

# Design Factors Influencing Consumer Acceptance in Cultural and Creative Products: An Integrated Review

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## Abstract

With the development of the global economy and the increasing prosperity of culture, the demands of consumer for cultural factors in cultural and creative products has changed and put forward higher requirements. But the current design quality of cultural and creative product is not yet able to meet the needs of modern consumers. This paper aims to review the main findings of previous articles on the relationship between design factors and consumer acceptance of cultural and creative products, and to form three independent themes through comprehensive analysis: Cultural elements that enhance the design value of cultural and creative products. Modern design innovation of cultural and creative products. Consumers' emotional experience in cultural and creative products. By applying the "literature review synthesis process", this paper conducts a cross-analysis, integrates the possibilities, and prioritizes the synthesis of information in order to improve the design quality of cultural and creative products for better consumer acceptance. The results of the study contribute to the development of a theoretical framework to enhance consumer acceptance by clearly and creatively displaying cultural features and emotional experience elements in cultural creative products, balancing product aesthetics and creativity with practicality and product quality. Finally, suggestions are made for future research directions.

**Keywords:** Cultural and Creative Product, Culture, Product Design, Design Elements, Consumer Acceptance

## Introduction

In today's rapidly globalizing society, the exchanges and integration between different cultures are becoming more frequent and deeper. As an important medium of cultural presentation, cultural and creative products play an important role as a bridge for cultural exchanges between countries (Hsueh et al. 2022, Lee 2023). Through the design and promotion of cultural and creative products, the cultures of different countries and regions

can be spread and influenced in a wider range (Zhou and Zhou 2022, Huang and Jia 2022, Huang and Cheng 2022).

Cultural and creative products are a special form of product design (Feng et al., 2024), which refers to a form of creative product that draws design inspiration from cultural characteristics (Li and Wang, 2022), creates innovative designs of cultural elements and integrates them into modern products (Han et al., 2022). There are many names for cultural and creative product, including "cultural product", "cultural and creative goods", "souvenir", "cultural relics derivatives", "display derivatives", etc. (Zhang et al., 2023). Its main feature is to incorporate the characteristics of cultural elements in product design (Han et al., 2022), and to present cultural elements in a new form that meets the aesthetic interests of modern people through creative design (Zhang et al., 2023). Cultural and creative products not only carry rich cultural connotations, but also reflect the history, traditions and values of a country or region (Lin 2007, Liang 2022). By integrating traditional cultural elements and modern design concepts (Huang and Jia, 2022), cultural and creative products convey profound cultural connotations while meeting the aesthetic needs and lifestyles of modern consumers, and are widely welcomed by the consumer market (Lin 2007, Chow and Shieh 2018, Ma and Wang 2022, Sun 2022), and the average growth rate of China's cultural and creative industries is as high as 26.08% (Huang and Jia, 2022), More and more countries realize the importance of cultural and creative industries in modern society and elevate them to the level of national strategy. (Huang and Jia, 2022). In the context of the new economic era, cultural and creative industries have become emerging industries that are actively supported and promoted by various countries. (Huang and Cheng 2022, Lee 2023).

Despite the huge potential of the cultural and creative products market, it still faces many challenges in its actual promotion. With the development of digitalization and informatization, consumer behavior and preferences have changed significantly (Ozkan and Kurtulus, 2024). There are significant differences in consumer acceptance of different cultural and creative products. With the improvement of people's living standards and the diversification of cultural needs, the consumption upgrading in today's society has made consumers more and more cautious in their purchasing behaviors, and people's demand for cultural and creative products is not only confined to the demand for product functions, but also focuses more on the cultural significance and emotional resonance that the products contain (Gao and Huang 2022, Feng et al. 2023). However, the current design quality of cultural and creative products is not high enough to impress local consumers or enter the international market (Lu et al., 2022). This makes improving the design quality of cultural and creative products an issue worth thinking about and exploring (Ma and Wang, 2022). The design of cultural and creative products has to meet the needs of modern consumers and win their recognition, so understanding the design factors that affect the consumer acceptance in cultural and creative products in order to enhance the design quality of cultural and creative products has become an important issue for practitioners and designers in the cultural industry (Lu et al. 2022, Li and Wang 2022), and it is also a major problem faced by the academics (Feng et al., 2023).

