

Research on Industrial Product Design Integrating Consumer Psychological Analysis

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Abstract. Industrial product design should meet the aesthetic requirements of consumers, and as a designer, attention should be paid to the area where the product is located. How to better attract consumers and stimulate their purchasing desire fundamentally depends on the design of industrial products. This article provides a thorough and detailed understanding of consumers' living habits, psychology, aesthetic habits, etc., in order to make their works accepted by consumers and maintain a stronger vitality. Design psychology is a branch of psychology, and the industrial production process of products cannot be separated from the packaging process. Packaging design is a crucial aspect and an important factor in attracting consumers. Consumers with a positive attitude towards product requirements determine the unique form of design expression. The techniques used in design can be exaggerated, mischievous, playful, bizarre, etc. All words that can be used to describe people's inner thoughts are transformed into design styles here. Therefore, the design of a product must have novelty and attractiveness in order to give consumers the desire to further understand the product and stimulate their purchasing psychology.

Keywords: Consumer Psychological Analysis; Industry; Product Design.

1. Introduction

Commodity users participate in the process of commodity purchase in the market, which constitutes consumption behavior. In consumption, as users with cognitive ability, emotional expression and intention to buy, they are always forming their own views and attitudes. With the rapid development of modern science and technology, consumers' awareness of color, space, shape and behavior is getting higher and higher, coupled with fierce competition between similar products. It is not enough to rely solely on product quality, but also to focus on the innovation of technology itself and design. That is to say, from product design to production, we should not only consider the quality of the product itself, but also consider the innovative value related to the product, and transform this innovation into the actual material form and convey it to consumers, so as to obtain a larger consumer group [1]. Designers must focus on the psychology of themselves and consumers in order to make their works stand out. Grasping the psychology of most consumers with the highest efficiency is the key and core of today's product design. The reaction of consumers at the first sight of products will have a direct impact on whether consumers buy products [2]. Exquisite design will undoubtedly add a lot of color to the product, in a certain sense, it can enhance the value of the product and reflect the quality of the product, which is an important link in marketing. Commodity users participate in the process of market commodity purchase, which constitutes consumption behavior [3]. In consumption, as users with cognitive ability, emotional expression and intention to buy, they are always forming their own views and attitudes. How to better attract consumers and stimulate consumers' desire to buy is fundamentally to do a good job in the design of industrial products. Therefore, the design of products must be novel and attractive, so that consumers can have a desire to know more about the products and stimulate their purchasing psychology [4-5]. Therefore, product designers need to pay attention to the needs, personality and emotional factors of consumers at this stage, and then stimulate consumers' desire to buy with high-cost performance and novel appearance, so as to design excellent

products, enhance the competitiveness of products and gain a wide range of consumer groups [6]. If an enterprise wants its own products to be more competitive, it must analyze the consumers' psychology and design products that conform to consumers' aesthetic and practical psychology. In the process of product design innovation, aesthetic perspective is a problem that cannot be ignored. Only from the perspective of modern aesthetics can product design conform to modern aesthetics, so that it can more easily enter the minds of consumers [7].

2. The Importance of Consumer Psychological Analysis in Industrial Product Design

When a consumer chooses a product, he will take into account a series of problems such as his favorite color, shape and sense of security during use. A good product conforms to most people's habits and aesthetic tastes. The more things in common, the greater the sales volume and vitality of the product. The design of industrial products is mainly to make products meet the needs and practicability of consumers, and the needs of consumers are more determined by consumers' psychology [8]. The design of products must be based on the full study of consumers' psychology, in order to suit their interests and design products that consumers are willing to buy subjectively. It affects consumers' psychological feelings in consumption activities and directly affects the overall quality of goods and their attractiveness to consumers. This is also an element of the experience economy mentioned earlier. The reason why the experience economy is different from other traditional economic types is precisely because the experience economy pays more attention to the emotional experience of users. Designers provide not only products that meet people's basic functional needs, but also a stage for product experience. A good shopping and consumption environment can provide consumers with such a stage [9]. The factors affecting consumer psychology mainly include internal factors and external factors, as shown in Figure 1.

