

The Demand Design in Packaging Design

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Abstract—Design is a creative activity, but also the manifestation of material. Packaging design reshapes the appearance of products and endows the same products various tastes. Modern packaging design has been increasingly emphasized, and has gradually become an important means to convey information and build brands, playing an important role in brand competition. At present, both Chinese and international market competitions are increasingly intense, and it is no longer a traditional sellers' market. Due to the increasing number of products and services, consumers can choose more types, and buyers' market lays greater emphasis on buyers' individual demand.

Keywords—*packaging design; design demand; demand analysis*

I. INTRODUCTION

Packaging design is an important part of visual communication design and occupies a pivotal position in daily life. Clothes, food, shelter and travel cannot be separated from packaging. Packaging design is the coat of products. It protects products, positions products, promotes consumption, extends the brand and even decorates our life. It is the salesman who is closest to consumers. Its color, pattern, style and texture all directly affect consumers' impression on products. Design is a creative activity, but also the manifestation of material. Packaging design reshapes the appearance of products and endows the same products various tastes. Modern packaging design has been increasingly emphasized, and has gradually become an important means to convey information and build brands, playing an important role in brand competition.

“Trends in food and beverage packaging include personalized packaging, communication with environmentalists, packaging for urban residents, and digital design and simplified living,” mentioned in a related report of food and beverage industry. It can be seen from the five points that consumer needs are taken seriously in packaging design. Consumers of different ages, social status and lifestyles have distinct demands on product packaging design. This paper conducts exploration and studies on how to make packaging design as required by different age groups.

When referring to different consumer groups, it is necessary to first analyze the positioning of products and brands. Different products are required by different consumers. For example, baby toys, tobacco, alcohol, food, fitness products, medicines and other products are highly targeted, so special features of these consumer groups should be considered in packaging design. Packaging design is the

carrier of a brand. Different brands have their own brand orientation for different levels of consumption, so product packaging also has its style characteristics.

II. TAKING CONSUMER GROUPS OF DIFFERENT AGES AS AN EXAMPLE TO ANALYZE THE DIFFERENT DEMANDS IN PACKAGING DESIGN

A. Packaging Design for Children's Products

Children's products should be safe, age-appropriate, enlightening, entertaining, and vivid, so these characteristics should be reflected in packaging design.

Individual consumption in childhood is dependent consumption, and children themselves have no consumption ability, so their consumption is largely determined by adults. Parents' expectations, personality, education level, economic status, aesthetic accomplishment and other differences will cause diversified demands. In the packaging design of such products, it is necessary to fully analyze and study different consumer groups to meet different levels of consumer demand. In line with the principle of “designing products as required by children and parents”, the design of children's toys will certainly gain good social and economic benefits.

B. Packaging Design for Youth Products

Young people's products have a fresh, exciting and dynamic basic style. In recent years, modern young people have stronger environmental awareness. Designers adopt bold colors, simple structure and personalized elements to design products for young people. They can even use packaging design of new materials to advocate environmental protection and electronic life. Young people are easy to accept new things, but the design must be individual, simple, easy to use, and environmentally friendly.

C. Packaging Design for Middle-aged and Senior People's Products

Regardless of the food and clothing products, the middle-aged consumers have certain consumption ability, and pay more attention to product performance and brand. Packaging must be simple in structure, clear in content, and more moderate in color. Products should be user-friendly no matter in operation, use or purchase.

III. TAKING DIFFERENT PRODUCT CONTENT AS AN EXAMPLE TO ANALYZE DIFFERENT DEMANDS IN PACKAGING DESIGN

A. Food Packaging Design

There are many kinds of food, such as juice drinks, biscuits, pastries, fruits, vegetables, etc. Different foods have different characteristics, and also have different packaging requirements. Apart from stressing product brand and information, food packaging emphasizes packaging functionality, safety, convenience and green.

Functionality is highlighted in the protection of products, such as whether eggs will be damaged, and drinks will overflow, and cookies will be crushed, and fruits will be fresh, etc. From the questionnaire survey on supermarket consumers, it is found that 93% of consumers lay stress on the functionality of packaging.

Safety includes the safety of food and use. Food safety means that packaging materials have no adverse effects on food, and protect food from being toxic and bacterial infection during transportation and storage to ensure food quality. Safety in use refers to that there are no parts or no non edible material easily mixed into the food on the food package to ensure the safety of the eating process. Through the questionnaire survey on supermarket consumers, 65% of consumers believe that packaging safety is very important, and 30% of them will check the packaging safety at the time of purchase.

Convenience refers to whether it is convenient for consumers to open, seal and carry the package when using it. According to the survey, 30% of consumers pay attention to the convenience of packing design, and the middle-aged and elderly consumers are in the majority. People with rich life experience often attach importance to the convenience of packaging, and they value the freshness, storage mode and reuse of food packaging design.

