

Research on the influence of art perception on consumers' purchase intention in online shopping environment

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ABSTRACT

There are more and more cases of cooperation between products and art. The combination of art and product is an important global commercial trend. Hagtvedt and Patrick put forward the theory of art infusion effect, the combination of art and products will have a positive impact on consumer evaluation. This study extends the theory of art infusion effect to the online shopping environment to explore whether the art infusion effect exists when consumers shop online. New models are also proposed to further study the outcome variables and moderating variables of art infusion effect. It is found that the art infusion effect still exists in the online shopping environment, that is, the art perception of the product positively affects the product evaluation. Moreover, the art infusion effect can further improve consumers' purchase intention. Finally, openness to art plays a moderating role in this process.

Keywords: Art infusion effect, Art perception, Online shopping, Purchase intention.

INTRODUCTION

The development of the Internet has brought the prosperity of online shopping. Especially since the epidemic, people's demand for online shopping has increased greatly. In order to meet this demand, the number of online retailers has also increased sharply. Competition among retailers is fierce. However, due to various factors such as trust (Stouthuysen *et al.*, 2018) and perceived risk (Pelaez *et al.*, 2019), it is increasingly difficult for consumers to generate online purchase intention (Liang *et al.*, 2020; Dabrynin & Zhang, 2019). According to the characteristics of online shopping, studies have explored its influence on improving consumers' online shopping intention from the aspects of online shopping experience, online convenience and social ties (Saha *et al.*, 2022; Liang *et al.*, 2020). Some studies have also analyzed the role of traditional trust factors and their antecedents on online shopping intentions (Qalati *et al.*, 2021). In short, it is still very important to study how to improve consumers' online purchase intention in the post-pandemic era.

To increase the appeal of their products, the luxury world has collaborated with the art world. For example, famous pop artist Andy Warhol designed bottles and advertising posters for Chanel No. 5 perfume, and Louis Vuitton collaborated with pop artist Jeff Koons to print famous paintings on LV bags. In fact, with more and more cases of the combination of art and products, the brand types and art types of cooperation are also expanding. For example, the Chinese skin care brand BIOHYALUX cooperated with the Palace Museum to launch lipstick and facial mask products with the elements of classic artifacts. Hagtvedt and Patrick (2008) first put forward the theory of art infusion effect, that is, the integration of art, products and brands can improve the sense of luxury of brands and thereby improve the brand evaluation of consumers. And the effect of art infusion is based on the premise that consumers can perceive "art". Later, studies on the effect of art infusion have also confirmed the existence of art infusion effect in various consumption environments such as advertising scenes and museum scenes (Huettl & Gierl, 2012; Lee *et al.*, 2015; Logkizidou *et al.*, 2019).

Among the 14 paths for further research in the field of art infusion effect proposed by Baumgarth (2018), a major research path based on the perspective of consumers is to expand the types of art, such as art from different cultural backgrounds and styles. Huttl-maack (2018) also proposed that the research should be extended to the investigation of different art types in the future, which may have an important impact on consumers' perception of products or brands. However, previous studies lack attention to the sales scenario. Studies on the effect of art infusion are usually placed in the offline sales scenario (Naletelich & Paswan, 2018; Logkizidou *et al.*, 2019; Cuny *et al.*, 2020). Online sales channels and offline sales channels show fundamental differences, thus online provides consumers with completely different experience (Xu *et al.*, 2022). With the advent of the epidemic, people's demand and willingness for online shopping continue to increase (Repko, 2020), and the transformation of consumption paradigm from offline to online is accelerating (Moon *et al.*, 2021). It is necessary to consider the following questions: Does the art infusion effect exist in the online consumption environment? If so, does it play a role in the purchase intention of consumers? What are the boundary conditions of the process?

In order to answer the above questions, 287 consumers with online shopping experience were surveyed. The results show that art infusion effect exists in online shopping environment. Product evaluation plays a mediating role in the influence of art perception on consumers' purchase intention. The consumer's openness to art plays a moderating role in this process. The

remainder of this article is organized as follows. The next section reviews the literature and develops a research framework. Then introduce the survey method in detail. The following is the analysis of survey data results. Finally, this paper is summarized and discussed.

