

# *Characteristics of Philippine Food Packaging Design under the Influence of American Culture*

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**Abstract:** When people look at the world, they are generally influenced by customs, institutions and ways of thinking from different places, and no one is immune to external factors. The same designer will be subject to cultural constraints and influence, people will take a specific habit and psychological state to observe and design the world he perceives. The Philippines has been influenced in every way by American culture. This paper aims to study the visual design concept, elements, characteristics and other aspects of Philippine food packaging design to study the characteristics of Philippine food packaging design under the influence of American culture, and analyze its characteristics. And we can learn from the background of today's American culture, the Philippines food packaging design reference significance. Experimental data show that American food packaging has largely attracted the attention of consumers, increasing the purchasing power of consumers by 47%, while increasing the speed of product sales by 33%. The characteristics of Philippine food packaging design under the influence of American culture are obvious, and its design development trend is closely related to American factors. At the same time, American culture is bound up with people's lives in food packaging design; we can see the development of food packaging design from American culture, as well as the design trend and style.

## 1. Introduction

In the process of social development, human needs can ultimately be reduced to cultural needs, which shows that there is a close connection between design and culture. Packaging design plays an important role in conveying cultural information and highlighting the psychological meaning of specific images. Any kind of product packaging, not only includes its inherent function, but also a carrier of unique cultural connotation. Especially in the current modern packaging design, in order to better meet the consumer's cultural identity needs and aesthetic taste needs, it is necessary to enhance the promotion and application of culture in product packaging design.

The development of food packaging design to today has formed unique characteristics and constituent elements. Such as patterns, colors, shapes, materials, etc. Its role is to protect goods, beautify them, and convey information. With the improvement of people's living standards, people

are no longer satisfied with the current life of sufficient food and clothing, and start to pick more and more about goods. Therefore, the role of food packaging design in the competition of commodity markets has become more important. Therefore, we should treat modern food packaging design as a cultural form, and in-depth study of the information, value, and image and emotional consumption of food packaging design, to firmly grasp the hearts of consumers.

Jarosław Świda and other scholars have found that in many societies, the scale of population changes related to life extension may affect the consumer goods market. Therefore, the continuous improvement of packaging design taking into account the needs of the elderly should become an important challenge for packaging manufacturers and product manufacturers. Due to limited research on the design of food packaging for the elderly, the purpose of this study is to determine the expectations of this group of consumers in this regard. Take milk packaging as the research object. A comprehensive study of the factors that affect older consumers' milk purchases and how they buy them has been conducted. This study used three methods to study people over 60 years of age: questionnaires (600), in-depth interviews (60), and eye tracking (30). Scholars such as Jarosław Świda have found that older consumers have specific preferences for packaging types and designs [1]. Scholars such as Hamlin R have studied the focus group rankings of the four original designs largely as a result of predictable field trials. The improved design also consistently outperforms its original design in field trials. Very large improvements are recorded compared to the weaker original design. Research limitations / suggestive studies have studied only a single product type [2].

In many countries, the concepts and research of packaging design are mostly from the origin and development of packaging, innovation of modeling functions, basic principles and positioning of design, etc., all are studied from the perspective of theoretical foundations, just staying on people's overall elements of packaging Design awareness. Blind imitation has made the packaging market lack of new ideas and competition, and it is increasingly unable to meet the current consumer groups, especially young groups. They no longer simply purchase the goods themselves, and the packaging creativity of the goods has determined their purchasing motivation. This article mainly studies the characteristics of Philippine food packaging design under the influence of American culture from the aspects of visual design concepts, elements and characteristics in Philippine food packaging design, and analyzes its characteristics[3].And from this we can learn the significance of food packaging design in the Philippines in the context of today's American culture.

## 2. Proposed method

### 2.1. Analysis and Characteristics of American Culture

#### (1) Analysis of American customs

Customs and cultural habits are formed in a specific group after a long period of accumulation and are formed in daily life. They are accepted by most members of the group, including habits and norms in various aspects such as clothing, food, shelter, and transportation. The customs of different countries are also very different. The essence of American culture is hybridity and tolerance. Early European immigrants gave birth to American neoclassicism and American country style. At the moment, modern minimalism is most prevalent, and even the United States is no exception. However, Americans always put "comfort" first, which is different from European tradition [4]. You can't simply define contemporary American style. Americans like to take risks and mix and match, and thus lay the key to their own style. The Philippines, also deeply influenced by American culture, is very close to American style in culture and customs.

