



# A Study on the Influence of Perceived Value of Clothing Colors on Purchase Intention from an Emotional Perspective

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**Abstract.** This study aims to explore the relationship between perceived value of clothing color, emotions, and consumers' purchase intentions. Through empirical analysis, it was found that the perceived value of clothing color can significantly and positively affect consumers' arousal and pleasure(valence), and these emotional states significantly and positively impact consumers' purchase intentions. The results indicate that clothing color can directly enhance consumers' emotional states and further promote purchase intentions through the enhancement of emotions, highlighting the key role of emotions in consumption decisions. Mediation tests demonstrated that the impact of perceived color value on purchase intentions is not direct but mediated by emotions, further emphasizing the importance of emotions in consumer behavior. This study provides a new perspective for understanding the relationship between clothing color, emotions, and purchase intentions, and offers useful guidance for brands and retailers on how to effectively use color strategies in design and marketing to enhance consumers' shopping experience and willingness to buy.

**Keywords:** Emotional Perspective, Perceived Value of Clothing Colors, Purchase Intention.

## 1 Introduction

In the entire color market, clothing color is not only one of the three essential elements of fashion design but also an indispensable component of the color economy. In 2012, a survey conducted by the China Fashion & Color Association revealed that suitable color design can increase a product's added value by 10% to 25% without increasing costs[1]. In 2019, the French luxury group Louis Vuitton acquired Tiffany & Co., the holder of "Tiffany Blue®", for \$16.2 billion. In 2020, Tiffany ranked 1497th in Forbes' Global 2000 list, further influencing the development of the color economy in the fashion market. In 2021, Pantone, a color research and development institution, modified its color licensing policy, leading digital media design solutions company Adobe to

announce a fee for Pantone colors in its applications. This change had a significant impact on the entire industry, with no universally applicable alternatives currently available[2]. However, Pantone's annual "Color of the Year" releases to consumers enjoy high dissemination and recognition, significantly influencing consumer clothing purchase decisions. As of now, fashion trend analysis website WGSN has published 12,284 reports related to clothing colors, with some 2023-2024 color forecast reports providing corresponding "buyer guides" for different color perceptions to help the audience quickly understand the market acceptance and trends of clothing colors[3].

At present, many domestic and foreign scholars have conducted related research on clothing colors, and consumers' perception of colors is subjective and complex. Therefore, existing studies on clothing colors mainly focus on changing consumers' purchasing behavior through the interaction of specific colors with sensory elements. In recent years, some scholars have begun exploring research methods beyond sensory interactions of colors, including studies on brand loyalty, clothing satisfaction, and other areas. However, related research based on perceived value theory is still relatively scarce[4]. Additionally, with the rapid development of consumers' consumption methods and concepts, their perceived value of clothing is also constantly changing. As one of the three essential elements of clothing design, color has certain research value in influencing consumers' perceived value. Moreover, previous studies have shown that color can affect people's emotions, but research on influencing consumers' perceived emotions through clothing color perceived value is rare. Therefore, this paper further investigates the ABC model based on previous research, aiming to reveal the mechanism by which color perceived value affects purchase intention. This will help clothing brands in formulating color schemes to rely not only on designers' grasp of color trends but also to deeply understand the potential factors influencing consumers' purchase intentions and incorporate them into decision-making considerations.

## **2 Theoretical Basis and Model Assumptions**

### **2.1 Perceived Value of Clothing Colors**

In the academic field of quantitative analysis of clothing colors, the focus has traditionally been on the physical properties of colors such as brightness, hue, and color purity. These studies often focus on single colors or combinations of a few colors, neglecting the fact that clothing colors are usually composed of complex combinations of multiple colors. Consumer perception of clothing color is based on a comprehensive evaluation, leading to certain limitations in the universality and applicability of previous research results. Therefore, a more comprehensive approach is needed to quantify and evaluate clothing colors in order to more accurately reflect consumer perceptions and preferences.

