

A Study of Consumer Personality Color and Emotional Relationship — Taking Offline Flower Shops as an Example

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Abstract. Personality color and emotion are mostly used in education, art, and medicine, but the author extends this to the economic field, showing how the two can improve the efficiency of a certain enterprise. This paper focuses on the relationship between consumers' emotions and their personalities and business operations. Based on the Personality Color Questionnaire (FPA) and Emotion Simplification Scale (PAD), a questionnaire survey was conducted among flower shops in "Twenty-four Fan Hua Xin", and Pearson product-moment correlation analysis was used to analyze the relationship between personality and emotion. The study found that the order of personality colors of the bouquet buyers was blue, green, red, and yellow. There is a significant positive correlation between blue personality and emotion. Among them, there are significant differences in marriage, and expected flower price among flower buyers with blue personalities, and the emotional pleasure dimensions of flower buyers with all colors are significantly distinct in flower language. According to this conclusion, the characteristics of consumer groups can be obtained, the business management strategy can be optimized, and then the marketing law followed by the general flower shop using consumer psychology and behavior can be summarized.

Keywords: Personality Color, Emotion, Marketing, Consumer Psychology and Behavior, Correlation Analysis.

1. Introduction

1.1. Research Background

Previous literature has mostly used plenty of domains to explore the relationship between personality color and the emotional connection dimension in brand attachment, but this study focuses on the relationship between different personality colors of florist customers and the emotions of buying flowers, and further refines the content of previous research. Guided by marketing, quantify the problems existing in flower shops, analyze their internal and external factors and corresponding solutions, obtain the psychological and behavioral characteristics of consumer groups, promote the improvement of the marketing level of flower shops, and then meet customers' consumption emotions and needs.

1.2. Literature Review

Personality color is an important carrier for understanding consumer emotions. Some foreign scholars have carefully described these two aspects: when the brand and consumers establish a connection, consumers will have a strong emotion for the brand, and this emotion will stimulate consumers to have a strong desire for brand products, so consumers will have great psychological satisfaction when they get the product, may feel sad when they may lose, become depressed when they can't get it so that consumers have the desire to regain after loss [1].

1.2.1. Personality Color

Personality color science originated from Hippocrates' "doctrine of bodily fluids", Chinese scholars based on the Personality color on red, yellow, green, and blue four kinds of personality color. The red character is passionate, lively, and emotional; the yellow character, is mainly manifested as

a strong goal, easy to the excitement for the people of the self; the green character is mainly cautious and sentimental [2].

1.2.2. Emotion

Dictionary of Philosophy and Psychology deems that emotion is a personal attitude experience of whether objective things meet their satisfactions. At the same time, the general psychology course also believes that: “Moods and emotions are people’s attitude experience towards objective things, but moods are more inclined to the attitude experience of individual basic needs and desires, while emotions are more prone to the attitude experience of social needs and desires” [3].

