


A Study on the Influence of Emotional, Cultural, and Creative Product Characteristics on Consumers' Purchasing Intention: A Case Study of the “Jellycat” Brand

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Abstract: *Background:* As consumer demand shifts from functional utility to emotional value, China's cultural and creative industries have emerged as a critical pillar of economic and cultural development. However, these industries currently face challenges of product homogenization and superficial cultural expression. The successful localization of the British brand Jellycat in China, which leverages emotional design strategies, offers insights for Chinese cultural and creative enterprises seeking to combat homogenization. Guided by Norman's three-level model of emotional design, this study uses Jellycat's localization case to analyze how emotionally-driven cultural and creative features influence consumer purchase intention, and explores the transition from "simple imitation" to "cultural adaptation" in product development. *Methods:* This research uses the "Tianshui Malatang" series from the Gansu Provincial Museum as a case study and employs a quantitative approach. Data from 300 valid questionnaires were analyzed using SPSS 29.0 regression models to examine the effects of four key dimensions—cultural connotation, entertainment value, artistic aesthetics, and innovative design—on purchase intention. *Results:* The regression analysis shows that all four dimensions significantly and positively impact purchase intention, with the model accounting for 36.9% of the variance ($p < 0.01$). Among these, entertainment value demonstrates the strongest influence. Additionally, diagnostic tests confirm no significant collinearity issues among the independent variables. *Conclusion:* Cultural and creative products should enhance interactive elements, deepen cultural interpretation, and optimize artistic and innovative design. Emotional design proves to be an effective strategy for enhancing market competitiveness. Future research may incorporate cross-cultural comparative studies and qualitative methodologies to enrich the understanding of emotional design in various contexts.

Keywords: Emotional cultural and creative products; Purchase intention; Localization; Emotional design; Cultural adaptation

1. Introduction

1.1 Research Background and Purpose

In today's era, consumer demand has shifted from functionality to emotional value. Cultural product design should center on user experience to satisfy their multi-level needs and create interactive experiences, revitalizing the traditional culture in the new era (Zhao, 2025).

The development of the global cultural industry has led to a diverse array of opportunities. For example, Ayutthaya in Thailand, Naples in Italy, and Wadi Rum in Jordan have attracted tourists from all over the world and created economic benefits through the development of special cultural tourism products. The British toy brand "Jellycat" has gained phenomenal popularity in the Chinese market by combining the

emotional system of super soft touch, anthropomorphic cute design, and scenario-based consumption experience (Lu & Wang, 2024). The brand creates cultural symbols by emphasizing emotional healing values, and its adaptability to China's culture provides important insights for the advancement of China's cultural and creative industries (Feng & Sun, 2024).

The concept of cultural creativity has been developed in China for nearly two decades, and the cultural and creative industries have now entered a new stage, becoming an important pillar of cultural construction and economic development. The 14th Five-Year Plan for Culture and Tourism Development clearly proposes the goal of promoting the transformation of traditional cultural resources into cultural and creative products. It also emphasizes the support for developing intangible cultural heritage and relics Intellectual Property (IP), along with alleviating financial pressure on enterprises through tools such as intellectual property rights pledge financing. In 2025, The General Office of the State Council issued "Several Economic Policies on Promoting the High-Quality Development of Culture", which provided various forms of support for the development of cultural and creative industries including finance, taxation, finance, science and technology, while also encouraging the construction of cultural projects and cultural and technological innovation. By combining culture with products, these efforts not only promote the exchange of cultures around the world but also inject significant momentum into economic development. Today, cultural and creative industries, along with their products, have become an important part of cultural construction and economic development.

Currently, China's cultural and creative industries are still in their emerging stage (Wang, 2024). They face structural challenges, including the homogenization of products and the superficiality of cultural expressions. However, the localization of multinational brands provides a unique development pathway for these industries. By tapping into the product innovation mechanism rooted in cultural identity and emotional resonance, local brands can gradually shift from the perception of being "Made in China" to embodying "Chinese meaning". Based on Norman's theory of emotional design, this study deconstructs the localization case of Jellycat, analyzes consumers' willingness to buy emotionally resonant cultural and creative products, and explores the transition from "simple imitation" to "cultural adaptation".

1.2 Research Methods and Scope

The purpose of this study is to explore how emotional, cultural, and creative product characteristics influence consumers' willingness to make a purchase. The study begins by defining the concepts of "culture, entertainment, art, and innovation". By combining relevant literature on the characteristics of emotional, cultural, and creative products and their impact on consumer purchase intention, we aim to understand the current research status, theoretical foundations, and methodologies in this field. This will provide a solid theoretical support for this study and help establish a theoretical framework.