This study aims to provide a overview of the design factors that influence consumer acceptance of cultural and creative products. Through a comprehensive analysis of the existing literature, this paper explores how different factors affect the consumer acceptance

of cultural and creative products. Through a deeper understanding of these factors, it can provide a basis for the design, marketing and promotion of cultural and creative products, and promote the design quality of cultural and creative products and the more effective dissemination of culture.

### **Method**

The research methodology of this article follows a unique "literature review synthesis process" (Ibrahim, 2020), in which relevant journal articles are selected to develop original writing materials for textual manuscripts based on the theme of cultural and creative product design. Topics have been identified using Ibrahim's research question's construct (RQC) categorization technique (Ibrahim, 2008, 2011) for identifying three different RQ Constructs—"WHO", "WHAT" and "HOW"—in formulating a main research question. The "Who" construct is defined as the factors that the research can influence, the "what" structure is defined as the information needed to address the research question, and the "how" structure is defined as the information needed to address the research element or element. The "who" construct is defined as the element that is used or impacted by a study, the "What" construct is defined as the information needed to address the research question, and the "How" construct is defined as the action or influence on the research element or information. This study reviewed research on the design factors of cultural and creative products that influence consumer acceptance.

Article identification was conducted using Scopus ScienceDirect and WILEY with a focus on consumer, cultural and creative product design and culture. Separate full-text searches returned a total of 2631 articles. The articles were screened, duplicates were removed, and the language was limited to English, and from 2004 to 2024, the type was journal articles, and a total of 2195 articles were obtained. Then after further screening on the title and abstract of the paper, 238 articles were obtained. Full-text reading selection was then performed based on relevance to cultural and creative products, and a total of 135 papers were initially selected. Further screening on the content was done based on the direct relevance to the themes. Finally the authors selected 30 articles for review.

The results are assigned to relevant sub-themes, which are: 1. Cultural elements that enhance the value of cultural product design. 2. Modern design innovations in cultural and creative products. 3. Consumers' emotional experience in cultural and creative products. For each theme, key articles from previous scholars are presented, how their articles can support future research and areas that need to be strengthened. The outcomes of this article generated a comprehensive summary for each theme. And after further cross-analysis and integration of possibilities, the synthesis summaries were prioritized to analyze the impact of cultural and creative product design factors on consumer acceptance in order to find high probable solutions. The resulting key summaries are illustrated in the "POD (Point of Departure) Tree Diagram", which is adapted from Ibrahim (2020). The paper concludes with a discussion of potential comprehensive strategies for enhancing consumer acceptance through the design factors of cultural and creative product.

**Design Factors of Cultural and Creative Products that Affect Consumer Acceptance***Cultural elements that enhance the design value of cultural products*

This section reviews the literature on cultural factors that influence consumer acceptance of cultural creative products, which explains the focus of cultural creative product design.

Culture holds a significant influence in the field of design. Cultural and creative products are different from ordinary products in that they contain the added value of culture. Its uniqueness is the cultural identity embedded in the product (Lin 2007, Ma and Wang 2022). Culture is a complex whole, often considered as a set of shared values and beliefs (Yeniurt and Townsend, 2003), and is referred to as "the way of life of an entire society" (Lin, 2007). Incorporating cultural elements into modern product design can provide people with rich imaginations and experiences, and can evoke consumers' cultural identity, which is an important factor in enhancing the value of design. It is not only beneficial to the economic growth of the society, but also can further enhance its identity in the global market (Sun 2022, Lin 2007, Huang and Jia 2022). Lu et al. (2022) concluded that one of the characteristics that needs to be met by modern high-quality cultural and creative design is culture. They mentioned that the value and contemporary significance of traditional culture is becoming more and more obvious. Song et al. (2018) found that when the product's cultural content aligns with the cultural tendencies and tastes of consumers, their acceptance of cultural products increases.

