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Research on the Aged Brand Design Based On Emotion Theory

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Abstract:

In this paper, according to the situation of the elderly industry brand design, through literature analysis, and questionnaire for investigation and study, two kinds of packaging design experiments, exploration of the brand perception of the elderly's human influence, safely draw the conclusion that old brand need emotional design, to promote its products in the huge old market competitiveness, and corporate social responsibility, to provide richer material needs and spiritual satisfaction for the elderly.

1. Introduction

In recent years, China's elderly population base is large, the growth rate is too fast, the problem of aging population is more and more serious. But it is understood that there are still many problems with the design of older brands in the market. In this paper, emotional brand design for the elderly as the direction, for the elderly group to carry out a series of studies, intended to systematically explore the psychological and physiological needs of the elderly, and how to design products to meet their psychological needs to summarize and enlightenment. The research route of this paper is to conduct a questionnaire survey and in-depth analysis of relevant data, understand the shopping preferences of the elderly from multiple aspects, summarize their emotional design needs, practice emotional brand design and summarize and reflect on it, hoping to promote the elderly group to receive more social attention and care. Also make emotional brand design in the study of the elderly design field and pension industry have a certain breakthrough and development.

2. Analysis of the Status Quo of Brand Design in the Aged Industry

2.1. Physiological and Psychological Status of the Elderly

The social value of the retired elderly in Our country decreases, the society pay less attention to them.The problem of the elderly is becoming increasingly prominent. At

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present, the problems facing the elderly are mainly caused by three factors: physiological factors, psychological factors and social factors.

As the elderly grow older, physical functions such as strength, energy and memory decline and diseases plague them.They are more difficult to adapt to the needs of social labor, forcing a large part of the elderly to realize their own value is difficult, the decline of social value, gradually marginalized social problems and even depression and other psychological diseases. On the other hand, social factors, the elderly need to face the death of their relatives, social identity change and other issues. Due to the retirement of the elderly, a large part of the elderly after losing the original social occupation, social network is prone to fracture. They are prone to social isolation, with lower social participation and less social support. [1] (Figure 1) In this case, social support and social attention can help the elderly adapt to identity transformation, provide channels for improvement, and effectively improve the happiness level of the elderly. [2,3]
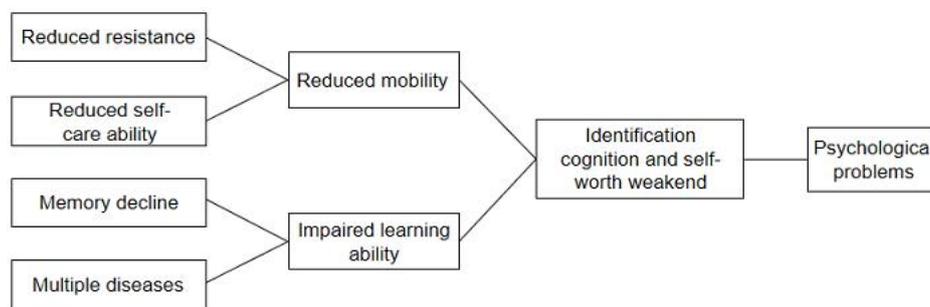

Figure 1. Physiological and social factors of senile decline.

2.2. The Elderly in Our Country Are Facing Both Physical and Psychological Problems

Dai Qiaorong proposed that the psychological needs of the elderly include dependency needs, achievement needs, health needs and so on. As a result of education and urban and rural economic conditions and other factors, the psychological needs of the elderly as a whole into an increasing trend. In the field of product design, the elderly need more systematic and branded products and services. So designers can provide the elderly with better products and services by standardizing the product design and production process and strengthening the maintenance of the brand, so as to strengthen the social attention to them to some extent, satisfy their compensation psychology and help them better adapt to their lives in the old age. [4] (Table 1)

Table 1. The relationship between the psychological state of the elderly group and emotional products.