LITERATURE REVIEW

The concept of "art infusion effect" was proposed by Hagtvedt and Patrick (2008), which refers to the integration of visual art into advertising and product design, which can improve consumers' evaluation by improving the brand's sense of luxury. The art infusion effect arises because art is often closely associated with high culture, sophistication and luxury (Hoffman, 2002). Therefore, the existence of artworks can make the temperament of art "spill over", add cultural connotation to commodities, and make related objects look more luxurious (Hagtvedt & Patrick, 2008). Business organizations can use art to create intangible value and integrate it into products (Schiuma, 2011). For example, art can be integrated into new product development and product design in the marketing process to create added value of products (Troilo, 2015).

Since then, the research on the effect of art infusion has gradually emerged, and scholars have carried out various studies especially around the types of art. The research object of art infusion effect is based on Western classical art (Hagtvedt & Patrick, 2008), and then gradually expanded to African art (Van Niekerk & Conradie, 2016) and urban art (Baumgarth & Jennifer, 2018) and experiential art (Cuny et al., 2020). Some studies have also discussed the model of art infusion effect. Hagtvedt and Patrick (2008) first proposed that the art infusion effect is mediated by luxury perception, and later confirmed through experiments that luxury perception, lifestyle perception and fit all mediate the art infusion effect (Baumgarth & Jennifer, 2018). The emotion-based art infusion effect model found that art enhances the perceived value of products (namely, art infusion effect) by arousing consumers' emotion (namely, brand influence), and product type moderates the effect of art infusion (Estes et al., 2018). The explanation of boundary conditions and driving factors of art infusion effect is further increased. Individual artistic interest is found to play a moderating role and perceived value for money is the mediating variable driving the effect of art infusion under certain conditions (HuttL-Maack, 2018).

However, the existing related studies usually take offline sales scenes as the research background, and lack of research on the existence and characteristics of art infusion effect in online consumption environment. Naletelich and Paswan (2017) investigated the influence of different art types in non-luxury retail on consumer behavior by taking offline optical-shop as the experimental scene. Logkizidou et al. (2019) compared the museum display form of products with the non-museum display form. Found that it was better to display products in museum form. Cuny et al. (2020) explored the effect of art intervention in service environment on brands. With the post-epidemic era, online shopping continues to grow in popularity. As an important way for people to shop, online shopping should become the focus of research. Therefore, this paper studies the effect of art infusion in online consumption environment, mainly investigates whether the art infusion effect exists in online shopping environment. If so, how this effect affects consumers' purchase intention and what are the boundary conditions of this process?

Art Perception and Product Evaluation

"Art infusion effect" is interpreted to mean that when visual art is integrated into advertising and product design, consumers' evaluation can be improved by improving the brand's sense of luxury (Hagtvedt & Patrick, 2008). And this positive effect does not depend on the specific artistic content. No matter how consumers evaluate the artistic content itself, as long as the artwork is considered as art by consumers, art can improve product evaluation. In other words, consumers' art perception of products can improve product evaluation. Further research shows that artistic product design can not only improve product evaluation, but also make up for the poor function of the product (Hagtvedt & Patrick, 2014). However, in the online consumption environment, consumers are more likely to perceive products through visual cues (for example, to view the texture of products through images) (Daugherty et al., 2008), and the visual effect of products is more important in the online shopping environment.

According to cue utilization theory, consumers judge product quality based on a series of cues related to products (Cox, 1967). Consumers often use internal cues (e.g., product features) and external cues (e.g., product packaging) to form product evaluations. Compared with complex and costly internal cues, consumers are more likely to use simple and low-cost external cues (Woodside, 2012). As the external clue of the product, the packaging of art products can be easily identified and obtained by consumers. The perception of art obtained by consumers from the packaging of art further affects the evaluation of the product by consumers. Therefore, we propose the following hypothesis:

H1: Art perception has a positive impact on product evaluation.

