

# Application and Research of Consumer Psychology Based on Emotional Experience in Packaging Design

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**Abstract:** with the Continuous Improvement of People's Living Standards, People Are No Longer Only Satisfied with Food and Clothing, But Are More and More Picky about Commodities. Packaging Design is Closely Related to Consumer Psychology. under the Modern Fashion Concept of Consumption, Consumers Not Only Pay Attention to the Material Value of Commodities, But Also Pursue the Spiritual Value of Commodities. Packaging Has Always Been an Important Means of Promotion in the Circulation of Commodities, and is Also the Media Most in Line with Consumers' Psychological Demands. Due to the Differences in Personality and Consumer Psychology, People Have Multi-Dimensional Emotional Demands for Commodity Packaging Design. All Kinds of Aesthetic Feeling of Packaging Design Can Be Regarded as the Object in Aesthetic Relationship, While the Consumer is the Subject. Therefore, the Aesthetic Value of Packaging Design is Closely Related to the Inner Feelings of Consumers. Based on the Emotional Experience of Consumers, This Paper Discusses the Role of Consumer Psychology in Commodity Packaging Design, Expounds the Current Situation and Existing Problems of Product Packaging Design, and Puts Forward the Psychological Strategy of Packaging Design on This Basis.

## 1. Introduction

The Design is Based on Solving the Problem of the Relationship between People and Things. It is Quite Different from the Creation in the Pure Art Field and Must Be Carried out Comprehensively under Many Restrictive Conditions. with the Continuous Improvement of People's Living Standards, People Are No Longer Only Satisfied with Food and Clothing, But Are More and More Picky about Commodities. Consumer Psychology is an Important Factor That Affects Consumers' Consumption Behavior. Designers' Grasping the Consumer Psychology of the Market is Helpful to the Understanding of the Product Market and the Promotion of Purchase [1]. Different Commodities Come from Different Places, Therefore, Commodity Packaging Should Highlight the National or Local Style, Emphasize Design Creativity, and Embody the Individual Characteristics with Cultural Taste [2]. Packaging in the Circulation of Commodities Has Always Been an Important Promotion Method and is Also the Media Most in Line with Consumers' Psychological Demands [3]. One of Its Important Missions is to Attract Consumers' Attention and Generate Their Desire to Buy. Its Learning is Also the Learning to Study Psychology and Actions in Order to Promote Them to Take Purchasing Behaviors. a Good Commodity Package Cannot Be Separated from Careful Packaging Design. Packaging Design with Modern Design Features Directly Faces the Vast Number of Consumers and is an Important Tool for Enterprises to Establish a Good Product Image [4]. Since the Development of Modern Packaging Design in China, Designers Can Understand the Current Situation and Grasp Its Development Trend, in Order to Design Packaging Products That Adapt to the Times, So That Enterprises Can Seize the Opportunities in the Fierce Competition [5].

The Psychological Activity That Leads to the Purchase Behavior is a Complicated Process. the Research on It Involves All Aspects of Business Behavior, and the Packaging Design Community is Still Exploring This Aspect [6]. in Addition to Solving the Basic Principles of Design, Good Packaging Design Must Focus on the Psychological Activities of Consumers in Order to Stand out in the Same Category [7]. There Are Also Some in the Design of Packaging Color, It is Necessary to Proceed from the Humanized Design, and Strive to Express the Uniqueness of the Product, Its

Direct Color Application Form is Full of Personalized Visual Effects [8]. How to Attract the Attention of Consumers, and How to Further Arouse Their Interest, and Then How to Promote Their Purchase Actions, It is Necessary to Apply the Psychological Principles of Psychology to Answer Questions [9]. the Modern Way of Selling is Packaging as a Medium between Goods and Buyers, and It is Necessary to Achieve a One-Stop Design Effect with a Strong Visual Impact through a Strong Visual Impact [10]. the Packaging of Goods Should Not Only Have Basic Functions, But Also Should Consider the Psychological Needs of Consumers, So That the Packaged Products Can Stand out in the Dazzling Array of Goods and Seize the Eyes of Consumers [11]. Based on the Emotional Experience of Consumers, This Paper Discusses the Role of Consumer Psychology in Commodity Packaging Design, Expounds the Status Quo and Existing Problems of Product Packaging Design, and Puts Forward the Psychological Strategy of Packaging Design.