1.3. The Correlation between Personality Color and Emotion

China practices collectivism, and many scholars use FPA personality coloring to establish emotional associations and apply them in multiple fields. In the field of education, the strengths and weaknesses of the emotional aspects of students with different personality colors are analyzed to promote teacher-student interaction and then carry out personalized courses [4]. For the group of higher vocational students, only by understanding the corresponding characteristics of their different personality colors and actively focusing on them can students learn happily and improve their emotional activity: in the economic field, according to the model of drivers of brand attachment, it can be introduced that there is a correlation between personality color and emotional connection [5, 6]. For example, people with blue personalities pay more attention to the dimension of emotional connection; By analyzing Obama’s debate loss can be attributed to the lack of his red personality, it is concluded that interpersonal communication needs to be more passionate and energetic instead of dull and serious, in order to achieve a win-win result of trust and happiness [7]. Enterprises not only sell the products and services produced to meet consumers’ needs but also provide them with excellent emotional experiences to enjoy the product or service, which can bring them a sense of pleasure, satisfaction, and security so that their lives become more colorful. However, the brand itself does not have emotion, and market decision-makers often need to create emotion through advertising, packaging, communication, and other areas, which will stimulate consumer preference for the brand, and brand emotion to give consumers a positive experience will allow users to use the brand with a sense of pride, it produces a psychological premium, the brand will produce attachment to the sentiment. In medical psychology, taking 120 breast cancer patients as the research subjects, experiments have found that the standardized communication mode of breast specialists constructed by personality color can relieve the negative emotions of breast cancer patients and reduce their psychological pain [8]. In addition, personality color has a great effect on anxiety and depressed mood in patients with post-stroke depression. Patients’ physical function and psychological rehabilitation effects are significantly improved, and the quality of life is improved [9]. Some scholars have also concluded that the psychological and physical recovery of patients with depression after stroke can be promoted through personality color and mood barometers by setting up control groups and observation groups [10]. In the field of human resource management, personality color has a unique role in identifying talent types, selecting talent cultivation methods, creating a reasonable combination of human resources, giving full play to the greatest advantages of human resources, and motivating talents to forge ahead, such as green personality color people are often emotionally stable and thoughtful, suitable for logistics work [11]. People with yellow personalities tend to set goals and strive to complete them. Because of the characteristics of their leaders, the company can give them appropriate leadership and give recognition in time after they complete their goals, which can greatly stimulate the enthusiasm of the yellow personality and improve their work efficiency [12]. FPA personality color theory can efficiently use human resources at the lowest cost [13].

1.4. Research Significance

1.4.1. Theory

- (1) The relationship between personality color and emotion and its dimension.

(2) Demographic variables in personality color, emotion, and their dimensions (pleasure, activation, dominance).

(3) Complements the relevance of personality color theory and consumer psychology theory.

1.4.2. Practice

(1) Analyze the market to promote consumption and analyze psychological factors.

(2) Promote the priority trial operation of case florists and enhance the practicality of this article.

(3) Realize the consumer's aesthetic, psychological, and emotional needs and enhance their understanding of their personality color to help them make future consumption decisions.

2. Case Distribution: Take the Offline Flower Store as an Example

“Twenty-four Fan Hua Xin” has always been known for its economic benefits. It is purchased by air from the Dounan market in Yunnan. It carries out emotional marketing based on accurately grasping customers' color preferences so that customers can have a comfortable experience of spiritual expectations and service.

2.1. Geographical Location

“Twenty-four Fan Hua Xin” is located opposite the Civil Affairs Bureau in Zhangjiakou, which the urban with the urban outskirts have a low in-store passenger flow volume. It is a second-floor store facing the street, adjacent to many communities and supermarkets. Although the geographical location is remote, a row of trees is blocking the front of the store. The construction of surrounding service facilities, such as hotels, photo galleries, and KTVs, is in full swing.

2.2. Customer Group

According to the survey results, the florist is mainly for people aged 25-34 and 45 and above, with higher work pressure; personality colors generally contain blue. The types of bouquets are birthday, sacrificial flowers, holiday bouquets, wedding and school celebrations, opening ceremonies, graduation flowers, etc. Residents near the flower shop often enter the store to buy flowers for consultation, and the human consumption groups often book online. The specific methods are Meituan takeaway, TikTok group purchase, telephone reservation, and WeChat reservation. Among them, female customers are 70.6%, and male customers are 29.4%. Male customers mostly purchase on Valentine's Day and other holidays, while female customers purchase for decoration. This aligns with the store's business philosophy that flowers used to be gifts, but now flowers are life. 83.5% of customers are registered in the city, 94.1% are married, and the number of people who expect to spend less than 200-yuan accounts for 83.5%. 58.8% of customers prefer to buy flowers independently, while 41.2% prefer to follow the merchant's advice to choose popular and best-selling bouquets. In addition, 83.5% of customers care more about the meaning of the flower language. According to the statistical results, the store's customer Personality colors are blue, green, red, and yellow. Blue flower buyers positively correlate with emotions ($P < 0.05$).