Mental state	Specific performance	Product demand
Loneliness	Caring children	Intelligent companion products, friendly and lovely appearance, simple and effective communication, increase the entertainment function of the product, product diversification in line with the inherent cognition of the elderly, the use of a
Loneliness	Lack of company	Intelligent companion products, friendly and lovely appearance, simple and effective communication, increase the entertainment function of the product, product diversification in line with the inherent cognition of the elderly, the use of a
Loneliness	Need to socialize	Intelligent companion products, friendly and lovely appearance, simple and effective communication, increase the entertainment function of the product, product diversification in line with the inherent cognition of the elderly, the use of a
Sense of loss	Lack of self-identification of value	Intelligent companion products, friendly and lovely appearance, simple and effective communication, increase the entertainment function of the product, product diversification in line with the inherent cognition of the elderly, the use of a
Sense of loss	Lack of social attention	Intelligent companion products, friendly and lovely appearance, simple and effective communication, increase the entertainment function of the product, product diversification in line with the inherent cognition of the elderly, the use of a
Sense of loss	Difficult to cater for the era development	Intelligent companion products, friendly and lovely appearance, simple and effective communication, increase the entertainment function of the product, product diversification in line with the inherent cognition of the elderly, the use of a
Anxiety	Memory decline	Intelligent companion products, friendly and lovely appearance, simple and effective communication, increase the entertainment function of the product, product diversification in line with the inherent cognition of the elderly, the use of a
Anxiety	Reduced responsiveness	Intelligent companion products, friendly and lovely appearance, simple and effective communication, increase the entertainment function of the product, product diversification in line with the inherent cognition of the elderly, the use of a
Anxiety	Conventional wisdom	Intelligent companion products, friendly and lovely appearance, simple and effective communication, increase the entertainment function of the product, product diversification in line with the inherent cognition of the elderly, the use of a

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	Lack of flexibility and creativity	sense of achievement, more reminders
Lack of security	Unwilling to try new things	

3. Theoretical Basis and Research Methods

3.1. The Three Levels of Donald Norman's Emotional Design

In Emotional Design, Donald Norman divides the goal of emotional design into three levels: instinctive level, behavioral level and reflective level. (Table 2) Emotion design products at the instinctive level are designed by acting on the most intuitive feelings such as intuition, touch and vision. The emotional design of behavior level is designed according to the living habits and behavior level of human beings, aiming to facilitate users to grasp the use function of the product most intuitively and conveniently, with emphasis on the functionality of the product. The emotional design of reflection level is the emotional design that people produce reflection level through thinking confirmation after acting through instinct level and behavior level, which belongs to the highest levels of emotional design. It mainly establishes contact with users in products and services to make a good impression on the users, improve the brand loyalty, and to make the brand become the carrier of emotion. [5]

Table 2. Three levels of emotional design.

Three levels	Corresponding performance
Instinct level	Intuitive sense of intuition, touch, vision, directly reflect the extent to which the user's favorite
Behavior level	Emphasize the function of the product, and efficiently solve the problem of users' demand for the function
Reflection level	Create an emotional link between product and user, meet the demand of multiple users, cultivate their loyalty

The use of the five senses at the level of instinct. The elderly group is affected by physiology, the body sensory degeneration, the elderly touch, vision have different degrees of decline. Age is the most important cause of eye disease, according to the University of Melbourne's Eye Research Centre.Older people's ability to distinguish blue color decreases with age. In addition, the old sense of touch, smell and hearing have different degrees of decline. [6]

Easy-to-use design at the behavioral level. In view of the physiological decline of the elderly group, the elderly brand design should have its corresponding characteristics. The product is designed to be easy to use, strengthen consumers' cognition of the brand, reflect the brand's pertinence and professionalism, get consumers' recognition, and create a brand image. [7]

3.2. Maslow's Hierarchy of Needs

According to Maslow's hierarchy of needs theory, human needs are arranged from low-level to high-level in the order of physiological needs, safety needs, social needs, respect needs and self-realization needs, which are arranged in a triangular shape, among which physiological needs are the most basic needs. [8]

3.3. Life Course Theory

Life course theory explains the relationship between individuals and society by examining the important social events and historical process that affect individuals

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and analyzing the influence of social practice and historical process on human beings, and summarizes the law accordingly. [9]

Influence of past experience. From the perspective of peer group and the history of this age stage, the current life experience of the elderly group is analyzed and summarized. By 2022, people over the age of 60 had experienced China's difficult times, including the War of Resistance against Japanese Aggression, the war of resistance to The United States and aid to Korea, as well as the shortage of materials caused by various natural disasters. Most of the old people retain the habits at that time, living habits thrifty, like to collect and retain packaging, avoid extravagance and waste.