Food packaging design generally lays much emphasis on functionality and food safety. "Food is the paramount necessity of the people", so any packaging of food related products should be taken seriously. It is necessary to call on designers to control these rigid requirements of packaging, which is not only about a person's health, but also about the future of a generation and a nation.

B. Drug Packaging Design

Drug packaging is a special category in packaging design. It has special requirement and strict standard for container structure, packaging materials and packaging technology. Design and production must be standardized in accordance with relevant laws and regulations. Regarding the visuality of drug packaging, after interviewing drugstore consumers, it is concluded that 68% of consumers think administration mode and dosage on drug packing is not clear enough. The main problem is that the words are too small, or the standard weight unit is difficult for consumers to understand. 7% of consumers want more convenient packaging. 23% of consumers are satisfied with the drug packaging on the market.

The efficacy and function of products should be clearly told to consumers in drug packaging design to facilitate their use and eat.

C. Daily Necessities Packaging Design

The packaging design of daily necessities mainly highlights the functionality of packaging to protect products and be convenient for consumers to use. The packaging should not be too complicated and tedious, the method of use should be indicated. In daily life, common packaging design that is not easy to use includes sock fixed with plastic wire and blister-type toothbrush packaging, etc. Consumers often need to use special tools to open them in the process of using. This kind of inconvenient packaging is often mocked by consumers.

Although there are various types of packaging for daily necessities, the most important thing is convenience. Designers make analysis and design from the perspective of consumers. Improving user experience is the emphasis of packaging design.

IV. TAKING POSITIONING OF DIFFERENT PRODUCTS AS AN EXAMPLE TO ANALYZE DIFFERENT DEMANDS IN PACKAGING DESIGN

Product positioning can highlight product characteristics, performance, advantages, uses, efficacy, grade and so on. There are many kinds of products on the market, and each of them has its own unique selling point. Therefore, product design must be considered from many aspects.

A. Product Feature Positioning

Taking the retail industry as an example, similar products are often placed together in the form of classification in the same sales market. When similar products are gathered, it can be clearly found that there must be differences between products, which is also the characteristics of products and an important factor that distinguishes them from other products. For example, different flavors of food can be highlighted with different colors and graphics. This can not only enhance the brand image of the product, but also facilitate consumer choice and improve economic efficiency.

B. Product Function Positioning

That is to say, the efficacy and function of the product are clearly demonstrated and communicated to consumers. In particular, the product packaging in use category has outstanding functions to enable consumers to quickly understand the product, and facilitate accurate selection of products and sale of products.

C. Product Grade Positioning

According to different target consumers, each product has different grades, and the packaging design of the product will be also different. For example, there will be great differences between the general packaging design and the gift packaging design of the same product. Especially in the Chinese market, Chinese people attach great importance to the packaging effect of gifts. The structure, material, color, pattern of the packaging will affect the grade and positioning of products. Certainly,

excessive packaging is not encouraged. Products need to comply with packing, and high-grade packaging needs to correspond to high-grade products.

V. UNDERSTANDING THE IMPORTANCE OF DESIGN REQUIREMENTS BEFORE PACKAGING DESIGN

Art creation is a process of perceptual creation. Visual communication design serves a dual function of information transmission and visual culture. Therefore, sensibility plays an indispensable role in the creation of visual communication design. Designers focus on user experience and hope to analyze the whole consumption behavior from the perspective of consumers so as to design products more in line with market demands. Packaging design is one of them. Because of wide range and variety of products involved, designers' demand in the design is more prominent. The demand positioning in design is very important to the economic benefits brought by the designed object. It is helpful for consumers to make clear the concept of consumption, promote designers to decide the design concept, and help products to obtain effective market economic effects.

Design has different focuses on the sources of demands in various stages. Taking packaging design as an example, the main demand is planned and positioned by the brand party in the initial stage of commodities, and they put more emphasis on the functional demand. It is necessary to introduce products, show products, promote products, and even popularize a new concept to consumers. Designers need to understand the needs of products' R&D technology and operation form. The goal is to make a great product that everyone knows about.

There are many sources of demand, respectively from products, consumers, brand parties, the market, etc. As a designer, many times, the demand obtained from various ways is not the real demand of consumers, and at the same time the information is bound to change in the process of transmission. Therefore, it is necessary to dig out consumers' real needs, not only to meet their needs, but also to achieve satisfaction beyond expectations.

The core steps including requirement analysis and information architecture design in the early stage cannot be ignored in the design. Before going directly to the stage of prototype design, a rigorous analysis must be conducted to make such a design scheme convincing and valuable. Even if the visual design is beautiful and users needs are not satisfied, no one pays for the design. Demand analysis is particularly important, and difficult to control. Designers' demand analysis ability directly determines the quality of design scheme.