## **2. Present Situation and Existing Problems of Packaging Design**

With the Deepening Development of Market Economy, All Production and Operation Activities of All Enterprises Should Be Centered on Meeting or Even Catering to the Needs of Consumers. When Consumers Shop, They Often Infer the Quality of the Products inside through the Appearance of the Packaging Design. in Real Life, Any Kind of Consumption Activity is Always Dominated by a Certain Consumption Motivation, and Packaging Design is an Important Influencing Factor for Consumers to Form Purchase Motivation. Consumers Will Show Some Preference When Purchasing Goods, Which is the Reflection and Expression of Personality. Commodity Packaging is an Important Part of Consumers' Psychological Needs and Must Be Given Sufficient Attention. If a Packaging Design Works Wants to Stand out on the Shelf and Attract the Attention of Consumers, It Must Have a Unique Visual Image. Their Actions Are Generally Controlled by a Certain Subjective Internal Reason, That is, Motivation, Which is Closely Related to Needs. Motivation is the Embodiment of Needs under Certain Conditions, and is Transformed from Human Needs. the Design Idea of Packaging Should Be Consumer Centered and Try to Stimulate and Meet the Psychological Needs of Consumers. Only through Psychological Consciousness Can People Realize the Appropriate Things and Distinguish Them from the Inappropriate and Worthless Things.

The Packaging Design of the Product is Designed for the Consumers, Which Naturally Should Meet the Aesthetic Needs of the Target Consumers. in the Fierce Market Competition, in Order to Maximize Profits, Some Enterprises Choose to over Package and Luxury Package Products, Trying to Take This as an Important Means to Occupy the Market. Many Packaging Design Practitioners Do Not Have a Deep Understanding of the Inherent Laws of Packaging Design, Only Pay Attention to the Personalized Aesthetic, Do Not Pay Attention to the Coordination with Commodities, and Ignore the Needs of Consumers. This Not Only Consumes a Lot of Social Wealth, Causes Waste of Resources and Environmental Pollution, But Also Seriously Damages the Interests of Consumers and Destroys the Social Atmosphere. Motivation is Driven by the Need to Transform, But Not All of Human Needs Can Be Translated into Motivation to Drive People to Action. the Ability of Commodity Packaging to Attract Consumers Has Become an Important Aspect. If the Consumer's First-Hand Product Packaging Does Not Attract It, Then It Will Rarely Pay Attention to the Content of the Product [12]. the Image That the Designer Wants to Design is a Beautiful Image with Rich Imagination, Creativity and Acumen. Its Important Purpose is to Arouse the Corresponding Emotions of Consumers. in the Packaging Design, We Can Increase the Visual Impact of the Packaging Works by Designing Graphic Designs, Font Layout Colors and Other Unique Innovative Designs.

## **3. The Influence of Consumer Psychology on Packaging Design**

### **3.1 The Necessity of Personalized Packaging Design**

Although consumers have many sources of information in modern society, packaging has the

most direct and strong influence on their consumption psychology when purchasing on the spot. Packaging designers should be familiar with the actual situation of consumers in the market as much as possible so as to design product packages that can meet the needs of different consumers. Consumer behavior changes with the changes of consumers' age, gender, personality, family and social development, market changes, economic conditions and aesthetic concepts. The formal beauty of packaging is pleasing to the eye, and pleasing to the eye is ultimately pleasing to the heart, because only pleasing to the heart can make people buy their favorite goods. Packaging designers need to carry out personalized packaging design according to some consumer psychology and behavior characteristics of target consumers, so as to distinguish brand products from the packaging of similar brand products. People's actions are generally dominated by certain subjective internal reasons, namely motivation, which is closely related to needs. Motivation is the embodiment of needs under certain conditions and is transformed from human needs. Through market research, we can understand the target market environment, target consumer characteristics and competitors, and then provide necessary basis and corresponding materials for personalized packaging design. If the packaging design of the product can grasp consumers well, it will certainly attract consumers' attention, cater to people's perceptual knowledge and achieve the purpose of sales.

Mah children's milk powder logo was designed with full consideration of children's cognitive and psychological characteristics. Through the change and combination of graphics and characters, not only the brand and name of the product are clearly expressed, but also the application of cute cartoon images increases the curiosity and interest of children, a special group, to a certain extent.



