



# The Application of Fit Concept in Interactive Packaging

## A Case Study of *KENGEE* Moon Cake Packaging

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**Abstract.** In recent years, with the establishment of cultural self-confidence, people's attention to traditional festivals has gradually deepened, and the consumption demand of traditional festivals has continued to rise. Moon cake is a necessary seasonal product in the Mid-Autumn Festival. With the emphasis on traditional festivals, the market scale of moon cake is expanding. Nowadays, with the great filling of commodity market, people's requirements for products are getting higher and higher. The traditional packaging design can no longer meet the needs of the public, and the spiritual fit expressed by products is becoming more and more important. As a kind of interesting packaging that can meet the needs of people in the new era, interactive packaging under the concept of fit is increasingly common in today's product packaging style. In this paper, *KENGEE* moon cake packaging as an example, the concept of fit is given to packaging design, aiming to explore a kind of packaging form that makes products and people have emotional connection, and improve product packaging design.

**Keywords:** the concept of interactive packaging · moon cake packaging · *KENGEE*

## 1 Introduction

The appearance design of goods is the main content of packaging vision. With the upgrading of people's consumption concept, consumers have an updated demand for packaging structure. Packaging that can interact and change packaging form can better meet consumers' curiosity. Most of the packaging in the market is regular packaging to meet the basic needs. In the face of the needs of interactive packaging, we use the fit concept to carry out interactive packaging design for *KENGEE* moon cake packaging.

## 2 Background and Product Research

In today's moon cake packaging, the common packaging includes drawer type, cover type, cover box type, book type, simple type and expansion type. The method of turning over and opening in the rules can well meet the role of placing products. For the aesthetic needs, most brands choose illustrations to hold on the outer packaging. As a necessary

product for Mid-Autumn Festival gift, moon cake packaging occupies a great position in product selection. Therefore, the author thinks that the traditional moon cake packaging can be upgraded by innovative redesign.

As a new cake company, *KENGEE* has become widely known for decades. *KENGEE* was first established in August 2005 and is a cake company that integrates agricultural production and processing, baking product development, central factory production, logistics distribution, store sales, baking teaching and furniture manufacturing. Main bakery bread, cake, biscuits, hand gifts and other products. *KENGEE* advocated sentimental space in the mood, advocate craftsman spirit, with a complete industrial chain and unique taste in the cake industry occupies a place. Moon cake as a seasonal product, product packaging design plays an important role in sales.

### 3 Conformity Concept

Generally speaking, fit is that two objects can be well integrated. The harmonious and unified matching of multiple things to the state of the same system can be called fit [1]. The most common fit in daily life is the mortise and tenon structure, and this form of fit can make people obtain excellent visual experience. By looking for the relevance between things, so that the elements to achieve harmony, beautiful state, which is also fit the special packaging.

The forms of fit are divided into practical fit, interesting fit and interactive fit. All these fit concepts stimulate consumers interest and desire in the product to make consumers have a deep understanding of the product. Packaging makes consumers have certain emotions through novel ways, and at the same time generates emotional connections and bonds.

The concept of fit has been widely used in packaging design. Although each design element exists independently, it can also form a complete individual by breaking them up and combining them, thus forming a new performance style and giving him new visual language. For example, the appearance is more visual and the function is more in line with the actual requirements. Therefore, it is particularly important to master the concept of fit in packaging design.

### 4 Interaction Fit Under the Concept of Fit Concept

It is the basic function of packaging to reflect the product characteristics and meet its use function, which is an inevitable consideration in packaging design. In dictionaries, 'interaction' is defined as 'mutual', 'mutual', 'alternation' and 'dynamic movement change'. Summarizes the word 'interaction' occurs between the two subjects, the interaction between the two subjects cause the change process, the change process includes psychological and physiological aspects. In practice, interaction is positive and negative. The negative process and results are not the pursuit of subjective consciousness. Therefore, a comprehensive analysis of dictionary definitions and users' pursuit of use shows that the concept of interaction refers to conscious and positive changes that occur in the process of interaction between people and objects or between people.

In packaging design need to add interactive elements, through the interaction between people and products to achieve consumers from the instinct level of pleasure to spiritual satisfaction, this is interactive packaging [2]. It pays more attention to the comprehensive experience of consumers' visual, tactile and other feelings, and is more humanized. Interactive packaging is not only the functional packaging of products, but also the emotional support of users. Integrating aesthetic, rational and moral feelings into interactive packaging design is the goal pursued by interactive packaging. The biggest function of commodity is the use function. Packaging can play its main function only when it is needed and loved.

Interaction is the need for interaction between consumers and goods, rather than just for loading things to achieve the simplest use function. For example, the *Central Academy of Fine Arts* Mr. Hu Yonghe formed the 'folklore' moon cake packaging. The Folk Painting Theory team together with the centenarian brand *Xiang dezhai* launched a moon cake packaging gift box with both intention and novelty [3]. In the packaging design, eight moon cakes are packaged in an independent style. Each package draws different illustrations, and each picture is a picture of unity. Two versions are carefully designed. The gift box can be infinitely flipped. The clever thing is that no matter how you flip, the above pattern is always a 'home' word, and there is a same 'home' in different direction. The most important thing is that the moon cakes can be infinitely flipped but eat all eight flavors. This packaging borrows the form of magic, consumers can eat at the same time and packaging pictures to produce an interaction, increase the interest of packaging to consumers to bring intuitive visual experience and spiritual resonance, so packaging in addition to meet its use function, but also to strengthen the relationship between users and products, to consumers' point of view to design packaging.

