

# Study on the Influence of Food Packaging on the Psychology of Different Groups of Consumers\*

CHEN Dai-yao

Shenzhen Polytechnic University, Shenzhen, China

With the vigorous development of consumer culture in today's society, various types of food packaging also appear in front of consumers in different forms. There are very big differences in food packaging in terms of shape, color, style and other aspects of information transmission, which have the most direct impact on the audience's food consumption needs. Driven by the consumption-oriented society, food packaging has shown very obvious comprehensive characteristics, is significantly interdisciplinary, and has close connections with other disciplines. This article will analyze and sort out the impact of food packaging on consumer psychology from different perspectives.

*Keywords:* packaging design, food design, consumer psychology

## Introduction

In the current environment where the market economy guides consumption, various types of food packaging continue to appear. Packaging not only has a direct impact on food consumption behavior, but is also related to consumers' inner psychological judgment and behavioral choices. For this reason, various types of food packaging have a direct impact on food consumption behavior. Food merchants attach great importance to the functions of packaging. Packaging is already a very market-oriented term. From a theoretical perspective, the connotation of a product can be interpreted through packaging. In the process of food sales, packaging is a means of realizing the added value of food. Now that material life can be greatly satisfied, people have higher and higher requirements for food packaging. For this reason, from the perspective of improving the competitiveness of food companies, it is necessary to improve all aspects of food packaging to meet Gradually increasing audience consumption demand.

## 1. Problems in the Design of Food Packaging

### 1.1 The Shape and Structure Are Unreasonable in Design

At present, in the sales environment of major commodities, a lot of food to be sold is included in packaging boxes, and the overall remaining space is relatively large. However, the actual food stored in packaging boxes is

---

\* **Acknowledgements:** This work is Supported by Projects of Education and Teaching Reform of the Teaching Steering Committee of Light Industry and Textile Majors in Guangdong Provincial Higher Vocational Colleges (No. 2022QGF206), and Research Foundation of Shenzhen Polytechnic under Grant 6022312025S.

CHEN Dai-yao, Ph.D., Lecturer, School of Communication, Shenzhen Polytechnic University, Shenzhen, China.

quite limited, and there is considerable Space is replaced by materials such as foam and plastic, which directly causes a waste of resources. When designing food outer packaging, there are differences between the pictures selected and the food in the package. The choice of packaging is more to attract consumers' attention, which not only increases the size of the food outer packaging, but also increases the price of the food. Various types of exaggerated promotional terms are widely used in food packaging, which can easily mislead the audience's consumption behavior and consumer psychology, and will gradually reduce consumers' trust in the food itself. In the current business environment of food sales, excessive and flashy packaging is a very obvious problem. There are many packages that lack actual information transmission, and the actual proportion shows an increasing trend. When designing food packaging, designers should firmly establish their sense of responsibility and always design packaging with integrity. Only in this way can consumers develop a sense of trust in the product during food consumption, which is important for food.

The consolidation and development of the consumer goods market is of great significance. In a market economy environment, enterprises should uphold the concept of legal competition and gradually improve their packaging design level to enhance the competitiveness of food enterprises. Only in this way can the design development of food outer packaging develop in a standardized and benign direction.

### **1.2 There are Misunderstandings in the Design Concept**

At present, green packaging has become a basic direction for the development of the industry. Many food packaging designers have misunderstandings. They think that green packaging refers to the green environmental protection of the materials used in packaging, or that they think that the design of guarantees in the food transportation process is Sometimes, packaging made of materials that can be reused or easily degraded is considered green packaging. This is a misconception. When designing food packaging, the selection of packaging raw materials should be clarified, the recycling cycle information should be clearly grasped, and the relationship between packaging and ecological environmental protection should be clarified. At present, most of the packaging in the food market is to attract consumers. There are cases of imitating famous brands in packaging design style. The packaging visual creativity is obviously not enough. These imitation behaviors are likely to have a certain impact on the packaging market, for this reason, food companies should always put the cultivation of consumer trust first in the process of outer packaging design and focus on building their own brand image.