2.3. Competition Pressure

The COVID-19 epidemic can restore the competition trend. The store began to operate on June 16, 2020. The competitiveness of the epidemic is greater than that of the outbreak of the epidemic. During the epidemic, the number of flower shops in the county was small, mainly old stores located in major entertainment venues. After the epidemic, most stores engaged in other retail could not make ends meet. After closing down, flower shops have sprung up like bamboo shoots, and the marketing advertisements of flower shops can be seen everywhere, including but not limited to large screens in shopping malls, cinema projection halls, elevator media, etc. The increased competitiveness of peers has led to a downturn in market prices.

3. Analysis on the problem

3.1. Research Process

3.1.1. Tool introduction

1. FPA Personality Color Test

Lejia pioneered this scale, and Xue Weifeng proposed four types of personality color [14, 15].

(1) Red: the man of action

Red personalities are impulsive people who often act and make decisions spontaneously. Lack of attention to facts and details avoids tedious tasks, but they are quick and enthusiastic in dealing with people. The red personality always pursues goals and wants to be recognized for his results, so this person is always exaggerating. Red personalities are considered to have a strong personal style, creativity, and lacking in calm thinking.

(2) Blue: The Thinker

Blue character people think rigorously and hope that through the collection of data, multiple research, and other methods, they achieve a comprehensive, systematic view of the problem and will make a decision, organized and detailed list of planning, the pursuit of all things can be achieved according to expectations. This personality is often indecisive and can accomplish tasks well, but at the same time, he is a decision-maker who lacks boldness. The blue personality would be considered conservative, demanding, and calm.

(3) Yellow: The Leader

Yellow people are direct, strict, and impatient, but at the same time, they have leadership qualities and like to make decisive decisions. Because they are more capable of taking care of several things simultaneously, they are perceived as incapable when others can't keep up with them. The yellow character is indifferent to the outside world and result-oriented, giving the impression that they are stubborn, capable, and controlling.

(4) Green: The Peacemaker

The green personality seeks security and a sense of belonging. When this type of person makes a decision, they will first understand the opinions of others. Green personalities are the most people-oriented of the four, so they are usually affectionate and friendly. He is also an active listener, especially in teamwork, a trait that makes others feel comfortable. However, a green personality can be perceived as too gentle and unassertive.

2. Emotional PAD Chinese Simplified Scale

Mehrabian and others developed an emotional tool, the PAD Emotion Scale, based on the three-dimensional model of PAD. The table contains 34 items (16 items measuring P and 9 items each measuring A and D). The PAD Value Reference Table of 14 Basic Emotions (PAD Chinese Simplified Emotion Scale), launched by the Chinese Academy of Sciences, aims to measure the user's emotional tendencies and inclinations. Participants were asked to rate the target emotion according to which emotion was stronger and the degree of intensity. According to the subject's calibration, from left to right, the score on the item is recorded as "-4" to "4"; When the calibration is in the middle, it is recorded as "0"; The final dimension score is the average of the scores for the four items that measure that dimension. This study used a simplified Chinese version of the PAD affective rating scale. The three subscales of pleasure, activation, and dominance were measured with four items (12 items in total), and the internal consistency reliability (α coefficient) was 0.85, 0.58, and 0.72, respectively [16].

3.1.2. Research methods

"Color Eye Recognition" color personality questionnaire, "FPA" personality color to Hippocrates' four liquids as the source, and then by Mr. Lejia with red, blue, yellow, and green four colors to mark the four different types of personality, and gradually developed into a simple, theoretical image of the form of practical personality analysis tools. FPA Personality Color helps people to effectively understand their personalities and accurately recognize the personalities of others so as to achieve the

purpose of self-growth and development of personalities. This study will use the standardized version of thirty questions for the measurement [14]. After completing the thirty questions, the scores of each ABCD item will be tallied based on the table below to get the total score of each item, as shown in Table 1.