Perceived value is a subjective evaluation or feeling that an individual has towards an object, experience, or situation. It involves the individual's perception of the importance, meaningfulness, or satisfaction level of an object or experience[5]. The color of clothing products is the object of consumer perception, and the concept of color perceived value is used to explain and quantify the evaluation of utility that consumers

generate through the color appearance of clothing products. Referring to previous research[6], color perceived value can be defined as: the overall subjective evaluation that consumers generate in terms of utility for clothing and accessories through various elements of color perceived value in sensation and perception.

## 2.2 ABC Theory of Psychology

The ABC model was proposed by American psychologist Albert Ellis in the 1950s as one of the core concepts of Rational Emotive Behavior Therapy (REBT). This model explains how emotions and behaviors are influenced by thoughts (cognitions), namely A (Activating Event): the triggering event, B (Beliefs): beliefs or cognitive evaluations of the event, and C (Consequences): the resulting emotions and behaviors. Specifically, when it comes to consumer behavior, events trigger the consumer's cognitive responses, and these cognitive responses influence their emotions, which in turn affect their behavior. Therefore, understanding and changing consumer cognitions can effectively improve their emotions and behaviors, enhancing the consumption experience and satisfaction[7].

Currently, some scholars have used the ABC theory to study consumer purchase intentions[8]. Specifically, during the shopping process, consumer cognitions involve perceptions and beliefs about products, brands, prices, and shopping experiences. For example, consumers may have a positive cognition toward a brand's product, believing that it has high quality and good performance. This cognition can elicit positive emotions such as excitement and satisfaction, prompting the consumer to make a purchasing decision and take corresponding buying actions. However, if consumers hold negative cognitions, such as doubts about product quality or dissatisfaction with the price, these cognitions may trigger negative emotions such as anxiety and dissatisfaction, thereby influencing their purchasing decisions and behaviors. For instance, consumers may opt not to purchase due to concerns about product quality or may seek alternative brands due to high prices.

## 2.3 The Dual Dimension Theory of Emotion

In psychology, emotion is a broader and more fundamental concept encompassing all emotional experiences, including emotions, affective states, moods, etc. In 1980, scholar James A. Russell proposed the two-dimensional theory of affect based on previous research[9], suggesting that emotions can be divided into two categories: Valence and Arousal. These are two independent dimensions affecting emotional experiences. Valence refers to the positive or negative nature of emotions. For example, happiness is a positive emotion, while sadness is a negative emotion. Arousal refers to the activation level of emotions. For example, anger is a high-arousal emotion, while calm is a low-arousal emotion. For the convenience of the research, this paper will use the positive word "pleasure" instead of valence for the study.

Therefore, based on the ABC model and combining the dual-dimensional theory of emotion, as shown in Fig 1, this paper takes consumers' perceived value of clothing color as "belief," and the dual dimensions of emotion—arousal and pleasure—as the

"consequence," providing consumers with a framework to understand and improve consumer behavior and decision-making by studying the relevant influence mechanisms to enhance the quality and effectiveness of consumer purchase decisions.

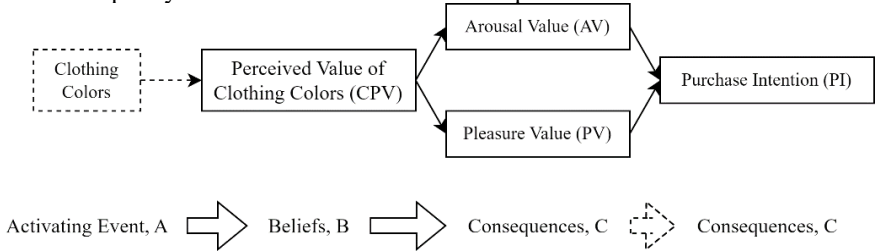


Fig. 1. The theoretical model of the influence mechanism.