Next, we conduct a case study on the localization of Chinese cultural and creative products under the brand "Jellycat". This analysis focuses on the emotional design features of these products, including their healing shapes, tactile materials, immersive purchasing experience, and consumer evaluation data. The goal is to reveal the correlation law between product features and market feedback.

Finally, a structured questionnaire was used to verify the influence of emotional product features on purchase intention. To validate our findings, the data collected will be analyzed using regression analysis using SPSS 29.0.1.

1.3 Research Content

This study examines how culture, entertainment, art, and innovation of emotional cultural and creative products influence consumers' purchase intention. It utilizes Norman's three-level model of emotional design as the theoretical framework. The research combines the localization practice of the British "Jellycat" brand in China with typical cases from Chinese culture, such as the "Tianshui Spicy Hot Pot" series of the Gansu Provincial Museum and the "Velvet Buns" series from the Xi'an Daxiang Museum. Through literature analysis, case study, and empirical analysis (including a regression test based on 300 questionnaires), we systematically explore the correlation between the product characteristics and purchase intention. The aim of this study is to provide theoretical support and practical inspiration for China's cultural and creative industries, helping them to overcome challenges related to homogenization and achieve effective "cultural adaptation".

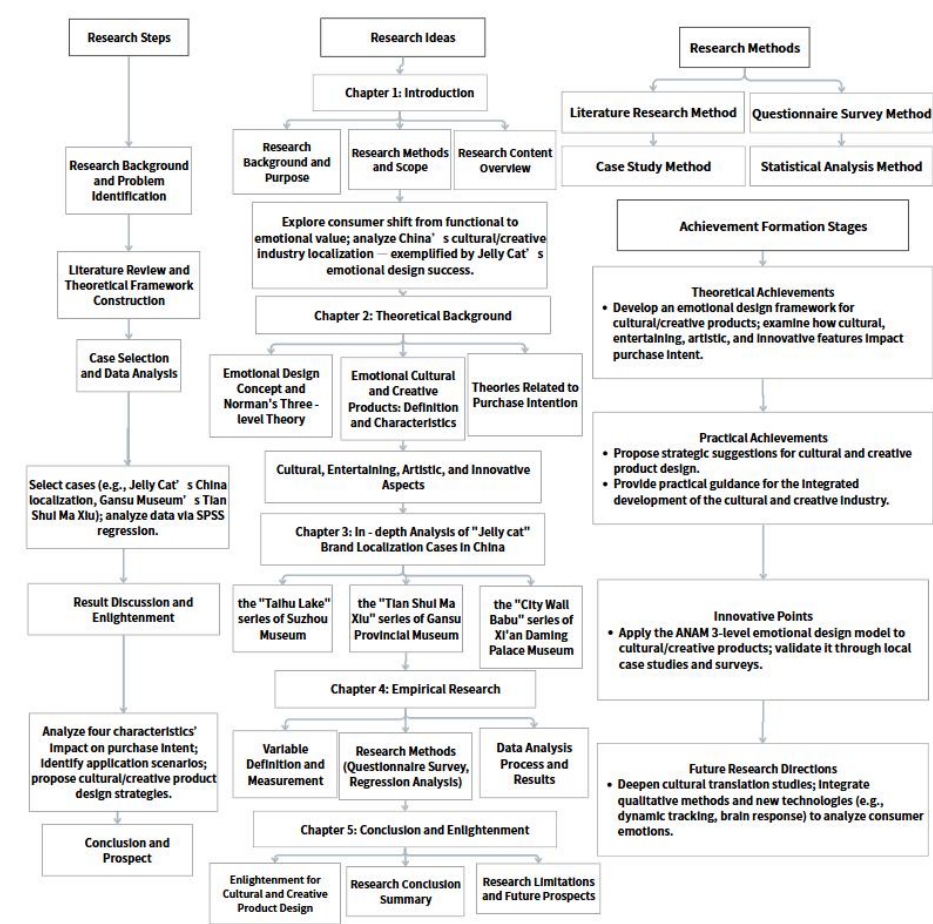


Figure 1 Framework diagram

2. Theoretical Background

2.1 Emotional Design

Emotional design emerged in the 1980s, with psychology as the theoretical basis to meet users' emotional needs through design (Liu & Liu, 2025). In the experience economy, design has gradually shifted from being function-oriented to emotion-oriented. At its core, this approach places the user's emotions at the center, creating a connection between functionality and experiential innovation through design language.

This theoretical framework is further systematized in Norman, D. A. (2015)'s "Emotional Design". Norman proposes a three-level model: the instinctive level focuses

on the product's external form and sensory experience; the behavioral level focuses on the utility and pleasure of the interaction process; and the reflective level conveys cultural significance and emotional resonance.