Table 1. Personality color answer cards

No	A	B	C	D	○	☆	◇	△	No	A	B	C	D	○	☆	◇	△
1	3	2	1	4	0	0	0	0	16	△	☆	◇	○	0	0	0	0
2	3	1	4	2	0	0	0	0	17	◇	△	○	☆	0	0	0	0
3	2	3	4	1	0	0	0	0	18	△	○	☆	◇	0	0	0	0
4	2	3	1	4	0	0	0	0	19	☆	◇	○	△	0	0	0	0
5	2	3	4	1	0	0	0	0	20	○	◇	☆	△	0	0	0	0
6	3	2	4	1	0	0	0	0	21	◇	☆	△	○	0	0	0	0
7	2	3	4	1	0	0	0	0	22	○	△	◇	☆	0	0	0	0
8	2	4	3	1	0	0	0	0	23	☆	◇	○	△	0	0	0	0
9	1	4	3	2	0	0	0	0	24	○	△	☆	◇	0	0	0	0
10	4	2	3	1	0	0	0	0	25	◇	☆	○	△	0	0	0	0
11	2	4	1	3	0	0	0	0	26	☆	△	○	◇	0	0	0	0
12	4	1	3	2	0	0	0	0	27	△	◇	☆	○	0	0	0	0
13	4	3	1	2	0	0	0	0	28	◇	☆	○	△	0	0	0	0
14	4	1	3	2	0	0	0	0	29	△	○	◇	☆	0	0	0	0
15	1	4	3	2	0	0	0	0	30	○	△	☆	◇	0	0	0	0
1-15 Summary	○	☆	◇	△					16-30 Summary	○	☆	◇	△				
Total		○				☆						◇					△
Total score																	

3.1.3. Survey results

1. Basic information and percentage distribution of demographic variables for the entire sample, as shown in Table 2.

Table 2. Composition of the entire sample (N=85)

Demography		Number	Percentage (%)
Gender	Male	25	29.4
	Female	60	70.6
Age	25 and under	3	3.5
	25-34 years	23	27.1
	35-44 years	9	10.6
	45 and over	50	58.8
Marriage or not	Yes	80	94.1
	No	5	5.9
Registered place of residence	Countryside	14	16.5
	City	71	83.5
Expected price	Less than 100	38	44.7
	100-200	33	38.8
	200-400	8	9.4
	400-1000	4	4.7
	Over 1000	2	2.4
Do you care about flower language?	Yes	71	83.5
	No	14	16.5
Propensity to buy	Their own will.	50	58.8
	Business advice	35	41.2

2. Analysis of demographic differences among flower buyers with blue personality

(1) When P was greater than 0.05, there were no significant statistical differences between gender (P=0.391), household registration location (P=0.249), flower language (P=0.583), flower buying tendency (P=0.588), and age (P=0.674).

(2) When P was less than 0.05, there were significant differences in marriage (P=0.015) and price (P=0.040) among blue flower buyers.

3. Demographic disparity analysis of flower buyers' emotions

(1) When P was greater than 0.05, there were no significant differences in the emotions and dimensions of flower buyers in terms of gender (P=0.281), marriage (P=0.083), household registration location (P=0.180), flower buying tendency (P=0.411), price (P=0.375), and age (P=0.876).

(2) When P was less than 0.01, there was a statistically significant difference in the pleasure of flower buyers in flower language (P=0.009).

4. The relationship between the buyer of the blue character and the emotions

Table 3. Pearson correlation matrix of buyers of blue personality and emotions

	M	SD	1	2	P
Blue	71.29	7.45	1		0.049
Emotion	17.04	19.78	0.214*	2	

*Significant correlation at level 0.05 (two-tailed).

According to Table 3, the blue flower buyers were positively correlated with emotions (P=0.049), with a coefficient of 0.214.

5. Personality color sorting

Table 4. The character color of the shop's customers is sorted

Order	Color	M
1	Blue	2.64
2	Green	2.51
3	Red	2.44
4	Yellow	2.41

As can be seen in Table 4, the personality color of the flower shop consumer group is the bluest and the least yellow. Through the overall ranking of personality colors, this paper finds that the order of customer personality colors is blue, green, red, and yellow, which greatly improves the degree to which the offline flower shop can accurately grasp customer psychology and then the promotion degree of using personality color questionnaires to grasp consumer psychology has also increased.

