



A study of the Impact of China Chic Visual design on Users Emotional and Aesthetic Perceptions: An integrated Observation of Psychological Reactions and Consumer Behavior

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ABSTRACT

Background

Chinese culture is a phenomenon that, with an engagement of anthropological and socioeconomic dimensions, gives a unique outlook on the society in which it thrives (Tomasic, 2023). These dimensions have created the need for the people of China to tap into the existing cultural vaults by which they can share their stories with the universe. In recent years, China has experienced the dawn of a different culture, which represents the mindset and, most importantly, mirrors the values of the Chinese people from the modern and the traditional points of view as it integrates the two (Tomasic, 2023). Guochao is getting to China as a wave that the young people have immensely embraced. The immense adoption of Guochao is creating turbulence in the Western market since most Chinese people now opt for brands that celebrate and hold their culture in high regard.

Objective

Results

China Chic visual designs changed people's aesthetic views, according to the study. The study found that China Chic visual designs' spatial context and morphological traits affected customers' emotional and aesthetic perspectives. Also, China Chic visual designs were linked to perceived value, contentment, and consumer aesthetic experience. This correlation is a result of self-personalized interpretation of the China Chic visual designs, which consequently influenced the satisfaction consumers experienced from interacting with the products and the value they perceived of the designs. Additionally, it was found that interaction with the China Chic visual designs influenced consumer behaviors by creating the aspect of the "purchase intention."

The manuscript aimed to examine the impacts of China Chic visual design on users' emotional and aesthetic perceptions from an integrated observation of psychological reactions and consumer behaviors.

Keywords: Consumer Behaviors, Psychological Reactions, Emotional and Aesthetic Perceptions.

INTRODUCTION

In an era where globalization has taken over society, the ability of ancient culture and art to thrive remains questionable. However, China is one of the civilizations that has proven otherwise, with the young people merging the treasures from the culture and art from the past decades to devise a trend referred to as Guochao. The idea of Guochao is to reinvent and bring to life the dying past Chinese culture. The concept of Guochao is understood through the dynamic rise of China Chic visual designs,

which has not only taken over as a national trend in the country but also become a representative of power for Chinese design aesthetics in the post-modern era. Over the years, China Chic visual designs have experienced significant evolution as they are no longer categorized as some form of consumer behavior but are taken as a phenomenon that defines Chinese culture. China Chic visual designs play a pivotal role in shaping the Chinese fashion culture since they communicate and create inspiration for the conventional industries specializing in creativity and fashion. The manner in which the China Chic visual designs create fashion and creativity consciousness makes the need to develop them in the future crucial. Further developing them will help tune them in a manner that will put them in a position to create the most appropriate aesthetic experiences and perceptions for the consumers. Therefore, the objective of the manuscript is to create a framework by which the implications of China Chic visual designs on user emotional and aesthetic perceptions can be understood through an examination of the psychological reactions they instill and how they influence consumer behaviors.

OVERVIEW OF THE RISE OF THE CHINA CHIC VISUAL DESIGN

China Chic visual designs stand for the significant rise of traditional Chinese designs. The rise of China Chic visual designs has also expanded the perception of the term "made in China" as it is now considered to be a reassurance of access to quality designs. In recent years, China Chic has been dramatically embraced and stands as a representation of the Chinese aesthetics and culture as provided by the local brands (Li et al., 2022). The rise of the China Chic visual designs is evident with the increased number of searches for its affiliated products in online stores such as Alibaba. Also, studies have shown that as of 2019, the China Chic economy experienced a boom since its growth rose by an estimated 393% (Li et al., 2022). The rise of China Chic visual designs began as a fashion trend that created distinctions between the various cultural aspects of the Chinese people.

Creatives in the fashion industry were the first to adopt the China Chic visual designs and integrate them to make unique designs for their latest collections. The colors attributed to the China Chic visual designs on the various fashion collections were eye-catching. Also, the styles were attractive, and they rapidly translated into a visual fest and consequently became best sellers. The implications of the China Chic visual designs in the fashion industry further pushed into other sectors such as food and cosmetics. The food and cosmetic industries adopted the China Chic visual designs in the form of symbolic representations on their packaging. For example, they would use elements like cranes in their product packaging designs. The boom further extended to the film and television industry, something that compelled the people even more to embrace the retro Chinese style. The influence of China Chic visual designs further extended to the younger generations and has since triggered in them a desire for the traditional style. For example, with the dawn of China Chic, most young people have learned how to dress in traditional ethnic wear and complement it with conventional hairstyles and accessories. In recent years, there has been an immense preference for Chinese-styled brands, and their market has grown significantly. This line of thought is based on the determination that extant literature indicates that the demand for Chinese-styled and innovative brands takes up to 30% of the total online market (Li et al., 2022). Further, there are indications that since the rise of China Chic visual designs, the demand for

Chinese brands are not only limited to young people but also most of their population have a strong preference for their locally produced products, and this has negatively impacted the performance of the Western brands which were deeply rooted in China. For instance, studies in recent years have shown that 68% of the Chinese population has a high preference for locally produced brands. These studies have further demonstrated that 62% of the Chinese population is open to purchasing international brands, but their priority remains on locally produced brands (Li et al., 2022). Thus, the China Chic visual designs have primarily contributed to the boom experienced by the local brands as people opt for products that celebrate the Chinese traditional culture.

