Interaction Between Packaging Design and Consumer Demand

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Abstract: With the development of society and the continuous change and improvement of people's needs, the concept of interactive has gradually penetrated into all aspects of packaging design, which plays an important role in the improvement of packaging design. Based on this, this paper first expounds the concept and classification of interactive concept in packaging design, and then analyzes the principles that should be followed in the flexible application of interactive concept in packaging design, and then deeply analyzes the practical needs and necessity of interactive concept in packaging design. Based on the research of ergonomics and art design, this paper expounds how to use the interactive concept to meet the emotional needs of consumers for packaging by using the methods of system analysis and case analysis. Finally, it analyzes the practical application of interactive concept in packaging design, hoping to improve the level and quality of packaging design and increase the economic benefits of enterprises. The application of interactive concept in packaging structure, visual elements and packaging materials innovates the modern packaging design, and also endows it with unique visual image and appropriate humanistic care.

1. Introduction

In the past big machine production period, industrial products occupied the mainstream of the market. Although they improved productivity, their mechanized appearance could not communicate with people's emotions. With the rapid development of science and technology, human beings have entered the information age. Products with high quality appearance and high-level spiritual enjoyment have gradually become the object of consumers' purchase. At the same time, the design ideas to meet the emotional needs of consumers are also booming, among which the most representative is the interactive design based on information dissemination and interaction. Interactive design is based on ergonomics. It can not only quickly attract consumers' attention and stimulate their potential purchasing power, but also make consumers get spiritual satisfaction and increase customer stickiness. In particular, the use of interactive thinking is very important in packaging design which focuses on appearance. Interactive packaging design can make use of special incentive materials, rich visual language and novel functions to directly or indirectly influence the experience of consumers, promote the behavioral and emotional interaction between consumers and commodity packaging, and effectively enhance the competitiveness of the brand.

2. Packaging design concept and its form based on interactive concept

2.1. Interactive concept of packaging design

Interactive writing, as "interaction" and "interactive", refers to the process of information exchange between human beings and nature, which is different from the modern Chinese dictionary. The number of participants in the interaction is two or more. From the perspective of commodity experience, interaction is a process of interaction and information exchange between providers and users as well as between their environments.

The concept of interactive management was first used in enterprise management, that is, interactive management. In the traditional management mode, managers and executors are usually antagonistic, and can not reach an effective agreement in terms of thought or behavior. However, the emergence of interactive management gradually changes the relationship between managers and executors into interactive ones, and the two are unified in thought. Under such a management

concept, managers and executors have more interaction and communication, and the executors have certain rights to mobilize and control their own things and resources, and give full play to their subjective initiative. So as to actively and boldly show their own mode of thinking, have their own work plan, and have their own judgment and decision-making on things, which is also the main characteristics and requirements of the interactive concept.

The interactive concept of packaging design is mainly aimed at the interaction between consumers and commodity packaging. An excellent product packaging design can correctly convey the meaning of the goods, in this process, consumers can better understand the thoughts and feelings of the goods. In this way, designers can constantly update and improve the commodity packaging according to the consumers' reaction and the description of their own consumption demand, so as to enhance the individuation of commodity packaging.

2.2. Classification of packaging design based on interactive concept

There are three forms of interactive concept applied to packaging design. The first is the sensory packaging, which uses the consumer's sensory feeling to directly transmit the design concept to the consumer, creates the real feeling with the help of the bright color appeal and the design with the sensory experience, so as to strengthen the information exchange between the consumer and the packaging, and increase the emotional interaction. As shown in Figure 1, "smart hair mask" hairdressing products attract consumers' attention with large area of green and unique hat shape. The original intention of the design can be reflected by the interaction of "picking", which makes the packaging interesting and integrates the interactivity into it.

