

BASED ON THE RELATIONSHIP OF CLOTHING DESIGN, MASLOW'S HIERARCHY AND COLOR

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ABSTRACT

With the progress of society and the improvement of people's living standards, consumer demand for clothing has shifted from simple practicality to diversification and personalization. This shift in demand requires clothing designers to have a deeper understanding of consumer needs. Maslow's hierarchy of needs theory provides designers with a framework for understanding consumer needs. This article aims to deeply explore the application of Maslow's hierarchy of needs theory in clothing design, and based on this, explore new ideas and directions in clothing design. Maslow's hierarchy of needs theory is an important theory in psychology, which includes five levels of needs: physiological needs, safety needs, social needs, esteem needs, and self-actualization needs. These levels of needs, from basic physiological needs to the highest level of self-actualization needs, constitute the motivation for human behavior. Physiological needs are the most basic human needs, mainly manifested in the pursuit of comfort and warmth in clothing design. For example, sports brands design clothing that is suitable for wearing during sports to meet the comfort needs of consumers during exercise. Meanwhile, winter clothing places more emphasis on warmth retention to meet the physiological needs of consumers in cold environments.

INTRODUCTION

1. Foreword

This paper introduces the basic concepts of clothing design, Maslow's level of demand theory and colour, expounds the correlation between the three, and puts forward the research purpose and significance of the paper.

2. Clothing design and colour

Analyse the role of colour in clothing design, including emotional expression, brand image building and so on. Discuss the application of different colours in clothing design, and their influence on consumer psychology.

3. Maslow's hierarchy of needs theory

Introduce Maslow's level of demand theory in detail and analyse the relationship between the demand of each level and the clothing purchase behaviour. Discuss the characteristics and preferences of consumers with different levels of demand when choosing clothing.

4. The relationship between fashion design, Maslow's hierarchy of needs theory and colour

Deeply discuss the performance of colour in different levels of demand, such as comfortable colour in physiological demand, stable colour in safety demand, etc. Study the reaction and choice of consumers with different needs to different colours, and how to meet consumer needs through reasonable use of colours.

5. Empirical study

Conduct empirical research, collect data through questionnaires, experiments and other methods, analyse the data and draw conclusions. Verify the role of color in meeting different levels of demand, and its actual effect in clothing sales.

JOURNALS REVIEWED

Literature review on Maslow's needs in fashion design

1、 Overview of Maslow's hierarchy of needs theory and its application in the field of fashion design.

Maslow's hierarchy of needs theory, proposed by American psychologist Abraham Maslow, divides human needs into five levels: physiological needs, safety needs, social needs, esteem needs, and self-actualization needs. These levels of needs, from basic physiological needs to the highest level of self-actualization needs, constitute the motivation for human behaviour. In the field of fashion design, this theory provides an important framework for designers to understand and meet consumer needs.

With the development of society and the diversification of consumer demands, more and more scholars and designers are paying attention to the application of Maslow's hierarchy of needs theory in clothing design. By studying the correlation between different levels of needs and clothing design elements, designers can better understand consumer psychology and create designs that better meet market demands.

2、 Current research achievements and progress.

1. Physiological needs and clothing design: In terms of physiological needs, researchers focus on the comfort and functionality of clothing. For example, research on breathability, warmth retention, and stretchability is particularly prominent in sports clothing design. Designers meet the comfort needs of consumers by selecting materials and designing cuts.

2. Safety requirements and clothing design: Safety requirements are mainly reflected in the pursuit of material safety and style stability in clothing design. In recent years, the application of environmentally friendly and recyclable materials in clothing design has gradually received attention to meet consumer concerns about health and environmental protection.

3. Social needs and fashion design: Social needs are mainly manifested in the pursuit of fashion elements in fashion design. Designers use colours, patterns, and styles to capture fashion trends and meet the clothing needs of consumers in social settings.

4. Respect for needs and clothing design: The main way to meet respect for needs is through personalized design and customized services. Designers provide customized services to enable

consumers to showcase their individuality through unique clothing and gain respect and recognition from others.

5. Self-actualization needs and clothing design: Self-actualization needs are manifested in innovative thinking and personalized customization in clothing design. Designers use their innovative thinking to design unique and innovative clothing, satisfying consumers' pursuit of uniqueness.

3、 Analysis of influencing factors

1. Sociocultural background: Consumers from different regions, countries, and cultural backgrounds have varying demands for clothing. Designers need to understand the cultural characteristics of the target market in order to adapt to different consumer groups.

2. Market demand: Changes in market demand have a direct impact on clothing design. With the popularization of sustainable development concepts, environmental protection and sustainability have become important trends in the modern clothing market.

3. Individual differences among consumers: Factors such as age, gender, occupation, and personal preferences can all affect their demand for clothing. Designers need to pay attention to the characteristics of different consumer groups to meet their personalized needs.

4、 future development trends and reflections

1. New materials and technologies: With the advancement of technology, the emergence of new materials and technologies has brought new possibilities to clothing design. The application of technologies such as smart textiles and 3D printing will further enhance the functionality and personalization of clothing.

2. Sustainability: Sustainable development has become a global focus, and future clothing design will pay more attention to environmental protection and sustainability. The use of renewable resources, reduction of waste, and promotion of circular economy will become important trends in industry development.

3. Interdisciplinary integration: The cross integration of fashion design with psychology, sociology, and other disciplines will further deepen the understanding of consumer needs. Interdisciplinary research methods will help designers better grasp market dynamics and consumer psychology.

4. Personalization and Customization: With the increasing demand for personalization from consumers, future clothing design will pay more attention to customization and personalized services. Designers need to constantly improve their innovation ability and technical level to adapt to market changes.

5. Practical case analysis: By analysing and evaluating practical cases, such as successful brands and market trends, we can better understand how to apply these theories to practice to promote the development and progress of the industry.

When reviewing research literature in this field, we can find that Maslow's hierarchy of needs theory has important guiding significance in clothing design. However, the application of this theory still faces some challenges, such as the complexity and dynamism of consumer demands. Therefore, future

research needs to further explore how to better apply this theory to practice meeting the constantly changing market demands.

RESEARCH METHOD

Educational research

Educational research is the process of applying scientific research methods to systematically collect and evaluate relevant educational information and explore the objective laws of education. It has the functions of description, interpretation, prediction and control.

Category: basic research and applied research (purpose); Quantitative and qualitative research (orientation); Description level, interpretation level, migration level, causal relationship level (level); Experimental research, investigation research, observation research

Basic principles: creativity; Objectivity; practicality; Development; Ethical: voluntary, anonymous, confidential and harmless

Basic process: clear the problem; Literature review; Collect data; Analysis data; Result presentation.

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