## 2.4 Research Hypothesis

### 1. Perceived Value of Clothing Colors and Emotions.

Scholar Xie et al.[10] pointed out in their exploration of the role of emotions in purchase intention that emotions can affect satisfaction[11], and different intensities of emotional appeal can also influence purchasing behavior. Goethe proposed the color theory[12], linking color classification with emotional response, and later scholar Goldstein[13] expanded Goethe's theory, suggesting that color causes systematic physiological responses, manifested as emotional responses, cognitive orientations, and external behaviors. Scholar Eggert et al.[14] suggested that product colors may alter brand personality, familiarity, likability, and purchase intention. Scholars Xiaoqing Cao et al.[6], [15] indicated that color perception value could indirectly influence consumers' purchase intentions by affecting satisfaction in the development of a related scale for color perception value. Moreover, many scholars have demonstrated the stimulating effect of color on emotions. Therefore, the following hypothesis is proposed:

H1: Perceived value of clothing color positively influence consumer's arousal.

H2: Perceived value of clothing color positively influence consumer's pleasure.

### 2. Perceived Value of Clothing Colors and Purchase Intention.

The current academic research on perceived value is relatively mature. Scholar Sweeney et al.[16] indicated that before a purchasing behavior occurs, the perceived value of a product by consumers directly affects their purchase intention. Therefore, based on scholar Cao's[6], [15] related research on color perceived value, the following hypothesis is proposed:

H3: The perceived value of clothing color positively influence consumers' purchase intention.

### 3. Emotions and Purchase Intention.

Scholar Jiao et al.[17] studied the effects of five information characteristics—synchronism, diagnosticity, enjoyment, compatibility, and innovativeness—on arousal and pleasure to explore their impact on e-commerce platform consumer stickiness. The

study indicates that all these information characteristics positively influence platform usage stickiness and purchase stickiness through arousal and pleasure. Scholar Xu et al.[18] empirically confirmed that emotions can positively impact consumer purchase intention in duty-free shopping. Therefore, the following hypotheses are proposed:

H4: Arousal positively influence consumers' purchase intention.

H5: Pleasure positively influence consumers' purchase intention.

### **3 Research Design and Empirical Results**

#### **3.1 Questionnaire Design**

The questionnaire uses a 5-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree." To ensure the validity and reliability of the questionnaire, this study designed the initial questionnaire by referring to mature scales that have been empirically tested in related research literature domestically and internationally[15], [17], [19], and revised questions that were not applicable to this study. The questionnaire consists of 4 dimensions, with each variable composed of 3-4 items. A small-scale preliminary survey was conducted with 10 undergraduate and graduate students to adjust unclear statements in the questionnaire, resulting in the final version.

#### **3.2 Descriptive Statistical Analysis of Samples**

This study used SPSS for statistical analysis of the sample, and a total of 202 valid questionnaires were collected. Among the respondents, 70.79% were female and 29.21% were male. In terms of age, those aged 18-24 accounted for the majority at 66.4% of the total, followed by those aged 25-35 at 22.77%. Education distribution was primarily undergraduate and college degrees, accounting for 68.32%. Monthly disposable income of 3000 Yuan and above accounted for 35.15%, followed by 1001-2000 Yuan accounting for 30.20%.

#### **3.3 Testing of the Measurement Model**

To verify the consistency level of the sample data collected from the questionnaire survey, this study uses Cronbach's alpha as an indicator for reliability testing. According to the reliability analysis results of the sample data, the Cronbach's alpha values for each variable in the hypothetical model all exceed 0.8 (0.805-0.894), indicating good reliability of the sample data. For validity testing, this study employs the KMO measure and Bartlett's test of sphericity, as shown in Table 1. The overall KMO value is 0.941, with KMO values for each variable greater than 0.6, and both overall and individual variables passing Bartlett's test, indicating good sample validity and suitability for data extraction.

**Table 1.** Validity test

	Items	Value
KMO	Perceived value of clothing colors(CPV)	0.738
	Arousal(AV)	0.739
	Pleasure(PV)	0.739
	Purchase Intention(PI)	0.722
	ALL	0.888
Bartlett's Test of Sphericity	Approx. Chi-Square	1655.839
	df	78
	p	.000

In this study, the average variance extracted (AVE) and composite reliability (CR) values were selected as indicators of convergent validity. Pearson correlation and the square root of AVE values were calculated to determine discriminant validity, as shown in Table 2. Based on the analysis of the sample data, the AVE of each factor is above 0.5, and all CR values are greater than 0.7, indicating that the questionnaire data have good convergent validity.