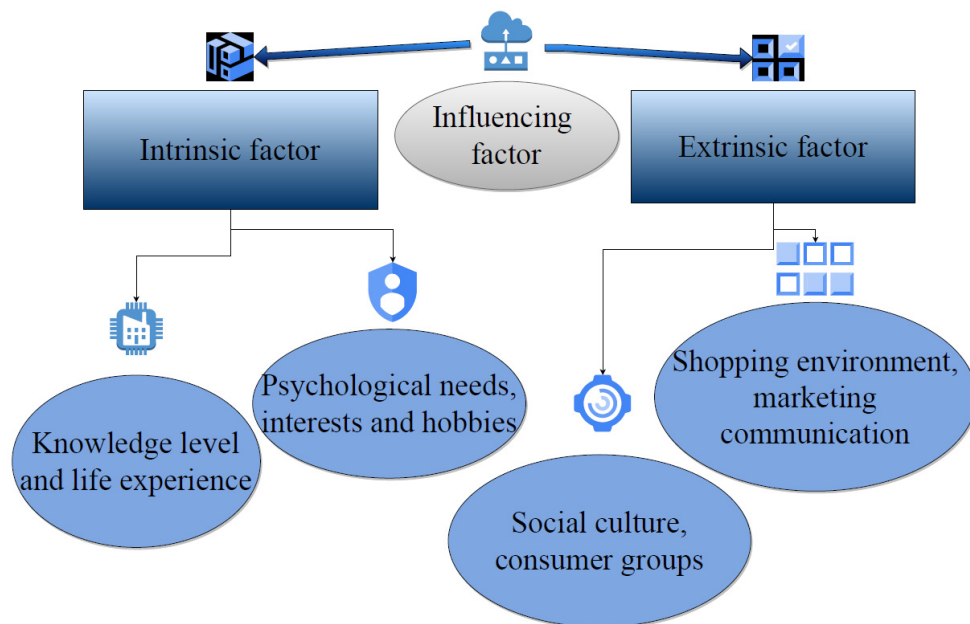


Figure 1. Factors affecting consumer psychology

A poorly designed product often only considers its basic functions and ignores the age, level and psychology of consumers, thus confusing consumers. Destroyed their normal process of explanation and understanding of the product, and even had an aversion to the product. People from different countries, regions and races have different aesthetic tastes, and consumers in China market put more aesthetic tastes on fashion, auspiciousness and perfection [10]. Therefore, product designers should consider more the actual aesthetic taste of consumers in China, and design products that meet the needs of consumers in China. If consumers want to produce consumption behavior, they must be placed in a certain shopping environment. The environment of consumption and shopping can be designed. The establishment of psychology combines many basic knowledge and basic laws of

psychology. The protagonist and core of any design process and practical activities are people, and human psychology is also the basis of design psychology. Design psychology revolves around people's psychology and needs, such as cognitive psychology and gestalt psychology. Therefore, we should do a good job in screening and selecting the theoretical sources of basic psychology involved, and integrate design knowledge and design requirements completely. Our designers should pay attention to the first reaction of consumers when they see the product in the functional design of the product. After understanding the user's action structure and behavior psychology, the design principle obtained is an important basis for producing excellent design. Really people-oriented is also the key to product art design. Therefore, as long as our manufacturers and designers take the study of consumer psychology as a starting point, they should pay attention to the investigation and understanding of consumers' needs, motives, personalities and emotions.

3. Research on Industrial Product Design based on Consumer Psychological Analysis

3.1. Consumer Aesthetic Standards

Anything that we can see in it and live according to our understanding is beautiful; anything that shows or reminds us of life is beautiful. These all indicate that beauty comes from life, and consumers' aesthetic psychology also comes from life. The process of design conception is the practical process of product psychology, but it is necessary to grasp the limit of the product in the design conception. If the limit of the product is exceeded, it will change the essence of the design and lose its significance. From our definition of consumer interest, it can be found that the process of consumers' interest in a product is in the stage of consumers' understanding of the product. Whether the design of the product can provide consumers with a beautiful visual and psychological experience determines whether consumers are interested in the product and directly affects their purchasing intention. The main factors that affect consumer interest are the user's expected and sensory experiences of the product. Designers not only need to discover and create beauty in their daily lives, but also have the courage to enter the psychological world of consumers and understand their habits, lifestyles, customs, emotions, etc.

3.2. Aesthetic Ambiguity Embodies the Spirit of the Times

People's unremitting pursuit of beauty is eternal, so we should make better use of the power of modern science and technology to improve the quality of life and aesthetic taste. The so-called design is a category of industrial production, and any design serves people. Industrial design is a kind of industrial production activities and the embodiment of the application of scientific knowledge in production practice. Society is composed of people and things, and all human production activities are designed to meet the needs. The design produced by innovative design concepts will always be respected. A person's emotional reaction includes two processes: reaction and dependence. Packaging should show the form of products. The packaging of products is the primary factor to attract consumers, and exquisite packaging can attract consumers' attention. Consumers' interests are generally tendentious. The so-called tendentiousness means that consumers' interests generally point to certain specific objects, but everyone's interest objects are different. For example, there are great differences between male consumers and female consumers, not only in different products, but also in the same products. Therefore, in the design, it is very important that the packaging pattern is eye-catching, and the text part must also highlight the performance and characteristics of the product, which can instantly catch the attention of consumers and attract their attention and goodwill. With the increasingly frequent cultural exchanges between the East and the West, cultures of various countries have influenced and infiltrated each other, and it is not difficult for us to find that people's aesthetics also have something in common.