The three-level model promotes design transitioning from functional satisfaction to cultural resonance by leveraging the synergy between emotion and cognition. As a result, emotional design becomes a bridge connecting user needs, behavioral decisions, and cultural reflection, helping integrate products into the society's deep value system.

2.2 Emotional Cultural and Creative Products

Cultural and creative product design should not only reflect the functionality of the product but also embody the cultural spirit, emphasizing people's sense of identity and belonging to that culture (Hou, 2020). As material needs are increasingly met, emotional factors have become the core criteria for consumers when choosing cultural and creative products. Therefore, establishing an emotional connection between culture and consumers through design has become a key direction for the development of these products.

Emotional, cultural, and creative design is a concept and method that integrates emotions into the design of cultural and creative products. This approach focuses on user experience and is based on the three-level theory of emotions proposed by Professor Donald Arthur Norman. The theory covers the instinctive level, behavioral level, and reflective level (Zhu et al., 2023). The instinctive level focuses on the appearance of the product, through color, shape, material, and other elements to give users an intuitive visual impact and a good first impression. The behavioral level focuses on the usability and functionality of the product. It emphasizes the user's experience while using the product, considering factors such as its functionality, mode of operation, and ease of use, all of which have an impact on that experience. Finally, the reflective level involves the user's thinking about the connotation and value of the product. This is influenced by personal social experience, cultural background, and values, leading to the generation of emotional resonance and a sense of cultural belonging.

From a design perspective, emotional, cultural, and creative product design needs to fully consider the user's needs. This starts with exploring cultural connotations and includes aspects such as interactive experience design (Zhou et al., 2023). Designers should extract cultural symbols and transform them into product design to enhance the cultural identity. Additionally, they should focus on creating engaging interactions that meet users' personalized needs, thereby enhancing the emotional experience associated with the product.

2.3 Characteristics of Emotional Cultural and Creative Products

2.3.1 Cultural

Culturality refers to the extent to which cultural elements embedded into cultural and creative products align with the products themselves in terms of both form and function, as well as the cultural significance and value they carry (Li et al., 2020). From the design dimension, the combination of cultural symbols with products significantly influences consumer purchase decisions. He demonstrated the impact of cultural integration on the market through the study of the Forbidden City's cultural creation, specifically the "luggage tags for business trips by order" (Li et al., 2020). From a value standpoint, culturality is also reflected in the cultural connotations embedded in these products, which are central to consumers' preferences (Cheng et al., 2023). By choosing such products, consumers satisfy their demand for cultural identity and emotional value (Ma & Yan, 2009).

2.3.2 Artistic

Artistry is the integration of cultural symbols and aesthetic values, representing a unique form of expression that transforms traditional cultural elements into visual, tactile, or emotional experiences through design techniques (Liu & Zhao, 2024; Tang, 2023). For example, when the brush and ink techniques and compositional concepts of traditional Chinese painting are integrated into cultural and creative design, the cultural heritage can be demonstrated through graphic reconstruction and color refinement to enhance the artistic appeal of the product (Tang, 2023). The application of texture and color of the tie-dye technique to the design of modern daily necessities can enhance the artistry and cultural recognition of products, highlighting the unique aesthetic features of intangible cultural heritage (Wei & Fang, 2025). According to CVPA theory, the artistic features of products (such as innovative shapes and material processes) significantly affect consumers' aesthetic experience through visual perception, particularly for groups with high aesthetic preferences (Zhou et al., 2021).

2.3.3 Innovation

As the core element of design identity (Wang, 2023), innovation emphasizes the unique design language giving new value to the product. This value is reflected not only in the novelty of the appearance and function but also through the modern translation of traditional cultural elements to align with contemporary aesthetics. In their study of the Forbidden City's "budding culture", she concluded that creativity and fun can break the traditional constraints (Wang, 2023), enhancing consumer's emotional connection while leveraging the market curiosity to drive success (Li et al., 2020). Moreover, innovation involves the fusion of cultural significance and practical function. This means retaining cultural authenticity while enhancing product appeal through technological or material innovation (Wang, 2023). This type of innovation challenges traditional stereotypes with novel designs and interesting shapes to attract consumers' attention. He found that museum cultural and creative products enhance recognition through creative thinking and differentiated design, ultimately inspiring purchase intention and fostering brand loyalty (Cheng et al., 2023).