Product Evaluation and Purchase Intention

S-O-R theory holds that external stimuli can affect individual perception and attitude through individual mental activities and internal cognitive processes. Individuals produce final behavioral responses based on perception and attitude (Namkung & Jang, 2010). Studies have found that the shape of the product booth, as an external cue to stimulate consumers, can affect consumers' evaluation of the product, and product evaluation has an impact on consumers' purchase intention (Cavazza & Gabrielli, 2015). It is also possible to obtain consumers' perception of artworks through art processing in the retail environment. Artist information, as an external stimulus, can promote the influence on consumers' behavioral intentions by mediating their attitudes towards artworks and artists (Oh et al., 2018). Similarly, in this study, the artistic packaging of products, as an

external stimulus, enables individual consumers to obtain art perception, and the cognitive process affects individual consumers' product evaluation. Product evaluation is consumers' subjective perception and attitude towards product attributes after processing product information. Individual consumers generate behavioral reactions of purchase intention based on product evaluation.

The theory of planned action is an extension of the theory of rational action. The theory of rational action predicts and explains individual behaviors based on the hypothesis that the occurrence of behaviors is based on the control of individual willpower. However, in reality, many external factors such as time and money will affect individual willpower control. Especially in online shopping, factors related to online store design and promotional stimulation greatly influence consumers' online impulse buying behavior in the whole decision-making process of consumers (Lo et al., 2016). Therefore, this paper is suitable to use the theory of planned behavior in the context of online shopping. In the theory of planned behavior, attitude positively affects behavioral intention (Ajzen, 1985). As an external variable, artistic packaging affects consumers' product evaluation. Product evaluation comes from consumers' evaluation of the results of purchasing products, which is consumers' subjective perception and attitude. Product evaluation affects consumers' purchase intention.

In the study of online clothing purchasing, the presentation of linguistic information influences tactile images, which in turn influences behavioral responses (purchase intention) through the cognitive evaluation of customers (perceived product quality)(Silva et al., 2021). The emerging 3D VR technology affects the decision-making process of online purchase. Through three interface features: interactivity, visual-spatial cues and graphic quality, it improves the interest and information evaluation of customers' purchase, and then affects the subsequent purchase intention (Kang et al., 2020). In the online shopping environment, if consumers can process product information smoothly, they will evaluate products more positively (Mosteller et al., 2014), thus increasing their choice and preference for products (Chan & Northey, 2021). Therefore, we propose the following hypothesis:

H2: Product evaluation has a positive impact on purchase intention.

Artistically Open

The characteristics of consumers are an important factor affecting the purchase intention of products, especially the artistic background in this study is very prominent, and the attitude of consumers towards art may have a certain impact on the purchase process of consumers. Openness to experience reflects cognitive engagement with perception, fantasy, aesthetics and emotion (Kaufman et al., 2016). Openness to experience consists of five aspects - artistically, intellectually, imaginatively, politically, and emotionally open (Naletelich & Paswan, 2018). Openness to experience is not only related to artistic judgment and artistic interest (Afhami & Mohammadi-Zarghan, 2018), but also related to creative achievement of art (Kaufman, 2013; Kaufman et al., 2016).

Since openness to art is more closely related to this study, this study focuses on the dimension of openness to art. As a dimension of openness to experience (McCrae & John, 1992), openness to art is defined as the curiosity and cognitive ability to explore interesting ideas, concepts and creations in aesthetics and art (John & Srivastava, 1999). Openness to art has also been found to be directly related to artistic experience (preference) and participation in artistic activities (Furnham & Chamorro-Premuzic, 2004; Chamorro-Premuzic et al., 2009 ; Atari et al., 2020).

As for the influence of art in offline retail, studies have shown that people who are open to art may be positively influenced by art retail stores (Furnham & Walker, 2001), improve their evaluation of products, and thus enhance their purchase intention. However, people with low openness to art will not be positively affected by art retail stores, and the art perception of products has no significant impact on their purchase intention. Some studies have also found that when consumers' art knowledge and openness to experience are low, the impact of attitude toward art on behavioral intention will be amplified (Oh et al., 2018). Therefore, we make the following assumptions:

H3: Artistically open can moderate the influence of art perception on purchase intention.

Therefore, the theoretical model of this research is shown in Figure 1.

