

Analysis on the Development Path of Published Cultural and Creative Products Based on The Emotional Design Theory

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Abstract: This paper discusses the application of the emotion design theory in the development of publishing cultural and creative products. By analyzing the three levels of —— instinct, behavior and reflection —— and combining with the characteristics of publishing culture and innovation, this research uses the questionnaire survey method to deeply investigate the psychological and purchase needs of consumers, examine the current situation and problems of publishing culture and creation, and put forward the specific path of emotional design. Emotional design helps to enhance the added value of products, stimulate consumers' purchase intention, and enhance their loyalty, which is crucial to the development of publishing cultural and creative products.

Keywords: Publishing, publishing and cultural creation, emotional design, cultural and creative products.

1. Summary

(1) Overview of publishing cultural and creative products
"Cultural creation" is "cultural creativity". Richard E. Keves pointed out in the Economics of Creative Industry: "The essence of creativity is to capture satisfaction and happiness." From this point of view, the essence of creativity is to focus on the audience's "satisfaction and happiness" emotions. Although it is rare to study and publish cultural and creative products from the perspective of consumer emotion, the importance of consumer emotional factors in museum cultural innovation and campus cultural and creative development has attracted much attention

In the narrow sense, "publishing cultural and creative products" generally refers to "publishing cultural and creative products". Different from museums and tourism cultural and creative products, publishing cultural and creative products is closely related to publications. The publishing industry makes use of its rich book copyright resources, professional talent team and its brand advantages to transform the exploitable content in publications into creative cultural commodities with high added value. Jump out of the category of traditional publications in the material form of books, newspapers, audio and video products, and develop cultural and creative commodities related to the publishing subject and with the functions of collection, viewing and practical according to the publishing content, so as to achieve the effect of extending the publishing industry chain and expanding the revenue channels.

(2) Emotional design theory and its role in product design
American cognitive psychologist Donald Norman (Don Norman) put forward the three-level theory of emotion —— from the perspective of cognitive psychology, which gives meaning and emotion to cognition. Emotional design focus on the user's emotional needs and spiritual needs, help users to explore themselves, for the user's life gives meaning, emotional design often can let the user establish expectations, feel the enthusiasm, uniqueness, attraction, pleasure, by bringing the user a series of positive experience, let the user for emotional design response and fine. Norman believes that

designers are often trapped by the contradiction between vision and function, and translating perceptual information into design elements to make the relationship between people and things emotional. According to the depth of experience provided by the product, Norman creatively divides the emotional design into three levels: "instinct layer, behavior layer and reflection layer".

(Iii) Research background and significance

In recent years, the cultural and creative market has been booming, and publishing houses have entered the field of cultural and creative research and development. Under the new consumption background, how to transform creative content and cultural connotation into unique goods and services and enhance competitiveness has become a research hotspot.

In 2016, the Ministry of Culture and other departments jointly issued the Opinions on Promoting the Development of Cultural Creative Products in Cultural Relics Units; in 2021, the Ministry of Culture and Tourism and other departments jointly issued the Measures on Further Promoting the Development of Cultural Creative Products in Cultural Relics Units. The release of these two documents shows that the development of cultural and creative products has become a national strategy. The document stressed that the development of cultural and creative products is of great significance to promoting Chinese culture, inheriting civilization, promoting coordinated economic and social development and enhancing the country's soft power. Through the application of emotional design theory, this study provides theoretical support and practical path for the development of published cultural and creative products, which is consistent with the national policy.

2. Analysis of the Theoretical Framework of Emotional Design

(1) Instinctive layer

Instinct level design leaves a deep impression on users through visual beauty and sensory experience. The key lies in the facial features experience and user feedback. Visual

experience, as the core, can attract users and stimulate the desire to buy, but a single visual stimulus is difficult to last long. The sensory experience can be enriched through the sensory design, such as touch and sound. Published cultural and creative products are designed at this level, paying attention to the application of words, patterns, colors and materials, arousing the instinctive reaction of users who "want to have", and balancing the actual value and price of the products.

(2) Behavior layer

The design of behavioral levels focuses on the realization of product functions to meet the deep needs of users. Functional design focuses on addressing the user's pain points, even if the user himself may not be explicit. For example, the classic "THE soy sauce bottle" design, through the triangular drip and pipe design, to ensure that every drop of soy sauce can be elegant return, reflecting a deep understanding of the user's behavior habits. In this level of design, publishing cultural and creative products should pay attention to users' operation habits and behavioral reactions, so as to provide efficient and smooth user experience.