2.3.4 Entertainment

Entertainment refers to the enjoyment, fun, and immersive experience that users gain from using a product or service. It reflects the degree to which an individual's need for entertainment is satisfied. According to Gao and Feng (2016), entertainment manifests emotional relaxation and stress relief, stemming from activities such as browsing interesting content, sharing life experiences, or engaging in interactive activities. This desire drives users to actively seek out engaging experiences. Moon and Kim(2001) further states that entertainment serves as an intrinsic motivator that enhances users' positive emotions towards a platform. For example, live streaming interactions or content design of online audio platforms can enhance users' enjoyment and fun (Sun, 2024). From the perspective of consumer behavior, entertainment is a crucial factor influencing purchase intentions and continued usage. McClung and Johnson (2010) found that users' entertainment experience while using mobile applications directly affects their perceived value of a product, which in turn influences their consumption decisions. Additionally, a study by Li et al.(2020) confirmed that entertainment indirectly encourages users to continue using a product or service by satisfying their emotional needs.

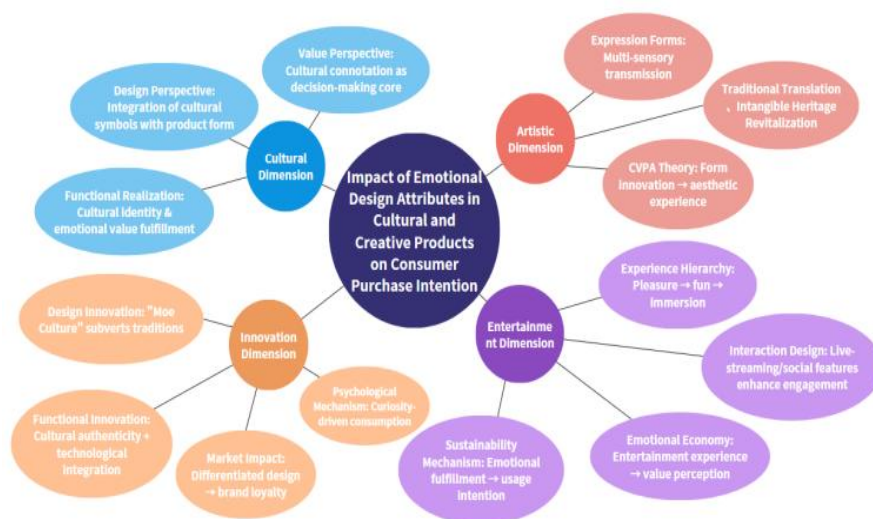


Figure 2 Framework diagram

2.4 Purchase Intention

Willingness to buy refers to a consumer's tendency to purchase a product or service in a specific context, reflecting their subjective recognition of the transaction and the possibility of following through. According to the Theory of Planned Behavior (TPB), this willingness is influenced by three key factors: attitudes, subjective norms, and perceived behavioral control. These factors represent the psychological tendencies of consumers during the rational decision-making process (Cheng et al., 2023). For example, a consumer's appreciation of a product's cultural value (e.g., the uniqueness of the Forbidden City's cultural creations) along with their perceived ease of purchase may both directly affect the strength of their willingness to purchase (Li et al., 2020).

From the perspective of perceived value, purchase intention is influenced by the trade-off consumers make between the product benefits and risks. Consumers are more likely to make a purchase when the perceived value of a product is enhanced by elements such as symbolic metaphor design or smooth experience (Liu & Zhao, 2024). In addition, cultural identity and generational characteristics may indirectly contribute to purchase decisions by influencing the overall experience (Zheng et al., 2024).

3. Case Analysis

3.1 Gansu Provincial Museum's "Tianshui Malatang" Series of Cultural and Creative Products

The IP series is inspired by the classic ingredients of Tianshui Spicy Hot Pot. Through anthropomorphic design, traditional items such as beef balls, crab steak, and potato chips are transformed into cute, pet-shaped plush dolls. These dolls are made of food-grade silicone and short plush material, the surface of which replicates the texture of the ingredients. They also contain built-in scent capsules with peppercorns, chili seeds, and mustard seeds, to achieve spiciness grading based on the difference in smell, and to build a multi-dimensional immersive experience for the senses of sight, touch, and smell. Consumers can engage in the interactive experience by selecting their own ingredients and adjusting the seasoning. Staff members will ask questions like "Is there enough spice?" in a local dialect. The sauce is packaged in an open and closed "thermos" along with a miniature wooden spoon as an accessory. In 2024, the offline experience area of this "show-style shopping" model sold more than 100 units of "spicy hot pot" daily, frequently requiring emergency replenishment due to sell-outs. After the flagship store on Tmall launched its pre-sale, it attracted nearly 200,000 people within a week,

resulting in a store turnover increase of 343% year-on-year. Notably, sales of the "spicy hot doll bouquet" exceeded 10,000 pieces, with 1,000 customers placing orders within just one week.

