

Research on Visual Design Strategies of Regional Public Brands of Agricultural Products Based on Consumer Psychology

Liting Wang ^a, Huaming Peng ^b, Jing Wang ^c

South china university of technology, Guangzhou 510000, China;

^a18435167870@163.com, ^bhmpeng@scut.edu.cn, ^cwangjing@scut.edu.cn

Keywords: consumer psychology, agricultural products, regional public brand, visual design

Abstract: Under the background of the increasingly perfect information platform and the rapid development of agricultural product brands, the development of agricultural product branding combined with the Internet has become an effective way to solve the lack of industrial development in poor areas. This article analyzes the trends of public brand building of agricultural products, analyzes the psychological motivation and processes of consumers, and analyzes the role and value of consumer psychology in the construction of agricultural product brands. By exploring the impact of consumer psychology on consumer purchasing behavior, a visual design strategy for agricultural product brands based on consumer psychology is proposed, with a view to benefiting the image establishment and brand marketing of public brand products in agricultural products. Strive to enhance the regional public brand value of agricultural products.

1. Introduction

With the improvement of the quality of life of urban residents, the demand for agricultural products has gradually increased. The increasingly perfect information platform now provides fertile soil for the rapid development of agricultural product brands. By analyzing consumer psychology to shape the brand image of agricultural products, it will make the brand image of agricultural products more recognizable, thereby driving the local economy to achieve greater development. Brand visual design is one of the important links in brand building. By analyzing consumer psychology to create the brand image of agricultural products, the brand image of agricultural products will be fuller.

2. Current status of regional public brand construction in agricultural products.

Regional brands of agricultural products are generally confined to a region or a city, relying on the unique resources of the region, with strong regional characteristics. It is the accumulation of regional resource endowment and regional history and culture, which can bring agglomeration effects and scale effects to the development of regional economy, embodies the characteristics of historical origins, and is the product of the agglomeration of various production and operator brands. The brand image can be applied to agricultural products in the entire category and industry chain in the region. It is this characteristic of regional uniqueness that makes it difficult for regional brands to be imitated and copied, and to become the core competitiveness of a region [1]. The regional branding design of agricultural products is helpful to help the industries in poor areas to establish a good regional image, and can promote effective product management, tourism development, and cultural promotion in the local area.

In brand design, existing brand images mainly include corporate brand image, urban brand image, and township regional brand image. The design of the brand image of the township area is mainly designed with the characteristics of agricultural products, services of tourist attractions, and folk culture, but it rarely forms a serialized and unified regional brand image based on regional characteristics. The brand image design methods and contents for the township area have not yet formed relatively mature standards and specifications and related products and services lack a mature construction system, especially in terms of forming a regional brand effect. Especially in agricultural

product brand design, there is a lack of regional brand theoretical research and practice. Therefore, the design of the regional public brand image of agricultural products has certain significance for the systematic brand design method and the expansion of design elements.

3. Regional public brands of agricultural products and consumer psychology

Consumption psychology refers to the psychological situation and its laws reflected by consumers in the process of purchasing, using, and consuming goods and services. It is all the psychological activities that consumers take place and the behaviors they promote. This includes consumers observing products, collecting product information, selecting product brands, making purchase decisions, using products to form psychological feelings and experiences, and providing information feedback to production and business units [2].

3.1 Consumer needs and motivations

The primary purpose of brand visual design is to stimulate consumers to buy. The first step for consumers to generate purchasing behavior is to generate consumer demand. Consumption needs refer to consumers' requirements and desires for consumer goods in the form of goods and services [3]. That is, a state in which consumers feel that their physical or psychological experience is lacking, and want it. For example, when people feel hungry, they have a need for food. Need is the basis for consumer behavior to occur, and consumer behavior will not occur if there is no need.

Consumer purchase motivation refers to the internal driving force that directly drives consumers to carry out a certain purchase activity. It is the motivation of consumers to purchase in order to meet certain needs. Motivation reflects the psychological, spiritual, or emotional needs of consumers, and is the motivation for consumers to adopt purchasing behaviors to meet certain needs. Consumers will not only consider the practical value of the product when purchasing agricultural products, but also the symbolic value represented by agricultural products. The symbolic value not only represents the relationship between the buyer and the origin of the agricultural products, and summarizes the basic image of the origin, but also represents the cultural value of the origin.

3.2 Consumer psychological processes

Consumer psychological process is essentially a dynamic reflection of objective things in the consumer's mind. This process can be divided into cognitive process, emotional process and will process [4].

3.2.1 Cognitive process

The cognitive process draws consumers' attention. The consumer processes, organizes, and stores the information transmitted by the product through the brain, thereby forming a cognitive process of the product. In the process of purchasing goods, consumers first have an intuitive understanding of the product through the senses of the surface features such as the color, appearance, and graphics of the product. This process is mainly completed by consumers' perception, illusion, attention, memory, association, imagination and other processes. At this time, the outer packaging of the product becomes the first impression that consumers evaluate the product. Evaluate whether the product can satisfy its purchase motivation. In the visual design of agricultural product brands, the product attributes of agricultural products should be fully understood. Combining the cognitive process of consumers, in the visual communication of products, through the combination of text, color, graphics and other visual languages, and the theories of image and text symbols and color association, to provide consumers with the cognitive process of the product Elements, thereby stimulating consumers to have rich associations and imagination, and make people have a strong desire to buy.

3.2.2 Emotional process

After consumers have a preliminary understanding of the product in the first stage, it does not necessarily mean that they will purchase the product. At this time, if the emotions and emotions

generated by consumers like or dislike, satisfaction or dissatisfaction will affect consumers' purchasing behavior. Positive and positive attitudes generated by consumers will promote consumers' desire to buy, while negative attitudes will restrain consumers' desire to buy [5].

