

Consumer Response to Visual Arts Expertise in Product Designing

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Abstract

Designing a good looking product is one of the basic features for highlighting the value and the quality of the product that corresponds well to attract the consumers. The facet of aesthetic and the creative elements of visual arts bring forth the exceptional feature in a product that distinguishes it from the rest. This ultimately leads to the successful launch of the product design for advertised or commercial purposes. The interest here is to further evaluate the authenticity of the connection between the audience and the art of designing a product. The development of the product's artistic physical appearance is as integral a part of the market place as the need for the consumption of the product. The problem of this research is to identify the steps that incorporate the values of visual art in product designing and all the features related to it that ultimately lead to a successful organization

Keywords: Aesthetics; Design; Product; Visual.

INTRODUCTION:

In the recent years the advanced designing of the products according to the taste of the audience has led to a boost in its marketing, sales and advertising. Thus, the importance of a good product design and its concept has been realized and put into action by today's market. To design a product requires creativity which is the foundation of Visual Arts. The designing of the product encounters every little detail to be thought of in full plan, bringing it to reality accordingly. The competitiveness in the consumption of the products witness such a high range of quality production that its successful launch cannot be called complete unless it's designing has a unique touch of sensitivity and aesthetics. The focus of the designers today is not just to create pretty and fancy interfaces for the audience, but to actually solve problems with a touch of creativity that highlights the essential character of the design.

The final designed product is an outcome of the successful problem solv-

ing by the designer since the initial stage of perceiving the product concept. The product designers are credited for the success of the product designed as they do not aim at solving their own problems but target fully to solve the user's problems. The taste of the consumer today is not confined or restricted rather is an inter-mix of creative forums. Designing is an extended form of visual arts thus obtains the similar elements of creativity and the touch of aesthetic insight. But, it is up to the designer to incorporate these elements of artistic ingenious so as to appeal to the consumer's taste responding to successful product launch and sale. When a designer knows how to emulate the essence of art in his thinking and apply the same in designing a product, will help him gain further clarity in better visualizing the consumer's response in the behavioral patterns. Today's designer invests in the marketing and sales of the product through social media. Since the past few decades the social media has witnessed a drastic increase in the followers and sales than ever before. The interaction between the designer and the product on the website has had better sales result with a higher satisfaction level. The development and the designing of the product via the social media have made it easy to trade, easy to show at meetings and easy to prove that the investment made was worth it. Social media is just a successful channel to promote the designed product but it is highly essential for the designer to keep focus on one basic principal: if the product fails the audience demand and needs, no marketing effort will be enough to save the brand. Thus, it is very important for a designer to create a solid product along with intensifying its artistic outlook. Until the product designed has every quality to face the competition in the market and satisfy the taste of the audience, no matter how strong a marketing team is hired but once the word spreads out about its poor quality, it's over! The brand loses its credibility and marketing equals zero. It is all over the world that the focus is changing, the product had never been in spotlight before as it is now. This is what brings long term success. Thus, prior to making another addition to the sales or marketing team, it is rather essential to understand that it would be better if there would be prior investments made in the main source of income instead: the product designing.

The focus of this research paper is to identify the important steps of visual Arts expertise that come before the product development leading to a successful launch of the product designed. The consumer is no more just concerned with the usage of the product rather wants it to be appealing visually as well as aesthetically. The competition in the market amongst the products is at such high pace that to incorporate the aesthetic appeal to the outlook of the product has become a must. All successful products

in the market today aim at introducing themselves with the best physical outlook rather than just concentrating on the practical usage. As consumers we humans are more inclined towards the products with aesthetically pleasing designs as they simply satisfy our pleasure principle along with the needs. The Himalayan water bottles not just solve the need for thirst rather captures the consumer's eye interest for its striking feature of aesthetic appeal. A customer in search for drinking water when approaches the shelf with stacked water bottles amongst which the display of the Himalayan water bottle out stands the rest, naturally would it be picked for its utility purpose as well as aesthetic appeal.



Fig. 1

A proper evaluation of each step that marks the journey from a product to be designed to its manufacturing is the backbone in the creation of a solid product to be launched in the market. Each component in this process has its essential characteristic that further combines together to create a solid product. Designing the product needs to be carried out in a systematic manner, step wise so that there is no credibility for a flaw to occur. It becomes essential for the designer of the product to keep in mind the aesthetic principle factor prior to conceptualizing the product and its further development. The steps to be followed are as following:

Step-1 Concept of the Product:

The idea generation of the product comprises of its basic sketch, the most important factor here is to understand what the product is basically about. And how is it going to be used? The designer here needs to be clear about

the purpose to be solved by the product.

Step-2 Research Conduction:

Before converting visualized concept of the product into final design it is very important for the designer to understand the current market situation. To be familiar with the demand and needs of the audience can help the designer to make additions to the concept of the product accordingly, creating a product idea that synchronizes with the market demand. A good research of the market can also aid the designer in adding those essential characteristics to the product that make it different from the ones prevailing in the market.

Consumer's response to the products with visual appeal is an interesting factor to be studied while conducting the research. Products with similar approach to solve the consumer's problem can be studied for their distinguishing feature. A suitable example is the Aerial water detergent that introduces its products and packaging made with renewable or recycled materials. The consumers today are educated and consider themselves as responsible citizens towards the environment they live in for which the approach to sustainable detergent packaging by Aerial can trigger a positive response to the product. Another interesting feature of Aerial's mega packs is the utilitarian packaging which tempts the consumer to purchase it for future usage.

