



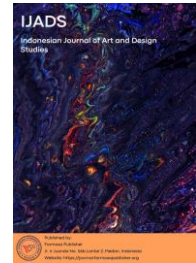
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The Impact of Illustrations in Children's Food Packaging on the Psychology of Chinese Children

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ABSTRACT

With the contemporary family's attention to children's food consumption, under the environment of increasing economic conditions and consumption level, children's food packaging design has gradually become a major trend in commercial packaging design. As a visual language, the vividness and decorative nature of illustration is more attractive to the majority of consumers. The researchers chose Chinese children aged 0-14 years old to conduct the study based on a series of survey data provided by China Statistics Bureau, China Youth Daily and China Town Mans Institute. The purpose of the study is to explore the perspectives and views of children of different ages on things according to their psychological changes in the process of growth, and to guide children and parents to choose healthy children's food through illustration according to their characteristics.

INTRODUCTION

Children's food packaging design refers to the packaging of children's food, so as to attract consumers to produce the desire to buy the product. Children's food packaging design is the product of the designer's research and understanding of the product, combined with his own experience, knowledge and skills, and is the sum of the designer's long-term accumulated practical experience and creative inspiration. Excellent children's food packaging design, need to grasp the psychological characteristics of children, understand the preferences and cognitive level of children of different ages, to explore the beautiful things from the perspective and psychology of children, from the thinking of children to start, design a food packaging that can attract the attention of children and love.

Children's imagination is richer than that of adults due to their age and perception of things. At the same time, being full of imagination is also one of the important characteristics of children in this period, and illustration can attract children's attention through interesting expressions and make it easier for children to understand the content of the picture through illustration, which can enhance the purchasing power of the product. Therefore, in the children's food packaging design, designers also make full use of this point, and give illustration elements in the children's food packaging design to enhance the sales of products.

Illustration, collectively known as "illustration" in Spanish, is derived from the Latin word "illustrio", which means brightness, and can make the meaning of words clearer and more explicit. Illustration is an art form, as an important form of visual communication in modern design, with its intuitive image, real sense of life and beauty, occupies a specific position in modern design, and has been widely used in many fields of modern design, involving cultural activities, social public utilities, commercial activities, film and culture, etc.

Society has developed to the point where illustration is widely used in all areas of society.

With the increasing commercialization of art and the emergence of new painting materials and tools, the art of illustration has entered the era of commercialization. Illustration plays a huge role in promoting the development of economy in the era of commodity economy. The concept of illustration has gone far beyond the traditional regulations. Throughout today's illustration world, painters are no longer limited to a certain style, they often break the previous way of using a single material and use a wide range of means, so that the development of illustration art has gained a broader space and unlimited possibilities.

The use of illustration in packaging design has always been an important element in marketing and branding, and it plays an even more important role in children's food packaging design. Children's food packaging design is a complex and challenging area of graphic design that requires consideration of various factors to create a successful and appealing design for children.

The purpose of this thesis is to explore the impact of illustration in children's food packaging design on children's psychology. The focus of the study is to understand the effect of illustration on children's preferences at different ages and the healthy food choices that can be guided through the use of illustration in children's food packaging design. The results of this study will contribute to the field of packaging design by providing insights into the role of illustration in children's food packaging design. The study will also provide designers and marketers with relevant recommendations on how to create effective and attractive packaging designs for children's food products.

Packaging design is critical to attracting the attention of the target audience. Packaging design for children's food, in particular, needs to be designed from the perspective of how children see things, incorporating the psychological characteristics of children at different times, to ensure that the packaging is attractive to children while still being informative and useful. Illustration is one of the key elements in children's food

packaging design that helps to attract children's attention and influence their choice of food.

The research methodology used in this study was qualitative, using semi-structured interviews to collect data from parents of children aged 0-14 years. The findings suggest that illustrations on food packaging play a crucial role in children's food choices, as it influences children's perceptions of the taste, nutritional value and overall appeal of the product. In addition, parents revealed that illustrations featuring cartoon characters or bright colors tend to capture children's attention and make the product more appealing to them. This study provides valuable insights for food companies to design more effective and appealing food packaging for children.