Since you want to analyze consumer demand, you need to know who consumers are. Consumers are a group, not a person, and they are the object that the product serves directly. What does the direct service object mean? For example, if a packing of toys for children aged 1 to 3 needs to be made, who will use this product? Is it a child? No, it's not. It's their parents. Children themselves do not have the ability to consume, so the direct service object of this product is the parents of children aged 1 to 3. It is a very important first step of demand analysis to find out the direct consumer groups.

Consumer demand mainly includes three aspects: consumption scene, consumer behavior and consumer experience goal, that is, what will be done by whom in what circumstances.

A. Consumption Scene

Human beings have all kinds of emotions, so the designer should take advantage of products' selling points to attract consumers based on human nature. There are several creative advertising, such as, "drinking Red Bull if sleepy and tired" and "drinking Wanglaoji to prevent from getting internal heat". This type of advertising has succeeded in creating a scene demand, and consumers will produce such a product demand when they are in certain environment, and it will achieve the effect of brand promotion.

B. Consumer Behavior

After attracting the customers to produce purchasing behavior, the second step of our design is to consider the difficulties that consumers will encounter during their use. The designer should predict possible use obstacles in advance according to the needs. For example, they can check whether the packaging method reasonably protects the goods and whether the opening and closing forms are in line with the consumer's habits. In the process of design, the designer should try to avoid the use obstacles. Once the use obstacles occur, it will reduce the consumer's experience, reduce the satisfaction and repurchase for the product, thus affecting the economic benefits of the product.

C. Consumer's Experience Goals

After the purchasing activities complete, consumers will compare the actual effect with target effect of psychological expectations to produce a psychologically authentic consumer experience. This experience is very important and will directly affect the brand impression in the minds of consumers and the later sales of the product. Designers need to collect consumer's information feedback on new products timely and correct the shortcomings of the products themselves and make some adjustments. Such information is very important for the initial entry of new products into the market.

VI. ANALYSIS OF CUSTOMER DEMAND OF PACKAGING DESIGN

Different from the end consumer, the client is the consignor of designed product, the first "consumer" who examines the design plan, and the person who determines whether the design plan can be put on the market for sale. The design needs of consumers are to improve the economic benefits of the product through design.

Many times, consumers are not clear about the specific requirements and goals of packaging design. Designers can discuss some problems with customers, such as product characteristics, brand positioning, industry characteristics, major sales regions and shopping places, major consumer groups, and major competitors, or guide customers to initially define the design direction. Designers mainly exchange the

selection and ordering of information with consumers, as well as the tendency of packaging style.

Sometimes, customers themselves may have clear design ideas. For example, some of them put more emphasis on product information and design style trends. However, the designer cannot be led by the customer. What the customers purchase is the design service of professional designer, that is, the design experience, design creativity and expression ability of the designer, and the designer's aesthetic qualities. If it is replaced by examples, the designer is engaged in the work of a draftsman, and the final result is often not satisfied by the customer. Therefore, well-trained designers in actual work are like a bridge of information communication between customers and target consumer groups. They know how to carry the requirements of the client in a specific design, and use a more acceptable method for the target consumer group, and convey the information through visual way.

Therefore, what the customers really need is the designer's comprehensive control and improvement ability for "information and style", which is the visual communication ability that is familiar between the product and the public. This is the core value of the commercial packaging designer, and also the guarantee that the designer can truly complete the design commission and enhance the customer value expectations.

Designers must patiently listen to the opinions of customers in the communicating with customers. They are usually marketing experts in their industry. They will introduce their "industry rules" from a professional point of view and show their preferences consciously or unconsciously. Moreover, designers should also stand in the height of integrated marketing, and combine with the law of visual communication and the professional characteristics of packaging design, and present views of the design side. Designers should focus on the target market, discuss with customers what the core of specific packaging design is really needed by means of examples and exclusions, or at least guide customers to gradually narrow the scope, so that the design positioning and direction are gradually clear.

VII. CONCLUSION

At present, both domestic and international market competition are increasingly intense, and it is no longer a traditional sellers' market. Due to the increasing number of products and services, consumers can choose more types, and buyers' market lays greater emphasis on buyers' individual demand. So how can commodities occupy a favorable position in the market? It requires that commodities are favored by consumers and make consumers get emotional resonance. Beside, in the process of visual communication design, commodities can both satisfy consumers' life function needs and emotional needs. Only by combining perceptual design with rational design and creating works that are in line with consumers' favorite, can designers improve the competitiveness of commodities and promote the economic benefits of commodities.

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