In the study of the relationship between traditional cultural elements and user satisfaction, Chai et al (2015), states that the improvement of product satisfaction can be achieved through typical local cultural elements and cultural elements that can resonate emotionally. Consumers show a preference for cultural products that embody metaphysical connotations. A study by Chiou and Wang (2018), found that consumers were most influenced by intellectual factors when purchasing souvenirs. Intellectual factors are to meet Tamsui's features, heritage beauty, profundity and indigenous customs. Dangprapai et al. (2020) found from interviews with "foreign" tourists in Thailand that the primary factors consumers take into account when purchasing cultural products are items that symbolize regional culture. Tanyavutti et al (2019), revealed that one of the key product attributes of cultural products is cultural story, and the study suggested that cultural story plays a crucial role as a cultural product attribute. Consumers feel that they have the opportunity to experience new things and generate excitement through cultural stories. In addition, the cultural stories in cultural products make consumers feel that they are getting a valuable product and they learn cultural wisdom from the purchasing activity, making them feel more knowledgeable.

Culture is the core of cultural and creative products, and consumer acceptance of cultural and creative products will be affected by the cultural features chosen for the product design and its display form. Lin (2007), based on Leong's research on the hierarchy of culture, divided culture into three levels, and identified three design features in the integration of cultural elements into modern product design, including the inner level, the mid level and the outer level. Some scholars based on this theory to investigate the consumer satisfaction of cultural products. Chai et al (2015), found that compared with the outer "tangible" level, the inner "intangible" level and the middle "behavioral" level can more effectively improve the satisfaction of cultural products. To put it simply, consumers preferred cultural products with

distinctive local cultural characteristics and sufficient intrinsic value compared to external "tangible" elements. This finding is like the results of a previous study (Li and Cai, 2008), which analyzed the decision-making criteria of Chinese domestic tourists in purchasing souvenirs and found that Chinese domestic tourists pay more attention to the intangible features and connotations of souvenirs. Similarly, a study by Tu et al (2019), also pointed out that when selecting cultural and creative products from the Palace Museum of China, consumers place significant emphasis on factors such as "cultural connotation" and "unique creativity." Liu and Hongxia (2024), indicated that metaphorical design rooted in traditional cultural symbols and informed by customer experience has a direct and significant impact on emotional value, thereby stimulating consumers' purchase intentions.

However, although the inner level of cultural connotation elements can increase the satisfaction of cultural and creative products, it requires consumers to be able to understand about the cultural connotations. Cultural elements in superficial or obscure forms do not attract customers (Chai et al., 2015). In a study on the cultural and creative products of the Palace Museum in China, Huang et al (2023) noted that consumers did not effectively recognize most of the cultural elements in the "behavioral" and "intangible" layers of cultural and creative products. Consumers were not aware of the cultural background and cultural connotations behind cultural and creative products as well as their functionality. This may be due to the fact that the cultural background information of the product is not clearly presented. In addition, when the cultural information displayed in a cultural and creative product is consistent with the consumer's national cultural background, it can ensure the consumer's understanding of the cultural content and can lead to a positive consumer evaluation of the cultural product (Chow and Shieh, 2018).

Although research has demonstrated that embodying understandable elements of cultural connotations with distinctive local characteristics in the design of cultural and creative products can significantly enhance consumer satisfaction and purchasing decisions. However, some research are only relevant to specific cultures. Chai et al (2015), only focus on traditional Chinese cultural elements. (Huang et al. 2023, Tu et al. 2019) covered only some of the cultural creative products of the Palace Museum in China. Tanyavutti et al. (2019) and Dangprapai et al (2020), only based on the Thai cultural products. In addition, Tu et al. (2019) mainly analyzed consumer preferences through quantitative methods. Huang et al (2023), only focus on consumers' perception through online textual review. Overall, an in-depth analysis of consumer purchase decisions and satisfaction with products for specific cultural product types is necessary.

In conclusion, an important factor in improving consumer acceptance of cultural creative product design features is its cultural nature, especially the cultural connotation elements and cultural stories that are obviously of local characteristics. It should be noted that only when these cultural values can be understood by consumers can cultural products truly attract customers and enhance consumer acceptance. This study agrees that the design features of cultural creative products need to ensure that cultural information such as cultural background and cultural heritage can be clearly demonstrated and matched with consumers' cultural tendencies and tastes to evoke consumers' emotional perception and cultural identity to enhance consumer acceptance.