#### (2) Characteristics of American culture

The United States is a country that has not experienced a feudal society. It is deeply affected by

the freedom and equality of immigrant bourgeoisie, so it gradually forms a society that advocates freedom. For example, comparing Britain and the United States, due to the differences in the living environment and development history between the United Kingdom and the United States, it can be expected that the cultural and linguistic expressions of the two nations are also different. This is the cultural difference caused by history. In terms of food, the British and American cuisines are like English, a hodgepodge, and they have extensively absorbed the influence of different cultures around the world. The British diet shows the noble temperament of the British high society, and pays great attention to table manners. Americans, on the other hand, are more free in eating and drinking. The favorite of Americans is the so-called "junk food" fast food [5]. This kind of eating habits also reflects the lives of Americans to some extent. It is extremely popular, not as procrastinating as the British, and it pays attention to details. It is also very simple in food packaging.

## **2.2. Characteristics of Food Packaging Design in the Philippines under the Influence of American Culture**

(1) Since the development of packaging design, while making the packaging structure and appearance design more beautiful, humane considerations have been highlighted. Especially in the field of food packaging design, the constantly improving design details reflect the diversified and emotional design of the design. Scientific. The beautifully shaped, practical and convenient packaging can better impress consumers and leave them a good impression. Foreign food package design has undergone a long period of integration and development, and can explore the expression form suitable for the era through the needs of people's lives.

(2) English design is the most common and important component in product packaging design. It is the simplest and most efficient way to communicate product information. At the same time, the English design itself is also the design element of the product packaging screen. It can also convey feelings and enhance the visual beauty. Therefore, in the product packaging design, the text on the product packaging is enhanced by using reasonable combinations of different fonts and glyphs. The overall beauty of the drawings helps to enhance the artistic and cultural characteristics of product packaging. Therefore, Chinese and English design of Philippine product packaging design has a wide range of applications, which can enhance the overall product packaging design effect.

## **2.3. Status of Visual Design of American Food Packaging**

(1) The impact of American history is greater. As western countries have experienced two industrial revolutions, steam engines, internal combustion engines, etc. have appeared successively. The widespread use of these machines has promoted the social productivity to multiply [6-7]. At the same time, the revolution in production methods and the use of new materials and technologies have led to the rapid development of commerce. Large-scale transportation has required goods to be properly packaged to meet circulation needs. After the industrial revolution of the eighteenth century, due to the rapid development of production technology, the tasks undertaken by packaging far exceeded the functions of commodity transportation and protection, and occupied a very important position. At the end of the 19th century, the "Arts and Crafts Movement" initiated by Morris received widespread response from artists, and the accompanying Art Nouveau for the first time had a significant impact on packaging and decoration design.

(2) Strong recognition of American food packaging brands Strong brand recognition In the long-term exploration, the visual design of American food packaging has a more unique design thinking and also has irreplaceable logo characteristics [8]. They have strong brand recognition, each brand has a different appeal, and they bring people different sensory enjoyment through packaging.

Consumers can understand the cultural connotation and style of the company through packaging, which also has multiple effects on the establishment of a brand image [9]. As shown in Figure 1, it is the most influential American well-known brand --- Design analysis of the packaging of Coca-Cola and Pepsi:

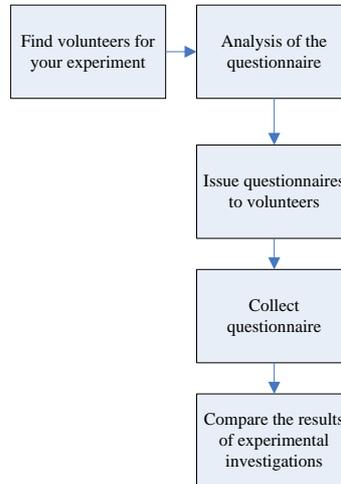


Figure 1. Analysis of Packaging Designs for Coca-Cola and Pepsi

## 2.4. Philippine Food Packaging Visual Design Overview

### (1) Food packaging visual design concept

The essential elements of food packaging design are divided into: packaging materials, packaging shapes, packaging structures, packaging methods, and packaging visual design. Here we mainly study the visual design of food packaging, which is an important link in complete packaging design and belongs to the category of visual communication design. Its role is mainly reflected in information transmission and aesthetic performance, and also determines whether packaging has aesthetic value Key point. In addition to presenting the product characteristics and content attributes, the visual design of food packaging also needs to pass a series of information such as the image, culture, and philosophy of the company to which it belongs to consumers with intuitive visual elements [10]. These visual elements involve the color, text, image, shape, etc. of the package. Designers need to integrate these elements organically to achieve the purpose of quickly and accurately transmitting product information and expressing cultural connotations, and resonate with consumers. And stimulate the desire to buy, and then promote consumers to buy behavior to achieve sales purposes [11].

### (2) Elements of visual design for food packaging

The visual design of food packaging is one of the most intuitive and abundant ways of expression. It must not only combine the inherent attributes of the packaging itself, but also have a profound cultural connotation. A complete food packaging visual design mainly includes two major design elements: three-dimensional elements and plane elements [12-14]. The three-dimensional element mainly refers to the structural design of the package. It is the foundation of the plane element, and it is also the container for the plane element. Plane elements mainly refer to the design of each element in the two-dimensional space and the combination design between them, including logo design, layout design, font design, graphic design, color design and so on in packaging. The visual design of food packaging needs to meet the design elements while maximizing the amount of information it carries. All these contents are integrated into an organic system, and each part has a rational and evidence-based basis [15].

## 2.5. Visual design characteristics of food packaging

### (1) Communication characteristics

There are many types of food on the market, and there are different manufacturers of the same type of food. In order to achieve good promotion, consumers should be able to obtain comprehensive and accurate product information in a short period of time, which is also the key to the successful visual design of packaging. To quickly grasp and communicate the attributes of products, first of all, conduct comprehensive and targeted market research, and make accurate judgments after understanding the product's audience, sales area, sales place, and product positioning. Only refined visual language and highly integrated packaging image can make consumers get a good visual experience, and at the same time understand its corporate philosophy and corporate culture [16].

### (2) Fashion characteristics

Different times have different fashion orientations, and people's aesthetics will also change over time. Today, when material resources are extremely rich, in the process of consumption, people value not only the price and quality of food, but also the visual experience conveyed by packaging, which is also an aesthetic taste. Good packaging will give an impressive sensory experience, such as fresh taste, crispy taste and so on. This requires designers to grasp the popular elements, fashion styles and development trends of different times, and they should have a sense of advancement and learning, and pay attention to international fashion trends [17]. Packaging visual design reflects not only the designer's design literacy, but also the social vitality of a country and the aesthetic level of a nation. These must also be combined with the food's own attributes for a comprehensive visual consideration [18].

### (3) Cultural characteristics

Culture is the process of the creation of information about all things in the world. It is a fusion that is guided by spiritual civilization and is also the guarantee of spiritual civilization. It includes objects, knowledge, beliefs, arts, morals, customs, etc. created by people. Design is closely connected with culture. It reflects human spiritual will in design creation and changes people's lifestyle through creation. It is a carrier of culture. Design without cultural support is empty and boring, and it is destined to be short-lived. The visual design of food packaging should have a variety of cultural characteristics, it can reflect a variety of cultural factors, and at the same time it should have irreplaceable regional and national characteristics [19].

### (4) Scientific characteristics

The visual design of food packaging is a systematic project that needs to consider the scientificity, safety and rationality of each link. While protecting the quality of food, the external structure and materials of food packaging must also effectively cooperate with various links such as storage, transportation and sales, so that consumers can safely use, carry and store it. Some food packaging designs have neglected the practicality and safety of packaging in order to pursue surface artistic effects, which not only caused resource loss, but also brought a lot of inconvenience and even safety risks to consumers. Therefore, the selection of packaging materials needs to consider subsequent recycling, and the packaging structure needs to be reasonably designed to maximize material savings, reduce costs and reduce waste.

### (5) Practical characteristics

Nowadays, companies will over-pack food for their own sales interests. This not only wastes financial and material resources, but also violates the principle of authenticity, and places unnecessary burdens on consumers [20]. Some food packaging on the market also have the disadvantage of exaggerating performance ingredients, which will cause consumers to feel disgusted and deceived, thereby reducing people's favor of the image of the food itself. Therefore,

the most basic of packaging design is to highlight its practicability and bring greater convenience while having good visual effects.