3.2. Problem Analysis

3.2.1. Competition and Customers

1) Internal cause analysis

Lack of innovation, no unique products and services, and homogeneous competition.

The geographical location is remote, and the location selection disorder leads to a low store entry rate. Most of the consumer groups are online customers and human customers. The psychology of the customer group is not accurate, and the purchase behavior has not been analyzed to propose corresponding marketing strategies. The characteristics of consumers with different personality colors and their proportion of consumption are not well analyzed.

2) Analysis of external factors

The local market is generally small, and the total purchasing power of flower consumers is limited. There is no balanced expansion and capture of consumer groups of various personality colors.

In recent years, the number of flower shops has soared, and the routine of selling on holidays alone is outdated. The store needs to update its marketing strategy to better adapt to the market environment and competitive pressure.

3.2.2. Marketing Strategy and Media

1) Internal cause analysis

The merchant did not use the mass media for publicity, so the flower shop consumer group was fixed in the category recommended by relatives and friends. Use the mass media to research different personality groups in the market.

Merchants invest less in media communication, and the marketing results are insignificant. And it does not seize the opportunity for a holiday promotion. It often relies on holiday promotion, and the profit margin is low.

2) Analysis of external factors

In the post-epidemic era, online consumption is booming, and consumers mainly rely on platforms/software recommendations to choose the stores they consume.

Affected by the Internet and e-commerce platforms' publicity methods, consumers pursue low prices and improve service quality. Under the premise of a fixed consumer group, the living space of the store is seriously impacted by other florists, and potential customers suffer serious losses.

3.2.3. Raw Material Purchase and Cost Control

1) Internal cause analysis

The store is unwilling to reduce the price, and the small profits and quick turnover method is unsuitable for the small city market. Merchants do not conduct preference analysis on people with the same personality color, so merchants' purchases are more subjective

The store usually chooses low-cost raw materials for transportation. On holidays, more flowers shipped from Kunming are selected, which are large in quantity and easily unsalable.

2) Analysis of external factors

Flowers belong to the fresh industry, and the transportation and storage methods are strict (for example, most are air and road transportation, and flower shops need to be equipped with high-quality flower storage cabinets), so they are expensive and cannot be reduced.

Under fierce competition, the store can only blindly reduce costs without increasing but falling, but the low price does not guarantee high quality. The number of flowers and withered has increased more than during the epidemic period.

4. Suggestions

4.1. Research Results and Conclusions

The main results are as follows:

(1) Significant statistical differences exist in marriage and flower price among flower buyers with blue personalities. ($P < 0.05$)

(2) There are significant statistical differences in flower language in the dimension of emotional pleasure of flower buyers. ($P < 0.01$)

(3) There was a significant positive correlation between blue personality and the emotions of flower buyers, and the correlation coefficient was 0.214. ($P < 0.05$)

(4) The order of personality color of flower buyers is blue, green, red, and yellow.

4.2. Response Measures and Development

4.2.1. Analysis of differentiated competition and customer psychology

(1) Explore the external competitive advantage of differentiation

All customers who book by phone and enter the store offline will receive free bouquets throughout the city, and there is no additional price difference for the bouquet itself. This is different from other flower shops in the county. It has its advantages. On the premise of not disrupting the market price, it competes with other companies with the zero-distribution fee marketing model. In addition, it is worth mentioning that the store mostly cooperates with schools, hospitals, and wedding hotels to

ensure a daily income while pushing the real-time activities of the florist to these groups instead of attracting customers through mass media investment.

