

Mooncake Packaging Design in the Context of Ageing under the Perspective of Humanistic Care

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Abstract. As a traditional food of the Chinese nation, the custom of eating mooncakes and enjoying the moon at the Mid-Autumn Festival has penetrated into every household. With the rapid development of the commodity economy, the special characteristics of the elderly group make their consumption habits and lifestyles quite different from those of contemporary young people. Therefore, this paper studies the packaging design of aging mooncakes from the perspective of humanistic care, taking aging users as the target group of the article's research, and mooncake packaging design as the object of research, and analysing the physiological characteristics and psychological characteristics of aging users.

Keywords: Ageing, packaging design, humanistic care.

1. Characteristics of the Ageing Population

1.1. Physiological Characteristics

Analysed from a physiological point of view, the physiological regression of the aging population is mainly reflected in the two aspects of aging body functions and brain aging. The aging of body functions is mainly reflected in the degeneration of the sensory organs and motor system, and the degeneration of the motor system caused by aging requires more convenience for the disassembly of packaging. The aging user's muscle performance declines, joint flexibility decreases, so it is not suitable to disassemble too large and heavy packaging, such as large metal mooncake boxes. At the same time, with the increase of age, the memory and adaptive ability of elderly users will be weakened. With age, their brain organs will gradually aging, the number of brain cells will decline 20% to 50%, blood circulation will also decline by half, memory will decline, brain power, brain power, thinking ability decline, the weakening of the brain labour capacity of the elderly users will also affect the ability to react and operate, the cognitive ability of colour, the ability to interpret visual information, etc., so to avoid excessive Therefore, we should avoid too much complicated packaging and reduce the disassembly process as much as possible.

1.2. Psychological Characteristics

Older users' attention, willpower and memory are declining due to their age, and they find it more difficult to accept new things than younger people. Elderly people's cognition and experience are built on their long-term perception of society, which is stable and not easy to change. This phenomenon will make them difficult to accept new things, they have a fixed understanding of a commodity, it is difficult to change and set up new ideas, and even affect their evaluation of it and the formation of the use of the product behaviour. And due to the increasing age of the elderly, they will have negative emotions such as anxiety and fear when facing new products, and these characteristics tend to make the elderly users will have negative psychology and negative emotions when facing new mooncakes, thus forgetting what they are going to do next.

Therefore, in order to help elderly users have a better experience of using the product, what designers have to do is to make the operation of the product more in line with the psychological expectations of the elderly, taking into account their psychological characteristics, while considering and respecting the limitations of their abilities, observing the cognitive behaviour of the elderly on the use of these products and their cognitive behaviour, and mastering their cognitive and usage patterns, to develop a product that is more in line with the habits of the elderly users.

2. China's Existing Mooncake Packaging Design Flaws

2.1. Inadequate Security and Failure to Consider the Needs of Older Users

In its recent history, China's packaging industry has been committed to implementing the concept of green packaging. Therefore, the promotion of moderate packaging for mooncake packaging should also be in line with the development of green packaging in China in the new era. Green packaging is a kind of packaging that is harmless to the general environment of human beings, does not pose a threat and burden to human bodies and to the environment as a prerequisite, makes full use of renewable resources, reduces energy consumption as a direction of development, and adopts materials that originate from nature, and they can be recovered and recycled after being discarded. At present, due to the excessive packaging of mooncakes, a large amount of packaging waste has been created, causing serious pollution to the environment. Therefore, advocating moderate packaging is in line with the requirements of green packaging theory.

And as society continues to change and develop, people are increasingly looking at green, healthy quality of life, so mooncake packaging must be moderate packaging, reduce excessive waste, and shift to green packaging.

In the selection of materials as far as possible to use can have anti-bacteria, anti-mould, moisture-proof, biodegradable functional packaging materials, such as: wrapping dumplings of bamboo leaves, wrapping the leaves of the children's chicken, lotus leaves, Quanjude roast duck recycled cardboard, and so on, can be used to make packaging. Not only can it improve the intrinsic quality of packaging, but also reduce packaging costs.

2.2. Over-packaging to the Detriment of Access for Older Users

The harm of excessive packaging of moon cakes is obvious, the first problem to be solved is the destruction of resources and ecological damage, pollution of the environment. Degree of packaging is packaging far more than the role of commodity packaging additional packaging, mainly manifested in increased levels of packaging, complicated materials, excessive volume, unreasonable structural design, excess packaging functions, packaging cost is high, etc., will produce a large amount of living rubbish. A study by the Standards and Technology Division of the State Administration of Market Supervision shows that packaging waste in China accounts for about 30 to 40 per cent of urban household waste, and that most of this packaging waste is generated by excessive packaging.