### 3. Experiments

#### 3.1. Experimental Setup

##### (1) Overview of the experiment

This article mainly studies the decorative forms and styles, fonts, graphics and colors, font design, and typographic design of Philippine food packaging design to study the characteristics of Philippine food packaging design under the influence of American culture and analyzes its characteristics. And from this we can learn the significance of food packaging design in the Philippines in the context of today's American culture. This article mainly uses big data analysis methods, using survey, interview and statistics techniques [21].

##### (2) Experimental steps

1) Consumers surveyed in major shopping malls and supermarkets in the Philippines, and asked them what types of food packaging they are exposed to; whether they like the visual design style of food packaging; factors that influence purchase And how to buy food packaging.

2) Collect, count and analyze the questionnaires, analyze the types of food packaging that consumers are exposed to daily; whether they like the visual design style of food packaging; factors that influence purchases; And other issues.

3) Strictly discuss and summarize the analysis of the data, discuss the authenticity, reliability, and rigor of the results; discuss the characteristics of Filipino food packaging design under the influence of American culture, and whether consumers 'purchase desires really work. Finally, we conclude that the visual design of food packaging is not only to design the appearance of the packaging, but also to convey a cultural connotation from the beautiful packaging, so that consumers get a good visual experience, and then promote their purchase.

##### (3) Matters needing attention

1) Prior to the experiment, the communication skills of concise words and fluent questions should be paid to the least educated of the respondents. When you turn from one question to another, pay attention to logical relationships, wording, and tone, such as general to individual, easy to difficult, and so on.

2) Analyze and summarize any problems that may exist; review the content, order, and words of the questionnaire for errors; delete unrelated and meaningless questions about the characteristics of Filipino food packaging design under American culture The target must be comprehensive.

3) Summarize the survey data and the analysis results, use statistical related algorithms to summarize, use data simulation to generate mathematical text.

4) Do a good job of computer data processing software programming and programming test, analyze the obtained data results and require backup to keep files.

5) When using network big data for analysis, it is important to reasonably deduce and analyze on the basis of real-time data, so as to summarize all the conclusions needed for this experiment.

### 4. Discussion

#### 4.1. Research Analysis of Investigation Status

##### (1) Types of foods that consumers buy on a daily basis

Through the distribution of online questionnaires, we surveyed consumers' preferences for food packaging types, styles, and materials. As shown in Figure 2 and Table 1, it is a survey on the types

of foods that consumers often buy. It can be seen that Starcoin and confectionery puffed food stores, milk tea and nut shops are where most consumers frequent. Consumers of this milk tea drink and nut shop patronize almost twice as often as other food shops. From the overall order, the type of food that people buy daily is mainly concentrated on tea nuts, followed by confectionery and puffing. foodstuffs.

Table 1. Types of foods consumers buy daily

Confectionery	Puffed food	Tea nuts	Drinks and beverages	Cereals and vegetables
45.45%	38.36%	63.64%	31.82%	31.82%

