

Shanghai Cultural Commodity Visual Packaging Design and Consumer Acceptance

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Abstract: This study aims to explore how the visual elements of Shanghai cultural product packaging design influence consumer perception and purchase intention. A survey of 202 respondents in the Shanghai area was conducted, and quantitative analysis was performed using SPSS software. The study found that visual appeal, functionality, environmental friendliness, and cultural communication ability are the main factors affecting consumer purchasing decisions. The results show that packaging with bright colors and unique patterns attracts more consumer attention, while environmental friendliness and functionality significantly enhance their willingness to buy. Moreover, packaging designs that effectively incorporate cultural elements significantly enhance the product's market competitiveness. This research provides practical guidance for packaging designers and brand marketers on visual packaging design for Shanghai cultural products, emphasizing the importance of considering aesthetics, practicality, and cultural communication in the design process.

Keywords: Shanghai Cultural Products; Packaging Design; Consumer Perception; Visual Elements

1. Introduction

1.1. Research Background and Objectives

In the context of globalization, the market performance of cultural products is increasingly gaining attention from both businesses and the academic community. Particularly in China, where cultural diversity is prominent, consumers show a unique market phenomenon in their acceptance of local cultural goods. As the economic and cultural center of China, Shanghai's visual packaging design of cultural products plays a crucial role in marketing. This study aims to explore how visual packaging design of local brands in Shanghai affects consumer acceptance and preferences, especially how it can enhance the competitiveness of cultural goods in the current market environment.

Shanghai's cultural products demonstrate creativity and cultural essence in their visual packaging design. From time-honored brands to modern creative products, various brands are attempting to convey cultural messages and commercial values through packaging design. This strategy not only helps differentiate products but also deepens consumers' cognitive and emotional connection to the brand culture. Therefore, studying how Shanghai brands attract and influence consumers through visual packaging design is critically important for understanding and optimizing the market strategies of cultural goods.

1.2. Scope and Methodology of the Study

This study focuses on the visual packaging design of cultural products in the Shanghai area, exploring how it affects consumer perception and acceptance. Cultural products, including brands with Shanghai cultural characteristics, whose packaging design is distinguished by unique cultural attributes and visual representations, are the main subjects of this study. The research will assess the specific impact of different visual design elements (such as color, graphics, text, and material usage) on consumer purchasing decisions.

To comprehensively evaluate the impact of these visual packaging design elements, this study uses a quantitative survey questionnaire. By designing a questionnaire with quantifiable questions, data is collected from a broad consumer base, systematically analyzing consumer reactions to the visual

packaging design of Shanghai cultural products. This study aims to reveal how visual design elements interact with consumers' cultural identities and aesthetic preferences, thereby advancing innovation and development in related design practices.

2. Theoretical Background

2.1. Visual Design of Shanghai Cultural Products

In the context of increasing globalization and market competition, the visual packaging design of cultural products has a decisive impact on their market success. This chapter review aims to explore the visual design of cultural products, consumer behavior theory, the importance of visual packaging design, and the characteristics of the Shanghai market, thereby providing a theoretical foundation and practical reference for studying the visual packaging design of Shanghai cultural products and consumer acceptance.

In the visual design of cultural products, according to the research by Yuan, Yi, and Yanyan Liu (2021), successful cultural product packaging design not only needs to effectively convey cultural information but also should integrate with consumers' modern aesthetics. Meanwhile, Hedmo, Vera, and Lisa Ling (2024) found in their studies that presenting traditional cultural elements in a modernized way in packaging design can significantly increase young consumers' willingness to purchase cultural products. However, consumers' purchasing decisions are influenced by multiple factors. Specifically, in the field of packaging design, according to Şener, A. R. Z. U., Bahar Kinaci, and Nuri Doğan (2015), visual packaging elements such as color, shape, and pattern can directly impact consumer purchase intentions. Waheed, Sidrah, Marium Mateen Khan, and Nawaz Ahmad (2018) noted that the attractiveness of packaging not only enhances product market visibility but also triggers emotional responses in consumers, thereby increasing the likelihood of purchase. Due to its internationalization and level of economic development, the Shanghai market has unique demands for packaging design. Wu, Qianqian, Zhang Zhang, and Li Xu (2019) pointed out that Shanghai consumers tend to prefer products that combine traditional cultural elements with modern design concepts. Additionally, consumers in the Shanghai market have high expectations for environmental and sustainability issues, which influences their choices of packaging materials and designs.

