



# Research on the Application of Chinese Traditional Cultural Visual Elements in the Packaging Design of "Three Squirrels" Mooncakes

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**Abstract.** China, as an ancient civilization, has a history of 5,000 years, and its traditional cultural visual elements are a kind of accumulation and precipitation of people's life through long years, which show the cultural characteristics and national charm of the thousand-year-old country. Design is an art discipline involving a wide range of fields, and the modernization of any design cannot be separated from the inheritance and reference to the original artistic concepts and cultural lineage (LiaoJing, 2023)<sup>[6]</sup>. The purpose of this paper is to discuss the integration of traditional Chinese cultural visual elements into the packaging design of Three Squirrels mooncakes, to exert the influence of traditional Chinese cultural spirit, to realize the modernization of traditional cultural expression, and to reflect the unique charm of Chinese culture. Starting from the perspective of Chinese traditional culture, this paper analyzes the application of Chinese traditional cultural visual elements in the packaging design of Three Squirrels mooncakes, as well as the degree of people's recognition of the integration of traditional cultural elements into the packaging design of mooncakes and the selling power of the products through qualitative research methods. From the analysis, it can be seen that the integration of traditional cultural visual elements into the design of Three Squirrels mooncake gift set is not only conducive to cultural pluralism and ethnicity, but also can increase the added value of the goods and artistic infectivity, and enhance the cultural value and brand effect of the goods.

**Keywords:** Traditional Chinese culture; Mooncake packaging; Design; Cultural heritage; Brandin.

## 1 Introduction

Traditional Chinese culture is a unique Chinese culture that has evolved and developed based on the culture of the Central Plains. All along, Chinese traditional visual elements can trigger people's sense of Chinese tradition and the identity of Chinese culture, that is, the "national complex", the design can utilize the characteristics of the performance

of these visual elements to draw closer to people, to establish the imagination of the object of the thing, and people are happy to accept such a thing that has a national complex, so we should deeply excavate the hidden emotional information of Chinese traditional visual elements (Liu, Sitong, 2016)<sup>[2]</sup>. Food packaging design plays an important role in market share. A good packaging design can attract consumers' attention, convey the characteristics of the product and brand image, and increase the sales and market share of the product. In the ancient Chinese thought system, the philosophical thought of "the unity of heaven and mankind" builds up the main body of Chinese traditional culture, and is also the most basic thought in Chinese traditional culture. From ancient times to the present, the Chinese people have always respected the "unity of man and heaven" idea, in the modern packaging design should be the integration of these, packaging design is faced with the majority of consumers, in the design to do "people-oriented", in order to better promote the development of the modern packaging design industry, so that the healthy development of the packaging design industry. It is only by putting people first in design that we can better promote the benign development of the modern packaging design industry, make the products produce the best promotional effect, and then realize the ideal goal of the common development of people and society. Mooncakes, as a symbol of China's traditional festival, the Mid-Autumn Festival, are also an important part of our traditional Chinese culture. Three Squirrels, as a famous brand in China, utilizes the existing visual brand identity in the product development process, not only to launch new products, but also to make full use of the existing brand assets. To be "people-oriented" in design can better promote the benign development of the modern packaging design industry, so that the product produces the best promotional effect, and then realize the ideal goal of the common development of people and society. In this paper, traditional cultural elements are used as a medium to connect food and consumers, which can better guide consumers and accurately convey food information, and are integrated into food packaging design in the most suitable way under the background of traditional Chinese culture.

## 2 Methodology

Qualitative research refers to the researcher's understanding of people's experiences, views, opinions, insights, ideas, and feelings about a certain thing or phenomenon through on-site observation, interviews, and reviewing the literature, and collecting qualitative data to analyze and conduct in-depth research on social phenomena (Norman K. Denzin & Yvonna S. Lincoln, 2007)<sup>[7]</sup>. Traditional Chinese culture is a general term for the civilization, customs, and spirit of the nation, and is the overall presentation of the nation's historical thought and culture. Chinese traditional culture is a variety of cultural forms accumulated over thousands of years of historical time that have withstood the test of time, aesthetics, values, psychological characteristics and other aspects (Lv, Yulong, 2009)<sup>[3]</sup>. This paper analyzes the application of traditional Chinese visual elements in packaging design through behavioral theories that have been widely cited in consumer behavior literature to understand the factors that influence users' intentions and behaviors (Aditya Kumar Sahu, 2020)<sup>[1]</sup>, through which the object of study can be

explored and analyzed in depth so that the essence of the problem and the key factors can be clarified. Food packaging design increases its own cultural connotation through the use of traditional Chinese cultural elements, and food packaging, as a carrier of information, also has a role in spreading and promoting the spirit of traditional culture.

Three Squirrels 2020 Mooncake Gift Box Packaging Design (Figure 1) is a representative packaging design that incorporates elements of traditional Chinese culture. Mid-Autumn Festival is a day for family reunion, and eating mooncakes is also a custom of Chinese people during Mid-Autumn Festival. The packaging design of the mooncake gift box is centered on the story of Chang'e Runs to the Moon, a traditional Chinese cultural story, and combining with the brand of Three Squirrels, the protagonists of the story are replaced by three squirrels, respectively Chang'e, Wu Gang, and the Heavenly Pompous Marshal. In the picture, many traditional Chinese elements are used, including osmanthus, which is a symbol of the Mid-Autumn Festival, which signifies people's pursuit of sweet life and praise; the Kongming lantern element, which is used as a blessing during the Mid-Autumn Festival. Every family will put a Kongming lantern on the Mid-Autumn Festival, and on the lanterns, friends will write down their blessings, symbolizing the success of the coming year's harvest, and happiness (Figure 2). The picture also uses a lot of traditional Chinese elements of water and cloud patterns, placing the mooncake in the center of the picture, forming a spiral composition, with mountains and water in the picture, representing that no matter how far away from each other, the three squirrels are with you in the warmth of the picture.