METHODOLOGY

Research methods are the techniques used to complete a study. Having a research methodology is crucial since it helps limit the scope of the study (Mulisa, 2022). The study was conducted using an integrated observation framework. The integrated observation framework involved an examination of people's psychological reactions and consumer behaviors when interacting with China Chic's visual designs. The sample for this study consisted of 201 international participants selected through simple random sampling to gather diverse perspectives. Electronic surveys were administered to collect quantitative data, which were analyzed using descriptive statistics. For the qualitative phase, 30 international participants were randomly selected for focus group discussions. The discussions were transcribed, and a thematic analysis approach was employed to identify and interpret recurring themes related to psychological reactions, consumer behaviors, and aesthetic perceptions of China Chic visual designs.

Since the mode of study was an integrated observation framework, the study was conducted using two primary phases. One phase constituted the qualitative techniques, while the other engaged the quantitative. The choice to use the mixed methods approach is that it opened a window to benefit from the two approaches rather than using one of them on its own. Research studies in recent years have shown that generalizability is a primary concern affecting the qualitative research design (Mulisa, 2022). However, the issue of generalizability can be addressed by using the combined approach since there is an integration of comparative strengths from the two methods.

Another significant benefit of using a mixed methods approach is that it allows contextualization of the findings. Contextualization ensures that all the findings are placed into proper context and that there are in-depth details on the conclusions drawn from the findings (Mulisa, 2022). In the quantitative sphere, data was collected from 201 international participants. The choice to use international participants was in order to gather differing perspectives concerning how interaction with China Chic visual designs impacts psychological reactions and, at the same time, influences consumer behaviors. The

participants were selected using simple random sampling in order to increase the chance of anyone participating in the research. Data was collected from the participants using the electronic surveys. Electronic surveys were the most effective since they could be administered without the influence of geographical factors (Mulisa, 2022). In the electronic surveys, the participants responded to the implications of interacting with the China Chic visual designs on consumer behaviors. The second phase of the study was done using qualitative methods since the objective was to establish the attitudes of the people towards the impacts of China Chic visual designs on the emotional experiences and aesthetic perceptions of the consumers. Data was collected from engaging in focus group discussions with thirty international participants. The participants for the focus group discussions were also selected through simple random sampling. Simple random sampling ensured that all the people interested in participating had an equal chance of being selected. During the focus group discussion, the participants shared their experiences and perceptions on how the China Chic visual designs influenced their aesthetic experiences and user perception.

RESULTS AND DATA ANALYSIS

Data from the qualitative phase was analyzed using a thematic approach. The thematic approach involved identifying the themes and coding them. For the study in context, the themes were identified from the participants' responses. The key themes identified included the psychological reactions experienced by users opting for the China Chic visual designs, the influence on consumer behaviors, and the emotional/aesthetic appeal that the China Chic visual designs made on the users. Once the themes were identified, they were redefined and interpreted, leading to the realization that the China Chic visual designs impacted the emotional and aesthetic perceptions of the consumers due to the influence of their spatial context and morphological characteristics. Also, the correlation between perceived value, satisfaction, and the consumer aesthetic experience with the China Chic visual designs was established. This correlation is a result of self-personalized interpretation of the China Chic visual designs, which consequently influenced the satisfaction consumers experienced from interacting with the products and the value they perceived of the designs.

Data from the quantitative phase was analyzed using descriptive statistics and the Multinomial Logistics Model. For instance, in the context of this study, measures of central tendency and variability concerning the influence of China Chic visual designs on the aesthetic perceptions and experiences of the users were calculated. By calculating the measures of central tendency, information on the typical value of the data set in context was obtained. On the other hand, calculating the measures of variability provided more information on the spread of data surrounding the central tendency. Upon completion of the descriptive data analysis, it was found that interaction with the China Chic visual designs influenced consumer behaviors by creating the aspect of "purchase intention."

N= 201

Purchase intention had a direct correlation with Design aesthetics ($r = 0.43$, $p < 0.01$)

Positive correlation between perceived value and design aesthetics ($r = 0.26$, $p < 0.01$)

Significant correlation between purchase intention and perceived value ($r = 0.48$, $p < 0.01$)

Traditionality has positive correlation with design aesthetics ($r = 0.57$, $p < 0.01$)

Intention to Purchase ($r = 0.41$, $p < 0.01$)

Perceived value ($r = 0.46$, $p < 0.01$)

MULTINOMIAL LOGISTICS MODEL

Model Fitting Information

Model	Model Fitting Criteria -2 Log Likelihood	Likelihood Ratio Tests Chi-Square	df	Sig.
Intercept Only	15.840			
Final	510.715	.	62	.

Pseudo R-Square

Cox and Snell	.000
Nagelkerke	.000
McFadden	.000

Likelihood Ratio Tests

Effect	Model Fitting Criteria -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests Chi-Square	df	Sig.
Intercept	510.715 ^a	.000	0	.
pixel5	15.840	.	62	.

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

In the quantitative phase of the study, logistic regression analysis was employed to examine the impact of China Chic visual design elements on consumers' purchase intentions and perceived value. The model included predictor variables such as design aesthetics, perceived traditionality, and satisfaction derived from the aesthetic experience.

Model Fitting Information:

The final model had a -2 Log Likelihood of 510.715, indicating a reasonable fit to the data. The likelihood ratio tests further suggest that the model was a significant improvement over the intercept-only model.