2.2. Consumer Purchase Intentions

In this study, consumer purchase intention is defined as the likelihood and willingness of consumers to purchase a particular product or service. This concept is an indicator for predicting the actual purchasing behavior of consumers towards specific goods over a future period, as shown in Table 1, and is typically influenced by various factors including personal preferences, product attributes, marketing strategies, social influences, and economic conditions. Numerous empirical studies support the positive correlation between packaging design and consumer purchase intentions. Within the context of visual packaging design, elements such as color, pattern, shape, and material can attract consumers' attention, thereby influencing their emotions and purchase decisions. Research indicates that the attractiveness of packaging can significantly enhance product attention and subsequently increase the likelihood of purchase (Simmonds, Gregory, & Charles Spence, 2017).

Table 1: Influencing Factors and Visual Packaging Design

Influencing Factors	Description	Relevant Elements in Visual Packaging Design
Personal Preferences	Consumer's personal preferences and tastes	Color, Pattern, Shape, Material
Product Attributes	Product functionality, quality, and features	Clarity of information, Material selection, Design innovation
Marketing Strategies	Advertising, promotions, and brand image	Attractiveness of packaging, Brand identity, Display of promotional information
Social Influence	Influence from family, friends, and social networks	Design for social sharing, Cultural symbols, Trend conformity
Economic Conditions	Consumer's purchasing power and economic situation	Design of price tags, Perceived value

3. Analyzing the Visual Elements of Shanghai Cultural Product Packaging Design

This chapter aims to deeply analyze the visual elements in the packaging design of Shanghai cultural products and discuss how these elements influence consumer perception and purchase intentions. Visual elements are the most direct factors affecting consumer perception in packaging design, including color, patterns, text, and materials.

3.1. Sample Selection

To ensure the broad applicability and depth of this study, multiple representative brands of Shanghai cultural products were selected as research samples. These brands were chosen based on their market influence, diversity of product types, and the uniqueness of their packaging design. The selection of samples aims to cover a wide range from traditional well-established brands to modern creative products, in order to comprehensively assess the impact of visual packaging design on different consumer groups. Refer to Table 2.

Table 2: Shanghai Cultural Product Brands and Packaging Features

Brand Name	Product Category	Market Positioning	Packaging Design Characteristics
Da Bai Tu Milk Candy	Candy	Heritage Brand	Traditional style, uses classic Chinese elements
Pechoin	Skincare	Heritage Brand	Combination of traditional and modern, emphasizes historical culture
Yi Ben Hao Su	Snacks	Modern Cultural Product Brand	Exquisite gift box packaging, uses metal and paper materials
Le Le Tea	Tea Beverage	Modern Creative Brand	Modern art style, uses bright colors and abstract patterns
Vinyl Drip Coffee	Coffee	Blend of Traditional and Modern Styles	Creative packaging design, highlights Shanghai local characteristics

Through the sample selection described above, this study aims to analyze and understand how innovations in visual packaging design for different types of Shanghai cultural products influence consumer purchasing behavior and brand perception. The choice of each brand is intended to better showcase the diversity and complexity of visual design in Shanghai cultural goods. Such a diverse sample helps reveal the varied reactions of different consumer groups to packaging design, thereby providing data support and theoretical basis for designing more effective marketing strategies.