The product is specially designed with a velcro-type removable "soup packet", allowing users to easily switch between "dry" and "with soup" forms. This innovation serves as a metaphor for the inclusiveness of regional cultures and their ability to meet diverse consumer needs. It has been called "adult playhouse" by netizens. The person in charge of cultural creation at the Gansu Provincial Museum noted that this series has verified the effectiveness of the "cultural grafting" theory in the development of cultural creation. This is achieved through the modern translation of gastronomic and cultural symbols and the fusion of international branding methodologies with regional characteristics.

3.2 Xi'an Daxiang Museum Roujiamo " Wool Mom " Series of Cultural and Creative Products

The doll is modeled on the traditional Xi'an snack "steamed bun with meat". It adopts anthropomorphic design, using high-density plush material to replicate the texture of the bun characterized by its "tiger's back, iron circle, and chrysanthemum heart". The hand-embroidery technology showcases the intricate "fat and thin" details of the meat, highlighting the craftsmanship of non-heritage skills. This innovative product also integrates a removable modular design. The bamboo steamer storage box can accommodate a "vegetable steamed bun", while the Velcro structure allows for easy swapping between "pure lean" and "fat lean" meat fillings, catering to the personalized preferences of consumers.

The sales process is designed to be immersive and interactive. The clerk engages customers by asking about their preferences for fat and lean meat in the Shaanxi dialect, simulates the sound effects of chopping meat on the counter, and gives a spice packet for preserved meat. This approach restores a street food scene through the audio-visual, tactile, and olfactory multi-dimensional senses. According to Daxiang Wenbo's monitoring data, in 2024, the cumulative sales of more than 300,000 "Velvet Bun" show its popularity across the country, and the product has been exported to foreign countries, which also confirms its influence in the overseas market.

The product diminishes the seriousness of cultural symbols through "childish" design, awakens collective memory with its cute image, and successfully builds an emotional resonance mechanism. Its market performance verifies the logic that emotional value is essential in cultural and creative products. Transforming regional food culture into an emotional medium that can be participated in and shared, it upgrades the local symbols into a "cultural currency" that encourages social communication.

3.3 Suzhou Museum's "hairy crab" series of cultural and creative products

This cultural and creative product is modeled after the hairy crab of Yangcheng Lake, and deeply integrates the cultural elements of the Jiangnan water town. The design transforms traditional skills and regional characteristics into meaningful cultural symbols through a scenario-based narrative featuring crab shell embroidery and steaming scenes. The product is crafted from orange, environmentally friendly plush material that balances traditional aesthetics with modern needs. Consumers can participate in an immersive interactive experience of "catching-weighing-bundling", while store staff explain the steaming technique within the context of fishermen's culture. As a result, this product goes beyond the function of a mere toy and serves as a carrier of cultural memory.

After the National Day in 2024, Suzhou Museum implemented a limit on purchasing its "hairy crab" series due to an oversupply of the products. On the days

without holidays and when this purchasing limit was not in effect, daily sales of the plush crabs reached 1,000 units. The product's success can be attributed to its precise response to a new national consumption trend. Firstly, the anthropomorphic cute pet design combined with the emotional storytelling transforms the food culture into a contemporary symbol that resonates with consumers. Secondly, the built-in removable crab filling bag enhances the user experience with interesting interaction, and accurately adapts to the festival consumption mindset, symbolizing "good harvest and good fortune".



Figure 3 Case picture

Source: Xiao Hong Shu App

4 Empirical research

4.1 Research Methods

The purpose of this study is to analyze Chinese consumers' willingness to purchase localized cultural and creative products related to "Jellycat". First, various literature on the characteristics of creative products and factors influencing consumers' purchasing decisions were reviewed, along with successful examples of such products sold in the Chinese market. Based on tested theories, a research model and hypotheses were developed, and an online survey was conducted targeting Chinese consumers. The online questionnaire was used to analyze how the cultural, artistic, entertaining, and innovative nature of Chinese cultural and creative products affects the purchase intention of Chinese consumers. The survey was conducted from March 14, 2025, to March 24, 2025. A total of 392 questionnaires were collected, but 92 respondents unaware of emotional, cultural, and creative products were excluded. Finally, 300 questionnaires were used for analysis. The data were analyzed using SPSS 29.0 to confirm the causal relationship between the four independent variables and one dependent variable.

4.1.1 Research Model and Hypothesis

Research model of the relationships among the variables used in this study.

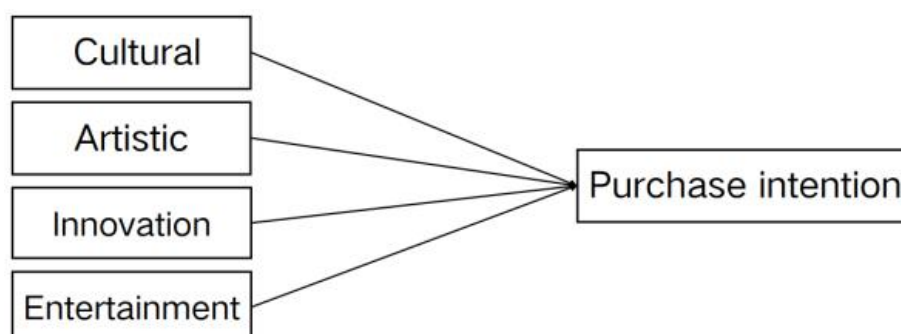


Figure 4 Research Model

And the following assumptions were established.