*Modern Design Innovation of Cultural Creative Products*

It is undeniable that the characteristics of cultural and creative products are to integrate cultural elements into modern products, and the presentation of modern design is a very key element to win the purchase of modern consumers. Cultural and creative products need to meet the needs of modern life of the new age consumers, and need to take into account the aesthetics and practicality of products. This section will describe the modern design elements of cultural and creative products that influence consumer acceptance, including practicality and product quality, aesthetics and novelty related to previous literature. The study by Xie et al (2012), mentioned that consumers' willingness to purchase souvenirs is related to the authenticity of the design. Visualization is the basis of consumers' perception of the product, and hybrid designs that are not entirely traditional but rather modern represent a higher level of "authenticity". The results of the study concluded that tourists are keen to purchase souvenirs that are representative, functional and stylish. Fu et al (2018), explored the relationship between souvenir authenticity, perceived value and behavioral intention in the context of experiential consumption. It was found that souvenir authenticity has a greater positive influence on tourists' behavioral intention through perceived value in an experiential consumption setting.

The modern presentation of cultural elements means innovation. There is a growing interest in highly creative and innovative cultural products (Sun, 2022). A survey of consumers in Pakistan, Shafi et al (2021), highlighted that the majority of consumers are willing to accept innovations in handicraft products. Younger generation and well-educated consumers are more willing to accept innovations in handicraft products as compared to older consumers. In particular, consumers preferred innovations that do not change the traditional features and characteristics of the product. As demand grows, people are willing to pay a reasonable price for art and cultural products (Li and Wang, 2022). Tu et al (2019), states that consumers attach great importance to the attribute of "unique creativity" when selecting cultural and creative products. Chai et al (2015), suggested that the element of cultural innovation is more important than the element of cultural recognition. The element of cultural innovation is more likely to increase satisfaction than the element of cultural recognition, and Qin et al. (2019), found that the perceived novelty of culturally innovative products affects customers' willingness to buy and consumer attitudes, and can significantly improve the attitudes and perceptions of the younger generation. Hartanti and Wianto (2024) pointed out that although price is a sensitive influencing factor, those designs that contain unique and novel ideas are more seductive to consumers who ultimately decide to purchase souvenirs. Similarly, Li et al. (2024), states that the incorporation of creative elements such as unique motifs, modern and innovative design elements not only enhances the visual appeal of cultural product (Gejia batik), but also evokes a sense of novelty and uniqueness among consumers, increasing their purchase intention.

Cultural and creative products should have artistic appreciation value (Ma and Wang, 2022), and should take into account both aesthetic value and functional value (Tu et al., 2019). Aesthetics is an important part of real life (Chiou and Wang, 2018), which can generate consumer pleasure, and aesthetic factors should be incorporated throughout the entire cultural and creative product design process (Liang, 2022). Cultural products with aesthetics are more likely to attract consumers. Tama et al. (2015), based on the mapping results on the Kano model, concluded that the appearance of ceramic cultural products is more likely to be

liked by consumers in terms of aesthetics compared to the performance factor. Dangprapai et al (2020), states that one of the main reasons consumers buy cultural products is the decorative nature of the products. Li and Li (2022), suggested that design aesthetics positively influence consumers' purchase intentions through perceived value, with Chinese tradition moderating the indirect effect of perceived value. This result is also reflected in Huang et al. (2023), which also investigated the cultural and creative products of the Palace Museum in China, and the results showed that consumers valued the aesthetic appearance of these products. Liu et al (2022), mentioned that the aesthetic pleasure of tourists contributes to a memorable travel experience. In addition, the symmetrical design of intangible cultural heritage souvenirs has a positive impact on tourists' aesthetic pleasure.