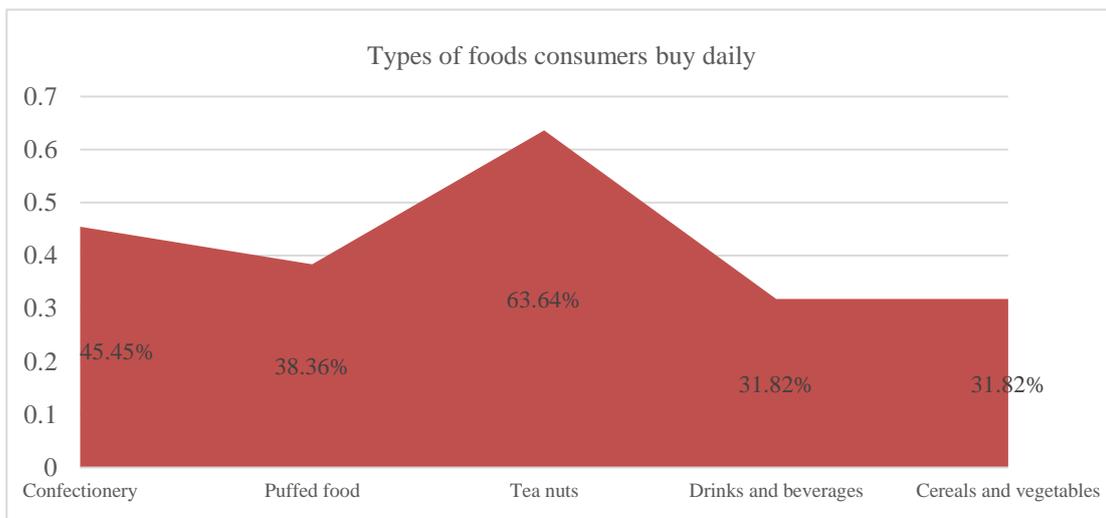


Figure 2. Types of foods consumers buy daily

(2) Consumers' preference for visual design style of food packaging

As shown in Figure 3 and Table 2, the survey of food packaging visual design style preferences shows that consumers are more inclined to natural simplicity, followed by traditional Chinese style and personality alternative style. From these, we can find that natural simplicity style is easy for consumers to consume. The person feels relaxed and happy, which is likely to cause consumer consumption pleasure and stimulate consumption. On the other hand, as the country advocates environmental protection and conservation, people's awareness of environmental protection is gradually strengthened, and people's minds that can save are gradually developed. This also reflects the enhancement of people's environmental protection awareness from the side, and also reflects the psychological needs of people trying fresh culture and fresh style.

Table 2. Consumer preferences for visual design styles of food packaging

Natural simplicity	Traditional Chinese Style	Alternative personality	Lively and cute
77.27%	59.09%	55.45%	36.36%
33.45%	23.67%	25.65%	35.56%
23.24%	23.56%	56.45%	35.67%

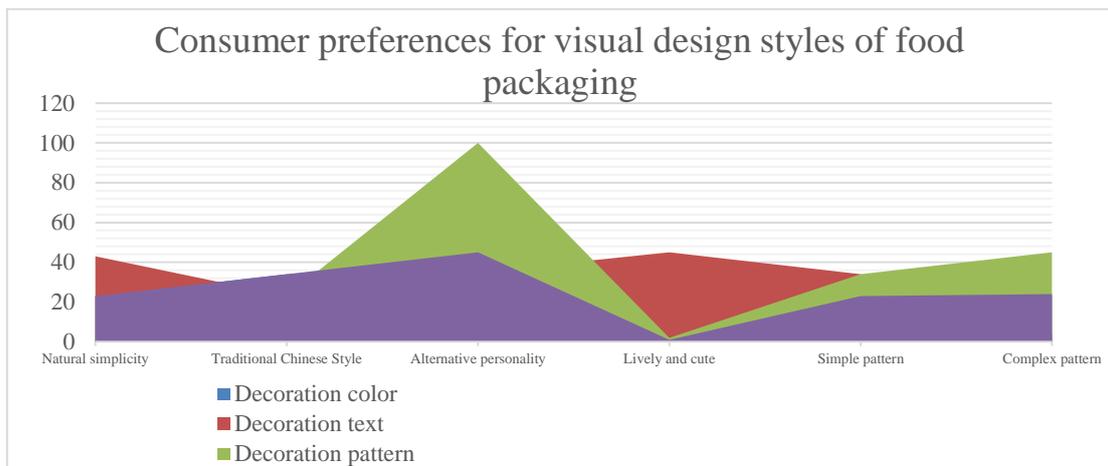


Figure 3. Consumer preferences for visual design styles of food packaging

(3) Factors affecting consumer purchase

As shown in Figure 4 and Table 3, it is a survey of factors affecting purchase in the visual design of food packaging. From the table, it can be seen that visual factors affect consumer desires. Designers have larger design colors and styles. It can be seen from the survey data in China that the difference is nearly 20%. The percentage of decoration text and decoration patterns shown in the table is higher, indicating that people have a higher degree of consumer recognition. To sum up, the factors that affect the higher purchasing power of consumption are decoration text and decoration patterns, followed by decoration colors.