**Table 2.** Pearson correlation and AVE square root value.

	CPV	AV	PV	PI
CPV	<b>0.716</b>			
AV	0.610	<b>0.861</b>		
PV	0.537	0.636	<b>0.801</b>	
PI	0.505	0.588	0.745	<b>0.788</b>

### 3.4 Hypothesis Testing

In this study, hierarchical regression analysis was employed, with purchase intention as the dependent variable, and color perceived value as the independent variable for layer 1, and color perceived value, arousal, and pleasure as the independent variables for layer 2. The VIF values were all less than 5. The specific regression results are shown in Table 3. The results of hierarchical model 1 passed the F-test ( $F=68.640$ ,  $p<0.05$ ), and the regression coefficient of color perceived value was 0.501, showing significance ( $t=8.285$ ,  $p=0.000<0.01$ ), which means that color perceived value has a significant positive influence on purchase intention. The model formula is: Purchase Intention = 2.145 + 0.501 \* Perceived Value of Clothing Color.

For hierarchical model 2, after adding arousal and pleasure to the basis of model 1, the F value change showed significance ( $p<0.05$ ), indicating that the addition of arousal and pleasure is meaningful for the model's explanation. Moreover, the  $R^2$  value increased from 0.256 to 0.582, meaning that arousal and pleasure can explain 32.6% of the purchase intention. Specifically, the regression coefficient for arousal is 0.124 and shows significance ( $t=2.296$ ,  $p=0.023<0.05$ ), indicating that arousal has a significant positive impact on purchase intention. The regression coefficient for pleasure is 0.593 and shows significance ( $t=9.782$ ,  $p=0.000<0.01$ ), indicating that pleasure has a

significant positive impact on purchase intention. The model formula is: Purchase Intention = 0.851 + 0.091\* Perception Value of Clothing Color + 0.124\*Arousal + 0.593\*Pleasure.

**Table 3.** Layered regression results

	Hierarchical 1					Hierarchical 2				
	<i>B</i>	Std. Error	<i>t</i>	<i>p</i>	$\beta$	<i>B</i>	Std. Error	<i>t</i>	<i>p</i>	$\beta$
Constant	2.145**	0.246	8.705	0.000	-	0.851**	0.215	3.965	0.000	-
CPV	0.501**	0.060	8.285	0.000	0.505	0.091	0.059	1.535	0.126	0.092
AV						0.124*	0.054	2.296	0.023	0.150
PV						0.593**	0.061	9.782	0.000	0.600
<i>R</i> <sup>2</sup>			0.256					0.582		
Adj <i>R</i> <sup>2</sup>			0.252					0.576		
<i>F</i> value		<i>F</i> (1,200)=68.640, <i>p</i> =0.000					<i>F</i> (3,198)=91.839, <i>p</i> =0.000			
$\Delta R^2$			0.256					0.326		
$\Delta F$ Value		<i>F</i> (1,200)=68.640, <i>p</i> =0.000					<i>F</i> (2,198)=77.265, <i>p</i> =0.000			

Dependent Variable: PI

\* *p*<0.05 \*\* *p*<0.01

Further verification of the mediating effects of arousal and pleasure was conducted, with pleasure and arousal as the dependent variables and the perceived color value of clothing as the independent variable. The VIF values were all less than 5. The specific results of the mediating effect analysis are shown in Table 4. Therefore, arousal and pleasure serve as complete mediators between the perceived color value of clothing and purchase intention.