Some designers often use large gift box packaging in order to highlight the nobility and luxury of the packaging and mislead consumers so as to gain maximum benefits. In some packaging models, the weight of the package is much higher than that of the original product, generating rubbish that is not only detrimental to the elderly user's access to the product, but also pollutes the environment. It is obvious that the over-emphasis on packaging is clearly aimed at obtaining excess profits that are several or even ten times higher than the goods themselves. In the United States and Canada and other countries popular "packaging new instructions" in the clear provisions: packaging containers to reduce the volume as much as possible, the volume of the container shall not exceed 20 per cent, packaging costs shall not be higher than 15 per cent of the sales price of goods. Similar provisions exist in Europe, with penalties for exceeding them.

Elderly users have degenerated sensory organs and motor systems, and the deterioration of the motor system caused by aging requires more convenience in packaging disassembly. Excessive packaging with multiple layers and irrational structural design is not conducive to access by elderly users. Elderly users are often more inclined to choose products that pursue more simple design concepts in packaging design, which respect the habitual consumption characteristics of the elderly, conservative thinking, and focus on traditional experience. Designers in the development of product packaging design, in line with the physiological and emotional needs of the elderly, reflecting the respect and consideration for the elderly, to create a harmonious relationship between producers, products and consumers.

2.3. Shallow Visual Design and Lack of Humanistic Care

At present, the visual design of mooncake packaging remains at a superficial level, lacking a humane and positive experience for consumers. For a product, the cultural spirit contained in itself is a very important part. Mooncake is a traditional Chinese delicacy, an offering to the moon and an important seasonal food for the Mid-Autumn Festival in ancient China. In ancient times, a moon worship ceremony was held in the evening of the Mid-Autumn Festival every year. Moon cakes, fruits and other offerings were placed on an incense burner. Under the moonlight, the statue of the moon god was placed on the mooncake, a red candle was lit, and the family took turns praying to the moon, then the housewife in charge would cut the mooncake into pieces, reflecting the good wishes of family reunion.

As a traditional food of the Chinese people, mooncakes are also a vehicle for unity, wisdom and courage. It is said that the people at the end of the Yuan Dynasty were dissatisfied with the dark rule, and wrote a note of righteousness on the 15th day of the 8th month in the mooncake, and tempted people to open it with the aroma of the mooncake, and opened it to find out that there was a note inside to convey a message. So mooncake packaging should also focus on its inner spirit, for example, in the past, when the Mid-Autumn Festival is often a simple straw paper red rope packaging. Although people were living in difficult times, but in the simple mooncake packaging also revealed the caring feelings. Today's mooncake packaging, the mooncake tightly sealed into a plastic bag, and was installed in the paste the factory date of the iron box sealed up, presenting a false gaudy atmosphere, the lack of human warmth, packaging false, single commodity content, colourful. In this day and age, packaging has become a common commodity a booster, the purchase of this moon cake not only can not achieve the emotional effect that customers want, but will affect and hurt the feelings of consumers.

3. Improvement of Mooncake Packaging Design in the Context of Ageing

3.1. Considering the Physical Needs of Older People

Human needs are hierarchical, there is a close connection between needs and physiological state, to analyse the requirements of the elderly group for product packaging, it is necessary to carry out a comprehensive assessment from the physiological point of view. Because the physiological function of the elderly has been aging, sensory organs and motor system degradation, for the convenience of packaging disassembly requirements are higher. Elderly users of muscle performance decline, joint flexibility is reduced, so it is not appropriate to disassemble too large and heavy packaging, such as large metal mooncake boxes. And the memory ability of the elderly also has a corresponding decline, packaging design needs to be designed in accordance with the habits of the elderly population, to avoid too much need to memorise the contents of the appearance of a more convenient type of structure, give full consideration to the sensory system of the elderly.

Firstly, a more eye-catching logo can be designed on the opening part of the package and highlight its simple structure and easy-to-operate features. Handles or non-slip designs that are easy to carry should also be considered, and they should be finely adjusted according to their weight. The packaging should be easy to dismantle, and due consideration can be given to recycling and reuse.

Secondly, we should pay attention to the matching of packaging colours, design eye-catching and easy-to-understand advertisement slogans, and the level of colour matching can adopt contrasting and contrasting texts, which not only meets the physiological characteristics of the elderly after the decline of their eyesight, but also emphasizes the popularity of the information in the text of the description of the goods. Make it easier for the elderly to read and understand the product information.

Thirdly, packaging materials that are easy to access should be chosen, and the structure and modelling should be simpler, so that the elderly can easily open the outer packaging without the use of other tools.

3.2. Attention to the Psychological Needs of Older Persons

In view of the psychological needs of the elderly, more emphasis should be placed on the emotional design of packaging. As the sense of inferiority, loneliness and nostalgia of the elderly is a common phenomenon, so when designing goods for the elderly, we should take care of their psychological state and trigger their positive emotional feelings, and express emotions in the packaging design of elderly products, so that the constituent elements of the packaging design fully display the characteristics of humanistic care.