Since cultural and creative products have high cultural added value, consumers also give high expectation value to the aesthetics presented in their appearance. Cheng et al (2024), study on museum cultural products highlighted that the aesthetic dimension plays a crucial role in triggering the emotional dimension. Even, Feng et al (2023), argued that although the integration of regional culture plays a certain role in the evolutions of modern product, beauty and elegance are more critical than the geographic and humanistic aspects that reflect the regional cultural identity in people's emotional connection with local cultural and creative product. Additionally, the study analyzed the influence of gender on the identification and preference for cultural and creative products. It emphasizes that the main factor that attract men to emotionally connect with the local cultural and creative product is the originality and uniqueness of the products, while for women, the key drivers are high-quality appearance and cultural connotations of the products. In addition, it is found that the high-quality appearance and affinity of cultural products can attract foreigners to want to learn about the regional culture, thus generating emotional identity. This suggested that the highly aesthetic appearance of cultural and creative products not only enhances the sales of cultural and creative products, but also promotes the wider dissemination of local culture.

While many studies have emphasized the important role of aesthetics in cultural and creative products, others have also emphasized the important value of utility and functionality in cultural and creative products. Ma and Wang (2022), argued that the functionality of cultural products is indispensable. Under the premise of cultural connotation, customers are more inclined to buy products with high utility rather than simple decorations. Dangprapai et al (2020), also suggested that utility is the main reason for purchasing cultural products for all respondents. The essence of cultural and creative products is still modern products, which need to be integrated into modern social life and oriented to contemporary consumers. Therefore, the design of cultural and creative products should be in line with modern life (Li and Li, 2022), and meet the basic requirements of consumers for practicality and quality in order to successfully attract consumers' attention.

We should explore specific design features that enhance product utility and quality, which not only help designers to position their designs, but also provide a cultural product design basis for better consumer satisfaction. The results of a survey of Thai customers by Suttikun and Meeprom (2021), mentioned that customers perceive product quality to be composed of three components: authentic souvenir quality, souvenir experience quality, and physical quality. While product quality directly influences customer satisfaction, perceived value also has a significant positive impact on both customer satisfaction and word-of-mouth. Huang et

al (2023), study on the cultural and creative products of the Palace Museum in China highlighted that among the characteristics of the cultural and creative products, consumers attached the highest importance to the "materials used". Similarly, Dangprapai et al. (2020) conducted structured interviews with foreign tourists who purchased cultural products in Thailand, and the results showed that one type of cultural and creative product that respondents liked to wear as an accessory was made of precious materials, which would lead respondents to perceive it as a luxury item or convey a wealth value that could be displayed in the material-social interaction value system when the respondent returned to his home country to wear it.

It is worth noting that although these studies explored the relationship between consumers and cultural and creative products from different perspectives, the final results may be biased due to the different focuses of the studies, among which, Shafi et al (2021), only focused on the overall innovation acceptance of handicrafts without analyzing specific types of handicrafts products in depth. Hartanti and Wianto (2024), focused only on the intersection of visual communication design and cultural entrepreneurship without a more in-depth study of other aspects of consumer psychology and behavior. Feng et al (2023), focused mainly on Wuqiang new year Paintings and lacked diverse samples and comparative analyses across regions, a specific geographical and cultural context that may not be entirely applicable to other cultural and creative products. Suttikun and Meeprom (2021), focused mainly on the perceived qualities of souvenirs and their impact on customer behavior, and although the importance of perceived qualities has been emphasized, it did not specifically explore how these qualities are achieved through design features. In addition, It is necessary to deeply analyze consumers' demand for modern design features.

In short, cultural and creative products can only realize its special value by entering into the life of modern people, which requires the product design to meet the needs of modern life. In the design of cultural and creative products, it is necessary to have a unique vision and creative thinking, form an innovative perspective in the design of specific cultural product content and form, present novel and unique feelings and experiences through cultural visual elements, bring consumers a high-quality aesthetic experience, and improve the competitiveness of cultural products and customer satisfaction. Moreover, cultural and creative products also need to have strong practicality and high quality. Cultural and creative products with practicality are more likely to be purchased by consumers. In addition, the production of cultural and creative products also needs to pay special attention to the selection of materials, and precious materials are regarded as the embodiment of a valuable value, which can obtain better consumer acceptance.

