

Research on Takeaway Packaging Design based on Consumer Demand in the Post-epidemic Context

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Abstract

In order to meet the improvement of the packaging of takeaway products under the epidemic situation, on the basis of retaining the performance of traditional takeaway packaging, by increasing the cultural influence, epidemic prevention requirements, visual identity, social responsibility and other aspects of takeaway packaging, the design of takeaway packaging highlights humanistic care. The QFD method is used to study the takeaway packaging that consumers demand. It provides ideas for the research and development of takeaway packaging design in special periods. In order to better meet the actual needs of customers.

Keywords

Post-epidemic Background; QFD; Packaging Design.

1. Introduction

Since the beginning of the epidemic, many restaurants have vigorously developed their takeaway business after experiencing a period when they cannot dine-in. As a result, many new stores are making takeaway products. However, the takeaway packaging used in many stores is only plastic bags and disposable bamboo chopsticks, which is not only unsightly, but even often damaged, and plastic bags are not easy to degrade and are also harmful to the environment. The takeaway packaging of some stores that do takeaway all year round is similar, and many of the materials used in packaging are also plastic and materials that are not easy to recycle. And the product recognition is low, for consumers, can not meet their growing aesthetic needs, and because of the impact of the epidemic, many consumers have a sense of dependence on takeaway, but the simplicity of takeaway packaging and low sense of use can not make consumers have a good sense of product experience.

2. Based on the Design Requirements of Takeaway Packaging under the Background of the Epidemic after QFD

2.1. Introduction to QFD Method Research

The QFD method is a systematic decision-making technique that ensures that the customer's requirements are accurately translated into product definitions during the design phase; In the production preparation stage, it can ensure that the product definition reflecting the customer's requirements is accurately translated into the product manufacturing process; In the production and processing stage, it can ensure that the manufactured products fully meet the needs of customers. QFD is based on meeting customer needs and pays attention to all aspects of product development. QFD makes those intangible needs and the company's strategic strengths visible, allowing the company to prioritize them. Reduce design time, reduce design variations, reduce design and manufacturing costs, improve product quality and improve customer satisfaction.

Based on the product planning line under QFD, the study found that consumers need very different takeaway packaging for different takeaway products. For example, for Chinese food, it is desirable to have multiple lunch box classification packaging, and the packaging is easy to open and has a certain degree of product recognition. For desserts, it is hoped that the packaging is exquisite, small, and makes people have an appetite at a glance, while for tea, it is more desirable to be packaged well, easy to taste, more convenient and convenient. Based on this research, takeaway packaging designers will design packaging products that are more in line with consumers.

2.2. Conditions that Need to Be Met for Takeaway Packaging Design

In the early days, takeaway packaging design mainly focused on promoting branding, protecting food, cost advantages, and convenient transportation. For takeaway packaging in the post-epidemic context, it is necessary to meet not only the function of use, but also the emotional needs of consumers and the requirements for epidemic prevention and control.

The materials of takeaway packaging products should be made of environmentally friendly materials, and the requirements for the environmental protection coefficient of food packaging should be improved. According to research, the daily order volume of the takeaway platform exceeds 50 million, and many merchants still use non-degradable polystyrene materials, which poses a great burden on the environment and may also pose a threat to consumers' health. According to this phenomenon, Meituan Takeaway has also introduced policies such as the "Tsingshan Plan" to help change the status quo of the use of takeaway packaging materials.

For epidemic prevention requirements, most businesses have done better in the post-epidemic context. For example, KFC introduced contactless delivery at the beginning of the epidemic, allowing delivery workers and consumers to avoid physical contact to reduce the risk of epidemic transmission. Now the major food delivery platforms also have this function, and ensure that the food delivery packaging is complete, so that consumers can enjoy the food with peace of mind.

For consumers' emotional sustenance, many takeaway businesses do not do it well. Most merchants use sparse takeaway packaging, do not reflect the advantages of their own products, and cannot satisfy consumers. The growing aesthetic needs of consumers are in conflict with the unchanged takeaway packaging. The design of takeaway packaging needs to pay more attention to the emotional needs of consumers.

3. The Strategy of Takeaway Packaging Design in the Post-epidemic Context

3.1. Packaging Design based on Modern Technology

In the information age, takeaway packaging should not be stodgy, now many catering industries are franchised stores and century-old stores, you can add your own brand story to the cover when designing packaging, and you can design a brand QR code on the packaging bag, consumers can see the corporate story after scanning, increase emotional communication with consumers, and also let consumers leave messages where the company is not doing well and good places. Now the field of antibacterial materials continues to expand, in the era of the epidemic, antibacterial materials can be used to make bags, which can effectively resist germs, let consumers eat at ease, and reduce the spread of the epidemic.

3.2. Packaging Design based on Consumer Needs

Consumer demand mainly includes two aspects: one is the practicality of packaging, and the second is whether it can meet the emotional needs of consumers.

Taking Anhui Hefei local brand Zhan Ji as an example, the Zhan Ji packaging well meets the emotional needs and practicality of consumers. Eco-friendly materials are used for practicality and there is a tote rope and sealing tape at the mouth of the bag. Emotionally, Zhan Ji Dessert, as an old store that has been developed in Hefei for many years, has its own brand story, and it can be seen that the front of the product uses the image of the ancients to show the sale of pastries, and also reflects the strong history of its own brand heritage, making consumers curious and satisfying the aesthetics of the Chinese people. Although the side of the bag is simple, you can clearly see two QR codes and a line of brand slogans. The two QR codes are the store of the Tmall flagship store and the WeChat public account of the enterprise. To a great extent, consumers can understand the story of the product, and the next time they want to buy back, they can choose to buy it in an online store to meet the convenience requirements. The brand slogan is "Everything is sometimes, nature creates good taste", deepening consumers' image of products and enhancing emotional communication between the two parties.

3.3. Packaging Design based on the Direction of Recyclability

Now most of the packaging bags in the takeaway market are disposable products, and many are made of non-degradable materials. For packaging design should be based on recyclable materials, such as the most common paper bag packaging, in recent years, KFC has changed from plastic bag takeaway packaging to full paper bag takeaway packaging, not only the outer large bag is a paper bag, even the small box containing food has also been changed to a paper box. The plastic straw for drinks has also been changed to a paper straw. The use of paper packaging bags is not only environmentally friendly and convenient to recycle, but also can reduce the cost of merchants, and recycling and reuse after the production of paper bags will greatly reduce the cost of packaging bags. For consumers, paper bags will also feel healthier and more environmentally friendly.

4. Conclusion

With the development of society, consumer demand has begun to pay more and more attention to the aesthetic design of packaging, takeaway packaging from the most basic food packaging, to now integrated into the design of brand emotions, is not only an important way to serve product marketing, but also an important dimension of interaction between businesses and consumers. In the post-epidemic context, we should pay more attention to how to make better designs, meet the needs of consumers while being ingenious in design, and make designs that meet the needs of the public in combination with the current situation of the epidemic. Good packaging design is ultimately based on modern packaging design, consumer demand and sustainable recycling.

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