H1: The cultural nature of emotional cultural and creative products has a positive impact on consumers' purchase intention.

H2: The artistry of emotional cultural and creative products has a positive impact on consumers' purchase intention.

H3: The innovativeness of emotional cultural and creative products has a positive impact on consumers' purchase intention.

H4: The entertainment value of emotional cultural and creative products has a positive impact on consumers' purchasing intention.

4.1.2. Operational Definition of Variables

The questionnaire consists of two parts: demographic information and core variable measurement. The final variable measurement is completed through the localization revision of mature scales. The core variables use the Likert five-component scale (1= strongly disagree, 5= strongly agree), and the scale sources are borrowed. The cultural aspect is based on the research of Ma and Yan(2009), Li et al.(2020), and Cheng et al.(2023), while the artistic aspect is based on the research of Zhou et al.(2021), Tang (2023), Wei and Fang(2025). For entertainment, refer to the studies of Gao and Feng (2016), McClung and Johnson (2010), Su (2021), etc. For innovation, refer to the studies of Wang (2023), Li et al.(2020), etc. The purchase intention refers to the research of Cheng et al.(2023), Liu and Zhao(2024), Zheng et al.(2024). The reliability and validity of all scales were tested through the survey conducted in March 2025. Based on the feedback from the participants, semantic redundant items were deleted, and ambiguous measurement items were revised to finalize the questionnaire for distribution.

4.2. Empirical Analysis

4.2.1. Demographic Characteristics

This study focuses on consumers from different regions of China and collects data through online questionnaires. To ensure the validity and relevance of the research results, only consumers who had previously purchased emotional, cultural, and creative products were included in the sample range. Finally, data analysis was conducted using 300 valid questionnaires.

From the demographic characteristics of the samples, the gender distribution shows significant differences: Female consumers account for as high as 67.67% of the samples, which may be related to the fact that the female group is more sensitive to emotional design and cultural and creative elements, and is more inclined to express emotional needs through consumption. Regarding age distribution, the young group aged 18 to 25 accounts for 60%. Consumers in this age group are generally at the university education stage or have just entered the workplace. Their consumption concepts are greatly influenced by Internet culture and social platforms, and they have a strong demand for cultural and creative products with personalization and emotional resonance. The educational background structure shows that the proportion of those with a bachelor's degree or above is 60.33%. This result indicates that the highly educated group has a higher acceptance of emotional, cultural, and creative products. It is speculated that the reason lies in the fact that this group pays more attention to the cultural connotation and emotional added value behind the products and tends to achieve self-worth recognition and spiritual satisfaction through consumption. In addition, the occupational distribution was mainly composed of students (42.33%) and company employees (27.67%), with the combined proportion of the two being 69.99%. The high participation of these two groups may be closely related to their consumption characteristics: the student group has a certain disposable income and prefers cultural and creative products at light luxury prices; Company employees, due to their rich social scenarios, have a higher demand for cultural and creative products with emotional attributes to meet their daily social and gift-giving needs. Please refer to Table 2 for details.

Table 1: Demographic information characteristics

	Options	Subtotal	Proportion
Aender	male	97	32.33%
	female	203	67.67%
Age	Under 18 years old	1	0.33%
	18~25	180	60%
	26~30	72	24%
	31~40	30	10%
	Over 40 years old	17	5.67%
Education	Junior high school and below	19	6.33%
	High school/technical secondary school	45	15%
	College	55	18.33%
	undergraduate	151	50.33%
	Graduate students and above	30	10%
Identity	student	112	37.33%
	Company Employee	94	31.33%
	Public institution staff	18	6%
	Civil servants	21	7%
	Freelancing	55	18.33%
	Other	0	0%

4.2.2. Validity and Reliability Analysis of Measurement Tools

Establishing the validity and reliability of the measurement instrument prior to in-depth analysis of the survey data is crucial, as they directly affect the credibility of the research findings.

Validity is a key indicator of whether a measurement tool can accurately assess the target items. This study used exploratory factor analysis, principal component analysis, and orthogonal rotation to examine the structural validity of the measurement tool. A factor loading value of 0.5 or higher was established as the criterion for judging the validity of the items. Only those items that meet this criterion can explain the concepts under study more effectively. This study utilized the internal consistency measure to assess the reliability of the factors using Cronbach's alpha coefficient. It is generally recognized that when the Cronbach's Alpha coefficient reaches 0.7 or more, the measurement instrument is reliable.