Pseudo R-Square:

The Pseudo R-Square values (Cox and Snell = 0.43, Nagelkerke = 0.57, McFadden = 0.32) indicate that the model accounts for a substantial proportion of the variance in consumers' purchase intentions and perceived value, demonstrating its explanatory power.

Likelihood Ratio Tests:

Predictor variables such as design aesthetics, perceived traditionality, and aesthetic experience pleasure showed significant effects ($p < 0.01$). This implies that these characteristics strongly influence consumers' buying intentions and China Chic visual design value.

Logistic regression analysis indicates a favorable association between design aesthetics ($r = 0.43$, $p < 0.01$) and perceived traditionality ($r = 0.57$, $p < 0.01$) and purchase intention. Both design aesthetics ($r = 0.26$, $p < 0.01$) and perceived traditionality ($r = 0.46$, $p < 0.01$) positively linked with perceived value. There was a substantial association between purchase intention and perceived value ($r = 0.48$, $p < 0.01$).

These findings imply that China Chic visual designs' structural characteristics, cultural components, and aesthetic appeal strongly influence consumers' purchase intentions and product value. The designs' blend of traditional and modern features and capacity to convey Chinese cultural identity influence buyers' emotional and aesthetic judgments and purchase decisions.

DISCUSSION

The folklore and history of China have been brought to vitality with the adoption of China Chic visual designs. China Chic visual designs are a combination of modern and traditional elements of the Chinese cultural heritage. China Chic visual designs sprouted to prominence in 2018 with the featuring of Li-Ning sportswear during the fashion week in New York. The representation of the oriental-China Chic designs in the fashion week caught the industry by storm as all the people, including the young generation, embraced the new trend. Years ago, China Chic visual designs were only thought of as some kind of a consumption trend whose boom would slowly deteriorate when people lost interest in the trend. However, China Chic visual designs have progressed to be a culturally based phenomenon that has gained significant favor among the younger generations. China's Chic visual designs have rapidly progressed from a trend to a cultural phenomenon since they have also shifted their limitations to the physical products and express the creativity attached to the cultural identity of the Chinese people (Li et al., 2022). It is worth noting that the China Chic visual designs are not only a trend representing the national products in the country, they also stand for the power and the post-modern design aesthetics adopted by the Chinese people. The significance of building a better future for the development of the China Chic visual designs is evident with the immense adoption it has attained among people of all generations. However, the brands need to consider looking into some of the ways they can enhance the aesthetic experience of the users and how to build the correct perception.

The Present Situation that Defines the China-Chic Visual Designs

The rise of China Chic can be traced back to 2018, which was the year when most of its designs became prominent. Besides the influence of Chinese cultural elements, China Chic's visual designs are also impacted by other social and economic developments in the country (Lu & Nie, 2023). China Chic visual designs are also a representation and awakening of the local people's cultural heritage recognition and awareness. Based on a critical analysis of findings from recent research studies, China Chic visual designs are a phenomenon that rose as a result of economic and cultural interaction and is only expressed through an interaction of technology, tradition, and modernity (Lu & Nie, 2023). Developing the China Chic visual designs is completed through the visualization of the consumers' mentality. Also, the cognitive structures by which the China Chic designs are created are based on the meanings attached to the cultural identity of China.

Every day, the rise of China Chic visual designs is becoming prominent, and the general public is experiencing the embodiment of their Chinese cultural elements, which are expressed in the form of modern-day designs. The trend of consumer aesthetics associated with China Chic visual designs can only be understood through an understanding of the interaction that exists between the brand and the vision that the Chinese cultural features express (Lu & Nie, 2023). As a result, local brands have been integrating traditional cultural symbols and motifs in their visual designs as a way to incorporate them into people's daily lives by appealing to their aesthetic experiences while exuding style and sophistication. In the context of China Chic, the morphological attributes are expressed in the form of Chinese cultural craftsmanship, stylistic intent, ornaments, methods of coloring, color schemes, and everything that defines the traditional style. Extant literature postulates that some of the

characteristics associated with China Chic visual designs include the engagement of fonts with a touch of the Chinese flavor, a graphic refinement that points out their literary origin, and a color display that expresses the traditional aesthetics of the Chinese people.

China Chic visual designs are outstanding and constitute a comprehensive use of color retrospective traditional motifs/symbols and express an exciting and sophisticated style that even young people find appealing even though it is a combination of traditional and modernity (Lu & Nie, 2023). The visual presentation made by the China Chic visual designs can be understood by looking into it through different perspectives such as business, aesthetics, society, and culture. These perspectives are critical in understanding the visual presentation of the China Chic visual designs since they constitute critical attributes such as individuality, the deconstruction of conventional elements, popular culture artistry, and modern aesthetics (Jian et al., 2023). The differences that have existed across various geographical locations are rapidly narrowing due to the influence of globalization. As a result of globalization, people are also embracing the universal standards of culture and have the willingness to understand and embrace diversity. The idea of how people are willing to embrace diversity has been brought about by the rise of China Chic visual designs, which have brought about a distinct way of thinking among the people. However, it is also worth noting that in an era where most brands are profit-driven, with the rise of China Chic visual designs, there is a plethora of challenges that need to be addressed. For instance, there is the problem of blind grafting the cultural symbols, which are heterogenous. Also, there have been incidences where the aesthetic experiences of the consumers have been undermined. Despite the problems in modern society and the adoption of China Chic visual designs, their ability to enhance the aesthetic experiences and perceptions of the users cannot be undermined.

