating effect of pleasure between emotional resonance and consumer purchase intention. Therefore, there is a research hypothesis that rejecting pleasure mediates the relationship between emotional resonance and consumer purchase intention.

In the process of testing the mediating effect path of visual arousal, identity, and consumer purchase intention, the standardized impact coefficient of indirect effects is 0.065, S.E.=0.028, P=0.001<0.05, the 95% confidence interval of Bias corrected per cent method is [0.022; 0.134], and the 95% confidence interval of per cent method is [0.021; 0.131]. Therefore, 0 is not included in this path test's 95% confidence interval. Thus, identity significantly mediates between visual arousal and consumer purchase intention. Combined with the direct effect results, it can be seen that the immediate effect coefficient is 0.243, and the 95% confidence interval of the Bias corrected per cent method is [0.114; 0.379]. Therefore, there is a partial mediating effect of identity between visual arousal and consumer purchase intention.

In the process of testing the mediating effect path of cultural reproduction, identity, and consumer purchase intention, the standardized impact coefficient of indirect effects is 0.044, S.E.=0.024, P=0.022<0.05, the 95% confidence interval of Bias corrected per cent method is [0.007; 0.103], and the 95% confidence interval of per cent method is [0.001; 0.096]. Therefore, 0 is not included in this path test's 95% confidence interval; Identity significantly mediates cultural reproduction and consumer purchase intention. Combined with the direct effect results, it can be seen that the immediate effect coefficient is 0.171, and the 95% confidence interval of the Bias corrected per cent method is [0.050; 0.296]. Therefore, there is a partial mediating effect of identity between cultural reproduction and consumer purchase intention.

In the process of testing the mediating effect path of emotional resonance, identity, and consumer purchase intention, the standardized impact coefficient of the indirect effect is 0.152, S.E.=0.049, P=0.001<0.05, the 95% confidence interval of the Bias corrected per cent method is [0.069; 0.260], and the 95% confidence interval of the per cent method is [0.067; 0.255]. Therefore, 0 is not included in this path test's 95% confidence interval; Identity significantly mediates between emotional resonance and consumer purchase intention. Combined with the direct effect results, it can be seen that the coefficient of immediate effect influence is 0.225, and the 95% confidence interval of the Bias corrected per cent method is [0.083; 0.377]. Therefore, there is a partial mediating effect of identity between emotional resonance and consumer purchase intention.

Table8 Bootstrap analysis of the intermediary role of consumer perception

| Route | Effect | Estimate | S.E. | p | Bias-corrected percentile Method 95%CI | | Percentile Method 95%CI | |
|---|---|---|---|---|---|---|---|---|
| | | | | | Lower | Upper | Lower | Upper |
| Visual arousal → Pleasure → Consumer purchase intention | indirect effect | .117 | .035 | .000 | .058 | .195 | .057 | .193 |
| | direct effect | .243 | .068 | .001 | .114 | .379 | .114 | .379 |
| | aggregate effect | .360 | .068 | .000 | .234 | .502 | .233 | .501 |
| Cultural reproduction → | indirect effect | .024 | .028 | .285 | -.025 | .088 | -.029 | .082 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Pleasure → Consumer purchase intention | direct effect | .171 | .063 | .005 | .050 | .296 | .051 | .297 |
| | aggregate effect | .196 | .068 | .006 | .060 | .331 | .061 | .332 |
| Emotional resonance → Pleasure → Consumer purchase intention | indirect effect | .034 | .027 | .116 | -.009 | .100 | -.011 | .097 |
| | direct effect | .225 | .075 | .002 | .083 | .377 | .078 | .374 |
| | aggregate effect | .260 | .080 | .001 | .106 | .421 | .108 | .423 |
| Visual arousal → Identity → Consumer purchase intention | indirect effect | .065 | .028 | .001 | .022 | .134 | .021 | .131 |
| | direct effect | .243 | .068 | .001 | .114 | .379 | .114 | .379 |
| | aggregate effect | .308 | .072 | .000 | .173 | .453 | .174 | .453 |
| Cultural Reproduction → Identity → Consumer Purchase Intention | indirect effect | .044 | .024 | .022 | .007 | .103 | .000 | .096 |
| | direct effect | .171 | .063 | .005 | .050 | .296 | .051 | .297 |
| | aggregate effect | .215 | .067 | .002 | .089 | .353 | .085 | .350 |
| Emotional resonance → Identity → Consumer purchase intention | indirect effect | .152 | .049 | .001 | .069 | .260 | .067 | .255 |
| | direct effect | .225 | .075 | .002 | .083 | .377 | .078 | .374 |
| | aggregate effect | .377 | .065 | .000 | .260 | .512 | .258 | .509 |

## Conclusion

This study aims to understand how colour components of cultural and creative products affect consumers' purchase intentions. Through the path coefficients, we found that visual stimulation has a positive effect on consumers' pleasure, identification and purchase intention; cultural reproduction has a positive effect on consumers' identity and purchase intention; emotional empathy has a positive effect on consumers' identity and purchase intention; and consumers' desire to buy is influenced to a large extent by the pleasure and competition of identification. The results of the mediating effect test show that the mediating effect of pleasure is established in consumers' visual stimulation and purchase intention. The mediating role of consumer identity in visual arousal, cultural reproduction, emotional resonance, etc., is fully reflected.

We are transforming culture into longitude and creativity into latitude, using colour resources to transform culture into enormous social value and economic benefits. As a local designer in China, we should learn, research, and adopt the highly artistic aspects of ancient capital culture and create and redesign them based on a deep understanding. The cultural and creative products designed from this will become a unique cultural business

card of China, enhance the popularity of Chinese culture, and provide "feedback" to the culture itself.

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