#### *Consumers' Emotional Experience in Cultural and Creative Products*

Consumers' emotional experience in cultural creative products is a kind of psychological activity based on consumers' understanding of the design elements of cultural products, and it is a comprehensive process that includes cultural cognition and modern creative design perception. Emotional experience is an important factor to consider when designing cultural creative products. Emotionalization is a new consumer trend in cultural creative design (Sun 2022, Hsueh et al. 2022). This section presents some specific literature addressing the emotional experience of cultural and creative products. Cultural and creative products are a special form of product design with artistic and cultural attributes, and their design principle



is to ensure that the product characteristics can match the consumer's needs (Song et al., 2018), which not only need to satisfy the consumer's aesthetic needs, but also emphasize the consumer's spiritual needs (Feng et al. 2023, Wu et al. 2023), and create emotional resonance with consumers to improve product satisfaction (Chai et al., 2015).

The simultaneous effects of culture and modernity in cultural and creative products jointly influence consumers' emotional experience of cultural and creative products. Li et al. (2021) explored the influence of perceived value on the purchase intention of cultural creative products from the Palace Museum in China. The findings showed that innovative value and experiential value had a significant positive effect on the purchase intention of museum cultural creative products. Olalere FE (2017), (2020) surveyed international tourists who visited South Africa and purchased souvenirs and found that most consumers would purchase souvenirs that evoked the experience of their travels, the second influential attribute for purchase was brands that featured the destination as this could serve as evidence that they had been to the particular location. Cheng et al. (2023) study on museums cultural and creative products suggested that the affective dimensions should be prioritized over novelty as they have a greater impact on creativity performance than novelty.

Interestingly, Huang et al (2023), states that although many consumers potentially lacking familiarity with the historical significance of the Palace Museum in China, its cultural and creative products have a very high sales volume. In addition, consumers frequently used the word "Palace" in their post-purchase comments, which suggests that consumers are more likely to use cultural products to evoke the experience of traveling to the Palace Museum or the emotional experience of its culture. Tanyavutti et al (2019), similarly suggested that "authentic local experience" and "made by Thai rural people" are key product attributes that cultural products should have. In addition to authentic travel experiences, there is also a segment of consumers who tend to consume cultural products from a country even if they have never been to the country, but after learning about them (Ozkan and Kurtulus, 2024). This leads to the conclusion that cultural and creative products are also a means of evoking or reliving a travel experience or cultural experience. The findings of these studies exemplify the important role that cultural and creative products play in sustaining the emotional experience of traveling and demonstrate the need of consumers to emotionally satisfy the cultural experience of a particular location.

Focusing on consumers' emotional experience in the design of cultural and creative products has been shown to enhance consumers' purchase decisions (Olalere 2020, Li et al. 2021, Cheng et al. 2023). Unfortunately, some studies have failed to examine in depth the specific design features that influence the emotional experience. Olalere (2020), explored in detail the preferences of foreign tourists purchasing souvenirs in South Africa, while the detailed design features of cultural creative products were not specifically explored. Ozkan and Kurtulus (2024), only focuses on the influence of consumer characteristics on cultural products and cultural consumption preferences, without focusing on specific cultural product cases. Cheng et al (2023), only focus on a few dimensions that influence the creativity of museums' cultural and creative products, and the sample focuses only on five "Strom bottles" from three major museums around the world. These studies suggest that how the design features of cultural and creative products affect consumers' emotional experience needs to be evaluated in the future.

In conclusion, cultural and creative products transform abstract cultural experiences and emotional experiences into physical objects to present in people's lives, and their design features can influence consumers to relive the travel experience or cultural emotional experience at that time. In addition, consumers' needs, priorities and preferences for cultural and creative products vary according to their age (Olalere, 2020). This means that typical local cultural features and strongly symbolic cultural characteristics need to be fully presented, and emotional needs need to be expressed in cultural and creative products through creative design. At the same time, the design should also take into account the age and needs of the target consumer, which will win the hearts of more consumers. Not only those consumers who are traveling in the local area, but also those who only know about the cultural product can become buyers of creative products with strong cultural elements and emotional experience.

## **Discussion**

### *Improving Consumer Acceptance of Cultural Creative Products by Design Factors*

This paper analyzes the design factors of cultural creative products that affect the consumer acceptance, including the cultural elements that enhance the design value of cultural products, the modern design innovation of cultural creative products, and the emotional experience of consumers in cultural creative products. This study systematically analyzes and discusses these three dimensions, organizing them into six steps to address the identified research needs. The objective is to critically evaluate the strengths and weaknesses of the integrated perspectives and provide informed recommendations for this research. By referencing the POD (Point of Departure) tree diagram in Figure 1, this section elaborates on how the preliminary findings can be further synthesized to develop final potential theoretical propositions for future research consideration.