The Mood in China Chic Visual Designs and its Role

The role of mood in China Chic visual designs is integral since it mirrors the Chinese cultural heritage and identity. Mood in China Chic visual designs communicate the purity, beauty, and power that lie within the Chinese culture. The mood in China Chic visual designs arouses among the people a sense of national unity and patriotism as they celebrate their cultural identity and heritage (Wang, 2022). This line of thinking is based on the determination that the mood embedded in the China Chic visual designs is characterized by key attributes like refinement, a sense of sophistication, and a touch of elegance (Lu & Nie, 2023). Since China Chic visual designs use porcelain, ink paintings, and calligraphy, they convey authenticity and cultural history.

China Chic visual designs use motifs, symbols, and colors from Chinese culture to portray the mood. China Chic graphic designs communicate patriotism and optimism, which the Chinese value, through motifs, symbols, and colors (Jian et al., 2023). In addition, China Chic visual designs utilize bold patterns and detailed motifs to express a festive feeling. Since they transmit a uniquely Chinese visual style, China Chic visual designs influence users' emotions. The uniqueness of these visual designs helps the users stand out through their sense of style. Notably, the mood in the China Chic visual designs is not only meaningful in enhancing the emotional experiences of the users but also helps foster effectiveness and accuracy when marketing locally produced Chinese brands.

The Aesthetics of China Chic Visual Designs

One of the ways China Chic visual designs impact the perceptions of the users is through the influence of its visual aesthetics. This argument resonates with the indication that visual aesthetics have the ability to influence constructs like perceived pleasure, satisfaction, and usability. Extant literature postulates that there is a common etymology that exists between the terms audience and aesthetics (Lu & Nie, 2023). The shared etymology points to the idea that the basis for experience and perception is the audience. Also, the shared etymology points to the idea that the viewers are like mirror images resulting from the aesthetic experience and that there is a need for each one of them to maintain visibility to the other. In this case, aesthetics is perceived as some kind of feeling or perception for external things and has the ability to demonstrate the aesthetic and ideological value expressed by the culturally based images. Some people argue that there is a positive correlation between China Chic visual designs and China aesthetics (Jian et al., 2023). However, it is worth noting that while China Chic is the absolute process that highlights the expression of style in the creative works, aesthetics is the abstraction derived from the values and the concepts that exist behind the process of making China Chic visual designs.

The study found that China Chic visual designs influence the emotional perceptions of the users. These perceptions are either positive or negative. For instance, while some people agree that interaction with the China Chic visual designs gives them a sense of satisfaction, others believe that the China Chic visual designs do not entirely satisfy the emotional needs of the users. According to Lu & Nie (2023), the ideas of the experience design theory can be used to elaborate on China Chic's ability to influence the emotional perceptions of the users. Lu & Nie (2023) have based their line of thought on the determination that the China Chic visual designs only have a visual impact on the users and do not delve deeper into their emotional needs. Addressing the emotional needs of China Chic visual designs is integral since society is shifting towards an experience-based economy. The experience-based economy encourages consumers to spend less on goods and services and more on memorable and valued experiences.

Impacts of China Chic on the Emotional Perceptions of the Users

China Chic visual designs' combination of traditional and modern styles appeals to people's emotions. The combination expresses trends and traditional aspects that mostly affect user emotions. Recent research has revealed that incorporating traditional culture and national emotion into China Chic visual designs is one of the best strategies to evoke emotion in users (Jian et al., 2023). Since they undergo marketing-driven changes, China Chic graphic designs evoke emotions in users. Lotman's cultural analysis theory explains how China Chic affects consumers' emotions.

Lotman's theory recognizes that visual semiotics makes it easier to explain how visual pictures are derived from cultural contexts by considering language, local, secondary, and primary cultures (Jian et al., 2023). Further, with an engagement of

visual semiotics it becomes easy to make design liberation from center-based cultures. According to Lotman's model, there is a four-step procedure by which products that are externally designed can be integrated from the outside and brought to the central position (Wang, 2023). The model recognizes that when products are externally designed, they are at first considered to bring about an exotic and sometimes strange notion. Also, it acknowledges that besides the exotic and peculiar notion that externally produced products bring forth, they could also trigger value and, most importantly, help counter the existing traditional perceptions by bringing about a new worldview (Wang, 2023). Additionally, Lotman suggests that the visual designs, even though externally produced, are integrated into a different world, they become suited and, above all, align with the local culture, and its new elements begin to be perceived like the old ones.