(3) Reflection layer

The reflective level design goes beyond the level of instinct and behavior, deeply excavates emotion and cognition, and provides users with lasting emotional experience. It is closely related to information, culture, product meaning, and use, and focuses on understanding the user's thinking process, emotional experience, and feedback and evaluation of the product. When publishing cultural and creative products at this level, we should combine traditional culture, ideological connotation, living background and regional characteristics to create products that meet consumers' aesthetic appreciation and emotional needs. As Donald A. Norman said in the *Psychology of Design*, the real value of A product lies in meeting its emotional needs, including the establishment of self-image and social status. Therefore, the design of publishing cultural and creative products should not only pursue visual and functional perfection, but also pay attention to the emotional experience of consumers and realize the comprehensive value of emotional design.

3. Questionnaire Survey and Data Analysis of Consumers' Emotional Demand for Published Cultural and Creative Products

(1) Implementation of the investigation

This survey aims to explore consumers' willingness and preference to pay for cultural and creative products and emotional design. In the form of questionnaire, 322 valid samples were collected, and consumers' purchasing behavior, cultural identity, emotional value and purchasing decision influencing factors were deeply analyzed. The subjects of the survey were consumers of different ages and genders, among which young people aged 18-25 were the main body, accounting for 68.98%, and the majority of female participants, accounting for 73.6%. The online questionnaire survey is distributed through social media channels, and mobile consumers' views and purchase intentions of cultural and creative products.

(2 i) Analysis of the investigation results

In the survey, more than 90 percent of the respondents, or 92.24 percent, said they had bought cultural and creative

products, a strong indication of the wide participation and acceptance of the cultural and creative market among consumers. The average purchase frequency score was 3.16, indicating. According to the scale, consumers' purchase behavior of cultural and creative products is continuous and stable, above the average level.

In terms of price sensitivity, 68.01% of consumers are only willing to pay a reasonable price, and 22.56% are willing to pay a higher price for emotional design, which indicates that the price factor is one of the important factors for consumers to consider in the consumption of cultural and creative products. However, 22.56% of consumers are willing to pay higher prices for those products with emotional design, and there are consumer groups in the market who have high recognition and willingness to pay for emotional value and design innovation.

The overall average score of consumers' satisfaction with the most recently purchased cultural and creative products is 3.76, which is located in the middle and upper range of the scale, indicating that consumers generally hold a satisfactory attitude. Behind this satisfaction may be related to consumers' high attention to the story or cultural connotation behind the cultural and creative products, and the relevant score is 3.71. It shows the consumers' pursuit of cultural depth and emotional value.

In purchasing decisions, emotional value is emphasized by more consumers, with an average score of 3.84. Further confirms the importance of emotional design in cultural and creative products. In addition, the influence of the product appearance can not be ignored, 45.12% of the respondents think that the appearance of the product has an impact or a greater impact. Factors related to emotional resonance also showed a greater influence, accounting for 42.09%. This shows that in the purchase process of cultural and creative products, the product characteristics that can arouse emotional resonance are easier to drive consumers' purchasing behavior.

From the analysis of the types of cultural innovation, publishing, tourism and museum cultural innovation are the mainstream in the market, accounting for 53.54%, 61.95% and 58.25% respectively, which reflects consumers' high interest in cultural and creative products that combine specific cultural elements and themes. In terms of cultural elements, traditional culture, regional characteristics and literature and art have become the focus of consumers' most attention. Accounted for 60.27%, 56.23% and 42.76%, respectively.

Online shopping platforms, social media promotion and physical bookstores are the main ways for consumers to learn about cultural and creative products, accounting for 56.52%, 50.93% and 46.27%, respectively, revealing the importance of the online and offline integrated marketing channels for the promotion of cultural and creative products. In addition, the promotion activities of publishers and design studios had a positive impact on consumers' purchasing behavior, accounting for 29.5%.

