

Analysis of Emotional Appeal to Snacks Packaging Design

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Abstract: Packaging design, which upgrades the brand image value of its products in an artistic form and is for the purpose of commodity sales, is a combination process of art and natural science. Excellent product packaging is a link that delivers the products' information and consumers' purchasing desire, and it should include the arts, material, psychological, market and many other factors. What can best resonate with consumers' purchasing behavior is their consuming psychology, that is, the consumers' emotional appeal. Just as the old Chinese saying goes, "Those who make great achievements always bear the people-oriented concept in mind", indicating the importance of the public aspirations. Therefore, it is critical for the packaging designer to conduct a deep research into the consumers' emotional appeal before carrying out product design. In the practice of design, the consumers' psychological, physical and many other factors should be taken into full consideration, the external and internal features of the products should be treated in an artistic form in order to attract consumer attention. With China's national income increasingly rising, the snacks consuming market is surging ahead. The focus of how to get the consumers' approbation among the endless array of delicious snacks is to take the consumers' emotional appeal into account, that is, by the emotional cues on the packaging design, it could arouse the consumers' synesthesia towards the products, and meet the consumers' desire and curiosity towards snacks while at the same time to complete the purchasing behavior.

Keywords: Snack food; Packaging Design; Brand Culture; Emotional Appeal; Emotional Exchange; Marketing

1. Leisure food market analysis

Leisure food which is what our daily snacks belongs to a class of fast moving consumer goods. It is a kind of edible food when people are at leisure or entertaining a guest. Snack food by category can be divided into dried fruit, puffed class, Candied and preserved fruit class, dried meat category, cold drinks etc. In recent years, along with national life level enhancement, people's demand for snack food consumption increase year by year. The mainstream groups of consumption are shifting from children to adult gradually. According to the people's net food channel's investigation, 73% of China consumers often buy snack foods, 26% of consumers buy snack food occasionally, 2% of consumers never buy. The results show that the snack food has become a necessity, which is a lifestyle for Chinese people enjoying leisure. According to a report of snack food consumption, that is incomplete statistics, China's production of snack food companies have hundreds of thousands, and reach hundreds of billions of market scale.

In recent years, with the idea of modern consumer update, people are seeking quality of life by growing concern of food manufacturers. Snack foods' emotional health is becoming the dominant philosophy of modern market competition. (as shown in Fig.1) The focuses of

business competition are becoming how to make snack foods closer to the modern pursuit of quality and a healthy lifestyle.

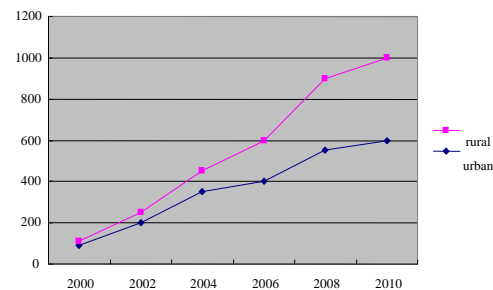


Fig.1: China's urban and rural consumption trends

2. Packaging Design

Packaging design is the key to reflect the product value, which reflects the characteristics of the product and purchasing psychology. It participates in the market competition by an art form, which can immediately influence product sale. Packing design's function divides into two categories: The first category is wrapped, that is to protect the integrity of products in transit, not to pollute.

This is a basic function. The second category is the decoration. The artistic treatment of the product packaging is to achieve the beautification products, which can promote the esthetic function. Now, with the developing of food packaging industry, more and more companies are focus on inner packaging design, through unique connotation design proportioning unique brand culture, so as to achieve the purpose of enhancing sales.

3. Aesthetic consumption trends of consumers

China's major philosopher Mo-tse said: "Food will always be full, and then the Beautiful". Leisure food's prosperous is exactly the miniature of people pursues quality life. In the dazzling array of snack food shelves, how to attract consumers concerning? How to get trust of consumers in a long-term? For package designers, the most critical is to understand the aesthetic snack food consumption trends of consumers.

Throughout the history of packaging design, we find that packaging design and the culture of times are closely linked.

For example: in the nineteen fifties, gorgeous and unrestrained packaging. In the twentieth century, Bauhaus advocated simplicity and rationality. Packaging design aesthetic trends change by the times. Now, with the development of social pluralism, consumption era has come. Research shows that, under the situation of material life satisfactions, the physical needs for goods will fall, but heart and emotional needs will rise.

With the increases of national income in China, people generally enter the comfortable standard of living. The improvement of material life is bound to draw attention to the pursuit of beauty. We found by market researches of several large supermarkets that the consumers of snack foods are expanding, young consumers has gradually become the mainstream of snack food; snack food brand trend is increasing; snack food is developing to the health and nutrition direction; Advertise by fashion, and emotion exchanging primarily. Packaging which are full of humanity and interesting are more likely to causing consumers' purchasing motivations.

4. Snack Food Packaging Design emotional appeals

Emotion is an important product packaging design elements, which has the potential value to promote product sales. Emotional elements in snack food packaging design can enhance customers' familiarity of product information, and promote their feelings of products.