The other one is specially customized moon cakes designed by 'Jin, Liu, Gao', which is a moon cake with three yellow and white lotus seeds near the building designed on the theme of the portraits of Dr. Jin Biaoqiang, Mr. Liu Xiaokang and Mr. Gao Shaokang. Not only theme presents Mission Mid-Autumn Festival, near-floor high vision moonlight mood, outer carton hollow moon, can be used as window paper, a more mood and friendship, hope and family and friends together to enjoy Jin Liugao's deep blessings in the Mid-Autumn moonlight. This moon cake packaging is practical and interactive packaging features, consumers in the opening of the packaging moment through the hollow pattern let people enjoy the emotional experience of the moon. This 'organic' design makes packaging more interesting.

## 5 Function and Structure Fit Under Fit Concept

The main attributes of packaging are protection and portability. The form obeys the function is also a necessary condition for all packaging design. The unity of packaging form and function is the basic elements of packaging design, such as 'separation and integration' and 'concave and convex' in form. Both of them are the manifestations of fit concept in packaging, showing the individual and unique beauty of modeling, and also having a rational role. The 'separation and combination' can play the role of ' $1 + 1 > 2$ ' in the two ways of 'separation' and 'combination', which can make a packaging have many forms of expression, while achieving reuse and reuse, conforming to the concept of sustainable development.

At the same time, fitting packaging is not a blind pursuit of formal characteristics, but to accurately convey the content of the product, enhance the practicability of packaging, endow packaging with unique design semantics, bring different aesthetic feelings to the recipients, and realize the aesthetic value and functional requirements of packaging products. The ingenious application of fit concept enhances the functional characteristics, form integrity and packaging structure unity in packaging design. The design concept combines the artistic characteristics of design with the practical characteristics of products, and connects individual products with individual packaging with specific design methods, so that people feel more complete both in visual effect and in use experience, and achieve the unity of function and form, so as to promote consumption.

## **6 Interactive Packaging: KENGEE Moon Cake Packaging as an Example**

Graphics with intuitive, rich and vivid characteristics, is the most direct expression of commodity packaging. In packaging design products cannot leave the packaging body to design. To find the characteristics of the product to focus on creating packaging highlights, so that the highlights can instantly catch the eyes of consumers, so that consumers are willing to pay for the product. The Mid-Autumn Festival is the night of the moon, which is the brightest day of the moon. Therefore, the moon is mostly selected as the main image in the Mid-Autumn Festival. Mid-Autumn Festival people eat moon cakes, the moon is also for the satisfaction. China had a reverence for the moon in the early days. From the earliest Chang e running to the moon, it seems that people think the moon is no longer an object, but an emotional sustenance. The round moon became a symbol of reunion, happiness and happiness during the Mid-Autumn Festival. The author adopted the artistic conception of “the sea is born tomorrow, and the world is at this time” for the design of this packaging (Fig. 1). The representative elements such as sea and moon are selected on the packaging, and the opening and closing opening and closing are adopted on the outer packaging. The opening and closing of the cover can feel the missing change of the moon, bringing about emotional interaction changes, just as we can see in Fig. 1.

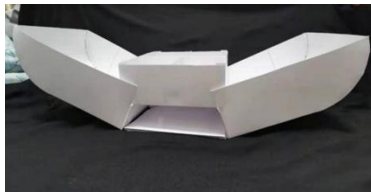
Packaging structure and packaging graphics are both important components of excellent packaging, and they complement each other. Packaging needs to be perfectly presented through structure, and the structure should achieve the function of protecting products on the basis of adapting to packaging. Therefore, when designing packaging, it is necessary to combine the artistic conception pattern of packaging with the structural characteristics of packaging. Through the interaction of packaging and structure to consumers more intense sense of reality and interaction, so as to achieve emotional resonance and sustenance. When the packaging is unfolded on both side, the support bar at the bottom will rise up with the expansion of both sides, and the box in the middle of the moon cake will be raised, just as Fig. 2 to Fig. 3. With the complete opening of the packaging, the moon cake will be fully displayed. At the same time, combined with the outer packaging of the sea moon, give consumers a kind of emotional experience of the sea moon. Feeling moon cakes are presented for use, giving consumers a sense of respect, a sense of dignity.



**Fig. 1.** Moon cake packaging graphics



**Fig. 2.** Folded Packaging



**Fig. 3.** Unfolded Packaging

From the overall design value of packaging, packaging interacts in the form of fit, and interacts with the packaging structure through external packaging, so that commodities, commodity packaging and human feelings interact [4]. When consumers open the packaging, there is a kind of moon cake rising from the moon in the mood, increase the mood of the Mid-Autumn to seek perfection and team members. There are four moon cakes in the packaging box. Four moon cakes can be assembled into a circle. The increase and decrease of moon cakes symbolize the cloudy and clear moon, hoping that consumers can cherish the present time. This set of packaging is full of interactivity from

inside to outside. Through interactive communication, packaging has more interesting and improves the interactive and interesting of packaging. In this packaging, the mood is a kind of emotional sustenance, establishing the emotional sustenance of consumers and moon cake packaging, achieving empathy and establishing consumer loyalty.

## 7 Conclusions

The application of fit concept in packaging is now common. In the design, we can seize the specific cultural needs of consumers and packaging to create packaging with brand characteristics. Product packaging can not only protect the product itself, a packaging enough to attract consumers can also strengthen the impact of products on the brand. Through the interaction of packaging appearance, packaging structure and people, interactive packaging under the concept of fit enhances the interactivity and interest of products, establishes the emotional link of consumers to products, and improves consumer's loyalty to brands.

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