**Fig. 1.** Three Squirrels Mooncake Gift Box Packaging Design

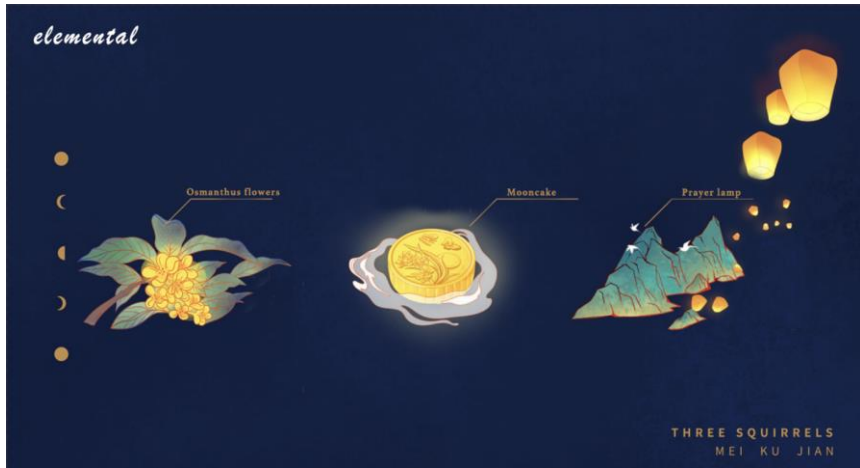


Fig. 2. Three Squirrels Mooncake Gift Box Design Elements

### 3 Results and discussion

The report of the 19th National Congress of the Communist Party of China (CPC) in 2017 pointed out that "socialist culture with Chinese characteristics originates from the excellent traditional Chinese culture nurtured by the Chinese nation's more than 5,000 years of civilization, and is fused with the revolutionary culture and advanced socialist culture created by the Party under the leadership of the people in the revolution, construction, and reform" (Nineteenth National Congress Report, 2017)<sup>[4]</sup>. The report of the Twentieth National Congress of the Communist Party of China (CPC) in 2022 discussed "Chinese excellent traditional culture" several times, emphasizing its important value in the new journey of "comprehensively building a socialist modernized country, realizing the second hundred-year goal of the struggle, and comprehensively advancing the great rejuvenation of the Chinese nation by means of Chinese modernization" (Twentieth Congress Report, 2017)<sup>[5]</sup>. Emphasizes its important value in the new journey of "building a comprehensive socialist modernization country and realizing the second hundred-year goal of promoting the great rejuvenation of the Chinese nation with Chinese-style modernization" (Report of the 20th National Congress, 2022). Food packaging is a form of cultural expression, which conveys and carries forward the essence of Chinese culture, and also has a positive role in promoting the development of national cultural industry. Through the design of food packaging, it can better transmit and promote traditional culture, let the outside world understand more Chinese cultural connotations, and promote the spread of Chinese culture in the world. Three squirrels brand mooncake packaging is a form of cultural expression, good transmission and carry forward the essence of Chinese culture, for the development of the national cultural industry also has a positive role in promoting. Through the design of mooncake packaging, it can better transmit and promote traditional culture, let the outside world

know more about the connotation of Chinese culture, and promote the spread of Chinese culture in the world. The application of traditional Chinese cultural visual elements in mooncake packaging design is comprehensively explored by interpreting the results of the study according to the research objectives and examining the implications for mooncake packaging designers, marketers and cultural preservation. By combining qualitative and quantitative research methods, this study is dedicated to revealing the significance of cultural symbols in product packaging and their impact on consumer behavior.

## 4 Conclusions

Culture-related studies in international marketing mainly focus on cultural relativism, i.e., cultural differences between countries (Sunil Venaik, 2015)<sup>[8]</sup>. According to people's perception of traditional Chinese culture, it can be seen that traditional Chinese cultural elements have occupied a very important position in the hearts of the people, and in terms of the nature of development, people living in China are always baptized by traditional Chinese culture. The traditional Chinese national culture will have a special sensitivity to the traditional Chinese visual elements, when touching the visual elements about the traditional Chinese visual elements, it will unconsciously stimulate the level of consciousness, and then produce a strong sense of affectionate identity, which is the reason why the traditional Chinese visual elements have always been loved by the people (Liu Sitong, 2016)<sup>[2]</sup>. The application of traditional Chinese cultural visual elements in food packaging design creates excellent packaging works with Chinese characteristics and cultural connotations. At the same time, this application can also enhance the brand image and market competitiveness of the product, and promote cultural heritage and consumer recognition. Incorporating the corresponding Chinese cultural elements in modern food packaging production can maximize the use of the rich artistic resources of traditional Chinese culture, and enhance the market competitiveness of Chinese food enterprises in modern society through the inheritance and development of its combination with food packaging design and production. The application of traditional Chinese cultural visual elements in the packaging design of Three Squirrels mooncakes creates excellent packaging works with Chinese characteristics and cultural connotations. At the same time, this application can also enhance the brand image and market competitiveness of the product, and promote cultural heritage and consumer recognition. Incorporating corresponding Chinese cultural elements in modern mooncake packaging production can maximize the use of the rich artistic resources of traditional Chinese culture, and enhance the market competitiveness of Chinese food enterprises in modern society through the inheritance and development of its combination with mooncake packaging design and production.

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