Methods

This thesis is written using both qualitative and quantitative research methods. The qualitative research method uses interviews, observations, and statistics to study the influence of illustration in children's food packaging design on Chinese children. It also analyzes the psychological characteristics and psychological changes of children aged 0-14 years old in China, and summarizes the influence of illustration on children's choice of healthy food through a series of surveys and statistics. The quantitative research method, for children aged 0-14, is used to provide data support for the influence of illustrations in food packaging on children's purchasing power.

In the data collection process, various sources of information and theories were relevant to the study, and these sources were sound and scholarly, scientifically validated and effective, such as books, journals, encyclopedias, and corresponding data from Chinese food safety databases and other bibliographic materials.

Results and Discussion

China's snack food market is currently in the early maturity stage of rapid development, with huge market capacity. 2019 casual snack food market size up to 571.3 billion yuan, and with the

improvement of living standards, the annual growth rate is maintained at more than 6.0%, and by 2020 the snack food market size is expected to exceed 600 billion yuan (Figure 1.1).



Figure 1.1 China's snack food market size, 2011-2020

China's snack food consumption structure is still in a relatively primary stage compared to developed countries, the market has huge room for improvement, and the snack food market will continue to develop in the future along with the continuous upgrading of the overall consumption structure of the residents. With the arrival of the window period of consumer upgrading, the snack food industry has ushered in the opportunity for vigorous development, but there are also unavoidable shortcomings: serious homogenization of profitability space is limited, heavy marketing and publicity light R & D innovation, quality and safety problems, the slow process of brand internationalization.

Data from the National Bureau of Statistics show that at the end of 2019, the total population of the mainland reached 14.05 billion, of which the number of children under 16 years of age was 249.77 million, accounting for 17.8% of the total population. According to the data of China's demographic statistics yearbook, the population of children aged 0 to 4, 5 to 9 and 10 to 14 years old accounted for 5.89%, 5.53% and 5.44% of the total population at the end of 2018, respectively, and 235 million people aged 0 to 14 years old at the end of

2018 in China. Among them, the number of school-age preschool and elementary school students (3-12 years old) was about 159 million in 2018 (based on data from the Ministry of Education website). The huge number of children's population brews a potential market demand, and the children's snacks market is rapidly rising.

Snacks and Children's Health

With economic and social development and changes in dietary structure, the total daily snack consumption per child in China has increased slightly overall, with total snack consumption of children accounting for about 21% of total food consumption in recent years, with the percentages of children and adolescents aged 3 to 5, 6 to 12, and 13 to 17 years eating snacks daily being 71.8%, 64.7%, and 61.2%, respectively. 7.7%, dietary fiber 18.2%, vitamin C 17.9%, calcium 9.9%, and vitamin E 9.7% of children's diets. The top three snacks consumed by urban and rural children and adolescents were fruits, milk, pastries and fruits, pastries and cereals. It can be seen that snacks have become increasingly prominent in the daily diet of children and adolescents in China, and have become an important part of children's diet.

With the concept of fine feeding gradually taking root, parents are paying more and more attention to children's health, and with it, they are putting forward higher requirements for children's entrance food, and the children's snack market is gradually becoming healthier, more nutritious and more diversified. But at the same time, many parents are concerned about the safety and health of children's food in China. The China Youth Daily survey in recent years found that 45.0% of the parents interviewed were unsure about domestic "children's snacks" and 74.6% wanted to establish a monitoring, testing and early warning mechanism for "children's snacks".(Zhao Li,2019)

The Impact of Illustrations in Food Packaging on Children's Purchasing Power

A special survey was done in May 2019 on how consumers are shopping for children's snacks,

and the data provided by consumers through the Children's Snacks Industry Research Report (2019) shows that 85.8% of children aged 0 to 3 years old make snack purchase decisions by their parents, but 89.75% of children aged 6 to 14 years old decide for themselves what type to buy, with 32.6% of children choosing to buy based on food packaging. 38.3% of children buy children's food based on their own preferences, 17.8% choose to buy similar foods because other children are eating such foods, and 11.3% buy children's food in other ways (Picture 1.2). From the survey data, we can find that the proportion of children shopping for food based on food packaging and personal preferences is relatively large. As the direct guardians of the children, 21.6% of the parents shop for children's food based on the word "children's food", 32.3% of the parents shop for children's food based on the recommendation of relatives and friends, 27.8% of the parents shop for children's food based on advertisements, and 18.3% of the parents shop for children's food based on nutritional content (Figure 1.3).