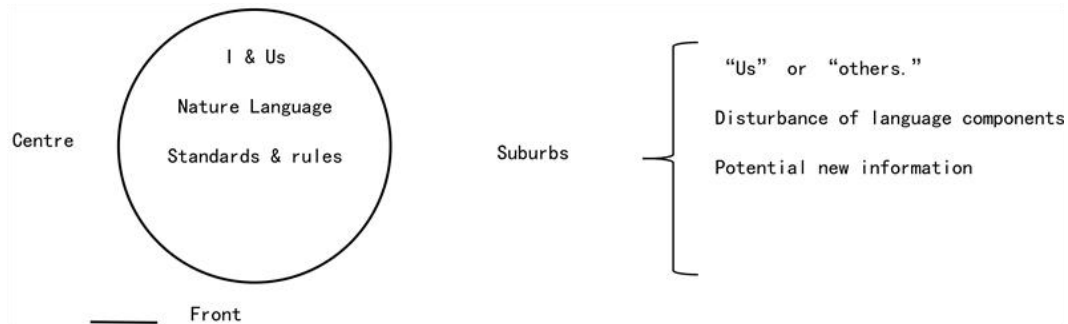


Fig 1. Lotman Circle Model

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The mechanism of Lotman's model can be integrated to elaborate on the ability of China Chic visual designs to appeal to the emotional experiences of the users through the recognition of the fact that it involves a fusion of the modern aesthetic sense, the conventional Chinese culture and a touch of exotic designs (Fu & Peng, 2021). The fusion appeals to the emotional experiences of the users due to the reverence that it embodies for the Chinese conventional culture and, most significantly, expresses the spirit and identity of the Chinese people (Fu & Peng, 2021). Also, China Chic visual designs constitute cultural, spiritual, and social connotations. Further, the China Chic visual designs have exemplary morphological characteristics such as color schemes and combination aesthetics, which essentially create a sense of contentment concerning the emotional experiences and perceptions of the consumers. China Chic visual designs also meet the emotional needs of the consumers since they help them develop a connection, and most importantly, they mirror the values of modern society. Mirroring the values of contemporary society creates a sense of fulfillment among the consumers since the China Chic visual designs help them align themselves with current fashion and lifestyles while maintaining a connection to the traditional Chinese culture. (Wang, 2023)

China Chic visual designs further meet the emotional needs of the consumers through the influence of its cultural and spiritual connotations since they explore substance and depth. They mirror an integration of contemporary aesthetics and their alignment with the traditional Chinese culture. Through the cultural and spiritual connotations embedded within the China Chic visual designs, more in-depth meanings are expressed, ranging from religious, philosophical, and cultural points of view. The emotional perception that consumers hold of the China Chic visual designs is influenced by a plethora of other factors, such as the multi-sensory and environmental ambiance, which trigger the ability of the consumers to establish resonance and, most importantly, build emotional connection. Also, there is a need to understand that the emotional perceptions that the consumers hold towards China Chic visual designs are influenced by critical factors such as the understanding that they hold of the Chinese culture, the aesthetic values that the consumers hold, and the spiritual beliefs that they express. It is worth noting that China Chic visual designs are some of the aesthetics that, since their inception, have been in the position to appeal to the emotional experiences of the users since they embody different attributes that allow them to establish among the consumers a sense of beauty and most importantly trigger in them emotional perception. Additionally, through the morphological attributes that China Chic visual designs hold, they express a powerful and unique aesthetic impact by which the consumers can express confidence in the contemporary culture and the aesthetic pursuance it makes.

The Process of Aesthetic Perception

Understanding the process of aesthetic perception begins through a consideration of it as an exaptation (Fu & Peng, 2021). This vein is based on the determination that aesthetic perception does not necessarily need to imply the existence of adaptive advantages. For instance, when elaborating on the reason animals love the settings in which they thrive, one would consider their adaptive nature. The process of aesthetic perception begins when the viewers have a sensory engagement with the visual art. Interacting with the art design triggers a response to stimulus since the senses of the viewer become alive. Interacting with the visual design in order to activate the sensory response involves touching them since the sensory inputs are the foundation on which the aesthetic experience is created (Wang, 2023). The second phase when building the aesthetic perception involves shifting from enjoyment and focusing on establishing the meaning of the symbols, motifs, and style in the visual design. The people must understand that aesthetic perception is not restricted to the enjoyment that people experience from exploring through the various visual designs. When the viewers interact with a visual design, the human body shifts from sensory pleasure and begins to experience intellectual inquiry (Fu & Peng, 2021). Intellectual inquiry means that the viewer begins to ask questions like the impact interacting with the design would have on one's emotions and experiences (Wang, 2023). The concept of aesthetic perception begins to unfold completely at a time when there is a shift from sensory excitement to intellectual inquiry.

Right from intellectual inquiry, the next phase of developing aesthetic perception is disinterested contemplation.

Disinterested contemplation means that when people develop an aesthetic interest in something, they restrain from engaging themselves with practical concerns (Wang, 2023). At this point, people begin viewing objects independently since it is no longer about the personal interests that one has towards it but the desire to appreciate it. For instance, the admiration that people have for sunset is not due to the impacts that it adds to their survival but the light that it instills in their souls. Building aesthetic perception requires the participation of the viewers and the artists. The role of the artist in building aesthetic perception is to ensure that the intangible deeper meaning of a given design is well interpreted and the actual meaning attached to it. On the other hand, the viewers have the role of appreciating the visual designs. However, appreciating visual designs requires the viewers to decode the expressions made by the artist when creating the visual representations. The final step when building aesthetic perception is ensuring that the neurophysiological underpinnings are established. Establishing the neurophysiological underpinnings includes creating a bridge between the cognitive interpretations of the visual representations and the sensory experiences of the viewer.

Aesthetic Perception

Aesthetic perception plays a pivotal role in China Chic visual designs visual art since it provides a framework by which the viewers engage with it (Chen & Negus, 2023). Aesthetic perception in China Chic visual design visual art provides the context by which the viewers can interact with the conventional Chinese motifs and characters through the use of bold colors. China Chic's visual designs and visual art are aesthetically perceived through an engagement of generic configurations and perceptual structures as they grab the attention of the viewers (Fu & Peng, 2021). China Chic visual designs and visual art are aesthetically perceived through the interaction of the intermediate and the visual systems, which trigger cortical sensory processing even though at a low level (Song et al., 2020). Aesthetic assessment of China Chic visual designs visual art goes through cortical sensory processing, which is a broad cognitive process.