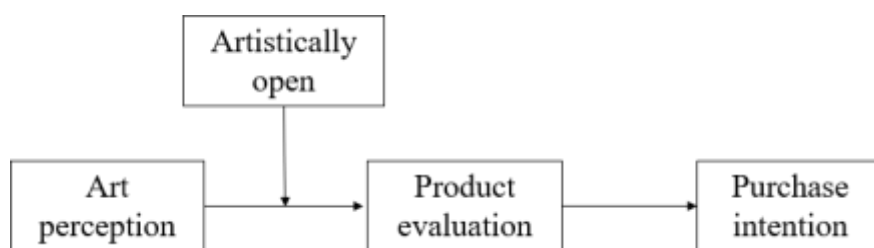


Figure 1: Conceptual research model

METHODOLOGY

Through investigation and research, this study explores the influence of art perception of products on consumers' purchase intention in online shopping. Among them, consumer's product evaluation plays a mediating role on consumer's purchase intention, and artistically open plays a moderating role. The online questionnaire designed for the study consisted of two parts. The first part is about the demographic variables of the respondents, including gender, age, education background and online shopping frequency. The second part uses 12 measurement items to investigate the respondents' perception of art, openness to art, product evaluation and purchase intention. All items were measured on a seven-point Likert scale ranging from 1(strongly disagree) to 7(strongly agree). The respondents were asked to complete a self-administered questionnaire. Respondents recalled whether they had seen products with artistic packaging when shopping online and answered the questionnaire based on their experience. Published the link of the questionnaire on the open online survey platform, and promoted it through wechat, QQ, Weibo and other social media. A total of 301 responses were received, and 287 valid responses were obtained by excluding the unqualified data (samples that answered no to the question "I have encountered products with artistic packaging in my online shopping experience").

Table 1 shows the characteristics of the respondents. 43.9% of the respondents were male and 56.1% were female. About half of the respondents were between 20 and 30 years old, and almost 80 percent were between 20 and 40 years old. 65.9% of the respondents had a bachelor's degree. In the past month, 35.9% of respondents shopped online "1-5 times" and 46.3% shopped online "6-10 times". This sample distribution is similar to other related studies. The majority of online shopping groups are young people of Generation Y (Lissitsa & Kol, 2016). Most of them have undergraduate education background, and the number of monthly shopping is concentrated between 4-11 times (Xiong, 2022; Dang et al., 2020). Therefore, the sample of this study is representative.

Table 1: Characteristics of Respondents (N=287)

	Categories	Frequency	%
Gender	Male	126	43.9
	Female	161	56.1
Age	Under 20	37	12.9
	20-30	145	50.5
	31-40	86	30.0
	Above 40	19	6.6
Education	Under Bachelor's degree	70	24.4
	Bachelor's degree	189	65.9
	Master's degree	17	5.9
	Doctor's degree	11	3.8
Frequency of online shopping in the past month	1-5	103	35.9
	6-10	133	46.3
	above 10	46	16.0
	0	5	1.7

Cronbach's Alpha was used for reliability analysis. The Cronbach Alpha value of the questionnaire was high, and the Cronbach Alpha value of each construct was more than 0.7. This indicates that the measurement items are reliable. We give Cronbach's alpha in Table 2. Hagtvedt and Patrick (2008) were used to measure the construction of the variables of art perception and product evaluation. Cronbach's alpha of product evaluation was 0.945. Naletelich and Paswan(2018) was used to measure the openness to art. The Cronbach's alpha of artistically open was 0.946. The four items of Ma et al. (2021) were used to measure the purchase intention of products, and the Cronbach's alpha of purchase intention was 0.933.

Table 2: Constructs, Items, Cronbach 's Alpha and Sources

Constructs	Items	Cronbach 's Alpha	Source
Artistically Open	I like art.	0.946	Yang, Kim and Yoo (2013)
	I like drawings.		
	I enjoy going to art museums.		
Art Perception	I think this product is art.	0.945	Hagtvedt and Patrick(2008)
	.		
Product Evaluation	I think this product is positive.	0.945	Russell, Stern and Stern (2006)
	I think this product is good.		
	I think this product is pleasant.		
	I like this product very much.		
Purchase Intention	It is possible that I would buy this product.	0.933	Evans <i>et al.</i> (2017)
	If I am in need, I would buy this (product).		
	I would consider buying this product.		
	I will purchase (brand) the next time I need a (product).		