**Table 4.** Mediation analysis

Items	Symbol	Effect	95% CI		SE	<i>z</i>	<i>p</i>	Conclusion
			Lower	Upper				
CPV=>PV=>PI	a*b	0.319	0.221	0.419	0.050	6.341	0.000	Complete Mediation
CPV =>PV	a	0.539	0.421	0.656	0.060	8.995	0.000	
PV=>PI	b	0.593	0.474	0.711	0.061	9.782	0.000	
CPV =>PI	c'	0.091	-0.025	0.207	0.059	1.535	0.126	
CPV =>PI	c	0.501	0.382	0.619	0.060	8.285	0.000	
CPV =>AV=>PI	a*b	0.091	-0.007	0.184	0.049	1.861	0.063	Complete Mediation
CPV =>AV	a	0.733	0.601	0.865	0.067	10.878	0.000	
AV=>PI	b	0.124	0.018	0.229	0.054	2.296	0.023	
CPV =>PI	c'	0.091	-0.025	0.207	0.059	1.535	0.126	
CPV =>PI	c	0.501	0.382	0.619	0.060	8.285	0.000	

In summary, among the five hypotheses in this study, hypothesis H3 is not significant due to complete mediation, while the remaining hypotheses are significant. Therefore, hypotheses H1, H2, H4, and H5 are supported.

## 4 Conclusion

This study explored the relationship between perceived value of clothing color, emotions, and consumer purchase intention, confirming hypotheses H1, H2, H4, and H5. It was found that the perceived value of clothing color can significantly positively affect consumers' arousal and pleasure (valence), which in turn significantly positively impact their purchase intentions. This indicates that clothing color can not only directly enhance consumers' emotional state but also further promote purchase intentions through emotional elevation. This finding supports the important role of color in consumer behavior, suggesting that brands and retailers should pay attention to color strategies during the design and marketing process to enhance consumers' emotional experiences and increase purchase likelihood.

The reason why the perceived value of clothing color can affect emotions lies in the strong emotional and psychological implications of color itself. According to Goethe's color theory and subsequent research, colors can trigger systematic physiological responses, which manifest as emotional reactions, cognitive orientations, and external behaviors.

However, hypothesis H3 was not supported, indicating that the impact of the perceived value of clothing color on purchase intention is not direct but mediated by emotions. This finding further emphasizes the crucial role of emotions in consumer decision-making, showing that merely enhancing the perceived value of product color is insufficient to directly stimulate purchase behavior. It must be effectively converted into actual purchase intentions through interventions of positive emotions such as arousal and pleasure. Therefore, while enhancing the perceived value of product color, brands and retailers should also focus on creating a shopping environment and experience that can arouse consumers' positive emotions to achieve higher purchase conversion rates.

Additionally, the results of this study are consistent with existing emotion theories. Emotions play an important role in consumer decision-making, and positive emotions such as arousal and pleasure can increase consumers' purchase intentions. This phenomenon can be explained by emotion regulation theory: when consumers are in a positive emotional state, they are more likely to make positive decisions, such as purchasing products. Therefore, by enhancing consumers' arousal and pleasure, brands and retailers can effectively promote purchase behaviors.

In summary, this study provides a new perspective for understanding the relationship between perceived value of clothing color, emotions, and purchase intentions, emphasizing the mediating role of emotions in consumer behavior. This conclusion not only enriches existing consumer behavior theories but also provides important guidance for practical marketing strategies. It suggests that brands and retailers should comprehensively consider the interaction between color and emotions during product design and marketing processes to enhance consumers' purchase experience and willingness. By scientifically applying color strategies and emotion management, brands and retailers can better attract and retain consumers, achieving higher market competitiveness and commercial success.



The limitations of this study primarily include the regional nature of the sample, the subjectivity of the questionnaire, and the failure to consider other influencing factors. The sample is confined to a specific geographic area, potentially limiting generalizability, as cultural, economic, and social backgrounds vary by region. Additionally, the study does not account for other factors that might influence the perceived value of clothing colors, such as the refinement of color perceived value into four sub-dimensions by some scholars. To address these limitations, future research should expand the sample size and diversity to include different regions, cultures, and social backgrounds, enhancing generalizability and representativeness. Moreover, future studies should incorporate the latest theoretical developments and explore more dimensions influencing the perceived value of clothing colors for more comprehensive and in-depth results.

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