Table3. Factors affecting consumer purchases

Decoration color	Decoration text	Decoration pattern	Decoration shape
54.55%	68.18%	68.18%	45.45%

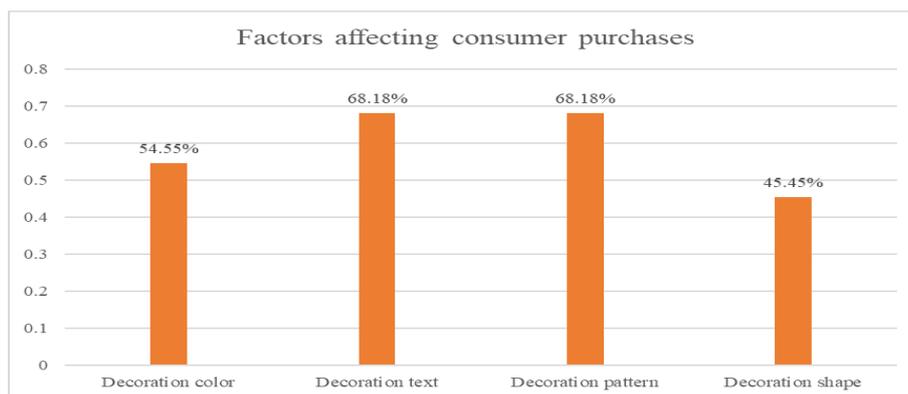


Figure 4. Factors affecting consumer purchases

4.2. Discussion on Consumer Desire to Buy

(1) As shown in Figure 5 and Table 4, the survey on food packaging matching purchasing methods shows that the vast majority of consumers are more willing to buy food packaging that can be purchased on demand, while impulse consumption that does not buy on demand will The relative decrease, its decrease, and impulse consumption account for only half of them, which shows that people still occupy the decisive factor when they consume. The above survey data provided a more

reliable practical basis for the establishment of the next food packaging visual design theme.

Table4. Would you like to buy a companion food package

WILLING	UNWILLING
96%	4%
77.27%	59.09%
33.45%	23.67%
23.24%	23.56%

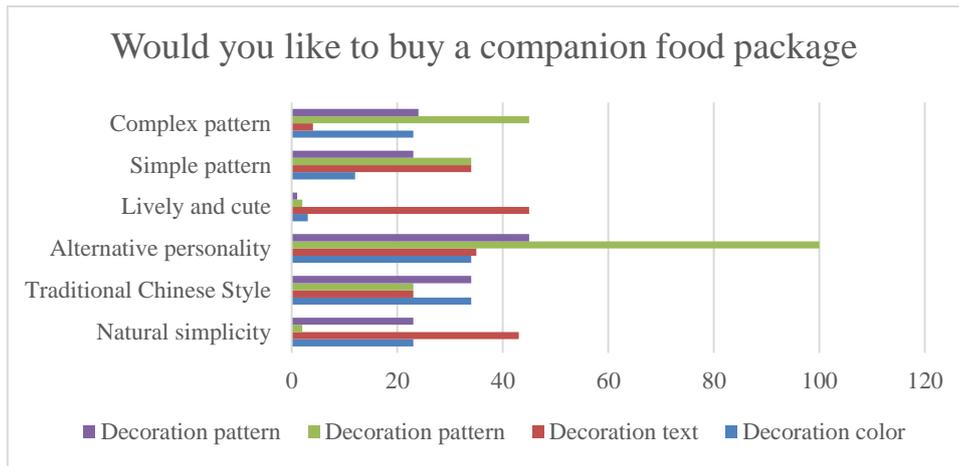


Figure 5. Would you like to buy a companion food package

(2) Under the influence of food culture in the Philippines, the packaging is simple, but people also like the simple style of packaging, which not only brings visual enjoyment to consumers, but also allows them to see product information more intuitively and accurately. But there are also many packaging that like personality and innovation. Often those products with unique packaging shapes and novel structures can attract consumers' attention. Finally, in the mall, if consumers want to see your product at the first glance, you need to have eye-catching colors, not necessarily gorgeous, accurate color matching and visual effects are enough. Then the different color matching styles bring different psychological feelings and visual effects.