Figure 1 "Smart hair mask" hairdressing product packaging

The second is functional packaging, that is to protect the product as the primary task to ensure that the product will not be lost or damaged in the packaging. It is a scientific form that can be used with the product. Finally, it is intelligent packaging, which makes full use of high technology. In a sense, intelligent packaging is a part of the most cutting-edge packaging design. It uses its inherent technological advantages to transmit relevant information to consumers, so that consumers can get the information they want and decide whether to buy or not.

3. Application of mutual concept in packaging design

3.1. Emphasize usability

Usability is the basic premise of packaging design, which requires the design to consider both Party A's requirements and the design itself, so that it can be applied in actual sales. If the usability requirements are not met, no matter how beautiful and exquisite the packaging design is, it is just a piece of paper. This packaging design is also a failed design. The integration of interactive ideas should take this as a prerequisite.

3.2. Value ease of use

Ease of use is a measure of whether packaging is convenient for consumers. Compared with usability, it is a further requirement. It is the fundamental principle to measure the rationality of the function and structure of packaging. It embodies the adaptability, functionality and efficiency of interactive concept packaging, and then measures the difficulty of using a package. The application of interactive concept in packaging design should conform to the principle of ease of use. Once the packaging design is too complicated, it will reduce the consumers' willingness to choose. As shown in Figure 2, it is an interesting tea packaging design, which fully reflects the ease of use of the packaging. The tea is packaged in small bags, and the tea seeds can be planted in the packaging box, which makes people feel very convenient to use.

Figure 2 "MONSTEA" Tea Packaging

3.3. People oriented

Packaging design into the concept of interaction, as the name implies, must be interactive. Consumers can perceive the product information transmitted by packaging through the material, structure, visual language and opening way of packaging. Therefore, the interaction between packaging design and consumers highlights the "people-oriented" design principle. This principle first emphasizes the interaction between packaging design and consumers, so that consumers can have a certain sense of communication with products when selecting, stimulate consumers' desire to buy, improve consumers' enthusiasm for consumption, and thus improve the economic benefits of products. Secondly, the interactive concept pays attention to the consumer experience. Before packaging design, packaging designers should enter the consumer market to deeply understand the needs of consumers. On the premise of protecting the interests of products, they should listen carefully to the voice of consumers, let consumers participate in the experience of packaging design, and enhance the people-oriented interactive concept design.

4. Application of interactive concept in packaging design elements

4.1. Applied to packaging structure

The packaging structure is composed of internal and external parts of packaging materials. The participatory and changeable structure has become the main demand mode of packaging for consumers. This mode just embodies the interactive concept, which enables consumers to have a deeper understanding of the interactive concept of packaging design through the change of packaging structure. Packaging is consumers' first impression of products, and packaging structure is an important part of interactive concept. The main way to communicate with consumers is to communicate with each other in the process of packaging. The interactive concept is applied to the packaging structure, breaking the tradition, splitting and reorganizing the packaging form to

increase the emotional interaction between consumers and products, so as to add new feelings for consumers in the use process.

4.2. Applied to visual image

The visual image is the first factor that affects consumers. The visual part of packaging presents visual interaction with consumers. Different packaging can give consumers different feelings. Therefore, visual image is the most easily seen form of expression after the integration of interactive concept and packaging itself. Font, color and graphics are the basic elements of the visual image. Combined with the interactive concept, the visual elements are carefully integrated and reprocessed. With the help of exaggeration, the product features are displayed to provide consumers with a refreshing visual experience.

As shown in Fig. 3, the packaging design of air freshener "true" corresponds to different flavors of air fresheners in different shapes, and the spray heads of strawberry and lemon flavor air fresheners are wrapped with silica gel material to fit the visual image and increase the touch. Consumers can use and understand the product through "seeing" and "touching" together, which increases the interaction between packaging design and presents the interactive concept of packaging design perfectly.