(2) Accurately grasp the internal customer psychology

The store adheres to the principle that all customers who old customers or old customers recommend to buy in the store will enjoy a 20% discount, which can consolidate the source of customers in terms of price expectations. It is also very important to cultivate consumers' flower-buying habits. Through investigation and research, it is found that most of the customer's personality color of the store blue, so it can inspire merchants to grasp the characteristics of blue personality accurately, cater to its characteristics in terms of recommending bouquets and color matching, and market the blue color system and its supplementary bouquets into the popularity Bouquets, using the Theory of consumer crowd psychology and group attitude, are similar to customers with green, red and yellow personalities in the same way according to the number of people. According to the order of the survey, blue customers with a thinker personality do things in an orderly manner, but they are too thoughtful and indecisive. At the same time, because they lack courage, they need to use marketing strategies to recommend bouquets for them, not only the content must have depth, but also need to ensure quality, pay attention to the packaging level and color matching coordination and mood soothing. Because people with green personalities are peacemakers, they are willing to listen to others, they have a gentle personality but lack of opinion, and they are emotionally rich, so merchants can recommend bouquets of various colors in the store, and green can be matched with various colors. (e.g., eucalyptus leaves and apple leaves) For the more impulsive red personality, they are goal-oriented, ignore details, are creative but have little ability to think calmly, so this requires the store to observe the words, recommend red bouquets and packaging to those who are in a hurry and have a hot personality, or quickly customize the bouquet that meets their needs in a short time. Yellow personalities pursue fast-paced perfectionism and are mostly expressionless leaders, so often expressionless or strong flower buyers are usually yellow personalities, they both pursue the speed of completion of bouquets and strict requirements for the quality of bouquets, and these people are also result-oriented, similar to red personalities. This requires the store to be very careful in making the bouquets, matching them in a bright and elegant style, and the more indifferent they are, the more enthusiastic the merchant should show and make a good impression on them. In addition, for consumers to visit regularly, update group preferences, constantly introduce new methods such as exchanging old flower packaging for coupons, flower blind boxes, etc., to attract consumers' interest in the store, grasp the complexity of consumers' psychology and behavior, and cultivate consumers' consumption motivation from the subconscious level.

4.2.2. Media use and marketing efforts

(1) Analyze the underlying logic of the e-commerce platform operation

The e-commerce platform ensures user experience through high-quality products (content) and relies on merchants to pay for promotion to make profits, while the higher the quality of the merchant's products, the easier it is to get free traffic; the offline florist can ensure the quality of the bouquets and improve after-sales service to improve user loyalty, and then convert these users into the platform's click-through rate, collection rate, and improve the florist's comprehensive rating, increasing the florist's traffic on the platform.

(2) Degree in Marketing Promotion and Automation

Through TikTok group purchase, Meituan takeaway, and elevator advertising machine for extensive marketing, our store's characteristics are launched, the bouquet can be classified from small to large, and the more expensive flower box can be launched. At the same time, coupons are issued flexibly according to market pricing, according to the reduction of newcomers, and the recommendation of three people to earn commissions. In terms of advertising design, there is a strategy to psychologically imply potential customers and arrange personnel to distribute advertising leaflets or post advertisements in various places where they live, such as shopping malls, schools, parking lots, communities, and other places. Impliedly improves customers' desire to automatically buy flowers and preconceived generates emotions and needs for flowers.

4.2.3. Procurement on demand and precise service

1. Grasp the emotional needs of consumer groups

Distribute questionnaires, statistics on customers' personality color, potential or obvious consumer demand for flower buyers, accordingly design the content of the florist services (such as holiday flower demand, wrapping paper, bouquet price setting, etc.) better to meet the consumer's various consumer psychological expectations and improve the competitiveness of the store.

2. Improve the quality of service and return visits

Form a complete pre-and-after sales service system, train store staff, and provide high-quality services for online and offline flower buyers. Regularly visit customers, adjust according to the results of return visits, update florist services and products, and improve customer stickiness. On the eve of Tanabata, there are 39 bouquets in new packaging, 6 white packages with blue and their complementary bouquets, 8 pink packages with pink and its complementary bouquets, 12 black packages with red bouquets, 10 coffee packages with yellow bouquets, 3 red packages with red bouquets. On August 22, 2023, at the Tanabata Festival, we will use on-site observation methods to investigate the sale of these five flowers and the remaining bouquets of different colors through fair publicity strategies. The purpose is not only to make a simple return visit but also to improve the survey results of this paper further.

