The Study on the Influence of Clothing Packaging Design for Marketing

Yan WAN

Jiangxi Institute of Fashion Technology, Nanchang, Jiangxi, China

307863414 @qq.com

Keywords: Packaging Design, Marketing, Influence.

Abstract. The rapid development in the clothing today, as in the value chain of clothing design and marketing of high port, has been hold in the center of the development of companies. In the case of marketing is increasingly mature, the enterprise began to pay attention to the details of marketing competition, clothing packaging has not been ignored, packaging as a simple shopping link, more and more play its important role in visual marketing. Brand culture is the most intangible of mobile advertising, brand image ambassador, and so on. Packaging advantages, its disadvantages are also obvious, in order to beautiful and dazzling used to ignore the concept of environmental protection packaging materials, produce certain harm to the society. Marketing environment, the author of this paper packaging design launched a series of investigation and study, make us clothing packaging popularity, grounding gas.

Introduction

With the development of social economy, the personalized minority niche market gradually becomes the mainstream of the market development, especially in the flamboyant clothing industry. Quickly capture consumer attention is very important for traditional clothing store. And the key point is visual marketing. As the apparel and packaging design can fully embody the effect of visual marketing, so clothing packaging design plays an important role in the clothing terminal sales. The rapid development of China's e-commerce accelerate the process of the globalization, the apparel industry has entered the white-hot competition in the red sea, and all kinds of size clothing brands is landing the Chinese market. How to get advantage in the fierce competition for China's domestic clothing brand, eagerly anticipates the Chinese clothing market, and quickly grasp the consumer demand. The visual marketing plays an important role in the channels of offline store. As the clothing packaging design can mostly represent the visual marketing. It has caused extensive concern of the industry. Good packaging design can strengthen the brand image, attract the attention of the customers and constitute a field charisma with strong visual effect to promote enterprise's sales performance.

The Effect of Packaging Design on the Product Marketing

With the growth of social economy and competition intensifies of consumption market, highlighted the core values of the personality and really step into the consumers' mind is the key for successful decision. But the present traditional packaging design can't meet the demand of the modern consumer market. Designer need to design new packaging to reflect the enterprise visibility, reputation, highlight the core advantage of brand, attract consumers and promote the consumer to purchase. Innovative packaging design can not only improve enterprise performance, but also can enhance the brand image, and change consumer mental models, form new economic growth point of enterprise, constantly expand and occupy the market.

The Application of Packaging Design in the Marketing

Package is a miniature of the marketing strategy. Good packaging design can show the product, price, channel and promotion marketing strategy of enterprise. Packaging not only brings a sense of security, but also can provide customers with convenient and promote product sales.
Promoting Product Sales by Packaging Design

In the process of product sales, regardless of the brand, advertising and promotion of products, the products packaging represent the communication with products and customers. No matter how deep product knowledge, the last message delivered to consumers is a word and a picture. Not the packaging emotional appeal and the persuasive of graphics expression, the final communication with consumer is packaging. Therefore, it can guide people's consumption choice, enhance taste in fashion consumption and communicate with consumers psychologically in product marketing activities. The packing of the products can't be simply understood to beautify the product. It is more of a need to increase product value and a reflection of marketing strategy. Only extract and purify packaging design strategy from the dynamic changing of market environment and consumer demand in the psychological motivation, communicate with consumers through the visual communication way, and ultimately move consumers. Only in this way, the packing can truly become a salesman. Packing also truly becomes a kind of promoting power of purchasing for consumers.

Build Product Brand by Packaging Design

Product packaging design is the important reflection of product value and the successful packaging design is not only need to pursue the harmony of internal and external modeling, but also need to convey the modeling behind some of the content, such as the moral of the shape and style. The designer's main ideology endowed this kind of products with the connotation. In addition, another thing is to analysis the consumer mentality demand, consumer packaging cost, convenience of consumer demand packaging and packaging communication of consumer demand and so on. Therefore, the successful packaging design includes the product brand concept, product characteristics, the consumer psychology and other comprehensive factors, which is a critical step in building an enterprise brand. We all know that “Buddha depends on gold, the men depends the clothes”, and so is packaging design. Successful packaging design is like to put on fit, beautiful and tasted clothes; wherever he is, he will naturally be the outstanding one. The consumer buys products sometimes not just to meet the needs of the material. The more important thing is the individuality satisfying and spiritual pleasure which brand brings. Therefore, as the external performance of the brand, when designing a packing brand, we should utmost ground visual symbols into packaging and forming the unique brand personality.

Embody the Enterprise Culture by the Product Packaging

Packaging design has become a medium of reflecting the product image of visual flow. Packaging design generally requirements concise and easy, the frontage in printing process is given priority to with company logo and company name, or with the company's management idea. The packing should not be designed too complicated; it needs to deepen the consumer impression of the company or product and achieve good publicity effect. The handbag design has a very big effect in expanding sales, establish famous brand and stimulate the purchasing desire. As the prerequisite of the handbag printing design strategy, establishing corporate image is more important thing which cannot be ignored.