DATA ANALYSIS AND RESULTS

Common Method Bias

Because all constructs were measured subjectively in relation to the same sources at the same time, this study carried on an additional step to check a potential common method bias. We employed the Harman single-factor test and an exploratory factor analysis using SPSS 22.0. No single factor appeared in the statistical results, because the variance of the first factor was 35.43%, which was lower than the 50% threshold suggested by Harman (1976). Therefore, common method bias was not a serious concern in this study.

Regression Analysis and Mediation Analysis

Firstly, the average value of product evaluation question and purchase intention question was taken as the value of product evaluation and purchase intention of the subjects. The regression analysis was conducted three times. The results showed that the total effect of art perception on purchase intention was significant ($\beta = 0.94$, $t=47.29$, $p < 0.01$), and art perception had a positive effect on purchase intention. The effect of art perception on product evaluation was significant ($\beta = 0.34$, $t=6.03$, $p < 0.01$), and art perception had a positive effect on product evaluation, which proved H1. After controlling art perception, product evaluation had a significant predictive effect on purchase intention ($\beta = 0.39$, $t=7.04$, $p < 0.01$), and product evaluation had a positive effect on purchase intention. H2 is confirmed.

The mediation effect was further tested according to the Bootstrap method proposed by Hayes. The PROCESS plug-in in SPSS 22.0 was used to select Model 4 by bootstrap procedure, and 5 000 random samples were carried out under 95% confidence interval. The results show that consumers' art perception of products can affect consumers' purchase intention by influencing product evaluation. The confidence interval (LLCI=0.008, ULCI=0.051) does not include 0, that is, the mediating effect of product evaluation is significant, and the effect value is 0.024.

Therefore, the study firstly proves H1 and H2, art perception has a positive impact on product evaluation and product evaluation has a significant impact on purchase intention. Furthermore, based on the proof of H1 and H2, the mediating effect of product evaluation is found, that is, art perception further influences consumers' purchase intention by influencing product evaluation, as shown in Table 3.

Table 3: The Mediating Role of Product Evaluation

	Effect	SE	t	p	LLCL	ULCI
Direct Effect	0.839	0.019	44.275	<0.01	0.801	0.876
Indirect Effect	0.024	0.010	—	—	0.008	0.051

Analysis of Regulation Effect

Next, ANOVA was used to test the moderating effect of artistically open on purchase intention. The results showed that: Art perception has a significant impact on purchase intention ($F(1,285)= 256.89$, $p < 0.01$), and artistically open has a significant impact on purchase intention ($F(1,285)=2.814$, $p < 0.01$). The interaction between art perception and artistically open can affect consumers' purchase intention. That is, the interaction term of the two has a significant impact on purchase intention ($F(1,285)=2.809$, $p < 0.01$). Independent sample t-test was further conducted, and the results showed that compared with consumers with low artistic openness, for consumers with high artistic openness, the art perception of products is more conducive to stimulate consumers' purchase intention ($M_{High}=5.67$, $SD=0.93$ vs. $M_{Low}=4.44$, $SD=1.82$, $t(285)=7.42$, $p < 0.01$).

The mediation effect was further tested according to the Bootstrap method proposed by Hayes. The results show that artistically open moderates the mediating effect of product evaluation. Under the condition of low artistic openness, the mediating effect of product evaluation is significant (LLCI=0.005, ULCI=0.074, interval does not include 0). Under the condition of high artistic openness, the mediating effect of product evaluation is not significant (LLCI=-0.004, ULCI=0.009, the interval includes 0). The research model diagram in FIG. 1 is validated.

The study proves that H3, namely, the influence of art perception on purchase intention is moderated by artistically open. Specifically, in the case of high artistic openness, art perception has a more positive impact on consumers' purchase intention; In the case of low artistic openness, art perception influences the purchase intention by influencing the product evaluation, but has no obvious positive effect on the purchase intention of consumers. In addition, the data results further verify the mediating effect of product evaluation in a moderating way.