This study investigates the influence of emotional, cultural, and creative product characteristics on the willingness of Chinese consumers to make a purchase. The factor analysis results show that the variance rate of the cultural factor is 14.813, the artistic factor is 15.016, the innovative factor is 15.081, the entertainment factor is 14.872, and the willingness-to-buy factor is 15.612. Together, these factors account for a cumulative variance of 75.394%. Additionally, the Cronbach's alpha coefficient indicates high reliability for each factor: the cultural factor was 0.881, the artistic factor was 0.89, the innovative and entertaining factors were both 0.888, and the willingness to buy factor was 0.894. The Cronbach's alpha coefficients for all the factors were well above 0.7, and the overall Cronbach's Alpha coefficient for the measurement items exceeded 0.85, which is a good indication that the measurement instrument used in this study is highly reliable.

To further verify the validity of the study, both the Kaiser-Meyer-Olkin (KMO) test and Bartlett's sphericity test were conducted. The KMO sampling aptitude measure was 0.929. A value closer to 1 indicates a strong correlation between the variables and suggests that the factor analysis is appropriate. The results from Bartlett's sphericity test showed that the chi-square value was 4039.093, the degree of freedom was 190, and the value of the probability of significance was $p < 0.001$. This indicates that all the values of the variables used in the study reach acceptable levels, confirming the validity and reliability of the research concepts from multiple dimensions, and providing a solid foundation for the accuracy and reliability of the results in the subsequent study.

Table 2: Factor analysis results

	Element					Common factor variance
	1	2	3	4	5	
PUR 2	0.819					0.775
PUR 1	0.802					0.769
PUR 4	0.796					0.78
PUR 3	0.792					0.735
INN 2		0.844				0.798
INN 4		0.784				0.758
INN 3		0.743				0.735
INN 1		0.731				0.73
ART 4			0.792			0.762
ART 3			0.791			0.78
ART 1			0.766			0.748
ART 2			0.745			0.735
ENT 1				0.787		0.794
ENT 2				0.769		0.752
ENT 4				0.764		0.753
ENT 3				0.746		0.699
CUL 4					0.806	0.784
CUL 2					0.787	0.761
CUL 1					0.749	0.738
CUL 3					0.723	0.693
Percentage of variance	15.612	15.081	15.016	14.872	14.813	
accumulation%	15.612	30.692	45.709	60.581	75.394	
Cronbach Alpha	0.894	0.888	0.89	0.888	0.881	
KMO and Bartlett's test						
KMO sampling suitability measure			0.929			
Bartlett's test of sphericity			4039.093			
Degrees of Freedom			190			
Significance			<.001			

4.2.3. Research Hypothesis Testing

First, the results of the hypothesis verification are shown in Table 3.

This study employs the multiple regression analysis method to explore deeply how the characteristics of emotional, cultural, and creative products influence consumers' purchase intentions. In the process of data analysis, cultural quality, artistic quality, innovation, and entertainment were taken as independent variables, while consumers' purchase intention was taken as the dependent variable to construct a multiple linear regression model.

The results show that all four dimensions: culture, artistry, innovation, and entertainment have a significant positive impact on consumers' purchase intention. Specifically, the standardized regression coefficient (β) of cultural quality is 0.18, and the p value is 0.004, indicating that for every one-unit increase in cultural quality, consumers' purchase intention will increase by 0.18 units accordingly, and this influence is statistically highly significant. The β value of artistry is 0.149, $p=0.018$, which means that artistry also has a significant promoting effect on purchase intention. The innovative β value was 0.168, $p=0.006$, and its positive influence was also verified. The β value of entertainment reached 0.252, $p<0.001$, indicating that entertainment has the most prominent influence among the four dimensions, significantly enhancing consumers' purchase intentions.

From the perspective of the overall performance of the model, the adjusted R^2 value is 0.369. This indicates that the model can explain the changes in 36.9% of consumers' purchase intentions and has good explanatory power. The F-statistic was 44.773, and the p-value was less than 0.001, indicating that the overall significance of the model was good.

In terms of model diagnosis, the Durbin-Watson value is 1.856, close to 2, indicating that there is no autocorrelation problem in the data. The variance inflation factor (VIF) was all less than 2, and the tolerances were all greater than 0.5, indicating that there was no serious multicollinearity problem among the independent variables, which met the basic assumptions of multiple regression analysis. The above research results fully verify the influence mechanism of the characteristics of emotional culture and creative products on consumers' purchase intentions. For specific data and analysis results, please refer to Table 4.