Step-3 Product Design and Development:

The development of the design takes its turn from this step. By bringing to use the information which was gathered while conducting the research on the market can help develop the product according to the needs and demand of the audience. While designing the product a few concepts about its characteristics need to be very clear with the designer. Without these factors the visual appeal of the product would not last as a positive impression. They are as follows:

1. Function of the product.
2. Durability of the product.
3. Reliability of the product.
4. Production of the product at a cost effective price.
5. Successful manufacturing of the product.
6. Maintaining of the high quality product.
7. Material of the product to be used. Whether the product is able to

withstand the uses and forces.

8. Visual and aesthetic characteristic to the physical outlook of the product.

Step-4 Research and Development of the Final Design:

This step includes the research that will lead to the final design. This further includes the material selection, detailed drawings with dimensions so that the final design can now enter the stage of bringing it to reality. The construction of the product should be lead in such a manner so that the beauty of the product is enhanced along with its utility purpose.

Step-5 Computer Aided Design:

In today's world, designing with computers is as essential as air is to lungs. By using a 3M modeling software a three dimensional design of the product is created. These software's are auto installed with tools that can render the outlook of a product in the most appealing of forms. This has made the field of design much simpler, creative and effective. These software's help in highlighting the practical problem areas where there are much theoretical stresses and strains. After this a physical representation of the design is excellent for testing developing the product. In simple words they make the creative work a progressive task.

Step-6 Testing the Product:

When the product is tested and further areas are sorted out which need to be improved; this becomes the point where one may have to go back to the drawing design which was tested earlier. The designer here needs to be very critical while evaluating the product. The product needs to function properly, if it isn't right the designer needs to redevelop the designs.

Step-7 Manufacturing of the Product:

Once the designer is satisfied with the testing of the product the selected product design can enter the manufacturing unit. The cost of the manufacturing however depends upon the complexity of the product.

Step-8 Assembling the Product:

Once the product is manufactured, the systematic assembly of its components is vital. It is essential that the product assembling is lead in a high quality manner. This will not only reduce the manufacturing costs but also make the assemblage cost effective and quicker. Thus, the overall costs of the product will be considerably less than a complex product.

Step-9 Feedback and Testing:

The final product must be tested prior to its launch to identify any further default areas. The testing is better off within family, friends and focus groups. It's critical for your product to listen to feedback and incorporate the desired changes for its successful launch.

Step-10 Launch of the Final Product:

Now the final product has been created and the major focus of the designer from here shifts to the marketing campaign and the strategies for selling the product. The display of the product plays a major role in attracting the consumers. A fine example for the above statement is of the Chumbak stores. These stores are at majority found in big cities with larger gathering. The first impression of the product is so vivid and colorful with its unique blend of cultural perspective that people in the market would definitely take a look at it.



Fig. 2



Fig. 3

The importance of a good product design distinguishes the physical characteristics of the product that make it attractive to the customers due to its unique quality. These characteristics are collectively known as a solid product design. Thus product design is ultimately made to come into action to manufacture a product that will attract the customers for its value given. Customer expectation is another very important factor that needs to be dealt very professionally by the designer. Since the design of the product is the first impression a customer has about a particular product there is therefore a need for the organizations to design the products that meet and exceed the customer's satisfaction. Therefore the organizations that design the product need to basically focus on employing experienced operation and task managers that would design well articulated and desired products that will satisfy the needs of the customers at all times. Therefore product design is a very important component of any organization as it adds value to a product by ensuring that its layout is attractive to the consumer. To design the product according to needs of the

consumer is what adds value to the product. A good design shall always satisfy its customers succeed in communicating its message and purpose of the product to its market. A good product design should always focus on its objective of satisfying the customer by meeting their actual needs and expectations. This quality further enhances the competitiveness of the organization.

Result

To conclude here is to emphasize on the need for a product design to be good in all aspects so that the organization holds a good hedge above other competitors in the market. A good product design also combines three very important aspects namely the concept, the package and the process of its development. A business always flourishes if it is carried upon by a good design as it enhances the profitability and turnover by transforming the needs of the customers into the desired shape and value of the product demanded. When the product is well designed it makes a great difference to the perception of the product by the consumer. It is clear that the product designed shall excel if it meets the basic needs and satisfaction level of the consumers but it is also important to understand that the consumer's decision making for a product is influenced by certain factors which are the value attributes.

A customer always considers the value attributes before making a decision to buy a product. These factors can further be classified into convenience, technology, cost, quality and style. Since the design of the product is the first impression of the quality of the product, the consumer's decision making largely remains influenced on this part. While designing and developing the product it is very important to maintain the quality levels as when a product performs well and is reliable during its lifetime, the consumer not aware happens to stick on the same product leading to consumer integrity. It is also important for the organizations to produce new products and replace the outdated designs so that the brand image is well maintained. Though the development and introduction of a new product design is both risky and costly yet it one great chance for an organization to replace its outdated design with a fresh one under the same brand name. Maintaining the brand name enhances brand loyalty and accounts to further success.

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