The conclusions in Section 3.1 emphasize POD1 that cultural connotations and cultural stories with local characteristics in cultural and creative product influence the consumer acceptance, and a clear presentation of cultural information such as cultural background and cultural heritage that match consumers' cultural inclinations and tastes could enhance consumer acceptance. The conclusion of Section 3.2, POD2 highlighted that cultural and creative products need to improve the design authenticity, incorporating modern elements such as innovation and unique creativity, aesthetic pleasure, practicality and high quality into the product design will make it easier for consumers to purchase. The conclusion of in Section 3.3, POD3 emphasizes that those cultural features with strong symbolic meaning and design elements with experiential value that can trigger emotional resonance and evoke beautiful emotional experiences will win the hearts of a wider range of consumers when they are expressed in cultural and creative products through creative design.

Combining POD1 and POD2, POD4 is summarized, which clearly displays the local cultural connotation and cultural story in cultural creative products and considers modern elements such as innovation and unique creativity, aesthetic pleasure, practicality and high quality, which can enhance the consumers' purchasing intention. Combining POD2 and POD3 to summarize POD5, the design elements that can trigger emotional resonance and evoke a beautiful emotional experience that innovatively expressed in practical and high-quality cultural and creative products with unique creativity and high aesthetics will win the favor of a wider range of consumers. Comparing and analyzing POD3 and POD1, POD6 was

summarized. The cultural connotations and cultural stories with strong symbolic meanings that can arouse emotional resonance and evoke beautiful emotional experiences, as well as the design elements with experiential value, can be expressed in cultural and creative products to enhance consumer acceptance.

Then, further comparing and analyzing POD4 and POD5, the POD7 were obtained. Clearly displaying local cultural connotations and cultural stories that can trigger emotional resonance and evoke beautiful emotional experiences in cultural and creative products and considering modern elements such as innovation and unique creativity, aesthetic pleasure, practicality and high quality can win the favor of a wider range of consumers. Combining POD5 and POD6, POD8 is summarized through the analysis. Cultural connotations and cultural stories with strong symbolic meanings that can arouse emotional resonance and evoke beautiful emotional experiences are innovatively expressed in practical and high-quality cultural and creative products by means of unique creativity and high aesthetics, which can enhance the acceptance of consumers.