Impact of current circumstances. Older people born before 1960 are more accustomed to collective living than those born after 1960. After retirement, they are divorced from social production, and are more likely to feel lonely due to their shrinking social circle and weakened social ties.

4. Emotional Design Method

In view of the serious aging of the society, the consumer market of the elderly is gradually expanding, and the physiological and psychological problems of the elderly also need to be improved and paid attention to, we conducted a questionnaire survey of the elderly's human influence needs. Through this survey, we hope to understand the satisfaction of the elderly to the existing emotional design and their demand for emotional brand design, so we carried out a survey from the style of product packaging, humanized design and other aspects.

In this survey, the team collected 93 questionnaires, of which 80 were effective, with an effective rate of 80%. Among them, 39.02% are aged 60-65, 24.39% are aged 66-70, 19.51% are aged 71-75, and 17.07% are aged over 75. Nearly 65.85% of the population was female.
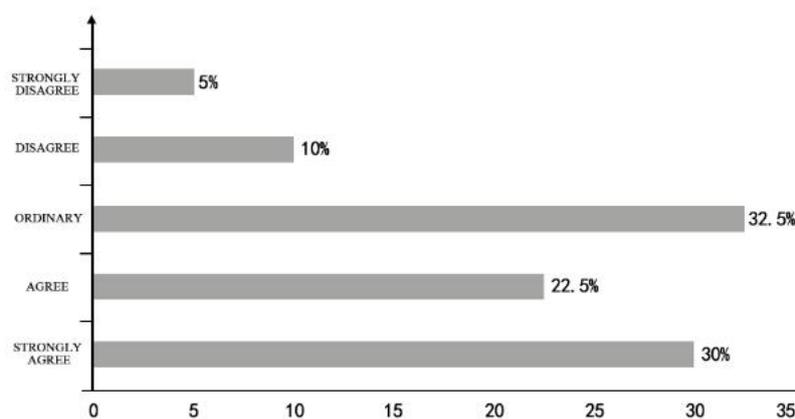

Figure 2. Statistics on whether many products on the market lack humanized guidance.

This survey, we focus on the humanized design of products. According to the survey, 35.37% of people strongly agree that they will not choose to buy new products because they are confused about the use method, and only 4.88% of people strongly disagree and are willing to try new products. When asked whether many products on the market lack humanized guidance, 31.71% said "average", 29.27% strongly agreed, and 4.88% strongly disagreed. (Figure 2) According to the data, most old people are hesitant or even reluctant to buy products they are not familiar with and cannot use. At the same time, many products on the market lack a humanized guiding

role for the elderly, especially when the elderly are alone at home or their children and family members are not around, they are more likely to choose products they are more familiar with. Therefore, emerging technology products or some strongly designed products are not convenient for today's elderly group. So we design at the same time, should use more humanized, with the concept of "harmony" design products. [10]