3.2. Analysis of Visual Elements in Shanghai Cultural Product Packaging Design

This section aims to explore the core visual elements in the packaging design of Shanghai cultural products: color, pattern, text, and materials. These elements not only affect consumers' first impressions but also play a crucial role in establishing brand recognition and driving purchase decisions. As shown in Table 3, several representative brands are displayed, with a focus on analyzing how their visual elements reflect the brand's cultural characteristics and attract consumers.

In the visual packaging design of the selected representative Shanghai cultural products, each brand enhances its market positioning and cultural expression through carefully chosen visual elements. The use of color reflects the brand's visual identity, such as the fresh blue and white hues of "Da Bai Tu Milk Candy" highlighting its classic purity, while the soft green and white tones of "Pechoin" convey a concept of natural and pure skincare. Pattern design further deepens the communication of culture; for example, "Yi Ben Hao Su" emphasizes its premium status as a gift through exquisite patterns of traditional elements, and "Le Le Tea" uses modern abstract patterns to attract young consumers. The application of text on packaging is also a key means for brands to convey their stories and values, with "Vinyl Drip Coffee" using a retro-style font to enhance its record-themed packaging design, aligning with the product's uniqueness. As for material choices, each brand selects based on its environmental philosophy, product texture, and market positioning, like "Yi Ben Hao Su" using metal and high-quality paper materials to elevate the product's luxury feel, while "Le Le Tea" and "Vinyl Drip Coffee" emphasize portability and a modern sense with lightweight materials.

Table 3: Visual Elements in Shanghai Cultural Product Packaging Design

Brand Name	Color Usage	Pattern Design	Text Application	Material Choice	Example Image
Da Bai Tu Milk Candy	White and blue, conveying freshness and purity	Iconic Da Bai Tu pattern, traditional Chinese motifs	Classic calligraphy font, enhancing cultural feel	Primarily paper materials, inner layer of edible glutinous rice paper	
Pechoin	Soft greens and whites, symbolizing nature and purity	Traditional Chinese botanical elements with modern clean lines	Combination of modern simplicity and traditional calligraphy	High-quality paper and plastic materials	
Yi Ben Hao Su	Gold and black, creating a luxurious high-end feel	Traditional Chinese elements like cloud patterns and floral-bird designs	Gold delicate font, adding attraction	Metal and high-quality paper materials, enhancing the gift box feel	
Le Le Tea	Vibrant yellow, red, and black, offering vitality	Modern abstract patterns and artistic elements	Modern simple font style	Lightweight plastic or aluminum materials, easy to carry	
Vinyl Drip Coffee	Black and brown, mimicking the classic colors of vinyl records	Musical elements and coffee bean patterns	Retro style font, matching the theme	Use of recyclable materials, emphasizing environmental consciousness	

4. Survey And Analysis Results

4.1. Questionnaire and Data Collection Methods

This study employs quantitative research methods to explore the impact of Shanghai cultural product packaging design on consumer purchase intentions. The target group is identified as adult consumers in Shanghai. We plan to distribute 202 surveys to consumers in the Shanghai area via online platforms. These questionnaires include questions about basic demographic information and perceptions of packaging design and their purchase intentions, to ensure the reliability and validity of the statistical analysis. All survey questions are designed as closed-ended, with a 5-point Likert scale used to assess responses. The quantitative research method allows us to collect and analyze a large amount of data, thereby validating research hypotheses and revealing relationships between different variables. Data analysis is conducted using the statistical software SPSS to understand how visual packaging design elements influence consumer perceptions and purchase intentions.

After data collection is complete, we conducted a thorough data analysis using SPSS statistical software. The analysis process first includes tests of reliability and validity to verify the questionnaire's reliability and validity, ensuring the quality of the base data for subsequent analyses. Descriptive and frequency analyses were then performed, which help provide a basic characterization of the sample and a preliminary statistical overview of the variables. Through correlation analysis, this study explores the relationship between various visual elements in packaging design and consumer purchase intentions. Finally, using multiple regression analysis, we delve into how these visual elements specifically influence consumer purchase decisions, revealing the interactions between elements and the strength and direction of their impact on purchase intentions.