Fig.1 Mah Children's Milk Powder Logo Design

The psychological activity of consumers to purchase goods is first of all the cognitive process of goods, that is, consumers' perception, attention and thinking about goods. Show and communicate the characteristics of the product. In modern design, the concept of humanized design has gradually penetrated into the hearts of the people. As a design form closely related to people's life, packaging design should pay more attention to enhancing the awareness of humanized design. Some consumers buy goods on the one hand for use, and on the other hand to show their status, education and appreciation. Consumer purchases are both purchases that meet physical and material needs, and purchases that meet social and spiritual needs. Modern packaging design represents a new era of cultural information, a new force in life. Packaging design should meet the psychological requirements of various choices in today's society, pay attention to people's feelings and customs, and adapt to people with packaging. Because of the differences in gender, age and life experience, consumers will have psychological differences. Only by paying attention to the integrity of packaging design can consumers have a very deep impression on the brand name, trademark and image of the goods, and successfully establish the brand image of the enterprise. Consumers pay attention to packaging products, it will cause thinking, through the thinking process, consumers are easy to make purchase decisions.

### 3.2 The Importance of Packaging Design Orientation

In today's increasingly serious phenomenon of commodity homogenization, the multi-

dimensional and difference of people's consumption psychology determines that commodity packaging must have multi-dimensional emotional demands in order to attract specific consumer groups to produce the expected purchase behavior. Packaging design should be aimed at different consumers, starting from the color, shape, text, design and other aspects to meet the different interests of consumers, capabilities and other personality psychology of commodity packaging. The colors used in commodity packaging will make consumers associate with each other, induce various emotions and change their purchasing psychology. In order to achieve the development of commodity packaging design in the future, we must give full play to the supporting role of modern science and technology, aesthetic awareness, marketing strategies and other cultural elements [13]. Consumer's volition process to packaged products refers to the purposeful and conscious control and adjustment of consumer's actions in the process of consumption, and efforts to eliminate the influence of various factors from inside and outside. In the field of packaging design, designers focus on the psychological activities of consumers during product attention, cognition and purchase decision-making. These psychological activities play an important role in guiding the completion of specific packaging design. Designers should have an advanced design awareness and can accurately and quickly convey information through packaging to meet the needs of modern new lifestyle and life.

The important purpose of arts and crafts design is to improve the technology of arts and crafts industry and make arts and crafts integrate into modern life and give full play to the functions of convenience, comfort and emotional comfort. As shown in Figure 2, the inner structure design of porcelain bowl packaging.



Fig.2 Internal Structure Design of Porcelain Bowl Packaging

Packaging design only grasps consumers' personality characteristics, caters to consumers' preferences, satisfies consumers' psychological demands, and stimulates and guides consumers' behaviors. To some extent, the formation of consumers' senior needs is also guided and influenced by packaging design, that is, consumers' purchasing motivation is guided by commodity packaging. The process of consumers' interpretation of packaging and its load information is actually the process of packaging conveying information to consumers. The premise for the generation of a consumer's consumption motivation and the formation of a consumer's psychology is to obtain effective product information. The process of consumers obtaining product information begins with attention. After consumers have completed the attention and perception of packaging, the next step is to interpret the information obtained through attention and perception. Businesses provide customers with an additional reason to choose special packaging products rather than those that never change packaging. Facing the current fierce market competition, commodity packaging design is not only limited to core products and product entities, but also should emphasize packaging design with high added value. For different types of consumers, designers should follow their psychological characteristics and make the packaging design more perfect and closer to consumers. Only when we know ourselves and the other, and understand the law of consumers' purchase motivation, can we realize the function of packaging guiding consumption.

#### 4. Conclusion

Consumers' shopping psychology is extremely subtle and elusive. People often buy goods

according to their own impression. Excellent commodity packaging design is a perfect combination of protection function and artistic beauty, and also an innovative combination of practicality and novelty. Everyone has his own personality, and every consumer also has his own consumption psychology. For different people in different regions and countries, the popularity of various packaging is different, which requires packaging designers to fully investigate the market and grasp the psychology of consumers to design. When engaged in packaging design, the combination of form, color psychology and character psychology with the different psychology generated by their different positions in the plane can form the expression of designer's understanding of product packaging. As a designer, we must understand the market, study the factors of design form and analyze the psychology of consumers. Only when packaging designers accurately understand the relationship between packaging design and consumers' psychological activities, grasp the regularity, and then effectively improve the effect of packaging design, can they help enterprise products trigger consumers' purchase behavior and expand market share.

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