

PRODUCT ART DESIGN BASED ON CONSUMER PSYCHOLOGICAL NEEDS AND THINKING

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Background: At present, the research on the psychology of product art design mostly takes consumers as the research object, and obtains enlightenment from marketing and consumer behavior. There is no doubt that consumers are the object of design psychology, but in addition to consumers, designers, as individuals with subjective consciousness and independent thinking, also affect and determine design with different psychological processes. Therefore, designers should also be the research object of product art design psychology. At present, from the perspective of designers, the research on design psychology is still relatively weak. As an important part of complete design psychology, designer psychology is indispensable. Therefore, in-depth analysis of psychology and thinking in product art design plays a more and more important role in the development of economy and culture.

Subjects and methods: This paper starts from the conception of product art design, combined with the sociological significance and background of design behavior and psychology, explores the role and influence of designers' own factors, product factors and Consumer Factors on design conception, and carries out research on design psychology.

Results: The research shows that the conception of product art design is the process of product function innovation under the influence of external conditions and the internal cultural and psychological structure. The cultural psychological structure of designers plays a fundamental role in the conception of product art design. Cultural psychological structure is a dynamic system, in which the natural endowment of designers belongs to slow changing factors. It determines the basic value orientation of designers in design conception; The acquired learning and experience are part of the fast changing factors. The external objective factors are constantly internalized into various images in the designer's mind, and systematized into a part of the designer's cultural psychological structure through reconstruction. Product factors, consumers and their psychological factors, environmental factors, etc. are all through this internalization process to really start their influence on the design idea.

Conclusions: In short, in the process of product art design conception, innovation is not only the means of design and conception, but also the purpose of design and conception; Without innovation, design is not a good design, and conception is not a good conception. Innovation is not only reflected in the innovation of function, but also in the innovation of form. The category of product function extends from the original material field to the spiritual and cultural field of mankind. Products are not only the bearers of material functions, but also the carriers of new ideas, cultures and lifestyles with broad functions. Therefore, in product art design, the field of functional innovation also extends to the spiritual field of mankind. At this time, the majority of designers in this environment should be ideologically aware of the improvement of responsibility, so as to make product art design rise from product design to sword design, which is an idea, a culture and a way of life. The designer is not only responsible for designing products that can meet various material and spiritual needs for mankind, but also responsible for designing a blueprint for a better life for mankind; We need to fully understand consumers' demand psychology, acceptance psychology and consumption psychology, take guiding consumers to maturity and rationality as an obligation, help people understand, understand and adapt to the new culture and new lifestyle, achieve the purpose of improving human life quality and optimizing living environment, so as to truly realize the purpose of design to serve the public.

Acknowledgements

The study was supported by the project grant from Dongguan Enterprise Sci-tech Commissioner Program: Application of light storage self luminous new materials in rural cultural construction (No. 20211800500482).

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AN EMPIRICAL STUDY ON THE PURCHASE INTENTION OF ELECTRIC VEHICLES UNDER THE INFLUENCE OF CONSUMER PSYCHOLOGY

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Background: According to the analysis of relevant literature and data access results, there is little literature to analyze consumers' willingness to buy electric vehicles from an empirical perspective. Consumers' willingness to buy a car is not only affected by the current charging infrastructure, but also related to consumers' expectations of future charging infrastructure, and this expectation is a subjective judgment of consumers rather than a perfect expectation. In view of this background, combined with the current development of electric vehicles in China, this paper discusses consumers' purchase intention of electric vehicles from the perspectives of government, enterprises and consumers.

Subjects and methods: This paper takes consumer demand psychology, promotion attitude towards electric vehicles, psychological perceived quality and psychological perceived price as independent variables, and consumer purchase intention choice behavior as dependent variables, which constitute the basic statistical variables. Through the analysis of binary regression model, verify the research hypothesis, sort out and determine the relationship between independent variables and dependent variables, and judge the degree of consumers' willingness to buy electric vehicles at this stage according to the measurement results of regression equation. This paper also analyzes the partial effects of their variables, indicators and dependent variables. Finally, through the design of discrete selection experiment, the declarative preference data of 150 respondents' car purchase behavior including the expected number of charging piles are collected, and the impact of the expected increase of charging piles on consumers' current car purchase intention is analyzed.

Results: The final data shows that in the choice of consumers' psychological willingness to buy electric vehicles, the fluctuation of independent variables from strong to weak is: consumers' demand psychology, promotion attitude, psychological perceived quality and psychological perceived price. In the independent variable industrial policy measurement indicators, the impact sensitivity of consumers' purchase intention from strong to weak is technical support, supporting facilities, financial subsidies and publicity and promotion. In the measurement index of perceived quality of independent variables, the influence sensitivity of consumers' purchase psychological intention is ranked from strong to weak as follows: charging time, battery life, endurance ability and performance. In the measurement index of psychological perceived price of independent variable, the influence sensitivity of consumers' purchase intention from strong to weak is actual price, psychological expected price, price ratio difference and cost performance.

Conclusions: Through the empirical analysis of the above binary regression model, the research conclusions are as follows. Consumers have no influence on the purchase psychological willingness of electric vehicles; The level of monthly income will significantly affect consumers' psychological willingness to buy electric vehicles; Consumers' attitudes towards the promotion of electric vehicles in the market will significantly affect their psychological willingness to buy electric vehicles; The government's industrial policy on electric vehicles will significantly affect consumers' psychological willingness to buy electric vehicles; The ecological benefit attribute of electric vehicles has no effect on consumers' purchase psychological will; Consumers' perceived quality of electric vehicles will significantly affect consumers' psychological willingness to buy electric vehicles; Consumers' perceived price of electric vehicles will significantly affect consumers' psychological willingness to buy electric vehicles. With regard to the development and promotion of electric vehicles in the future, efforts can be made from the three perspectives of government, enterprises and consumers to further improve the difficulties faced by the development and promotion of electric vehicles in China at this stage. It is hoped that the final data verification results can enable the government to formulate and implement more reasonable industrial policies; Consumers can make more rational interest optimization choices; Enterprises can really make reasonable adjustments from the perspective of market and consumer demand.

Acknowledgements

The study was supported by the project grant from Dongguan Federation of Social Sciences: Research on the development mode of "integration of station, city and people" under the direction of Dongguan rail transit TOD (No. 2021CG68).

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