## **2. The Impact of Food Packaging Design on Consumer Psychology**

Depending on the nature of the product, there are naturally different requirements for outer packaging. With the development of science and technology and the continuous advancement of the economic environment, the connotation of food packaging has become richer, realizing the comprehensive integration of science and culture, information and transmission and other technologies and methods. At the same time, the delivery path of the essence of packaging also needs to Combined with creativity, this can form a more profound inducement for consumers and actively help the development of food sales.

### **2.1 Psychological Impact on Teenagers and Children**

Children are a relatively special group in society. Their understanding and knowledge of things are more from a perceptual level. The outer packaging of food has a profound impact on them. When choosing and

purchasing food, When buying, you pay more attention to and value the intuitive impression brought by food. As children grow older, their social needs for self-awareness will be fully reflected, and their consumption behavior will become more and more personalized. Food packaging design, as a ubiquitous design channel in daily life, will leave a deep impression on the hearts of children's consumers. Many people still remember a delicious food and impressive packaging from their childhood as adults. So when designing food packaging, getting close to the hearts of children's consumers can not only promote the brand, but also help cultivate the aesthetic of children's consumers and establish a correct consumption concept, which is very meaningful.

### **2.2 Impact on the Psychology of Young Consumers**

The consciousness of young people is an important reflection of their own personality. It is very obvious for young people to develop their own independence, and their inner feelings are also very rich. They show high enthusiasm in looking at things or handling things, and they are very enthusiastic about various foods. Consumption also reflects the characteristics of novelty. Young people are very interested in new products, are always at the forefront of social development, and have the most say in various food consumption needs. Seeking novelty and difference is the inner reflection of young people. In the era of new media, young people nowadays have more and more channels to extract information, and at the same time, modern young people have more economic conditions and choices. Food packaging design is close to the hearts of young consumers and can help products better enter sales environments such as schools and homes. The reputation and information transmission of young consumer groups can also help establish a better consumer impression of products. So when studying food packaging design, we should place the consumption psychology of young consumers in a relatively important position, which can help product brands predict and predict the future sales environment in advance.

### **2.3 Impact on the Psychology of Female Consumers**

In food consumption, female consumers are a very important group and play a leading role in food consumption. Currently, female consumers are more concerned about the convenience and creativity of food. To this end, food packaging designers should fully consider the needs of female consumers when designing, and pay attention to the reflection of visual functions such as color and style in the packaging. At the same time, the packaging design should also highlight basic contents such as safety and greenness, so that female consumers can purchase and consume with more confidence, which is of great significance for grasping the female market. With the good development of gender equality, female consumers have occupied a major position in the consumer group. More and more female consumers are expressing different opinions when making product choices, which has good significance for examining consumer psychology. The consumption views of female consumers can also indirectly affect the consumption views of the entire family, so it is of great research significance. When designing food packaging, being close to the hearts of female consumers can help us better carry out visual packaging design.

## **3. Conclusion**

To sum up, this article mainly analyzes the problems existing in food packaging design, deeply understands the complexity of packaging design, and then understands the psychological impact of packaging on different

food consumer groups, which is important for food packaging in the new era. Packaging design has important guiding significance.

Food packaging design is a visual experience approach based on artistry and practicality. Reasonable use of this method can not only help products achieve better sales, but also convey more distinctive artistic designs and establish better sales concepts, providing consumers with better and more comprehensive psychological choices, and helping domestic brands find a wider range of ways out.

### **References**

- Francesco, D. (2020). *Changing the vision in smart food design utilizing the next generation of nanometric delivery systems for bioactive compounds*. NED: Foods Publisher.
- Kelly, D. (2018). *The Psychology, Biology and Politics of Food*. USA: Yale University.