Table 3 : Research hypothesis results

Research Hypothesis Results	
H1: The cultural nature of emotional cultural and creative products has a positive impact on consumers' purchase intention.	Accept
H2: The artistry of emotional cultural and creative products has a positive impact on consumers' purchase intention.	Accept
H3: The innovativeness of emotional cultural and creative products has a positive impact on consumers' purchase intention.	Accept
H4: The entertainment value of emotional cultural and creative products has a positive impact on consumers' purchase intention.	Accept

Table 4: Results of multiple regression analysis

Model	Unstandardized coefficients		Standardized coefficient	t	Significance	Collinearity Statistics	
	B	Standard Error	Beta			Tolerance	VIF
(constant)	2.773	0.961		2.885	0.004		
CUL	0.201	0.069	0.18	2.927	0.004	0.555	1.801
ART	0.159	0.067	0.149	2.373	0.018	0.538	1.859
INN	0.178	0.064	0.168	2.765	0.006	0.57	1.754
ENT	0.263	0.065	0.252	4.069	<.001	0.548	1.823
Dependent variable: PUR							
R	R Square	Adjusted R-squared		Durbin Watson		F	Significance

0.615	0.378	0.369	1.856	44.773	<.001b
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5. Conclusion

5.1. Research Conclusions and Implications

This study focuses on the impact of emotional, cultural, and creative product characteristics on consumers' purchase intention, and using the localization of the "Jellycat" brand in China as an example to conduct an in-depth investigation, and draws the following conclusions:

Culture, artistry, innovation, and entertainment significantly impact consumers' purchase intention, with entertainment being the most prominent factor. This suggests that when choosing cultural and creative products, consumers highly value the emotional experiences and fun they bring. Cultural and creative products can enhance their entertainment attributes by incorporating interesting interactive links and creating an immersive shopping environment to satisfy consumers' need for pleasure and relaxation during the shopping experience.

Culture plays a crucial role in the development of cultural and creative products. Consumers tend to buy products that incorporate elements of Chinese culture, regional characteristics, and traditional heritage, as these products satisfy their pursuit of cultural identity and emotional connection. Developers of cultural and creative products should explore the cultural connotations of different regions and skillfully integrate rich and diverse cultural symbols into their design. This approach not only enhances the product's appeal but also strengthens the cultural heritage.

Artistry can enhance the attractiveness of cultural and creative products. Products that feature unique aesthetics and artistic value in appearance design, such as color matching, material selection, and design details, can effectively capture consumers' attention. Designers need to use innovative design techniques to transform traditional cultural elements into modern artistic expressions, thereby enhancing the product's artistic appeal.

Innovation is also a key factor influencing consumers' willingness to make a purchase. Compared to other cultural and creative products, innovative items are more attractive to consumers. Their unique designs and creative elements cater to personalized needs. Cultural and creative products should actively innovate in terms of appearance, functions, and cultural connotations. This approach can help break traditional stereotypes and enhance product recognition through new and novel designs.

For the cultural and creative industries, emotional design is an effective way to enhance product competitiveness. During the product development process, companies should fully consider the Norman three-level model of emotional design. This model encompasses the sensory experience of the instinctive layer, the practical pleasure of the behavioral layer, and the cultural resonance of the reflective layer. Using the successful localization case of "Jellycat" as a reference, we should explore the product innovation mechanism related to cultural identity and emotional resonance. The goal is to upgrade the perception of products from "Made in China" to "China's Meaning".

5.2. Study Limitations and Future Research Directions

The limitation of this study is that it only focused exclusively on cases of localization of the "Jellycat" brand in China. This narrow scope means that the sample is relatively homogeneous and may not fully reflect the diverse types of cultural and creative products. To improve the study findings in the future, it would be beneficial to increase the number and types of cases to cover different styles, themes, and market

positioning of cultural and creative products. This would enhance the universality of the study's conclusions.

The study focuses on Chinese consumers and does not examine the differences among consumers in different countries and regions. Significant differences may exist in the needs and preferences for emotional, cultural, and creative products across different cultures. Future research could conduct cross-cultural studies to compare the purchase intentions and influencing factors of consumers in different countries and regions. This would provide valuable insights for the international development of cultural and creative products.

This study primarily utilizes questionnaire surveys and regression analysis as research methodologies. In the future, incorporating more qualitative research methods, such as in-depth interviews and focus groups, could provide an in-depth understanding of consumers' perceptions, emotional experiences, and purchase decision-making process behind emotionalized cultural and creative products. Furthermore, by leveraging technologies such as eye tracking and brainwave monitoring, we can explore consumers' emotional responses to cultural and creative products from the physiological and psychological levels, thereby making the research more comprehensive and insightful.

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