

Narrative Brand Design in the Field of Emotional Consumption

-- Take Guanxia Brand as an Example

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Abstract: With the continuous development of society, people's consumption concepts are also changing. For consumers, when purchasing goods, they must not only satisfy the use value of the goods themselves, but also have higher emotional expectations for the goods. Through the narrative design analysis of the Guanxia brand, this article deeply explores the emotional value and humanistic value conveyed by the Guanxia brand in the visual design, and provides a new design idea for the national fashion brand visual design, to enhance the product brand image. and added value, enhance consumers' emotional consumption of products, and combine narrative design with brand concepts, consumer psychology and other aspects. In this way, we explore the relationship between emotional consumption and narrative visual design, and re-examine consumer-centered design research.

Keywords: Emotional Consumption; Visual; Narrative Design; Brand Design.

1. Preface

In the rapidly developing material age, consumers' purchasing power has become stronger, and they have gradually shifted from demanding practical goods to emotional consumption products. In the post-epidemic era, emotional consumption has become an important factor in the selling point of goods. The reason why emotional consumption exists can be traced back to Marx's Theoretical system explains that, at the beginning, the relationship between objects and people has undergone a fundamental change. Emotions are injected into commodities, and the value of objects is no longer determined by their use value, but by the market. The artificially constructed market The value includes the manufacturing cost of the item itself, the relationship between the laborers and the consumers' emotional purchasing image. Emotional consumption can be seen as an expression of ideology, which shapes the individual's self-worth and social image through specific brands, advertisements and products. The emotional element of identification.

The narrative design of a brand helps to build a brand story and establish an emotional connection between the brand and consumers. This kind of storytelling design can convey the brand's core values, historical background or unique selling point, thereby triggering emotional resonance among consumers. It helps to consolidate the emotional connection between the brand and consumers and promote consumers' emotional identification and emotional consumption of the brand. When abstract emotions become part of consumption, the visual elements of the product play one of the primary factors in consumer prices.

2. The Rise of Emotional Consumption

2.1. The Development of Emotional Consumption

After World War II, market economies developed rapidly, and countries represented by the United States underwent a

large-scale economic recovery, and society entered a relatively prosperous period. From a sociological perspective, consumerism is one of the solutions people use to deal with the relationship between things and people under the premise of great material abundance. Consumers are not only satisfied with basic living needs, but also pay more attention to emotional satisfaction and spiritual experience. Under the rapid changes in society, economy and culture, consumers are more inclined to use instant gratification to fill the emptiness brought about by future uncertainties. Brands are transformed by changes in the consumer market, and build deep emotional connections with consumers through strategies such as storytelling, emotional experience, and personalized services to improve brand loyalty and market competitiveness.

2.2. Consumption Identity and Emotional Consumption

In the context of economic globalization and social informatization, the competition among international brands, local brands and regional brands is becoming increasingly fierce. The competition between enterprises is not only the competition of product quality and price, but also the competition of product visual design and brand culture. Therefore, while promoting individual consumption of products, it is also necessary to express, confirm or construct one's own identity and social status through consumption behavior, and drive consumers' emotional consumption needs through consumption identity. In the era of mobile modernity, life is consumption-oriented. Studies have shown that there is a close connection between consumption behavior and social class. People in different social classes also have different lifestyles and consumption levels. Their lifestyles directly or indirectly affect consumption behavior, and consumption behavior is a concrete reflection of consumption identity. Consider consumption behavior as an investment in yourself, and pursue brands and products that are consistent with personal values and life concepts. In recent years, a variety of diversified brand branches have been formed. Taking "New Chinese Style" as an example, "Guanxia", "China Li Ning", "China Hamburger-Tustin", "Hua Xizi" and other well-known

Guochao brands have the common point that they combine brand concepts with traditional cultural elements to trigger consumers' emotional identification with traditional culture, to effectively promote the emotional consumption of the brand.

3. An Overview of Narrative Brand Design

3.1. Extraction of the Connotation of High-Quality Brand Culture

High-quality brand culture is a unique cultural system formed by a brand based on its core values, mission and vision. It is the soul of the brand and the source of its core competitiveness. It can give the brand a unique personality and story, thereby establishing a deep emotional connection and sense of identity with consumers. At the same time, it can also create loyal consumers and word-of-mouth effects for the company, promoting the long-term development of the brand. In the process of brand building, companies should attach importance to the connotation and essence of high-quality brand culture, refine brand stories, and regard it as an important part of brand strategy.

The combination of product live streaming and content accounts is a new marketing model in today's Internet era. It can provide brands with rich communication channels and deeper consumer interaction experience. In this model, the concept of brand culture is crucial to the success of the brand. By accurately capturing and displaying brand culture, conveying brand stories, and showing product design concepts and production processes, consumers can better understand and identify with the unique charm of the brand. Through in-depth interaction and active participation with consumers, the brand's influence and appeal will be further enhanced, and sustainable brand development will be achieved.