Firstly, in the packaging design of mooncakes, you can make use of the ingredients that are more familiar to the elderly group to reduce the trigger points of their negative emotions. For young users, they have the time and energy to think about how the product will be used. But for older users, most of the time they speculate on the use of the product and how to use it based on their previous experience. When they choose a product based on their experience, they will prefer it to match what they already know. Unfamiliar elements can frustrate older users, and once they can't understand and don't know how to use it, they don't know how to cope with it and are at a loss for words, which creates a feeling of resistance to this product. Therefore, try to use their relatively familiar elements in the packaging design, so that they can achieve cultural and emotional level of communication in the link of information recognition, and feel the emotional temperature of modern society.

Standing in the perspective of the elderly, mooncake packaging design is also so, as a traditional Chinese festival, the main symbol of the Mid-Autumn Festival is the reunion of the family. So in the mooncake packaging can highlight the elderly users of personnel care, to round or square and other stable pattern shapes, and at the same time in the packaging can be certain auspicious patterns, such as cloud patterns, paper cutouts, etc. to convey the love of the elderly users, to express the respect for the elderly users. For the elderly group, they will be more inclined to choose mooncake goods with those traditional elements printed on the outer packaging. And there should be obvious text elements, colour elements and graphic elements on the packaging to clearly indicate the characteristics of the mooncake products, so that the elderly users can accept and accommodate the mooncake packaging design at a glance. For example, the outer packaging design of Xiangning mooncakes directly uses the mooncake pattern as the main tone pattern on the packaging, and uses lanterns and peony flowers as the background pattern. In terms of text, the word handmade mooncake is also very prominent, so that elderly users can see at a glance that this is a traditional mooncake product, so as to meet the emotional needs of the elderly population, reflecting their respect and consideration, to create a harmonious relationship between the producer, the product and the consumer, and ultimately to reduce the doubts of the elderly population of consumers on product quality, and to enhance the stability of the consumption of the elderly consumer groups and the consumption of adherence.

Secondly, in terms of colour matching, colours can have a positive impact on the state of mind of the elderly. From ancient times to the present, the meanings represented by colours are diverse, a colour can represent a special emotional symbols symbols, for the colour of psychological research content is also very extensive. For example, the traditional Chinese colour scheme of red is often used as the main tone colour in mooncake packaging design, red represents a large number of images in the colour, and with the Mid-Autumn Festival reunion such traditional festivals are very suitable, therefore, the use of red as the theme of the colour can be extraordinarily let the consumer feel festive, red-hot and other emotions. In the product design for the elderly, can use warm colours, can create a warm feeling, relieve the loneliness of the elderly psychology, and the use of warm colours can have a nostalgic atmosphere. Therefore, when designing mooncake packaging for elderly users, try to use warm colours as the main colour, and use a few cold colours as a foil, which can have a positive impact on the state of mind of the elderly. As they grow older, older people's sensitivity to colour decreases. Strong contrasting colours will trigger their negative emotions, so mooncake packaging can take colours with lower brightness and purity as much as possible. For example, the mooncake packaging of Liangpin Shop . The use of red-based warm tones, bright and appropriately saturated, contains both traditional social and ethical elements, as well as modern mainstream popular elements can have a positive impact on the state of mind of the elderly through the matching of colours.

Thirdly, in view of the thrifty living habits of the elderly, the reusable function of commodity packaging is increased to a certain extent. Due to the limitations of the background of the times, a great part of the elderly users had a difficult life in their younger years, and thus developed the habits of thrift and hard work. So they are more inclined to design simple, powerful packaging, which can enable them to reuse the package for other purposes after it is opened. For example, at the end of the 70s, Shanghai Art Raw Material Factory made an innovation to the bottles containing pigments, they changed the bottles into the shape of cups with a small upper part and a big lower part. They changed the shape of the bottles to cups with a small top and a large bottom, and used strong, heat-resistant glass as the material for the bottles. This behaviour made it possible to brush the paint packaging clean after use and obtain a recyclable glass teacup. Later, many pharmaceutical factories copied this behaviour, not only did they change the bottle cap to a quilt cap, but they also added a heat-resistant cup cover to the outside of the cap body, which made it more like a teacup. At that time, the government's health insurance system worked well: people were prescribed many medicines, not to cure their illnesses, but to buy a bottle with medicines in it. So after designing the mooncake packaging for elderly users, the reuse function of the product can be taken into consideration, so that the product can be used in other dimensions in addition to its packaging function. For example, the box-shaped mooncake packaging can be used as a needle and thread storage box, and the round ordinary mooncake packaging can be used as a simple ashtray, flower pots and so on. In addition to the mooncake itself, the mooncake packaging can also be used after the use of the corresponding role, in line with the frugal habits of the elderly, while responding to the current social climate of environmental protection under the demand for green packaging.

4. Conclusion

Packaging is one of the most important transmitters of information about goods, which determines the audience and market of the product. Moreover, as we all know, the elderly users are in the disadvantaged groups of the society, and they need the care and protection of the society. Therefore, when designing commodity packaging, it is necessary to consider all aspects from the perspective of humanistic care, so that the elderly users can experience and enjoy the products happily, and at the same time, subconsciously satisfy their physiological needs and psychological needs, and provide users with a good user experience. This humanised design is also important for the design of mooncake packaging for elderly users.

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