3.3. The Design of the Product Should Conform to the Psychology of Consumers

At present, the consumer group in our society is more concentrated among the young people. As they have just emerged from the constraints of their parents, they are more concerned about products that can reflect their personality. Therefore, product designers need to consider these factors and design personalized products based on different age groups to meet consumers' consumption psychology. The task of designers is to accurately grasp consumers' aesthetic psychology, perceptual psychology, cognitive psychology, and consumption habits, only in this way can they design products that consumers need emotionally. Under the premise of ensuring quality, industrial products need to analyze consumers' age levels, usage habits, and aesthetic psychology in order to cater to consumers' psychology and design industrial products that meet their purchasing desires. Therefore, when designing products, it is necessary to segment them according to different consumer groups and design them according to their different consumer psychology. This can greatly improve user satisfaction and provide more consumers with a beautiful reflective experience.

The process of design is a process of perception. Firstly, we perceive information on the retina as elements of different brightness. We need to highlight edges in our design by handling the brightness at the edges, which is the process of forming a two-dimensional sketch. Only products that have a high cost-effectiveness and can widely meet the psychological requirements of consumers are excellent products. On the contrary, inferior products do not have a high cost-effectiveness, and their design cannot meet the psychological needs of consumers, even causing them to feel bored and other emotions. At this stage, the boundary lines between objects can be delineated, and the contours and surface area of the objects can be drawn. Due to the widespread nature of consumer interests, in consumer activities, their interests are diverse, and the types of consumers affected by their interests are also diverse, as shown in Figure 2.

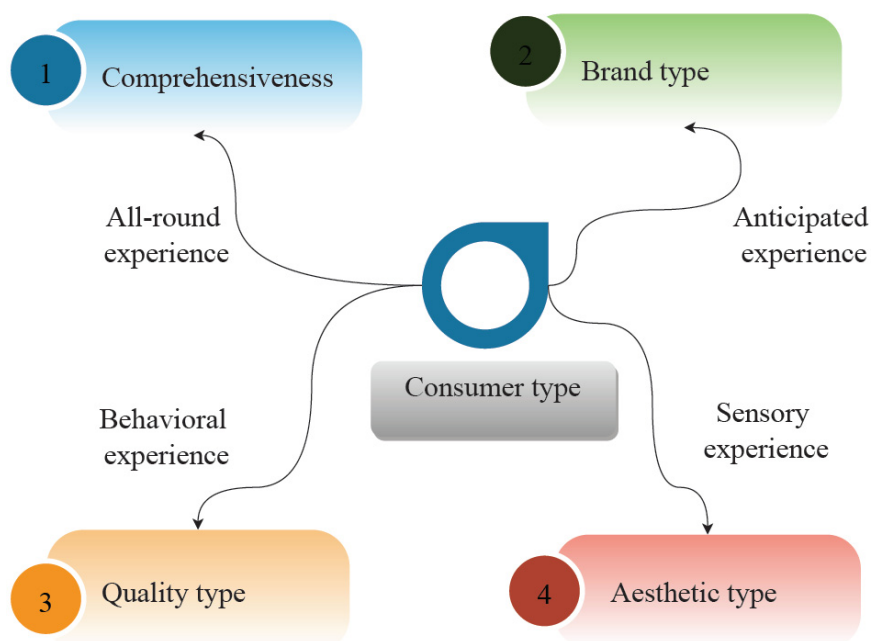


Figure 2. Types of consumers affected by consumers' interests

Differentiating consumers according to these characteristics will produce many consumer groups with different consumer psychological characteristics. Every consumer group has different psychological feelings about the choice and use of products. When designing and developing products, enterprises must fully consider the consumer groups targeted by the products and understand their inner feelings and needs. In the process of designing products, designers should fully consider the relationship between the individuality and commonness of consumers, adopt the way of combining innovation with tradition, grasp the psychology of consumers and prolong the life of products, so as to make the design purpose fully used.

4. Conclusion

This article integrates consumer psychology analysis into industrial product design. From a psychological perspective, experience belongs to a psychological activity, a way of perception, and a comprehensive effect produced by the combined action of multiple organs. In experience design, user experience can be divided into anticipatory experience, sensory experience, behavioral experience, and thinking experience. Each form of experience has its own characteristics, and these different forms of experiences occur at different stages of user contact with the product, while they also have some internal connections with each other. The aesthetic psychology of consumers is diverse and a diverse synthesis, and their aesthetic psychology will change according to changes in times, regions, gender, age, cultural level, and other aspects. Therefore, it is the responsibility and obligation of designers to accurately grasp the individuality and commonality of consumer aesthetic psychology. Our manufacturers and designers only need to take studying consumer psychology as the starting point, and attach importance to investigating and understanding consumers' needs, motivations, personalities, and emotions. After fully understanding each form of experience, I analyzed the correct methods to grasp the experience, and summarized the correlation model of user experience based on consumer psychology, which can be flexibly applied to design practice. By keeping the product design concept novel, combined with considerations of convenient use, beautiful appearance, suitable price, and excellent quality, we can definitely design excellent products that are highly praised by consumers.

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