CONCLUSION AND DISCUSSION

Conclusion

Taking art infusion effect as the theoretical basis and popular online shopping as the research background, this study proposes and tests a conceptual model, which assumes that consumers' art perception of products in online shopping is conducive to improving consumers' evaluation of products and thus influencing consumers' purchase intention. The consumer's trait, openness to art, plays a moderating role in this process. This study reveals the positive role of art in online shopping product marketing, and provides a reference for brand policy to carry out precision marketing to consumers..

Our results provide support for the hypothetical research model and hypothesis. It is found that when shopping online, consumers' art perception of products with artistic packaging affects product evaluation, and product evaluation further affects consumers' purchase intention. Previous studies have generally focused on the influence of consumers' art perception on product attitude and its mediators (Hagtvedt & Patrick, 2008; Baumgarth & Jennifer, 2018). This study extends the previous results by extending the influence of art infusion effect to consumers' purchase intention, and finds that product evaluation plays a mediating role in the influence of art perception on purchase intention.

It is also found that artistically open plays a moderating role in the influence of art perception on purchase intention. As a key trait of consumers in art marketing, artistically open has a certain influence in art marketing. This study finds that, compared with consumers with low artistic openness, for consumers with high artistic openness, art perception has a more positive effect on purchase intention.

Theoretical Implications

This study further verified and extended the theory of art infusion effect, and explored the outcome variables and moderating variables of art infusion effect. This study extends the effect of art infusion backward, investigates whether art perception has an impact on consumers' purchase intention, further extends the effect of art perception from consumer attitude to consumer behavior, and deepens the research on the effect of art infusion. In addition, this study also discusses the role of the moderating variable artistically open, which plays a moderating role in the process of art perception influencing consumers' purchase intention.

This study explores the effect of art infusion in the context of online shopping. Most of the previous studies discussed the effect of art infusion in the offline retail environment. However, as consumers are increasingly inclined to shop online, it is worth exploring whether art marketing in the online shopping environment has the same power. This paper conducts research in the context of online shopping and finds that the art infusion effect still exists in online shopping. When consumers see products with art packaging in online shopping, the art perception formed by consumers influences the product evaluation and thus the purchase intention.

Management Implications

When brands, stores and other sellers sell products through online platforms or online channels, they should focus on using artistic elements in marketing to enhance the attractiveness of their products. Research has found that art perception has a significant impact on consumers' attitudes toward products and purchase intentions in the online shopping environment. Sellers can incorporate artistic elements into the online marketing of their products so that consumers can gain art perceptions about their products and then positively influence their product evaluations and purchase intentions. Artistic elements can be used in a variety of ways, including artistic packaging of product images, artistic design of sales pages, and artistic promotional advertisements on the Internet, to improve consumers' art perceptions of products and thus motivate them to purchase.

Online shopping sellers should also consider carrying out precision marketing to improve the art perception of products or brands among consumers with high artistic openness. For consumers with high artistic openness, art perception has a more positive impact on purchase intentions, so brands should focus on creating an artistic atmosphere for their products in all aspects, creating additional cultural and artistic values for their products, and increasing the attractiveness of their products to these consumer groups. For consumers with low artistic openness, art perception affects purchase intention by influencing product evaluation. Brands can appropriately package their products artistically, but should emphasize the quality of the products themselves to increase the purchase intention of these people.

Limitations and Future Research

However, this study still has some limitations. First of all, this study is an overall investigation of the influence of art on consumers' purchase intention in online shopping environment, without specifically distinguishing the possible differences between different art types in this process. The research on art types on consumers' purchase intention can be further refined in the future. Secondly, the forms of art presentation become more diversified with the progress of science and technology, such as the VR display technology emerging in recent years. This study takes the art packaging of products as a way for consumers to perceive art. In the future, we can further study the influence of different ways of combining art and products on consumers' purchase intention. Finally, this article unified focus on the art infusion effect of the online consumption environment, but with the use of mobile devices and mobile communication network is increasing (Cao et al., 2015), mobile commerce gradually strong. It is different from Internet-based e-commerce, and the different characteristics of the two online channels can be further explored in the future.

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