3.2. Shaping the Brand Narrative

Brand narrative is to give the brand an emotional connection and uniqueness through storytelling, enhance brand awareness, loyalty and value image, gain differentiated competitive advantages, and promote consumer participation and interaction. This will help the brand achieve long-term development and success. To shape brand narrative, we must first take advantage of the communication of brand stories and make full use of stories to give the brand an independent personality [4].

Driven effectively by digital technology, the consumer goods industry has entered a state of recovery in the post-epidemic era, and brand promotion is no longer limited to the form of traditional media. According to statistical analysis, the global social media user population has exceeded 4.5 billion, which provides a huge audience base for brand communication. Through social media platforms, brands can publish storytelling videos, wonderful pictures and fascinating text content to attract users' attention and participation. The integration of user-generated content brings more possibilities and innovation to brand narratives. As consumers' participation in brands increases, they are willing to participate in brand narratives through their own creations and sharing. Brands can actively guide and integrate user-generated content, such as users' photos, videos and comments, and integrate them into brand narratives to form more real and interesting stories. Such integration can not

only increase the diversity and interactivity of brand narratives, but also enhance users' recognition and loyalty to the brand, and promote the dissemination and shaping of brand word-of-mouth.

3.3. The Significance of Brand Narrative in Brand Visual Design

Brand narrative is an internal factor of brand design, visual design is the intuitive expression of brand story, and visual information classification provides a structured layout for brand design, so that brand culture can be conveyed to the target group more intuitively and concretely. The visual perception ability of an organism develops as it gradually grasps the prominent structural features of external objects, which shows that vision is also a kind of comprehension ability [6]. These elements form an interrelated and mutually supportive system that together shape the image of the product in the market. For example, for many "domestic products", the visual expression of the product is to highlight Chinese traditional culture, deepen brand positioning, run through the consistency of brand core values, and highlight the emotional identification between the product and consumers.

4. The Evolutionary Path of Narrative Brand Design Driving Emotional Consumption

4.1. Strengthen the Visual Identity of Narrative Brand Design

Consumers understand brand stories and product advantages through brand visuals, which directly affects consumers' sense of belonging to the product. Taking healthy food as an example, brands can emphasize natural and organic characteristics through visual design to cater to the recognition of a healthy lifestyle. The use of colors, images and overall style related to nature can convey the brand's culture and story, enhance the emotional connection with consumers, and trigger consumers' recognition of brand values. Brand visual design is a bridge for communication and exchange between brand culture and consumers. To a certain extent, it affects consumers' cognition and evaluation of products, triggering consumers' recognition and emotional connection with brands. Brands can create designs that resonate with consumers and enhance brand recognition and loyalty by strengthening the visual presentation of brand stories, matching the preferences and values of the target audience.

4.2. Visual Consistency Throughout Narrative Brand Design

Coherent forms have unifying power. "Visual consistency" is an important principle to ensure that the brand image remains consistent across different media and channels. First, integrate the brand story and values to ensure that the brand's visual elements can convey the brand's story and core values. Second, the visual elements should be consistent with the brand's personality and narrative to trigger consumers' identification and emotional resonance with the brand. The integrated design elements and layout should be consistent with the brand's unique image, prompting consumers to quickly recognize and more easily associate with the brand. Visual authentication is an effective design method that

ensures the brand's visual consistency and recognition by designing the combination and related operations of images [6].

4.3. The Guidance of Coherent Narrative Brands on Emotional Consumption

Design is not only related to personal values and preferences, but is also an effective means to promote economic growth [7]. In brand communication, the emotional value of brand stories and products should be emphasized, such as emotional satisfaction, sense of belonging, self-expression and personal identity. Through emotional advertising, story-telling content and personalized smart marketing, the emotional value of brand stories can be highlighted to attract the emotional investment of target audiences. Ensure that the visual elements and emotional expressions of the brand are consistent across different media and channels. Help consumers establish stable emotional connections at different touchpoints and enhance the emotional identification of the brand. This emotional understanding of the target audience, emotional transmission of marketing, emotional experience of design elements, and timely acceptance of emotional feedback from customers will inevitably produce products that are a reproduction of emotional consumption.

5. The Relationship between Narrative Brand Design and Emotional Consumption

5.1. Guanxia Brand's Understanding of Narrative Design

"Guan Xia" was born in 2018. The brand mainly sells perfumes, ointments, scented shampoo and care products, and aromatherapy products. It is positioned as an oriental culture fragrance brand, that is, it seeks fragrance inspiration from oriental culture and art, and uses natural plant extracts to create oriental fragrances that blend the five senses. Guan Xia's creative team uses niche original fragrances with mid-to-high-end oriental plant to explore the complex in the memory of the Chinese people [8]. Its design connotation is not to directly apply traditional culture to the brand concept, but to tell a modern story through narrative language. Compared with the development of similar brands, Guan Xia is not limited to making a single oriental fragrance product, but to tell an oriental culture and story, and find a connection point between contemporary urban life and traditional culture.