### 5. Conclusions

According to the above survey statistics, an excellent packaging can drive consumer emotion, through research statistics: from the perspective of human visual senses, stay on a certain thing for 20 seconds, color impression accounts for 80%, while modeling accounts for only 20%. After 2 minutes, the proportion of color decreased, while the proportion of modeling increased. Thus, packaging from the overall give the first impression is color. Designers should understand the principles of color design in commodity packaging. According to the survey, due to the influence of American culture, consumers are more inclined to natural minimalist style, followed by traditional Chinese style and personality alternative style. It's also sideways reflects the enhancement of people's awareness of environmental protection, but also reflects people's psychological needs for fresh culture and fresh style attempts. So we should pay more attention to the innovation of food packaging under the influence of American culture. First of all, the overall principle: collocation and selection of colors should be unified with food attributes, so that people can accurately identify. Through the color hint of the outer packaging, can be associated with the food state and taste inside the package. Emphasis on the characteristics of American culture at the same time, effectively

through packaging to achieve the positive effects of products such as the impact of a variety of American culture. Second, the principle of symbolism: the principle of symbolism is the use of color vision affect consumer mood. Because of the influence of American culture, bright colors make people restless, on the contrary, the light color makes people feel comfortable, the effect of color collision to affect consumers' desire to buy. It is an important principle to accurately understand the color psychology of consumers in food packaging design to shape the brand image of enterprises. Finally, considering the principle of product characteristics and series product performance: under the influence of American culture, the application of Philippine food packaging design to color should consider the characteristics of industry and performance, and the series characteristics of products and the positioning of products should also be expressed by color. But food packaging should not be too pompous, but also pay attention to simplicity. , with clean color and simple text to express the design elements, the overall effect gives a clean and refreshing feeling. The minimalist design of food packaging in the Philippines minimizes the elements of design available, but not empty. Simplicity is a popular style that people desire and pursue in the complicated life of American nowadays, and it is the inevitable product of the development of the times. In order to show the beauty of simplicity in food packaging, we must strictly select all kinds of elements, such as color, font effect, image and layout, and carry out highly refining and re-creation, so as to design a simple and interesting packaging design. The simple style of food packaging design not only brings vision to consumers Feel on the relaxed feeling, and can be more intuitive and accurate to see the information, at a glance.

As far as the current food packaging design in the market is concerned, most of the packaging structure is single, the form is simple, and the interactivity when consumers buy and use products is less, and there is no new idea and interest. In view of this phenomenon, designers should go deep into market research, explore consumers' preferences for product interactivity, and make reasonable and bold innovative design. Due to the influence of American culture, whether we should expand the modeling structure of innovative packaging without affecting food storage and other functions. To make it more vivid and interesting, it is often those products with unique shapes and novel structures that attract the attention of consumers, which requires designers to master various materials attributes and understanding of the structure, such as the American culture classic Statue of Liberty logo, the Golden Gate Bridge logo, Hollywood Studios logo, can all use the role of American culture to influence food packaging in the Philippines. Using the variability of various materials to give packaging modeling changeable, to provide more creative food packaging fun, through artistic means to create novel and unique visual effects. This can make packaging a tool for transmitting information and emotions, attracting consumers' attention. close the distance with consumers.

Finally, the concept of green is a broad ideological consciousness, its design concept originated from the natural environment, because of the constant demand of human beings caused by the lack of resources, thinking. Green design refers to making packaging a resource-saving type, which contains many aspects, such as protecting human health and the ecological balance and sustainable development of the natural environment. The United States strongly advocates green food packaging, which is also reflected in the packaging of Filipino food. This requires designers to follow the protection of the ecological environment and human health to design interesting food packaging, but also to give up the packaging of text color and other elements of excessive. design, responsibility and ethics make us find new breakthrough points on interesting packaging. Designers need to design the material before designing the packaging structure, so break the conventional thinking to choose the material and then create interesting. Compared with the modeling design of products with ordinary packaging materials, the change of green packaging materials and structural modeling is to adopt certain technology and scientifically and reasonably design containers or

products that are unified with the content. Many of the unique packaging in the U.S. market today does not focus on the concept of environmental protection, many of the use of pollution ecological balance materials for packaging, although in shape to ensure its uniqueness, but At the same time to add garbage and pollution to life, such packaging characteristics spread into the Philippine food packaging, and will inevitably bring trouble to the majority of consumers, so the concept of green environmental protection is the inevitable trend of food packaging design re-creation, but the concept of green packaging design should abide by simplicity, while adding interesting creation, appropriate text and graphics combination, design better food packaging.

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