4.2. Reliability and Validity Analysis

This paper utilizes SPSS 26.0 to conduct reliability and validity analyses of the questionnaire data. Reliability analysis measures the stability and reliability of the scale results. For the reliability test, this study employed the Cronbach's alpha coefficient for validation. Generally, the Cronbach's alpha coefficient varies within the range of 0 to 1. If the Cronbach's alpha coefficient exceeds 0.8, it indicates that the survey results are highly consistent and the questionnaire is considered to be highly reliable. If the Cronbach's alpha coefficient is between 0.6 and 0.8, it suggests that the survey results are acceptably consistent. If the Cronbach's alpha coefficient is below 0.6, it indicates poor consistency in the survey results, and the questionnaire data is unreliable, failing to provide accurate parameters. The total reliability of this survey questionnaire is 0.931, indicating high internal consistency in the questionnaire design, and the data results can be applied to subsequent research analysis.

Validity testing involves verifying and testing the effectiveness of a survey questionnaire through specific methods. This paper has chosen the Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity as comprehensive analytical tools for this purpose. Generally, a result above 0.7 in these tests indicates good validity. The results of the KMO test and Bartlett's Test of Sphericity conducted in this paper are shown in Table 4.

Table 4: KMO and Bartlett's Test

KMO and Bartlett's Test		
KMO Sampling Adequacy Measure		0.957
Bartlett's Test of Sphericity	Approximate Chi-Square	1486.691
	Degrees of Freedom	36
	Significance	0.000

From the table, the KMO value is 0.957. Additionally, the Bartlett's Test of Sphericity achieves significance ($p < 0.05$), with the significance level at 0.000. These results indicate that the data in this study have good structural suitability for further analysis.

4.3. Descriptive Analysis, Frequency Analysis, and Correlation Analysis

From Table 5, it is evident that the gender distribution is relatively balanced, with males accounting for 46.0%, females for 48.7%, and an additional 5.3% of respondents preferring not to disclose their gender. In terms of age structure, the 25-34 age group is the largest, accounting for 38.8%, followed by the 35-44 age group at 30.0%, while the 18-24 and 55 and older age groups have relatively lower proportions, at 3.8% and 5.7% respectively. Regarding monthly income, the income is concentrated in the range of 3001-9000 yuan, with 3001-6000 yuan accounting for 32.3%, and 6001-9000 yuan having the highest proportion at 35.0%. The income groups earning above 9001 yuan and below 3000 yuan make up 28.5% and 4.2%, respectively. This reflects that the sample is primarily composed of middle-aged and middle-income groups, which provides certain representativeness.

Table 5: Descriptive Analysis of Survey Data

Category	Option	Frequency	Percentage (%)
Gender	Male	121	46.0
	Female	128	48.7
	Prefer not to disclose	14	5.3
Age	18-24 years	10	3.8
	25-34 years	102	38.8
	35-44 years	79	30.0
	45-54 years	57	21.7
	55 years and above	15	5.7
Monthly Income	Below 3000 yuan	11	4.2
	3001-6000 yuan	85	32.3
	6001-9000 yuan	92	35.0
	Above 9001 yuan	75	28.5

From Table 6, it is evident that the respondents place a relatively even importance on the multidimensional factors of cultural product packaging design, with mean values concentrated between 3.00 and 3.19. This indicates an overall medium to high level of attention to packaging design.

Specifically, the effect of environmentally friendly packaging design on enhancing purchase intention is slightly higher (mean = 3.12, standard deviation = 1.437), followed by the importance placed on packaging functionality (mean = 3.19, standard deviation = 1.376). Additionally, high-quality packaging design plays a certain role in enhancing the perceived value of the product (mean = 3.06, standard deviation = 1.362). In terms of visual packaging, the attention to color, material, pattern, and text style is also fairly balanced, with mean values ranging from 3.00 to 3.08. Overall, the data reflects that respondents pay considerable attention to the functionality, environmental friendliness, and aesthetically pleasing design of cultural product packaging.