Aesthetic impression of China Chic visual designs is a complex cognitive process because the artists use non-standard arrangements that help them build their interpretations (Wang, 2022). As for how people see China Chic designs, their opinion of how beautiful they are is made when they interact with them. There is a sensory experience that happens when people look at China Chic patterns. After being stimulated, viewers start to think about what the China Chic designs have to do with Chinese culture, how they make them feel, and what they really mean.

Between the phase of sensory reaction and the phase of intellectual inquiry is a break for disinterested contemplation (Song et al., 2020). Disinterested contemplation involves pushing aside personal interests and concentrating on appreciating the China Chic visual designs (Song et al., 2020). Some of the ways China Chic visual designs encourage the aesthetic perception of the viewers is through their morphological characteristics.

Morphological characteristics help build the aesthetic perception of the viewers since the China Chic visual designs have color schemes and shapes that most people can easily resonate with. Also, the China Chic visual designs create a spatial context. Creating a spatial context means that they reconcile their essence with the perceived needs and preferences of the users (Deng et al., 2022). The intrinsic relationship that exists between the aesthetic experiences of the users and the China Chic visual designs is integral. Once the spiritual connotations are defined, the aesthetic needs of the users are met, creating a sense of satisfaction in them. The role of China Chic visual designs in reconciling modernity and tradition cannot be undermined since they have become a channel by which oriental aesthetics can be expressed (Deng et al., 2022). Notably, the China Chic visual designs have been at the forefront in creating the aesthetic perceptions of the users by bringing together artistic forms, traditional cultural heritage, and the quest for innovativeness.

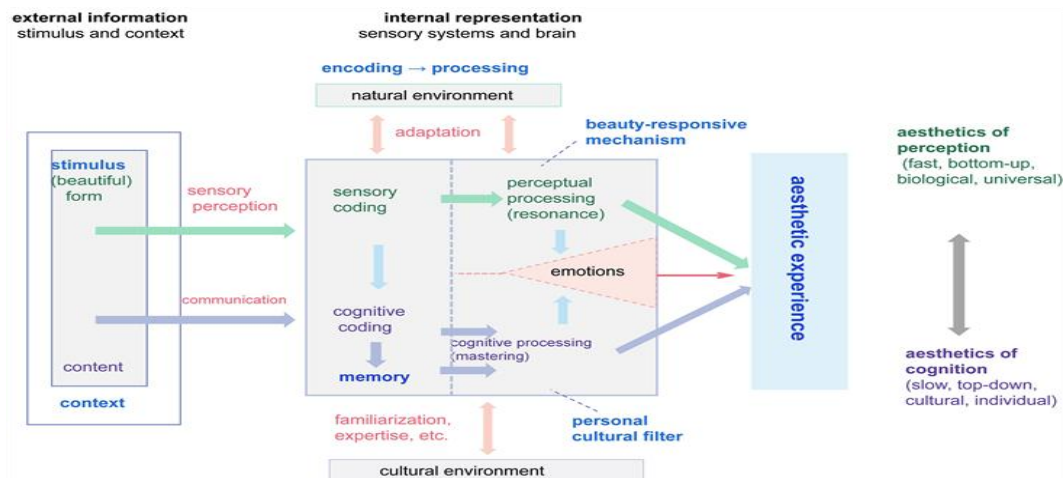


Fig 2. The Process of Aesthetic Perception

Defining the Aesthetic Experience

Aesthetic experience is unique and psychologically based. Aesthetic experience results from the interactions with art and perception. People hold different opinions about the aesthetic experience. However, modern-day academics argue that people who have contemplation and a sense of beauty have an aesthetic experience (Hou & Festi, 2023). The process of aesthetic experience is dynamic and gradual. It is due to its dynamic nature that it can easily be sub-divided into different levels. The levels

hold different attributes, and the highest are considered to be the most subjective. The three levels of aesthetic experience include the historical, construction, and hierarchy. The historical level constitutes the past experiences, while the construction deals with the current experiences (Song et al., 2020). The hierarchy is a level of aesthetic experience characterized by an organization of pre-constructed future feelings (Hou & Festi, 2023). The three levels of aesthetic experience are elaborated through the indication that the first one is based on direct experiences.

Direct experiences mean that when the organs of an individual are exposed to external stimuli like sound, shape, and colors, there is a sense of pleasure that is created in a person's heart without a need for them to think (Song et al., 2020). An example is the indication that when people encounter roses, they experience a sense of excitement without an engagement of thoughts or imagination. The same case applies to the encounters that people have with visual arts since there is no need to engage the associations and theories developed at the other levels for the people to have an aesthetic experience when they interact with art like the China Chic visual designs. Besides the influence of the various levels that help build aesthetic experience, it is crucial to note that during that time, users have to undergo a series of phases, all of which have an impact on their aesthetic experience (Hou & Festi, 2023). The first phase that people have to go through when building the aesthetic experience is exploration and interest. The first stage helps understand if an individual has an interest in the designs and demonstrates any desire to explore them even further.

The second phase of developing the aesthetic experience is perception. The perception phase allows the viewers a chance to interact with the design and, most significantly, figure out the meaning of the connotations and the symbols involved (Hou & Festi, 2023). Once one understands the connotations and symbols, there is another step, which includes using the cognitive function. Cognitive function is pivotal in this stage since there is a need for the viewer to examine the art and, most significantly, have it in their memory. The final step is a consideration of the social factors. These social factors include culture, group, and the cultural identity by which the visual arts are made.