(3) Conclusion: The convergence point between market demand and emotional design

According to the survey results, Consumers are open to emotionally designed cultural and creative products but sensitive to price, This suggests that emotional design has the potential to enhance product appeal, High prices may hinder purchase intentions, Therefore, the development should pay attention to enhance the added value of products and maintain the reasonable price to meet the needs of different consumers;

Consumers pay close attention to the story or cultural connotation behind cultural and creative products, Developers are required to pay not only attentions to the appearance of the product in the emotional design, Also need to dig deep and convey the cultural elements and story background, Enhance consumer cultural identity and emotional resonance, The survey data reflects consumers' diverse demands for cultural and creative product types and cultural elements, Therefore, a more segmented market strategy should be adopted in the emotional design, Customized products for different consumer groups, To meet its preference for different cultural elements such as traditional culture, regional characteristics and literature and art.

4. Case Analysis

(1) Case analysis of publishing cultural and creative products

1. young people Press "Wild grass Youth" gift box

Young people Together with a cultural communication, the Press jointly launched the "Wild grass Youth Series" gift box inspired by Lu Xun's works. Today, Lu Xun is known as "the favorite writer of young people". His words not only crossed the boundaries of the century, but also aroused strong resonance in the hearts of contemporary youth. In Lu Xun's pen, young people have found their own voice and felt a deep recognition.

The cultural and creative products of "Wild Grass Youth Series" deeply excavate the essence of Lu Xun's literature and thought, and extract the three core values of "independence, freedom and vitality". This series of named "weed youth", not only endows the product with emotional value, but also strengthens the sense of identity of consumers. Through a young and close way, let Mr.Lu Xun into everyone's life. Through these cultural and creative products, they not only commemorate Lu Xun's literary heritage, but also convey a positive and independent attitude towards life to the young generation.

2. "Galaxy Railway Post Office" series was created by Shanghai Translation Publishing House

Qhai Manufacturing Bureau is the cultural and creative department of Shanghai Translation Publishing House, which is committed to showing the projection of images and spirit in the book through various "articles". Among them, the products related to the writer Kenji Miyawa and Galaxy Railway include wind and rain, Galaxy Railway Post Office, Galaxy Milk and the Arctic Brothers Chamber of Commerce.

(2) Analysis of the emotional design elements in the case

Instinct layer design focuses on intuitive reaction and first impression."Wild Grass Youth Series" uses classic elements of Lu Xun's works, such as quoting sentences, to trigger visual and emotional reactions of consumers. Its visual presentation of colors, patterns, shapes and other visual representations attract the target audience and arouse the instinctive love for Lu Xun's literature."Galaxy Railway Post Office" series of cultural and creative related theme elements of Miyze's works, such as Galaxy and Star, to quickly attract consumers.

The behavioral layer design focuses on product practicality and functionality."Wild grass youth" series with key chain portable, notebook writing comfort and other practical design, to meet the daily needs of consumers."Galaxy Railway Post Office" series to sign, bookmark color paint clip as the carrier, meet the actual needs of users, high frequency use to deepen

the brand impression.

The reflective layer design touches the deep emotion and cognition of consumers."With the cultural stories and ideological connotation behind," weed Youth Series " establishes emotional connection with consumers, product naming and design details convey the spirit of Lu Xun's literature, strengthen consumers' identity, make them feel resonance in use, enhance product culture and emotional value, and help consumers express their personality and taste.

At the three levels, the cultural and creative product design of "weed youth series" and "Galaxy Railway Post Office" not only meets the basic use needs, but also establishes emotional connection with consumers, making the product a medium to convey emotion, culture and personality, and enhance the brand value and market competitiveness.

5. Epilogue

(1) The important role of emotional design in the development of publishing cultural and creative products

Emotional design plays a vital role in the development of publishing cultural and creative products. It is not only related to the appearance and modeling of the product, but also involves the connection between the product and consumer emotion and the establishment of cultural identity. Through this survey, we find that consumers attach great importance to the emotional value and cultural stories of cultural and creative products, which shows that the emotional design directly affects consumers' purchasing decisions. Emotional design can transform the product from a simple article to an emotional carrier with story and cultural characteristics, and enhance the sense of belonging and satisfaction of consumers. It can stimulate consumers' desire to buy, enhance brand loyalty, so as to stand out in the fierce market competition. At the same time, the research will pay more attention to empirical research, through market research, consumer feedback and other means, and constantly optimize the emotional design strategies. Emotional design plays an irreplaceable role in the development of publishing cultural and creative products. It can not only improve the market competitiveness of products, but also bring profound cultural experience and emotional satisfaction to consumers. Facing the future, emotional design will continue to promote the innovative development of publishing cultural and creative products, and contribute to the prosperity of the cultural and creative industry.

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