

SUSTAINABLE DEVELOPMENT OF COMMERCIAL BRAND DESIGN BASED ON CUSTOMER CONSUMPTION MOTIVATION

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Background: The purpose of commercial brand design is to create greater value for the company and to effectively increase brand awareness while meeting consumer needs and creating higher profits for the company. In recent years, more and more companies have been implementing branding strategies to gain a competitive advantage, enabling both domestic and foreign markets to increase awareness of the company through the brand and thus enhance purchasing, which is an important sign that sets one brand apart from another. In a highly competitive market, the product is the main body of competition, the competition between products is mainly the competition of quality and performance, and the competition of quality and performance is, in the end, the competition of brand. When designing a commercial brand, consumer psychology is an important factor that must be taken into consideration. It determines whether consumers will choose this brand of goods among many other products when purchasing, and also determines to a large extent the loyalty of consumers to the goods, and the loyalty of consumers is the key factor that determines the size of the competitiveness of this product in the market. It is therefore important to take into account the psychology of the consumer when designing a commercial brand and to cater for popular tastes.

Objective: This paper introduces the concept and methods of commercial brand design through an analysis of consumer psychology, suggests the significance of companies designing their brands, and ultimately introduces the ways and means of designing commercial brands based on consumer psychology in a number of ways. Therefore, through the study of commercial brand design, this paper enables enterprises to take into account consumer factors, including consumer psychology, consumer motivation and consumer attitudes, when designing their brands, so that they can be more scientific and reasonable in their design, and improve the value of their brands while also taking into account the needs of consumers, thereby boosting the overall consumption power of China and promoting the economic growth of China. In this way, we can boost the overall consumption power of China, promote the rapid growth of our economy and the gradual improvement of people's living standards, and make China more prosperous and strong.

Subjects and methods: The object of this research is the consumer, including their psychology, motivation and needs, and the brand design of the company. The research methods used in this paper are survey method and literature research method, through a questionnaire survey to understand consumer psychology, and review the relevant commercial brand design literature, research and study of relevant branding and consumer psychology, so as to improve the effectiveness of brand design and effectively enhance the brand value.

Results: Through the study, it can be found that consumers will give different attitudes towards different brand designs, in which consumers' attitudes contain three levels, the first is the rational consumption level, this level of consumers are not rich enough material resources, the quality of life is low, so when consuming will pay extreme attention to the quality and price of goods, the pursuit of cost-effective goods, for this type of consumers, when carrying out brand design should For these consumers, the brand design should be more practical. The second is the feeling consumption level, in this level of consumers pay more attention to the quality of life, the brand concept and image, for this type of consumers, should pay more attention to the brand when the product, the formation of brand effect. The third is the emotional consumption level, in this level of consumers will pay more attention to the psychological enrichment, they will pay more attention to the degree of satisfaction brought to them in the selection of goods, the pursuit of spiritual satisfaction. And consumer motivation can also have a significant impact on a brand. These include creative, practical and reputational motivations, which need to be taken into account when designing a brand. There are also internal psychological factors and external environmental factors that have an impact on consumer motivation, and companies should design their brands according to the relevant consumer groups.

Conclusions: Consumers are a key factor that companies should consider when designing their commercial brands, as they are not only concerned with the sales of a product, but also have a direct impact on the development of the company, creating a range of problems for the company's operations. Therefore, companies should increase the importance of commercial brand image design and also examine various aspects of consumer psychology, motivations and attitudes, grasp the psychology of consumers, flexibly use a variety of tools and marketing strategies to improve the effectiveness of corporate commercial brand design, and integrate the company's cultural philosophy and brand positioning into it. Designers

should seriously study consumer psychology and design the brand from the consumer's point of view so that the brand designed by the designer can lead the market to success. Any successful brand is inseparable from the design. Only by conducting research on the positioning of the brand and the precise design of the consumer group before the production of the product can the product be loved by the majority of the consumer group in the process of going to market, and while being accepted by people, it also gains a higher reputation for the enterprise, thus promoting the stable development of the enterprise.

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ANALYSIS OF SPIRITUAL COMFORT DEMAND OF PRODUCT ART DESIGN

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Background: Material and spiritual needs are the most basic needs of human beings. In the survival stage people attach more importance to material things, but in the life stage people attach importance to spirituality. Nowadays, people's standard of living is gradually rising, with a solid material base and a large increase in economic income, and their basic needs for survival are being met. In this context, people are paying more and more attention to the psychological and spiritual aspects of their needs. Aesthetic and emotional transmission is emphasised in all aspects of production and life. This demand is also reflected in the consumer process, where people are increasingly interested in the artistic design of products and are more and more willing to pay for products with good visual effects. As a result, psychological elements are widely used in product art design, and design psychology plays a significant role in attracting consumers' attention, linking their emotions, evoking their empathy and driving their consumption. The emergence and explosion of cultural and creative products is the best evidence of the effective application of psychology in product art design. At this stage, consumers are demanding aesthetics, artistry and innovation in product design, and attach great importance to individual design. Only by understanding the principles of psychology and promoting the clever integration of psychological elements can product art design be truly human-centred, effectively improve the solution from the consumer's perspective and ultimately provide quality design to the majority of consumers.

Objective: In existing product art design, it has become an industry consensus to design from the consumer's point of view. However, in practice, the results of product art design do not fully meet this requirement, and problems such as flamboyance, superficiality, single styles and sloppy workmanship occur frequently. The root cause of these problems is that psychological elements are not really integrated with product art design. Designers fail to understand the value and methods of design psychology, and fail to guide design practice based on design psychology theory in practice. As a result, it has become very common for product art and design to produce unsatisfactory results. At this stage, it is the focus of designers to solve the application of psychological theories in product art design and to improve the psychological fit between product art design and consumers, which is also the development requirement of the product art design field. Based on this, this paper conducts research with the fundamental goal of improving the quality of product art design, effectively using psychological elements, and realising the optimised design of product art based on psychology.

Subjects and methods: This research focuses on the current situation of psychology application in the field of product art design, and is based on practical experience and work cases to carry out effective research. In this process, various research methods such as literature method, case method and survey method will be used to analyse the relationship between product art design and psychology based on existing literature, design psychology theory and actual cases of psychology in product art design, and on this basis, an in-depth investigation will be carried out step by step to finally propose the optimisation strategy of product art design based on psychology.

Results: The study shows that it is necessary to analyse the relationship between products and consumers from a psychological perspective. Modern product art design needs to balance practicality and artistry, and should achieve the integration of emotional and rational design, which is the fundamental reason why design psychology was born. At this stage, product art design based on psychology is the