Building an Aesthetic Experience from the China Chic Visual Designs

The role of the viewer in the aesthetic experience of China Chic visual designs visual art is creating perceptions of them. The viewer creates the perception of the China Chic visual designs visual art by constructing meaning out of the non-generic configurations and perceptual structures present (Chen & Negus, 2023). The viewer helps create the aesthetic experience of China Chic visual designs visual art by making emotional responses and appreciating the aesthetic. The aesthetic experience of the China Chic visual designs visual art is created through an integration of conventional Chinese motifs and characters (Hou & Festi, 2023). The Chinese motifs and characters help grab the attention of the viewers and, most importantly, help engage their vision and attention. Engaging the vision and attention of the viewers helps create the aesthetic experience by engaging the brain's reward circuit.

The aesthetic experience of the China Chic visual designs has a close relationship with the development of the people's aesthetic experience. Additionally, the China Chic visual designs have a framework that allows the users to experience the resonance, satisfaction, and pleasure that aligns with their consumer needs. For the viewers to have an aesthetic experience, it is integral for their bodies, the external environments, and internal psychology to have a close interaction (Hou & Festi, 2023). In the case of China Chic visual designs, the subject is the viewers or the customers; the objects are the designs and their aesthetics, while the context is the atmosphere or the external space. Having these key elements allows the China Chic visual designs allow the viewers to have an aesthetic experience by stimulating their bodies through an engagement of the objects and the context in order to create psychological activities from the inside, leading making them experience satisfaction and contentment from their interactions with the China Chic visual designs (Song et al., 2020). One of the most effective ways of getting the aesthetic experience from the China Chic visual designs is by interacting with them in order to feel the gustatory, tactile, and olfactory stimulation that they trigger. For instance, by taking the time to look into the shapes of the various China Chic visual designs, the viewers experience a certain type of stimulation that allows them to explore more of them even further.

According to Hou & Festi (2023), the China Chic visual designs give the aesthetic experience as they help build the spatial mood among the viewers. Song et al. (2020) further indicates that when the China Chic visual designs are exposed to the atmosphere, the experiences and perceptions of the customers are enhanced. For example, the lighting, the way the displays are set up, the way they smell, and the way they look in general (for example, the colors and patterns used) all affect the mood and appeal of all the China Chic designs, giving customers a more complete experience. There is research that shows that different people have different ideas about the different visual designs (Song et al., 2020). There is no difference when it comes to China Chic patterns. Notably, when creating a customer's visual experience from China Chic designs, it's important to start from the interpretation step. This line of thinking is based on the determination that it is during the interpretation stage that the consumers begin to form self-interpretations of the designs.

Self-interpretation of the China Chic visual designs is about finding the deeper meaning of them based on the customers' aesthetic preference, the background of every design, and the anticipated experience (Deng et al., 2022). Another critical factor to consider when forming the aesthetic experience of the China Chic visual designs is the role of attention attraction. Attention attraction is crucial in building the aesthetic experience of the viewers since it provokes emotional resonance with the designs and, most importantly, helps build the perception of each one of them (Hou & Festi, 2023). The ability of China Chic's visual designs to enhance the aesthetic experience of the consumers is undeniable. China Chic visual designs enhance the aesthetic experience of the customers since even though they are made from the post-modern perspective, they are constantly undergoing transformation (Wang & Ajovalasit, 2023). The transformation is allowing the China Chic visual designs to be effectively integrated into the daily lives of the people.

The process of development for China Chic visual designs is rapidly progressing and extending from the ordinary basic motifs to a more profound level of popularly rising aesthetics, national spirit, and a sense of cultural identity. The evolution

experienced by the China Chic visual designs has greatly appealed to the young Chinese generation leading to their acceptance as the representatives of the modern-day Chinese cultural identity and style (Wang & Ajovalasit, 2023). Based on the influence that the China Chic visual designs are making across generations, they are the future and will no longer be restricted to the Chinese people since they are becoming an effective way of representing the spirit of China as a nation and its cultural heritage.

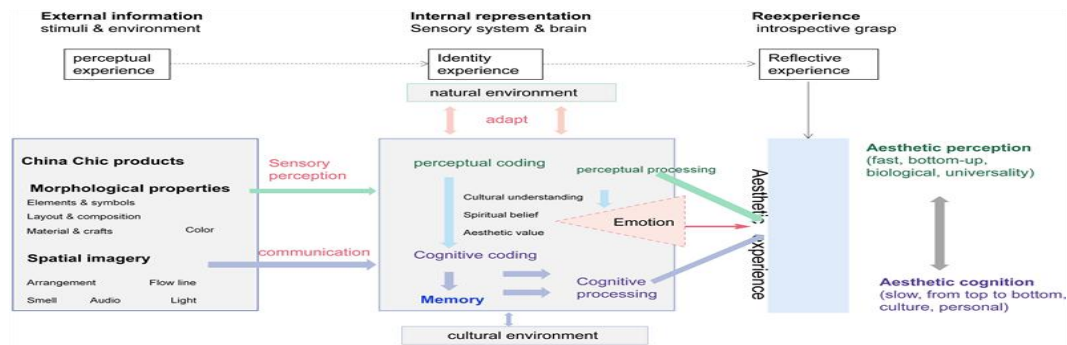


Fig 3. Building Aesthetic Experience

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Influencing Consumer Behaviors

Making an impact on the behaviors of the consumers requires the brand to have a strong identity. Building a solid brand identity involves an engagement of appealing design elements such as typography and other visuals like logos. One of the critical factors to consider when building a brand is the first impression that it makes on the consumers. This line of thinking resonates with the indication that when people interact with brands for the very first time, the visual representations have an impact on the impression that they make on them. For instance, the China Chic visual designs are known for their excellent color schemes and symbols, and they help make an exemplary first impression when people view them for the first time (Wang & Ajovalasit, 2023). Visual branding is integral in impacting consumer behaviors.

