

Research on Maternal and Infant Brand Packaging Design in New Retailing Era

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Abstract: Exploring the maternal and infant brand packaging design under the New Retailing era is to meet the needs of the development of the times. In the era of New Retailing, traditional maternal and infant retail transformation and upgrading, consumer consumption patterns and characteristics have also changed. This puts forward many new requirements for the packaging design of maternal and infant brands. On the basis of exploring the characteristics of the New Retailing era and analyzing the core of maternal and infant brand packaging design, this paper makes a deep thinking and analysis on the maternal and infant brand packaging design under the New Retailing era, to open up new ideas for maternal and infant brand packaging design.

1. Introduction

New Retailing is different from the traditional retail mode. Therefore, the maternal and infant brand packaging design ideas under the New Retailing era are also worthy of re-exploration by designers. With the implementation of the universal two-child policy, the number of newborn babies in China has increased significantly. In addition, with the improvement of residents' consumption ability, the demand for maternal and infant markets also shows a trend of continuous growth. With the improvement of people's living standards, consumers are more willing to pay for high-quality maternal and infant products. Thus, it is of great significance for maternal and infant enterprises to build a maternal and infant brand worthy of consumers' trust. Packaging as an important way of brand presentation, its research value can not be underestimated. In order to explore the packaging design of maternal and infant brands in the New Retailing era, we must first understand the characteristics of the New Retailing era and the core of the packaging design of maternal and infant brands.

2. Characteristics of New Retailing Era

In the era of New Retailing, the Internet economy is developing rapidly. The development of the Internet connects people, goods and markets (Fig.1). This not only greatly improves the efficiency, but also forms many new scenes. Consumers have been affected by a variety of factors, and their consumption habits have changed as well. The main manifestation is that the focus of consumers' attention when purchasing commodities has shifted from price to the product itself, with great emphasis on product quality, professionalism and even personality. Connectivity is the biggest feature of new retailers in the mobile Internet environment compared to past segmentation. In the future retail industry will present four typical characteristics: precision, efficiency, diversity and intelligence. In the era of New Retailing dominated by customer demand, facing the huge domestic maternal and infant market, the packaging design of maternal and infant brand is an important breakthrough to build a local maternal and infant brand.



Fig.1 Characteristics of New Retailing Era

3. The Core of Maternal and Infant Brand Packaging Design

Nowadays, in the era of New Retailing, the marketing concept of “brand” has been well known by consumers. They may not only trigger consumers' fantasies about goods, but they may also lead to bad imagination. Therefore, designers should not only consider the aesthetics of the packaging when designing the maternal and infant brand packaging, but also inject brand’s fresh blood into the packaging, build a story framework for the brand, so that its products can naturally penetrate into the existing consumer market, in order to stand out in the market competition and compete with well-known brands on the same stage.

Therefore, when studying the packaging of maternal and infant brand, we should first determine the unique attributes of the maternal and infant brand and pay attention to those important attributes. At present, the brand package designers want to try to catch too many factors, so that they can not grasp the true demands of consumers, making the maternal and infant brand buried in many products. Therefore, in the design of maternal and infant brand packaging, if we can find the real primary competitive selling point of the brand, the brand will have the most powerful weapon to fight its competitors.

4. Research on Maternal and Infant Brand Packaging Design in New Retailing Era

With the advent of the new retailing era, more and more attention has been paid to maternal and infant brand packaging design. How to adapt to the development characteristics of the New Retailing era and how to explore brand attributes and improve the market competitiveness of local maternal and infant brands, it is worth every packaging designer's attention. Based on the investigation, this article mainly probes into the packaging design of maternal and infant brands in New Retailing era from the following three aspects. Hope to open up new ideas for maternal and infant brand packaging design.

4.1 Characteristics of maternal and Infant Brand Packaging in New Retailing Era

Product packaging is an invisible advertisement for products. Consumer's impression of packaging fundamentally affects consumer's behavior, and to a large extent determines the value and image of maternal and infant brand. The maternal and infant brand packaging in the New Retailing era has the following three characteristics (Fig.2):