Table 6: Descriptive Statistics

Item	N	Min Value	Max Value	Mean	Standard Deviation
Does unique packaging design enhance purchase intention?	263	1	5	2.95	1.403
Does high-quality packaging design enhance product value perception?	263	1	5	3.06	1.362
Does eco-friendly packaging design enhance purchase intention?	263	1	5	3.12	1.437
Importance level of visual packaging color for cultural products?	263	1	5	3.08	1.469
Importance level of visual packaging material for cultural products?	263	1	5	3.03	1.396
Importance level of visual packaging patterns for cultural products?	263	1	5	3.02	1.409
Importance level of visual packaging text style for cultural products?	263	1	5	3.00	1.445
Importance level of functionality in visual packaging for cultural products?	263	1	5	3.19	1.376
Willingness to purchase cultural products with aesthetically pleasing packaging?	263	1	5	3.11	1.423

From Table 7, it is evident that the dependent variable "willingness to purchase cultural products with packaging that matches one's aesthetic preferences" shows a significant positive correlation with various packaging design factors, with correlation coefficients ranging from .540 to .654. This indicates that these factors are strongly associated with purchase intentions. Among them, the correlation with "importance placed on packaging functionality" is the highest ($r=.654^{**}$), followed by "text style" ($r=.640^{**}$) and "material" ($r=.622^{**}$). This suggests that the functionality, text style, and material of packaging are particularly crucial in fostering purchase intentions. Factors such as unique design, eco-friendliness, and the perceived value of high-quality packaging also show a significant positive correlation with purchase intentions, indicating that the uniqueness and environmental aspects of packaging can further enhance consumers' purchasing tendencies.

Table 7: Correlation Matrix

Unique Design	1								
High Quality	.521**	1							
Eco-Friendly	.582**	.550**	1						
Color Importance	.628**	.566**	.603**	1					
Material Importance	.568**	.525**	.614**	.633**	1				
Pattern Importance	.592**	.540**	.619**	.584**	.590**	1			
Text Style Importance	.629**	.535**	.623**	.613**	.658**	.628**	1		
Functionality Importance	.598**	.603**	.624**	.654**	.660**	.644**	.660**	1	
Aesthetic Compatibility	.540**	.554**	.620**	.574**	.622**	.612**	.640**	.654**	1

Note: N=263, **. Significant at the 0.01 level (2-tailed).

4.4. Regression Analysis

As shown in Table 8, the coefficient of determination, R^2 , is 0.556, indicating that the set of independent variables can explain 55.6% of the variance in the dependent variable "Would you be willing to purchase cultural products that match your aesthetic preferences?" This value suggests a high explanatory power of the model, indicating that these packaging design factors significantly determine consumer purchase intentions and provide a good predictive effect. Furthermore, the F-value is 42.058 with a significance level of 0.001, indicating that the overall regression model is statistically significant, meaning the overall impact of the independent variables on the dependent variable is statistically significant.

Table 8: Regression Model Statistics

	Unstandardized Coefficient B	Standard Error	Standardized Coefficients	T	Significance	Collinearity Statistics	Vif
			Beta			Tolerance	
(Normal Amount)	0.261	0.170		1.536	0.126		
Unique Design	0.101	0.061	0.231	1.31	0.041	0.466	1.145
High Quality	0.107	0.058	0.103	1.841	0.047	0.543	1.840
Eco-Friendly	0.153	0.061	0.155	2.513	0.013	0.447	2.236
Color Importance	0.129	0.063	0.130	1.479	0.033	0.422	2.370
Material Importance	0.144	0.064	0.141	2.233	0.026	0.424	2.361
Pattern Importance	0.135	0.062	0.133	2.172	0.031	0.448	2.231
Text Style Importance	0.170	0.064	0.173	2.657	0.008	0.399	2.506
Functionality Importance	0.188	0.070	0.182	2.702	0.007	0.374	2.673
	R2	0.57	ΔR^2	0.556	F	42.058**	
D-W=1.56							
Dependent Variable: Would You Be Willing To Purchase Cultural Products With Packaging That Matches Your Aesthetic Preferences?							