The team also asked questions about the function and appearance of the product and investigated the brand style preferred by the elderly. In terms of the reasons for the elderly to choose brands, we found that the top three choices were reliable quality, moderate price and used. (Figure 3) Can be inferred from this, in the packaging of products related to the elderly, we need to pay more attention to by package express product reliability, product packaging at the same time not too costly, when reflecting the sense of design, we should show the product atmosphere in line with its price, while the choice of the third reason is used, this shows that the elderly are relatively fixed in their choice of products, high user engagement. Geriatric products have higher research and design value and prospect. We also asked people about their favorite styles and found that the top three choices were cultural connotation, visual aesthetic and high-end. (Figure 4) It can be inferred that the elderly prefer dignified and elegant products with connotations, while they do not prefer products that are slightly young and cheap in form.At the same time, based on Figure 3, it can be concluded that the elderly pay particular attention to the reliability and quality of products, so the reliability and professionalism of product vision have become the top priority in product and packaging design.
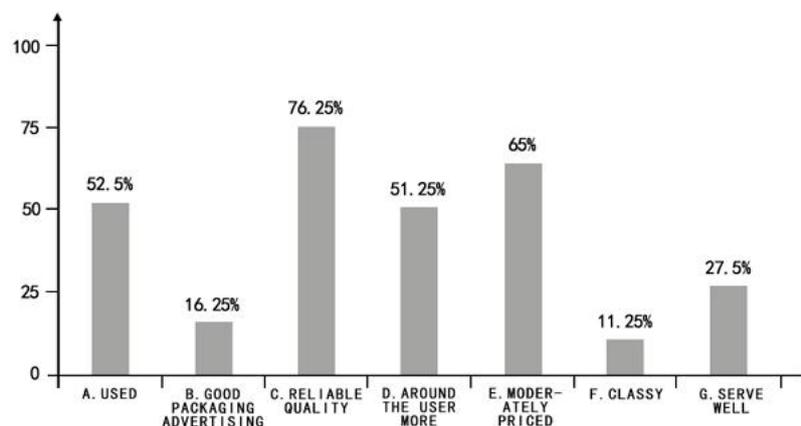

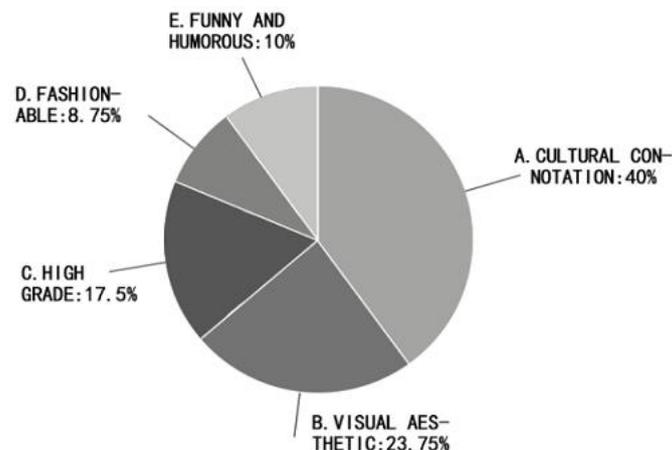**Figure 3.** *Statistics of reasons and problems for the elderly to choose brands.*

Figure 4. *Statistics on the style preferred by the elderly.*

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According to the survey, products with reliable quality, moderate price and high familiarity are more popular with the elderly. Based on this, they also focus on cultural connotation and design style. Have cultural connotation, unique design of the product can increase their recognition of products and get emotional sustenance, through some of the brand's story connotation, unique humanized design, make it easy for the elderly is convenient to use, at the same time have a carrier or express their emotion, speak and talk about their own ideas, and ease the loneliness of the heart. It can be seen that the elderly will also like some products that can relieve feelings of attachment and bring positive feelings.

5. Design Practice

Excellent design can meet the psychological needs of the elderly to a certain extent and attract them.In the design, We should try to think about Harmony design, pay attention to the convenience of the elderly, but do not need to completely independent design style for the elderly group.

We have carried out the related product and package design, moxibustion paste and memoir as the main design direction. During the design of the product, the psychological needs of the elderly in pursuit of self-value and social recognition are fully considered, as well as the psychological characteristics of the elderly who are increasingly weak and facing the pressure of aging or even death. We designed two products of the Xiao Xiao pension service team, namely, the aged memoir and moxibustion packaging.

The main tone of the memoir is red, showing a happy and positive atmosphere. Some traditional Chinese geometric patterns are used in the design, such as the use of serrated grain and nipple nail image, and a little modern sense. As well as the use of some ancient window carving decorative graphics, the gold part is UV printed, through flocking texture contrast with the red background, so that the memoir has a relatively thick and warm feel. Memoirs do not use complex modeling and new design, more in practicality and convenience, more convenient for the elderly to use.