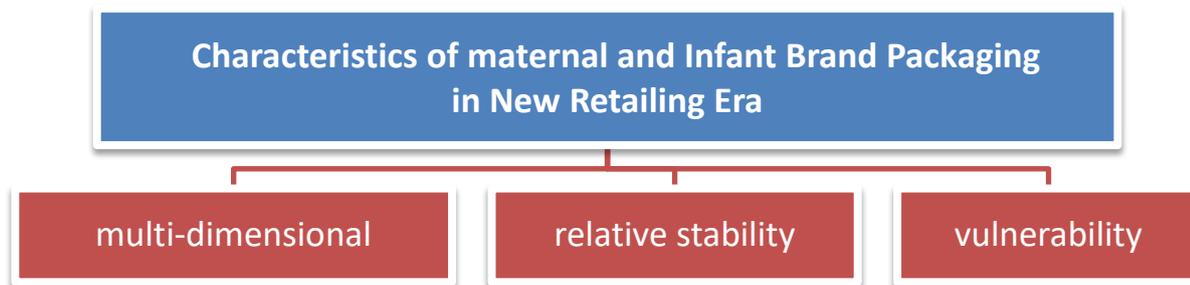


Fig.2 Characteristics of maternal and Infant Brand Packaging in New Retailing Era

First, it has multi-dimensional combination. A successful maternal and infant brand packaging is not only the aesthetics of the packaging itself, but also its cultural connotation, consumer awareness, attitude, evaluation, brand loyalty, use satisfaction and many other factors. Especially at present, due to the development of digital technology, the amount of information that packaging can carry has been greatly increased. When people are shopping for maternal and infant products, people will be especially cautious because of the particularity of the user group. They tend to choose the maternal and infant brands they are familiar with. The well-known maternal and infant brand not only represents the grade and quality of the products, but also represents the reputation of the company.

Second, it has relative stability. Once the brand packaging of maternal and infant is on the market, it will not be easily replaced in inside for a relatively long period of time. Moreover, it will maintain a uniform image in all channels and scenes, thus it has relative stability. The reason why those famous brands can persist for many years and still stand firm is that the credit of their brand packaging image cannot be underestimated. After long-term purchase and attention, consumers have their own awareness of these brand packaging images, which also maintains the brand stability and strengthens the brand image.

Third, there is vulnerability. Because people are complicated, consumers' psychology will also change under the influence of the surrounding environment and facts, which will lead to changes in consumers' psychology when they choose and buy goods. Especially in new retailing era of information access, whether it is a small mistake in packaging design, or some major events, or some minor incidents, the impact on brand image is huge, and even can cause fatal damage to enterprises. Its severity is especially prominent in maternal and infant products.

4.2 Functions of maternal and Infant Brand Packaging in New Retailing Era

The principle of packaging design for maternal and infant brand is that after the enterprise has a detailed understanding and cognition of itself, it seeks the correct position and significance of its existence in the eyes of society and consumers, determines the direction of the enterprise brand and displays it. In the era of New Retailing, its display methods and forms have greatly expanded. For example, the development and use of the QR code Large Date Engine system on brand packaging (Fig.3) plays an important role in pulling new, promoting activity, transforming and retaining. Therefore, we can realize the basic functions of maternal and infant brand packaging in the New Retailing era (Fig.4):

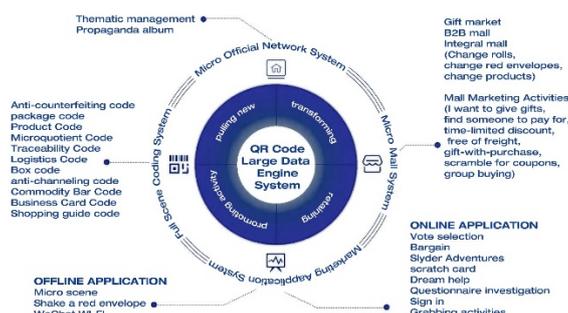


Fig.3 QR code Large Date Engine system



Fig.4 Functions of maternal and Infant Brand Packaging in New Retailing Era

First, it has the function of purchasing guide. With the rapid development of Internet of Things, the popularization of AR, VR and other technologies, and the birth of Intelligent Packaging, consumers can more quickly recognize products and find the products they need. Choosing and purchasing according to brands can greatly reduce the time consumers need to search for products.

Second, it has the function of safeguarding rights. In the fast-developing era of New Retailing, the use of product packaging dimensional barcode and the introduction of mutual evaluation mechanism have greatly expanded the channels for consumers to safeguard their rights. The Product Quality Law of the People's Republic of China has specified and strictly regulated product packaging. This is not only a standard for the packaging of enterprises, but also provides reliable credit guarantee for consumers when purchasing products, which is especially important in the maternal and infant industry.

