

ON THE INFLUENCE OF CONSUMER PSYCHOLOGICAL FACTORS ON MODERN PACKAGING DESIGN

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Background: Since the 21st century, the global economy and the level of science and technology have been developing rapidly, but the problems of energy consumption and environmental pollution have become more and more serious. To solve this problem, many scholars have conducted in-depth discussion and research, and put forward the concept of green design. The green design concept means to minimize the damage to the environment and maximize the utilization of resources in the whole product life cycle, and try to protect the environment and save resources at the same time. Based on the green concept, modern packaging design for commodities has gradually become the focus of consumers. While improving consumers' shopping experience, avoiding environmental pollution and protecting the ecology to the greatest extent is the basic development direction of modern packaging design. In modern packaging design, due to the optimization and reform of manufacturers, most packaging design has been able to meet the green design concept, but there are still limitations in meeting the psychological conditions of consumers. Therefore, by analyzing the psychological factors of consumers in modern packaging design, this paper puts forward a modern packaging design considering the psychological factors of consumers.

Consumer psychology is a subject that studies the laws of consumer decision-making psychology and consumer behavior. Its core idea is to take consumers as the core, provide consumers with high-quality products and services, and promote consumers' consumer behavior. Consumer psychology mainly studies the psychological phenomena and behavior laws of consumers in their consumption activities. Its purpose is to study the psychological activity laws and individual psychological characteristics of people in the process of daily consumption and daily purchase behavior. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, value preservation, nostalgia, love to take advantage, fear of regret and so on. In addition, consumption should be completely rational, but it is undeniable that in rational consumption, consumers' psychological changes under the influence of the market will induce them to produce irrational consumption. In cognitive psychology, people's attention is limited. In the economic market, the effective information in the market is open, but consumers' cognition is limited, which leads to their inability to pay full attention to the effective information in the market and financial cognition deviation. Therefore, many psychological studies have pointed out that consumer behavior in the economic market can be integrated with cognitive psychology, and denied the rational existence of the financial market, but believed that cognitive psychology affects consumer financial behavior.

Objective: This paper analyzes the influence of consumer psychological factors on modern packaging design, analyzes the changes of consumer psychology under modern packaging design, and puts forward a modern packaging design scheme based on consumer psychology.

Subjects and methods: A stratified cluster random sampling method was used to select 500 consumers, including college students, white-collar workers and retirees, to conduct a consumer psychological test on all participants. Using different consumers' expectation psychology of product packaging for packaging design, this paper analyzes the changes of consumers' conformity psychology and product recognition psychology in different product packaging types, and evaluates the correlation between modern packaging design and consumers' psychological emotions with the help of correlation analysis.

Results: See Table 1 for the correlation coefficient between consumers' conformity psychology, product approval psychology and modern packaging design. Table 1 shows that in modern packaging design, taking the modeling elements, structural elements, visual elements and psychological elements as the evaluation indicators, it can be seen that there is a significant positive correlation between modern packaging design and the psychology of consumers' conformity and product recognition.

Table 1. Correlation analysis between consumer psychological elements and modern packaging design

Project	Group psychology	Product recognition psychology
Modeling elements	0.463	0.448
Structural elements	0.379	0.379
Visual elements	0.421	0.507
Psychological elements	0.529	0.517

Conclusions: With the development of society, people not only begin to raise their expectations for product value, but also pay more attention to product packaging. In order to meet the needs of consumers for product packaging, the research starts with modern packaging design and analyzes the correlation between consumer psychological elements and modern packaging design based on consumer psychological emotions. The results show that by analyzing the correlation between consumers' conformity psychology, product recognition psychology and modern packaging design, it is found that consumers' psychological factors can significantly affect product packaging design. In addition, using the modern packaging design concept under consumer psychology to affect consumer psychology, we can find that modern packaging design can significantly affect consumer psychology. Therefore, in order to promote the economic market trading activities and enhance the comprehensive strength of China's economic market, it is necessary to put forward the modern packaging design that meets the psychological expectations of based on the consumer psychology, so as to tighten the consumer desire.

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COGNITIVE DILEMMA AND IMPROVEMENT MEASURES OF INTERNATIONAL COMMUNICATION OF CHINESE CULTURE IN CROSS-CULTURAL CONTEXT

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Background: With the globalization and diffusion of culture and economy, China's higher education has gradually put forward the path of communication and innovation. In higher education, teachers constantly try different teaching programs to adapt to the changes of students' thoughts, so as to expand the spread of culture. With the increasing emphasis on traditional culture in China, the cultural impact that students can receive is becoming more and more widespread. On this basis, college teachers began to focus on Chinese traditional culture, aiming to realize the international dissemination of culture with the help of the cultural spirit and ideas in traditional culture, so as to broaden students' horizons and build good values. Chinese traditional culture is an important spiritual heritage of our country. In the millennium inheritance of our country, traditional culture, as an important spiritual food, continuously affects the development of the Chinese nation. Therefore, taking traditional culture as a key part of daily teaching can help protect and inherit traditional culture to a certain extent. In the cultural education of colleges and universities, the cases of teachers integrating traditional culture into cultural communication have also begun to increase, but a large number of teaching practices have not been able to analyze the specific role of traditional culture in cultural communication, and have not been able to know its specific impact on students' thoughts. And some studies have found that due to the global spread of culture, students are vulnerable to the impact of other languages when they accept the impact of cross-border culture, resulting in mental diseases such as language barriers.

Under the impact of cross-cultural language, the international communication of Chinese traditional culture also ushered in a cognitive dilemma. From the relevant research in psychology, it can be found that the cognitive dilemma under the impact of cross-cultural language is a cognitive barrier caused by cultural impact. Cognitive impairment is the deviation of individuals under different cognition. For cross-cultural context, cognitive impairment is the cognitive deviation of different cultures. For China's traditional culture, the ideas contained in it run through the millennium history of China, while foreign cultures are difficult to produce extremely rich spiritual thoughts under the long historical background. Therefore, in the dissemination of Chinese traditional culture, the culture and language skills contained in it will present a very complex concept in the eyes of foreign scholars and ordinary people. This concept is cognitive bias. In order to promote the international, spread of our traditional culture, it is very important to fully recognize the cognitive bias. Therefore, in order to enhance the international influence of China's traditional culture, through analyzing the cognitive dilemma of cross-cultural context, this study puts forward improvement measures focusing on solving individual cognitive bias, in order to promote the international communication of China's traditional culture.

Objective: Analyze the current situation of China's traditional culture in international communication, understand the cognitive dilemma of cross-cultural context of China's traditional culture in international communication, build improvement measures to alleviate individual cognitive obstacles and enhance the international influence of traditional culture based on the cognitive dilemma of cross-cultural context.

Subjects and methods: The research take the foreign students in colleges and universities as the research object, randomly selects 200 foreign students in a certain university, investigates the cognitive