In the regression analysis, the dependent variable "Would you be willing to purchase cultural products that match your aesthetics?" is significantly influenced by multiple independent variables. First, "Does unique packaging design enhance your purchase intention?" ($B=0.101$, $p=0.041$), "Does high-quality packaging design enhance the perceived value of the product?" ($B=0.107$, $p=0.047$), and "Does eco-friendly packaging design enhance purchase intention?" ($B=0.153$, $p=0.013$) all show significant positive effects, indicating that innovation, high quality, and eco-friendliness are important factors in enhancing consumer purchase intentions. Additionally, the attention to "color" ($B=0.129$, $p=0.033$), "material" ($B=0.144$, $p=0.026$), "pattern" ($B=0.135$, $p=0.031$), "text style" ($B=0.170$, $p=0.008$), and "functionality" ($B=0.188$, $p=0.007$) in cultural product packaging design also shows a significant positive correlation with purchase intention. These findings demonstrate that various elements of visual packaging have a positive impact on consumer purchase intentions to varying degrees, especially functional and aesthetic factors such as text style and functionality. In terms of collinearity, all variables have a VIF value less than 2.7, indicating no severe multi-collinearity issues.

4.5. Analysis of Consumer Evaluations of Shanghai Cultural Product Packaging Design

In this study, consumer evaluations of the packaging design of Shanghai cultural products are primarily measured through several key questions in the survey, which involve the packaging's visual appeal, functionality, environmental friendliness, cultural communication capacity, and its impact on purchase intentions. Through descriptive analysis, correlation analysis, and regression analysis of survey data, we can gain a deeper understanding of consumers' specific views on packaging design and the motivations behind them.

The analysis shows that the majority of consumers express a high preference for packaging with bright colors and unique patterns. Visual appeal has been proven to be a key factor affecting consumers' initial attention and final purchase decisions. Functionality plays an important role in the actual user experience, with feedback indicating that the convenience of packaging significantly enhances overall product satisfaction. With increasing awareness of environmental issues, consumers are increasingly inclined to choose products that use sustainable materials and eco-friendly production processes. Survey results show that eco-friendly packaging has a significantly positive impact on enhancing consumers' willingness to buy. Consumers generally recognize packaging designs that effectively convey the essence of Shanghai culture, believing that this increases the product's appeal and enriches the consumption experience; the presentation of cultural elements enhances the product's uniqueness and attractiveness. Comprehensive analysis and regression results indicate that all aspects of packaging design significantly impact consumers' purchase intentions, especially the visual appeal and cultural communication capacity of the packaging, which are the main drivers behind consumer decisions.

5. Conclusions

This study conducts a quantitative analysis of the visual elements of Shanghai cultural product packaging design to explore how these elements influence consumer perception and purchase intentions. The results indicate that visual appeal, functionality, environmental friendliness, and the capacity to convey cultural messages are key factors influencing consumer purchase decisions. Various aspects of visual design, such as color, pattern, material, and text style, significantly impact consumers' willingness to buy, particularly where the effective integration of cultural elements can notably enhance the product's market competitiveness.

The research underscores the importance of environmentally friendly and sustainable packaging design in the current market, which not only meets consumer demands for ecological practices but also increases the product's market acceptability. These findings provide practical guidance for packaging designers and brand marketers, recommending a greater emphasis on the visual and functional attributes of packaging during the design process, and a deeper exploration and utilization of cultural elements to better connect with and communicate to consumers. Packaging design for Shanghai cultural products is not only a part of commercial activities but also serves as an important vehicle for cultural exchange. Future research could further explore the packaging design preferences of consumers from different cultural backgrounds and the universality and acceptance of various visual elements in the global market, providing deeper insights for cross-cultural marketing strategies.

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