Memoirs are designed for the elderly who need to satisfy their spiritual needs, such as red Army veterans, veteran party members, etc.The design adopts the design technique of five senses, the design has audio and video cloud preservation, scan code playback, old objects preservation bag, photo display bag and so on. It is intended to help the elderly express their inner feelings and recall the past through writing and audio and video. Memoirs can be handed down from generation to generation, including family traditions and teachings, good family memories and memories for children and grandchildren.

The memoir is mainly divided into five chapters, including basic information, recall records, contact inquiries, knowledge popularization and password table. (Figure 5) In the basic information, some simple information of the elderly are listed, such as education background and position, marriage, family relationship, friends and some anniversaries; In chapter 2, write down important dates, such as love anniversaries, children's birth photos, health, career, etc; In Chapter 3, some contact telephone lists are added, such as emergency telephone numbers, common telephone numbers for daily service, etc, Convenient for the elderly inquiry consultation;The fourth chapter increases some knowledge popularization, through the simple and easy to understand language, about the elderly pension policy, the elderly first aid knowledge, and some anti-fraud knowledge and so on. The last chapter, the design of a password table,

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which can record some payment password, network password, bank card password, personal account password and so on.
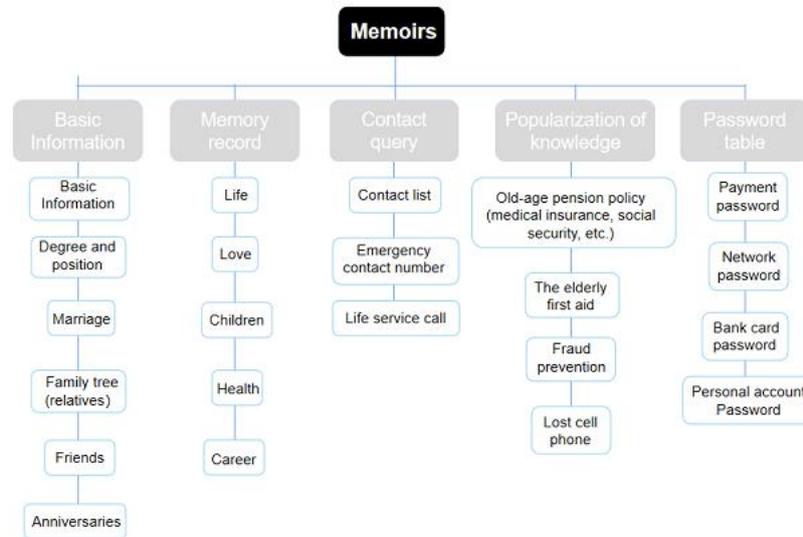

Figure 5. Structure of memoir.

After the product design, the team created a questionnaire for the elderly to investigate the attitude towards the product. We selected pictures in different styles, including clean and simple brief, cool and fashionable , ancient rhyme and ancient fragrance classical, fresh and rural vibrant, deep and stable dignified, then compared them. The data ranked first is the style of ancient rhyme, decoration to Chinese medicine oil paper and seal elements. The number of people who chose the ancient rhyme style classical style reached 45%. The product we designed is currently ranked second, which shows that we still have shortcomings in the selection and integration of various elements, which need to be corrected.

6. Conclusions

This paper discusses the team's exploration of the emotional brand perception of the current elderly population (i.e., those born before 1961 and above 60 years old) through field research and analysis, and the above hypothesis has been confirmed. From the theory and practice, it can be seen that the products of the aged industry need more thinking and design, to improve the competitiveness of their products in the huge elderly market. At the same time, it should also be responsible for the social enterprise to provide senior citizen with richer material needs and spiritual satisfaction.

As this paper is an exploratory study in the field of brand design for old people, there is a number of inevitably imperfections and limitations, and it is difficult to generalize for the elderly due to regional, traditional, economic, and other factors. With the rapid progress and change of society and the weakening of the objective conditions of the elderly, they have become a relatively heavy vulnerable group in society. The special nature of the elderly in society leads to their need to receive more care and attention. Follow-up studies in this direction need more experiments and samples for investigation and validation. Further research is needed on how to help older people, both physically and psychologically, improve their well-being.

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Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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