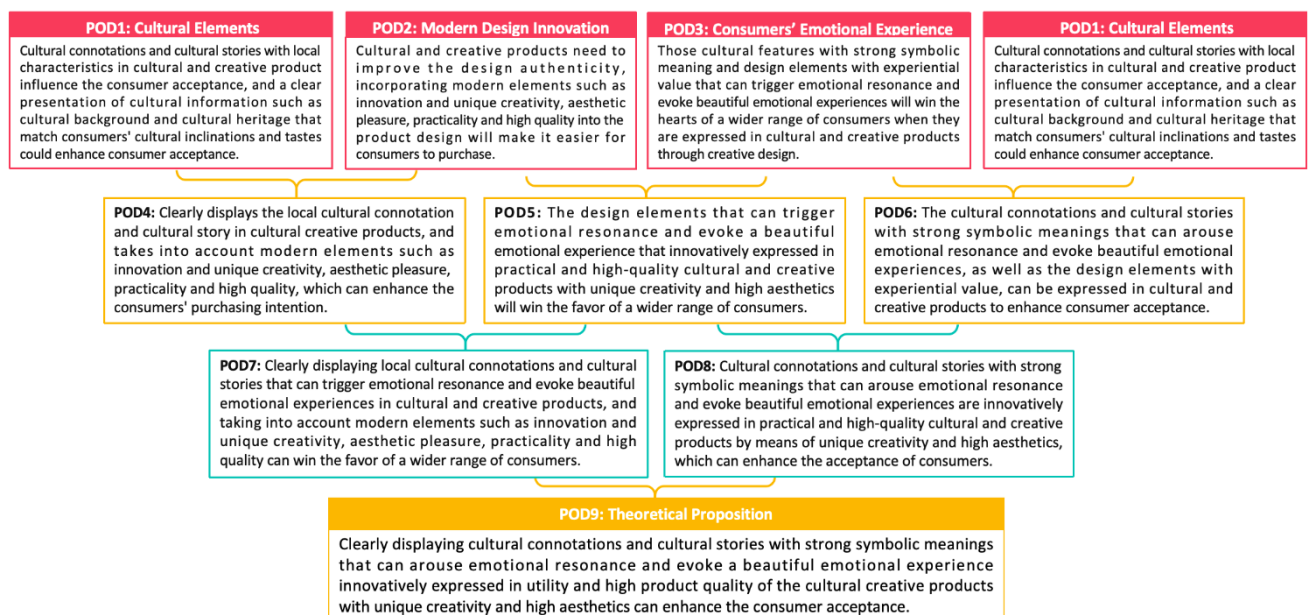


Figure 1: POD Tree Diagram for consumer acceptance on design factors of cultural and creative product. (Adapted from Ibrahim, 2020)

Finally, POD7 and POD8 are synthesized to arrive at the conclusion of this study POD9. Clearly displaying cultural connotations and cultural stories with strong symbolic meanings that can arouse emotional resonance and evoke a beautiful emotional experience innovatively expressed in utility and high product quality of the cultural creative products with unique creativity and high aesthetics can enhance the consumer acceptance. Figure 1 shows how the literature review has been comprehensively and further synthesized to present potential theories to solve the research question. It shows the final POD (Point of Departure) tree diagram (Ibrahim, 2020) which supports the synthesis process of design features of cultural and creative products that influence consumer acceptance.

**Significance of the Study**

This study explores the influence of the design factors in cultural and creative products on consumers' purchase intentions, and provides important guidance for the design of cultural and creative products in practice, which is innovative. This study provides theoretical support for the design of cultural and creative products through a number of article cases, which is of great significance in promoting the combination of traditional culture and modern design. With the creative design, not only can the product become the material embodiment of culture, and culture can also rely on the product to be widely disseminated. In the modern market, consumers' product choices are becoming more and more diverse and rich, and enterprises must respond to the market direction to gain a competitive advantage. Through the analysis of the relationship between the design factors of cultural and creative products and consumers, this research hope to provide theoretical and practical support for the success of cultural and creative products in the market, and promote the sustainable development and international influence of traditional culture.

**Suggestions for Future Research**

It is suggested that the concept of design processes and methods to improve design quality should be included in future research on cultural and creative products. The addition of this concept may provide a more comprehensive understanding of the topic. Future researchers conducting cultural and creative product design should also strive to connect with a wider range of consumers. Looking ahead, the final suggestion is to develop new cultural and creative products with these design elements influenced by consumer acceptance, and to test the theoretical propositions in this paper.

**Conclusions**

The purpose of this paper is to analyze the design factors of cultural creative products that affect consumer acceptance. Through systematic research and discussion, this study puts forward a theoretical proposition which can provide a basis for the future development of design models of cultural creative products that are satisfied by consumers, and enriches the related research about cultural creative products. By analyzing the consumers of cultural creative products, this study finds that the cultural connotations and cultural stories that are clearly characterized by local characteristics in cultural creative products could affect consumer acceptance, and that these cultural backgrounds and other information need to be clearly demonstrated for the consumers to understand, and that matching with the cultural tendencies and tastes of the consumers can evoke the emotional perception and cultural identity of the consumers. Cultural and creative products also need to improve the authenticity of design, and the integration of innovation and unique creativity, aesthetic pleasure, practicality and high quality and other elements of modernity into the product design will make it easier to get consumers to buy. The combination of traditional culture and modern design creativity, with strong symbolic meaning of cultural characteristics and experiential value of the design elements expressed through creative design in cultural and creative products, triggering the emotional resonance of consumers, evoking their beautiful emotional experience will win the love of a wider range of consumers. After research and discussion, this article has formed a comprehensive framework of factors influencing consumer acceptance of cultural and creative products, which is of great significance for improving the design value of cultural and creative products, enhancing the market competitiveness of cultural products and the effect of cultural dissemination.

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