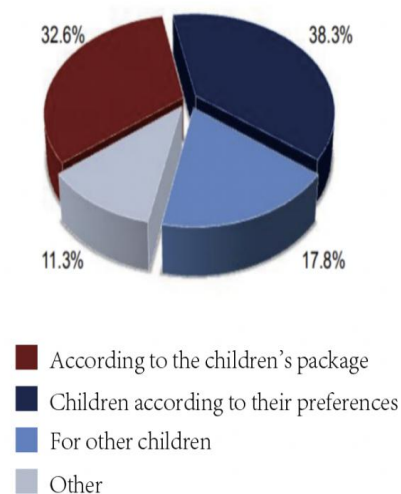


Figure 1.2 Distribution of children's concerns about purchasing children's snacks

Data source is "Children's Snacks Industry Research Report" by Machinima Research Institute

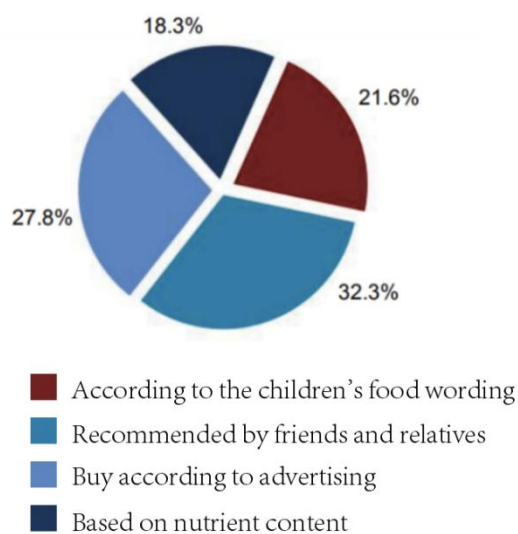


Figure 1.3 Distribution of parents' concerns about purchasing children's snacks

Data source is "Children's Snacks Industry Research Report" by Machinima Research Institute

According to the survey results, 70.9% of children are more concerned about whether the cartoon characters on the packaging of snacks are attractive enough and whether the snacks are tasty enough to their liking than the nutrition and safety of snacks; children do not consider the nutrition of snacks at all when they buy snacks, but 39.9% of parents consider the nutrition and safety of snacks when they buy snacks, of which 18.3% of children's parents would refer to the nutritional content list on the product packaging when purchasing snacks, and 21.6% of children's parents would choose to purchase snacks with the children's food label, and they think that children's snacks purchased in these two ways are safer compared with other snacks.

The Impact of Illustration on Children's Recognition and Memory

Because of children's limited knowledge, the illustrations in food packaging should be easier to identify and conform to children's cognitive range. Therefore, children's food packaging that attracts children's attention must be pattern-based, and the integration of food packaging design in the form of illustrations can well reflect the content of children's food in a visual way to children, helping children to quickly discover the food they need. The design of Shanghaojia children's food packaging (Figure 1.4) reflects the production and cultivation of corn in the form of illustrations, which can deepen children's memory, and also enable children to quickly identify the taste of the product from the pictures.



Figure 1.4 Qi Shi Food Co.

The Effect of Designing Lively and Interesting Illustrated Images on Children's Attractiveness

Lively and interesting illustration design can convey visual information more effectively and leave a deep impression. Illustrations in children's food packaging often use anthropomorphism, exaggeration and other techniques to show people, animals, plants, etc., or through cartoon shape to

make the packaging more vivid, interesting, personality. Children have a strong curiosity about everything, lively and interesting illustrations cater to the psychology of children, attracting children to buy and promoting sales.

Wang Wang brand was established in 1983, and after years of development, Wang Wang has spread to 61 countries [49] and regions in Asia, Africa, North America, Central and South America, Oceania, and Europe. Wang Wang food has been known as the favorite food for children.