Every success in the packaging design has its own brand meaning. When buying products consumers are not only concerned about the inherent quality, but care about the additional esthetic value of products. Presentation of a packaging design work often associated with feelings of the hearts of consumers, which will cause the audience

feeling like the corresponding visual psychology (family, friendship, nostalgia, elegance, simplicity, etc.). Products can be identified and recognized in the competition only by excitation a responsive chord in the hearts of consumers. Snack food packaging, are as well. Cognitive psychologist Konrad • A • Norman in the "Emotional Design" defined "instinct, behavior and self-examination" as three design levels of product. He described in detail that the emotional design played an important role. We can understand by using snack food packaging designs that instinct level is consumers' direct judgments of products' material, good or bad shape, and beauty or ugliness. Behavior level is the emotional satisfaction of a sense of leisure and pleasure. Self-examination level is the products stir up consumers' feelings. That is, the product can stimulate the consumer's understanding of the recreation potential and inner feelings.

Snack foods' consumption group is mainly children and young people, young women are more conspicuous consumers which accounts for 70% of the total population(as shown in Fig.2).

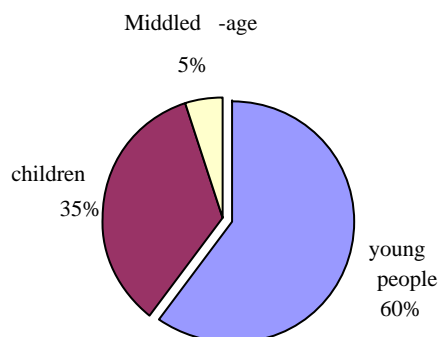


Fig.2: Snack foods' consumption group

Therefore, the snack food packaging should focus on children and youth emotional appeal. Analyzing characteristics of the consumer audience, we found that children consumers with strong curiosity are vulnerable to peer group influence; young consumers are with the features of pursuing fashion, displaying self-personality and emotion-oriented. Take *Xizhilang CiCi* jelly packaging as example, the design combine jelly and abstract scenes of fashion and lively, which make of the perpetual topic--love as the theme of propaganda, It expresses the *Xizhilang* jelly for love and fashionable concept of friendship, with the combination of taste and the sweetness of young love. *Xizhilangs'* emotional strategy brings new trend of jelly market. Consumer audiences' expansion made *Xizhilang* receive the astonishing sales of 1.5 billion in 2001.

With the example we find that consumers purchasing products select not only the product itself, but the moral of products. Therefore, the packaging design should be based on emotional sales as the starting point, so that the consumers' buying process is full of fun and imagination,

which can product more brand awareness to enhance brand image.

5. Snack food packaging design Emotions

On array shelves of snack foods in the supermarket, each kind of snack food has its own packaging expression, but there will always be some brand favored by consumers. The primary cause was the business has held the latent emotion which between the consumer and the product. Product packaging which is starting from consumer demand, using color, personification, symbolism, exaggeration, etc. means to enhance products' fashion humor and intimacy sense, and perform emotional appeal of mainstream consumer audience. Snack food packaging design Emotions can be divided into the followings:

The First one is fashionable connotation of food packaging. Along with information technology development, the performance of people pursuing fashion are getting more and more obvious, specially young people borne in the late 80s, the 90s, who like the pop music, are fascinated in online games and like pursuing the star. Therefore, many manufacturers seize the selling point, hesitate to spend heavily to invite celebrity endorse for snacks. For example: The *Copico* potato chip of Fujian *Dali* group, which accounts for 38.9% of China's consumer market share of sales, is the most popular brands in Chinese consumers. *Copico* can achieve such outstanding brand merchandise in addition to their delicious properties and accurate market positioning; the most important thing is to invite the popular King Jay, which directly touched on the popular consumer fashion identity. Similarly, the Mongolian Cow Sour Yogurt packaging design also incorporates popular "Super Girl" to promote and enhance the social impact of products. The famous film star Chen Hao endorsed *xiangpiaopiao* tea with milk. Jacques stars Zhou Xun endorsed *yake* candy, etc.

The second is leisure vigor and interesting rumor of product packaging. Take Orion has been selling a lot of fish products as an example, products take edible + feeling + pleasure as innovation spot, using the striking color and vivid three-dimensional image of the animation package to attract the target audience. Products achieve marketing strategy of the combination of name and consuming fun.

Third, the feeling features of snack foods. Dove *Xinyu* chocolate has been since listed the preferred brand for people to show love. Sales accounted for 60.2% market share and the reason was that the heart-shaped design of the unique packaging of Dove *Xinyu* chocolate that differed from the traditional chocolate and sweet greetings on each piece of chocolate. According to the consuming features of young men and women who are 15-35 years old, focusing on emotions, liking making friends, eager to love, loving to try new things, sellers create chocolate feelings culture and couples culture. They perform joy that young people share with friends with the main line of chocolate silky taste.

The final is security of food packaging. Along with the improvement of food safety laws day by day, consumer awareness of their own consumer safety and nutrition enhancement, food packaging and food by the nutrition of the whole society the attention. Snack food the same way. For example, *Yili* milk nutrition Shaffer seize consumers absorb the milk should not be confused, difficult to absorb the full research and development to overcome the drawbacks of milk, and finally release easily absorbed *YiLi Nutrition Full-Fat ShuHua Milk* Use the form of advertising and product packaging, promotional products and the health of a comprehensive nutrient.

In summary, we found that, the key of snack food packaging design is to seize the target consumer group of psychological characteristics and emotional characteristics. A designer must always design with the vision of the market and pay attention to the consumer's hot. Also, he must represent products and consumer emotional communication using of packaging symbol. Consumers gain a sense of awareness, intimacy, and familiar of the products in order to satisfy the mind and physical desire for the snack food.

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