Figure 3 "TRUE" strawberry air freshener package

As shown in Figure 4, the kitchen utensils packaging designed by Danish designer mades Jacobs polsen for scanwood skillfully combines the environmental protection concept of "pure nature and pollution-free" and visual elements in the form of graphic isomorphism, so as to expand and visualize the product features. It uses the method of graphic isomorphism to fully show the concept of pure natural and pollution-free environmental protection to the audience, and fully demonstrates the concept of scanwood company, expanding and visualizing the characteristics of products. Among them, the soil figure that the product is exposed and "rooted" on the package is the perfect presentation of the interactive concept, conveying the design concept of "kitchen utensils are plants growing from the soil", and revealing the natural pollution-free characteristics of the product material. At the same time, combined with the concept of interaction, packaging design is closer to life, to meet the visual aesthetic needs of consumers, so as to shorten the distance between products and consumers.

Figure 4 "Scanwood" appliance packaging

4.3. Applied to packaging materials

In order to ensure the quality of the product itself, packaging materials and packaging forms must be used reasonably with the product. The choice of packaging design materials is the factor that consumers need to know after they are interested in products through visual image. The selection of materials will directly affect the choice of consumers. The touch, weight and color of materials will bring different intuitive feelings to consumers. For example, smooth and delicate materials can make consumers feel tender and cordial, while the special texture of materials will make consumers feel mysterious and strange after contact. Therefore, the material selection of packaging design is also an expression way of interactive concept. Thirdly, taking the packaging design of "true" air freshener as an example, its nozzle is made of silica gel, which is different from the plastic nozzle of other air fresheners in the market, so that consumers can have a more direct communication with the products through the special touch of silica gel material, so that consumers can have a love for products through the special material of product packaging. Therefore, the selection of materials fully reflects the application of interactive concept in packaging design.

5. Analysis of practical requirements and necessity of interactive concept in packaging design

5.1. Practical requirements of interactive concept in packaging design

With the continuous development of social economy, consumers' demand for commodity packaging has gradually turned to interactive concept, which is also the practical demand reflected in economic development. With the continuous promotion and popularization of information technology, China's economic development speed has also accelerated. For some business enterprises, the level of commodity marketing includes not only marketing strategy and marketing system, but also the level of commodity packaging design. Packaging design has a direct impact on the level of marketing. The first impression that commodities leave to consumers is packaging design. Packaging design has gradually become the main carrier of commodity information and can improve the economic efficiency of enterprises. In addition, with the continuous change of people's spiritual needs, the consumer's consumption concept also changes. The flexible use of interactive concept strengthens the communication and interaction between packaging design and consumers, which just caters to the changing consumption concept of consumers.

5.2. Analysis on the necessity of interactive concept in packaging design

With the continuous development of economy, more and more enterprises attach importance to the packaging design of commodities. However, some enterprises lack of innovation and practicality. They usually adopt the form of plagiarism and imitation in the packaging design, which leads to the similar packaging design of the same type of goods on the market at present, which can not reflect the characteristics of enterprises and the differences and advantages between commodities. Therefore, the products of many enterprises can not attract the attention of consumers.

Based on this, the flexible application of interactive concept in packaging design is to reconstruct the structure of commodity packaging design, add humanistic needs and spiritual civilization to the traditional design, and fully combine the packaging design concept with the actual needs of consumers and human emotions. Therefore, in the process of packaging design, we should not only pay attention to the form and structure, but also pay attention to the humanistic spirit, so as to truly achieve the goal of interaction.

6. Conclusion

To sum up, interactive packaging design is still in its infancy in China, and there are still many unknown areas to be explored by relevant personnel. Creative packaging can arouse the resonance of consumers, so as to make sparks. Its packaging design personnel have rich knowledge of packaging design, but it is only a prerequisite for excellent packaging design personnel. The ultimate goal of a designer is to design works with its own unique style and fully meet the requirements of the concept of interactivity. At the same time, in an innovative society, only innovative talents can keep up with the pace of social development. Therefore, designers should give their own motivation and constantly supplement their own knowledge to design innovative interactive packaging design.

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