5. Conclusion

5.1. Key Findings

First, personality color order: The study found that the personality color order of the bouquet buyers in the store is blue, green, red, and yellow; through further Qixi return visits, it was found that the blue variety of crushed ice blue bouquet sales is the most popular, blue complementary color pink bouquet although not in stock, but pink packaging other bouquet sales are also a lot, red bouquet and yellow bouquet combined with green flowers under the recommendation of the merchant, sales are also very considerable. The personality color order survey is very effective in improving the marketing strategy of the store, which greatly increases consumers' enthusiasm.

Second, the conclusion of the correlation relationship was that flower buyers with blue personalities were significantly positively correlated with emotions. Consumers' love for blue bouquets such as crushed ice blue has led to a situation where even if a lot of products are purchased, they are still sold out and need to be turned around to other merchants.

Third, there are significant differences in marriage and expected price among blue personality colorers.

Marital status: Through the flower greeting card name, it can be known that the number of flowers purchased by married customers is much greater than the number of flowers purchased by unmarried customers, and the experiments in this paper have proved that there is a significant difference in the marriage of blue personality flower buyers ($p=0.015$), and married consumers with blue personality are more willing to buy flowers.

Expected flower price: There is a serious competition in the flower market due to the rapid increase in flower demand in recent years. In order to compete for customer resources, merchants have promoted flower sales by lowering prices and compressing profit margins, resulting in low overall prices in the market, and most consumers will have lower expected flower prices. Blue consumers are prominent representatives of affordable flower buyers.

Fourth, the emotional pleasure dimension of flower buyers of all colors differs significantly in flower language. The return visit emphasizes the changing meaning of flower language and different quantities of flowers, improves customer pleasure, enhances customers' purchase intention, and promotes the resonance of consumption and emotion

5.2. Research Significance

First, the innovation of this paper is that the return visit is added so that the theoretical optimization strategy can be applied to practice on Qixi Day, and the store has achieved considerable performance and remarkable results.

Second, make up for the gap: expand the theoretical application of personality color and emotion to the economic field, expand its scope of application, innovatively explore the offline, online, and offline marketing rules, and apply them to a microeconomic theme to obtain effective feedback and provide a useful reference for more market themes to use marketing laws.

Third, significance: It is proposed that merchants take the initiative to analyze the characteristics of the personality color and emotions of the consumer group and predict the consumption behavior, preferences, emotional needs, expected prices, etc., that the consumer group may produce through the analysis results, and make marketing and services corresponding to their personality color and emotions, improve the success rate of buying and selling, stimulate business to carry out economic consumption, even if the business improves economic efficiency, but also makes consumers get more satisfactory goods and services, and promotes a virtuous circle of economy. It provides important ideas for businesses to use personality color and emotion theory to carry out economic activities so that businesses can form differentiated competition strategies according to their own product or service positioning, grasp consumer psychology, fully conduct market research, increase the use of mass media, improve their service system (such as regular return visits, etc.) and improve service quality.

5.3. Limitations and Future Studies

Individual cases and the sample have certain restrictions on the generalizability of the research conclusions, which is of great help to the economic field, especially the flower shop, but the reference for businesses in other fields needs to be verified. In future development, although the improvement of marketing strategies has led to an increase in the promotion volume of mass media platforms, the surge in orders has not taken into account the shortage of florists in the store and the reasonable estimate of the purchase quantity, resulting in some chargebacks delay, which requires a lot of market research for further improvement. Secondly, according to the study described in this paper, it is found that there is a lack of further market research on demographic variables, and refined classification is very beneficial for the study of the relationship between personality color and emotion. The author hopes that the future can make up for the current experiment and summarize the general law, that is, consumers with different personality colors have subjective initiative, only businesses use market research and mass media to adopt corresponding marketing strategies, control costs, reasonably assess customer emotional needs in advance, strictly grasp the law of market competition, and conduct return visits during the period of significant holiday sales, which can stimulate consumption, improve consumers' emotional pleasure, and then improve business performance and quality.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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