Oriental fragrance has become Guanxia's differentiated brand positioning. Taking "Four Seasons Aromatherapy" as an example, its design inspiration comes from the scenes of different seasons in different cities, giving the product different story connotations, which are subdivided into Yihe Golden Osmanthus, Xixi Peach Blossom, Kunlun Boiling Snow, and Academy Lotus Pond. The raw materials of the products are also collected from China. (As shown in Figure 1) It observes nature from an oriental perspective, and depicts the four seasons fields and plants in memory. At the same time, it joins hands with Beijing Four Seasons Hotel to jointly present a joint four seasons aromatherapy. The narrative design concept of this product is intended to build dreams in space with fragrance in busy urban life, and feel the ease of sitting in the jungle and mountains and seas during travel. At the visual design level, the designer explored the unique

metaphysical design techniques of the East through the study of ancient Chinese paintings, using the blank art of Chinese paintings, focusing on conveying traditional philosophical ideas in a modern form, focusing on personal expression and inner emotions, and expressing resistance to abstract expressionism with minimalism, so as to eliminate the subjective oppression of the product vision on the viewer.



Figure 1. Guanxia "Four Seasons Aromatherapy" series

Extract the most representative words to capture the customer's first impression, reduce communication costs, and

use the oriental charm of "the great way is simple" to give the product a unique oriental soul.

5.2. The Impact of Summer Narrative Design on Emotional Consumption

Cultural self-confidence and self-reliance have become the primary factors in the creation of domestic brands in recent years. Guanxia's narrative brand design is based on oriental aesthetics, which encourages Chinese consumers to enhance cultural consensus. It reinterprets traditional Chinese culture with modern design, seeks a design language that transcends race and culture, and enables consumers to intuitively feel the charm of traditional culture and pursue an infinite spiritual world in a limited life.

The life of "Generation Z" is full of "anxiety" and "depression". With the emergence of a series of emotions, "healing" has become a new consumption outlet. According to statistics from the Bureau, the global healing economy is growing at a rate of about 10% per year, and the market size will reach 7 trillion US dollars. Compared with the traditional economy, the target group of the healing economy is the younger generation. From the perspective of narratology, Guanxia re-explores and practices from many aspects such as contemporary people's lives, relationships, emotions, and self-identity, injects emotional value into the brand, and brings communication effects to the brand with high-awakening emotions. Through fragrance, consumers can relax their body and mind in anxiety and pressure, reach consumers with deep emotions, explore consumers' emotional needs, and promote emotional consumption.

5.3. Guanxia Brand's Experience and Inspiration for New Domestic Products

In today's era of globalization, new domestic brands need to differentiate themselves from other competitors through unique brand stories and designs, attract consumers' attention and establish brand identity. Guanxia expresses brand stories and product scenario concepts through brand visual design, combining traditional Chinese culture with international design, and making everything outside the essence serve the essence.

Through narrative design, it highlights its unique traditional culture and values, combined with innovation and modernization. By telling real and fascinating brand stories, it triggers their emotional resonance. This emotional connection can encourage consumers to be loyal to the brand and form word-of-mouth communication, thereby enhancing the brand's visibility and reputation. Looking at new consumer brands, in terms of brand design and product marketing, they actively meet the habits and lifestyles of the "Generation Z" consumer group and incorporate new consumer concepts into the brand design category. They focus on simple, fashionable and personalized design styles, experience and interaction, and pay attention to sustainable development and social responsibility. These practices help brands establish emotional connections with young consumers, build brand identity, and achieve good market results.

6. Summarize

In summary, brand narrative design in the field of emotional consumption is crucial to the success and sustainable development of the brand. An excellent brand narrative can not only convey the functions and characteristics of the product, but also establish a strong emotional resonance with consumers, provide consumers with emotional and psychological satisfaction, and promote the brand's market influence. By telling fascinating stories and using a variety of narrative techniques, brands can trigger their emotional responses and thus establish a deep emotional connection.

In the context of emotional consumption, consumers not only buy products, but also buy an emotional experience and value recognition. Brand narrative touches consumers' emotions and makes them identify with the brand, thereby increasing brand loyalty and market influence. Therefore, carefully constructing brand narratives and enhancing the added value of consumer emotions are the keys to brand success and sustainable development. Brand narratives are not just advertising and promotion, but also a deep emotional communication and the delivery of brand experience. Through brand narratives, brands can shape a unique brand image and values, establish emotional resonance with consumers, and thus stand out in the fiercely competitive market and achieve long-term prosperity and development of the brand.

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