The Influence Factors of Packaging Design in Product Marketing

Packaging design is an important factor of modern marketing strategy, which is considered to be one of the product marketing strategies. The purpose of the packaging design is to meet the needs of consumers and market. Packaging designers need to consider problems from the position of manufacturers, sellers and consumers while in playing their design ability. There are many influencing factors in marketing, we mainly discuss packaging design from the three aspects of color, shape and material.
The Effects of Packaging Color on Product Marketing

Color is indeed a great influence to the person's mood, color acts on human's senses, stimulate nerves, and affect the emotion psychology. Nowadays, people are increasingly influenced by color. Packaging design should pay attention to the collocation of color and hue. Poet Johann Wolfgang von Goethe said: seeing a solemn and height in the pure red, through a piece of red glass to observe the bright scenery, which make people thought of "the last judgment" day which was full of help seeking. People can't help generate the heart of fear. This illustrates the color effects on people, so, if you want to stimulate their sense organs, attract consumer attention in a very short period of time. The designers must design a color consistent with product image and brand, which can make people produce purchasing desire and impulse.

The Impact of Packaging on Product Marketing

Model is the important part and premise of packaging design. Packaging must manifest its practical function and aesthetic value. Beautiful packaging model is beneficial to strengthen the practical and convenient function of packaging, beautify the goods, attract customers, promote sales, and improve the added value of products. Good beautiful packaging laid a good foundation for packaging visual design. The performance of packaging will directly affect the strength, stiffness, stability and practicability of the package. When design model, the designer need to consider the characteristics of different material and each part of the packing body and its internal design main considerate the packing materials, reasonable packaging external design main considerate protection and the function of storage and transportation, as well as the combination of packaging requirements. The model of packaging design should have aesthetic, interesting, agreeableness, display, and practicability, etc.

The Influence of Packaging Materials on Product Marketing

Good packaging material can protect and propaganda clothing. Clothing from factory to shop (enterprises) after loading and unloading, transportation, extrusion, etc., without packaging or improper packing, it will cause unnecessary economic losses. In addition, packaging can decorate products, making the product more attractive. Fashionable and exquisite famous men’s shirts brand, if it just simply packing may not cause consumer interest. And the same shirt, if carefully packaging design, the advantages of brand and clothing, will win a lot of market share. Whether the packing is good, directly affect the level of the clothing, the manufacturer's reputation and economic benefits. But the garment packaging material should pay attention to the following points: first, the materials must non-toxic but also affordable. The packaging materials should be first non-toxic material and health to human body. And clothing inner quality should be affordable. At the same time, it must also be moth-proof, mould proof, rodents proof, etc. Second is that the products must have characterizing of protective and decorative. Clothing packaging materials need to be able to make the garment in decoration, storage transportation, extrusion, not deformation, no contamination in the process. Packing should also have beautiful sex, especially the inner packing, single packing, to highlight the whole dress is the most beautiful packaging, make consumers can clear at a glance. Third is that the processing of materials should be convenient. Material should not only consider the cost, but also the transportation convenient to carry, the convenience of processing, especially pay attention to environmental protection, modern packaging materials should more easily to handleless.

The Pitfalls that Packaging Design Need to Avoid

The Hot Vision of Packing

It is important strategy of enterprise marketing to promote the role of sales with the help of the simple sense of appeal of the packaging and packaging and image. With the development of modern society, especially the popularity of the supermarket, the promotion function of packaging is more remarkable, but today's packaging design exist a hot visual phenomenon. In order to attract the attention of consumers, the packing blindly pursuing visual wallop and color multifarious. The
The effect of hot visual is: the visual pollution caused by "fancy" which make the people can't see the need to convey commodity information on the package and can not reach the role of propaganda and promotion.

**The Excessive Waste of Materials**

With the development of the combination of packaging industry and modern high-tech, emerging many new types of packaging materials, but some seemingly high-grade packaging has been out of the property of commodity. There are two big mistakes on material using: first, the material is excessively high grade. Even if some exquisite gift packaging need avoiding the enough high grade packing. When choosing materials, the designer need to consider the light decoration and focus on the opportunely. Second, the material is piled up. The designer wastes too much material in pursuit formal beauty of modeling.

**The Proliferation of "Culture"**

The "culture" is gradually popular of packaging design in recent years, for example, some packaging applicants too much visual symbols to pursue a post-modern style. Due to the lacking of design culture awareness of designers, they are stuck in the genre and form style of packing. This kind of “culture” excessive packaging makes its complex surface decoration have higher request for technology, virtually increased the cost of the product and increase the burden of consumers. This is opposite with the thought of packaging design "culture".

**Conclusion**

From what has been discussed above, the role of packaging design in product distribution is very important. Good packaging design should be popularization, internationalization and marketing. It should form a strong impact on consumers' visual and psychological, but there are still many elements in packaging design. The product sales, enterprise culture idea and marketing strategy of promotion can't only depend on the packing design to accomplish. For clothing enterprises, the packaging is not only the representative enterprise significant symbol, but also the main body of enterprises to participate in market competition and a kind of core essential factor of enterprise's intangible assets. In the process of enterprise development, with the consist changing of the enterprise scale, market environment, market demand and other factors, the enterprise need to improve the connotation of the brand timely according to its strategic development and the trend of the development of the market. Whether to change the packing product change the name or any other way to make the necessary changes to the corporate product, is a strategic sense of the big event. It is certain of major policy decisions that have historical significance and the enterprise stand on the long-term development perspective vision.

**References**