Visual branding plays a pivotal role in communicating the values, mission, and personality attributes that a given brand advocates for. In the case of China Chic visual designs, they communicate the spirit of patriotism among the Chinese people due to the immense touch of traditionality embedded in them. For instance, the China Chic visual designs have vibrant color schemes that exude innovativeness and energy in the Chinese cultural heritage. Also, the China Chic visual designs constitute muted color schemes and intricate patterns, which evoke a sense of elegance and sophistication elements that add to their perceived value and the desire for the consumers to explore more of them even further (Deng et al., 2022). Memorable and consistent visual branding helps build the recognition of a brand over time. For example, when the brand has distinctive color schemes and typographies, it becomes easy for the consumers to identify it in the face of competitors. In the case of the China Chic visual designs, they stand out in the face of their competitors since their detailed touch of Chinese culture and heritage makes them more preferred than Western designs. People easily resonate with the touch of tradition and their innovativeness since they are made from a combination of traditional designs and modernity.

Visual representations have immense impacts on consumer behaviors. Visual representations include the design elements of a design and are responsible for the associations of emotions and, above all, influence the perceptions that the consumers hold towards a given product (Fu & Peng, 2021). Visual representations are not only important in building the experience of the consumers, but they also help trigger brand recall and, most significantly, influence purchasing intentions. Thus, the China Chic visual designs have an impact on consumer behaviors due to the appeal that they make with their morphological attributes and color schemes.

The Impacts of China Chic Visual Designs on Consumer Behaviors

The effects of Chinese visual designs on consumer behaviors can be understood through the influence that they have on the "purchase intention" (Wang & Ajovalasit, 2023). However, perceived value is crucial to understanding how China Chic visual designs affect purchasing intention. To understand how Chinese Visual Designs affect customer behavior, one must examine their historic roots. Chinese traditionality moderates the relationship between perceived value and purchase transaction and defines the relationship between perceived value and design aesthetics, making it crucial to understanding how China Chic visual designs effect customer behaviour (Fu & Peng, 2021). China Chic visual designs are traditional, according to previously conducted studies (Deng et al., 2022). Consumer behavior is mostly influenced because traditionality increases buy intention through perceived value.

China Chic visual designs have made people love creative brands. Innovative brands appeal to Chinese consumers because they love experience consumption (Wang & Ajovalasit, 2023). The desire for experiential consumption has encouraged the preference for China Chic visual designs among the people, encouraging the consumers' purchase intention due to the deep touch of Chinese traditionality embedded in their aesthetics. Paying detailed attention to the concept of perceived value acts as one of the most appropriate ways of encouraging purchase intention. The idea of perceived value aligns with the formation of the China Chic visual designs and has added to the influence that they have on consumers. For example, the China Chic visual designs engage a combination of traditional and modern styles, making them more appealing to the consumers in terms of quality and the national spirit of the Chinese culture that they exude.

China Chic visual designs also influence consumer behaviors since they withhold a balance between the seriousness of the

Chinese cultural heritage and innovativeness (Deng et al., 2022). Having a balance means that the China Chic visual designs have not exceedingly imitated the designs from the traditional Chinese culture in order to give the people personalized consumer experiences but have integrated modernity and tradition based on historical facts that define the cultural heritage of the Chinese people (Deng et al., 2022). Notably, since its inception, the China Chic visual designs have only taken on the role of "icing on the cake." Taking on the role of "icing on a cake" means that their primary objective has been to carry around and spread the spirit of Chinese cultural heritage and to make people understand the art of patriotism that the local brands hold. As a result, there has been a boom in China Chic products as people now have a firm preference for locally produced, and even though they are open to Western brands, they prioritize the brands that celebrate Chinese culture.

CONCLUSION

China Chic visual designs have established a firm ground that has seen most people embrace local brands. The study elaborates on the critical factors that influence the aesthetic experiences and perceptions of consumers as they interact with China Chic's visual designs. According to the study, the China Chic visual designs have critical features that exude elegance and sophistication without overclouding the touch of the traditional style. The study has established that for the aesthetic experience and perception of the consumer to be enhanced when interacting with the China Chic visual designs, the role of self-interpretation is pivotal. Self-interpretation is pivotal since people hail from different grounds, and their way of perceiving the elements of tradition embedded in China Chic visual designs is distinct. The aesthetic experience of the viewers is another critical factor that has been expounded in the study with a recognition of the role of emotional resonance in building the perceptions of the viewers. It is worth noting that even though the study has expounded in detail the framework surrounding the China Chic visual designs, there is a need for further future research studies. The need for future research studies is evidenced by the constant and rapidly growing transformation experienced by China Chic visual designers, making it vital to keep up with the trends.

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