The cartoon image of Wang Wang is set as a small boy with a round head and a round brain, with lush hair on his head so it symbolizes a round head; his mouth is exaggeratedly raised upward to symbolize a smiling mouth; his eyes are big and round, looking diagonally upward at the brand name, indicating that the operating company should have a long-term vision, i.e., for being far-sighted; his feet are flat and steady, without shoes, symbolizing being grounded (Figure 1.5).

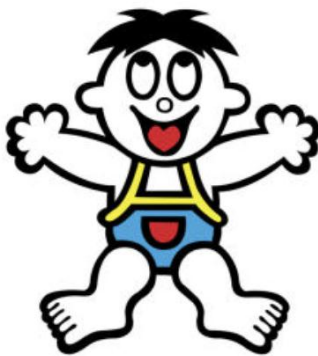


Figure 1.5 Wang Wang Food Co., Ltd.,China.
Wangzai cartoon character

With its lively and cute trademark image and catchy advertising slogans, Wang Zai Milk Candy was regarded as a nutritious food and accompanied a generation of people growing up. To this day, Wang Zai Milk Candy has become the premier

candy brand in China. Although the candy brand has been around for some time, with the growth of the Chinese economy, the demand for Wang Zai Milk Candy has increased in both urban and rural areas, especially during the Lunar New Year when it can be found in the full boxes of many households. It is exported to more than 40 countries and regions, including the United States, Europe, Singapore, etc. (Figure 1.6)



Figure 1.6 Wang Wang Food Co., Ltd.,China.
Wang zai milk sugar packaging

The Effect of Highlighting Colorful Illustrations on Children's Attention

The use of color in illustrations is an important aspect of children's food packaging design. Colors evoke emotion, convey meaning, and capture children's attention, making them a powerful tool for designers to create effective packaging.

Bright and bold colors are often used in children's food packaging design because they appeal to young children and can stimulate their senses. Bright colors such as red, yellow and orange are associated with energy, excitement and joy, making them a popular choice for packaging design. These colors can also create a sense of urgency or

immediacy, which can encourage children to try the product.

For example, in the image of the "so many fish" brand of children's casual snack packaging design (Figure 1.7) of the Hollis brand (orion), the packaging products are distinguished by color in three different flavors. The package design shows a cute whale image in the form of illustration, which brings children closer and helps attract their attention.

When children pay attention to the food packaging, they will first receive the information about the color of the packaging. When the brain receives the color signal, it will have a psychological impact according to the color, and children will also distinguish the food products according to the illustration and color in the packaging when they choose them. In general, when people perceive high brightness colors, they will feel relatively soft. Designers can bring different food associations to consumers by matching different colors. Children easily make color associations with colors, and this is where children's curiosity comes from. To attract children's attention, many packaging designs in the marketplace often use brighter colors to package food to attract children's attention, many packaging designs in the marketplace often use more vibrant colors to package food.



Figure 1.7 orion Food Co., Ltd. Haoduo Fish Food Packaging China

The Effect of Fun Illustrations on Children's Curiosity

In children's food packaging design, illustration is a powerful tool to attract children's curiosity. Children are naturally drawn to colorful, childlike images, and effective illustrations can capture their attention and stimulate their curiosity. Effective illustrations should be engaging, informative, age-appropriate, and able to capture children's attention and stimulate their curiosity about food. By considering the design elements of the illustrations and the functional and safety aspects of the packaging, designers can create effective, engaging packaging that meets the needs of children and their caregivers.

CONCLUSION

After studying the psychological impact of illustrations in food packaging on children, conclusions can be drawn. First, the use of colorful and visually appealing illustrations in food packaging can greatly influence children's perceptions and attitudes toward the product. Children who are attracted to bright colors and familiar characters can effectively increase the purchase rate of this product. Second, the use of health-related illustrations or labels, such as "organic" or "low sugar," can lead children to believe that these snacks are healthier and more desirable. This has the potential to promote healthier eating habits among children, although the effect of such labels may vary depending on the age and comprehension level of the child.

Overall, it has been shown through research that food package illustrations have a significant impact on children's psychological perceptions and attitudes toward different snacks. Therefore, it is important that food manufacturers and marketers use illustrations responsibly and ethically, taking into account the potential health effects on children.

In addition, parents and caregivers can play a role in promoting healthy eating habits by teaching children how to read food labels and encouraging them to make informed choices based on nutritional value rather than just package design.

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