3.2.3 Will process

The will process arouses consumers' desire to buy. When consumers have positive evaluations of the products they care about, such as likes or satisfactions, the process of will indicates the process in which consumers act to buy goods. Consumers intentionally and consciously mobilize and control their spending power, and eliminate internal and external factors while achieving the purpose of purchasing. This process is called the consumer's will to product packaging. In the process, consumers decide their purchase goals based on their own needs, and eliminate interference and difficulties to put their ideas into action. Therefore, for brand visual design, the process of consumer psychological activity is how to attract consumers' attention through visual display, so that consumers can perceive the product through the cognitive process, attract consumers' attention, let consumers like it, and finally stimulate consumer purchase .

4. Regional Brand Visual Design Strategy for Agricultural Products

4.1 The relationship between consumer psychology and brand visual image

Agricultural product packaging is the carrier of brand culture output, and brand image plays an important role in product positioning, publicity, and marketing. The influence of regional brand image helps to promote the recognition of regional brand image in mass consumption. The visual image is the communication medium between the product and the consumer. Good brand visual image design can enhance the value of the product and thus the value of the brand itself, and deepen the brand image of the brand in the minds of consumers.

In the current era, consumers are paying more and more attention to whether they can resonate with the goods. Consumers are no longer satisfied with the attributes of the products themselves, they hope to get more emotional value while purchasing products, and feel different emotions. Therefore, for the brand, the brand visual identity system is particularly important. The brand's visual image represents the value of the entire brand and its products, becoming the first medium that can attract consumers' attention and attract consumers' attention [6].

4.2 Visual Design Strategy

4.2.1 Prominent regionality

Regionality is the personality of a brand. In agricultural products and their industries, the homogeneous sales of products have been unable to meet consumers' cognitive needs for products. Regarding agricultural products, the regional characteristics and historical and cultural characteristics of their products are the roots that distinguish the region from other regions. The cultural tradition in a brand is an important factor that evokes people's psychological identity, as well as its important competitiveness. It must draw its excellent historical and cultural connotation in construction and development, dig and strive to inherit the unique quality of the product itself, and constantly enrich, develop and improve itself [7]. Extract the elements that represent local characteristics, and interact with the local characteristic context and consumers' psychological. At the same time, it must also play the role of the dominant factor, take the local superiority characteristics as the value basis, take the long humanistic history as the connotation, and take the name of the administrative or economic area to touch the psychology of consumers.

4.2.2 Focus on fashion

Consumers' new and fashionable visual recognition system can generate visual aesthetic recognition in the first time, and then draw closer to the consumer's psychological identity, attracting more customers to voluntarily spend time to understand the brand, and then consume. The visual

image of the product must not only convey local culture, but also meet the aesthetic needs of modern consumers. Visual design needs to be innovative in combination with the aesthetic psychology of modern consumers, reflecting the breath of the times. When carrying out the visual construction of the brand, it is necessary to give full play to the role of traditional local cultural symbols and combine with modern design styles to visually arouse the aesthetic pleasure of modern consumers. In the design, traditional graphics can be re-created to make it more in line with the aesthetics of modern people. Make the visual image as a beautiful carrier to display the product.

4.2.3 Create a comprehensive brand image

The construction of regional agricultural product brands requires a complete brand visual identity system from brand positioning, brand naming to brand identification, and also designing auxiliary images for products of different categories in the region. Form an overall image that is both uniform and differentiated. Make the entire brand visual identity system form an organic whole. The regional public brand of agricultural products should be positioned on the basis of the inherent nature of agricultural products, combining local product characteristics, human geography, location advantages, and other factors, and digging for local characteristic elements to determine a unified, dedicated, designated brand visual image and image standard, and pass the brand vision. The use of reasonable norms is manifested [8]. The markers themselves can help to recognize, associate, and make consumers feel positive, like, and prefer. It can be further expanded to design auxiliary images for products of different categories, which highlights the characteristics of product categories and conforms to the overall concept of regional brands.

5. Conclusion

Promoting the regional brand building of agricultural products can not only promote the sales of local agricultural products and promote the development of the agricultural product industry, but also make the brand image a powerful communication carrier of regional culture, so that local culture can be better spread and carried forward. Analyze consumer purchasing motivation and psychological process, and create a brand visual image that fits consumer psychology. Pay attention to the application of regionality, green environmental protection and fashion in the construction of the brand's visual image, which reflects the differentiation, uniqueness and culture of the product, and the impact of regional agricultural product brands will be deeply rooted in the hearts of the people, and their brand image will be more full and vivid.

References

- [1] Xiangpeng Lou. *Branded Agriculture: The Food Brand Revolution from Field to Table*, first ed., Enterprise Management Publishing House, China, 2013
- [2] Jian Liu, Shihong Zhao, Aifang Liu, et al. *Modern Consumer Psychology and Behavior*, third ed., Tsinghua University Press, China, 2016
- [3] Zhiqian Chen, The relationship between modern packaging design and consumer psychology, *Packaging Engineering*, 2006. 27(1): pp.246-247.
- [4] Jun Liu, *Consumer psychology*, second ed., China Machine Press, China, 2016
- [5] Fengyuan Liu, Meng He, An analysis of the impact of consumer psychology on contemporary packaging design, *industrial design*, 2018(1): pp.100-101
- [6] Jixia Li, Packaging design under the influence of brand consumer psychology, *Packaging Engineering*, 2011. 32(20): pp.84-87.
- [7] Qunying Yan. Research on the operating mechanism and path of regional brands, *shandong economy*, 2007. 23(5): pp.38-90

[8] Zhe Yang, Research on the Influence of Consumer Psychology on the Visual Design of Travel Souvenir Brands, 2010, Suzhou University.