Third, it has the function of shaping image. Brand packaging is the best representative of an enterprise's brand image. A good maternal and infant brand image is an intangible asset of a maternal and infant enterprise. Under the era of New Retailing, self-media has developed rapidly. Creating excellent brand packaging image of mother and infant on multi-media platform is not only conducive to improving the image of mother and infant enterprises in consumers' hearts, but also plays a very important role in the development of mother and infant enterprises in the future.

4.3 Composition of maternal and Infant Brand Packaging in New Retailing Era

In the era of New Retailing, major online platforms poured in and offline platforms transformed and upgraded one after another. With the reconstruction of the People Goods and Markets System and fierce market competition, mother and infant enterprises must establish their own brand packaging image according to their own characteristics. Using brand packaging tactics, enterprises or products can have more clear and unified guidelines. Seeking the differentiated effect of maternal and infant enterprises and showing the unique nature of maternal and infant enterprises. Due to the different brand concepts of maternal and infant, the quality of enterprises is also affected, which in turn leads to the difference in brand packaging design, making enterprises at the same level or quality level present their own different images, leaving a deep impression in the minds of consumers. Its composition is divided into the following five aspects (Fig.5):



Fig.5 Composition of maternal and Infant Brand Packaging in New Retailing Era

First, brand awareness. An excellent brand packaging design is an important step in building a brand image. It is the most common and direct way for consumers to recognize the brand connotation and value. In the era of New Retailing, the rapid development of new technologies such

as big data, blockchain and artificial intelligence make it possible for businesses to approach consumers' inner demands infinitely. "People" has become the core element of this New Retailing era. High-profile companies have formed a certain brand image in people's minds, and the image has a certain position in people's minds. In the design of maternal and infant brand packaging, it should be applied reasonably. However, low-profile brands have weak competitiveness and need to strengthen brand building.

Second, product attribute cognition. An excellent brand packaging design can help consumers to recognize the quality, function, grade and characteristics of products. With the integration of channels, digitalization of management and intelligence of stores in the New Retailing era, brand packaging design can bring wealth to the company. Merries, Chaius and other diaper brands play an important role in possess in the eyes of consumers, so when purchasing diaper products, consumers first think of these well-known brands, because purchasing these brands enables consumers to obtain assured product quality and good reputation certificates.

Third, brand association. Through maternal and infant brand packaging image, people can closely link the brand image that remains in their minds with some Abstract and specific information of the latter in daily life, forming a logical and non-logical connection. Maternal and infant brand packaging design should study, summarize and sort out these, and then draw the outline of the brand image. In the era of New Retailing, maternal and infant brands should make full use of multi-media and multi-platform to create their own brand advantages.

Fourth, brand value. Packaging is the "clothes" of products, and there is no denying that maternal and infant brand packaging also has very important brand value. Online orders exceed offline orders in the New Retailing era. Brand packaging, a "silent advertisement", plays a crucial role at this time. Brand value is an intangible asset of an enterprise. This is the strength of a brand and the wealth that cannot be burned down. Just like the well-known slogan "Chiaus Diapers is the First Need of a Genius", it is deeply imprinted in people's minds.

Fifth, brand loyalty. It refers to the consumer's biased behavior response to a certain brand repeatedly revealed in the process of purchasing goods. This is a behavioral and psychological process. Brand packaging has the closest relationship with consumers, thus directly affecting consumers' purchasing decisions. Especially in the era of consumer-centered New Retailing, a good brand packaging design strategy plays an irreplaceable role in enhancing customer stickiness. Due to the particularity of maternal and infant products, consumers' choice of maternal and infant products is generally relatively stable. Once consumers find their own suitable products, they will not replace other new products for a long period of time. Therefore, maternal and infant enterprises should focus on how to enhance the brand loyalty of consumers. At present, it is a good choice to enhance the interactivity of maternal and infant brand packaging design and make customers communitarized.

5. Conclusion

In this paper, the maternal and infant brand packaging design is taken as the research object. Firstly, the characteristics of the New Retailing era and the core of the maternal and infant brand packaging design are analyzed. Then, the characteristics, functions and composition of maternal and infant brand packaging were analyzed emphatically. Combined with previous research, the design ideas of maternal and infant brand packaging in the Internet context were put forward, and the theoretical knowledge and design practice were organically combined. It is hoped that it will be of some reference significance for promoting the transformation and progress of the design concept of maternal and infant brand packaging in the era of New Retailing.

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