

Reform and Marketing of Traditional Packaging Design in Xiangxi

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Abstract: The Chinese national culture is profound and profound, and many unique national cultures have been born in China's splendid history and culture, Xiangxi folk custom is one of them. With the continuous development of modern social economy, the inheritance and development of national culture must be integrated into the concept of modern economic development. Therefore, based on the necessity of integrating traditional culture of Xiangxi into packaging design, this paper analyzes the design and transformation of traditional packaging in Xiangxi from the aspects of materials, form, pattern and color, and proposes the marketing of traditional culture of Xiangxi in packaging design. The strategy is expected to provide a feasible reference and reference for the traditional packaging design in Xiangxi.

1. Research background

1.1 Literature review

The Xiangxi area has a rich and colorful folk culture. Its aesthetic connotation, historical accumulation and cultural heritage have jointly shaped the product packaging design with unique characteristics of Xiangxi. In this regard, in order to further inherit and carry forward the traditional culture of Xiangxi, many scholars have studied the packaging design and application of related products. Yang Jing started from the characteristics of Xiangxi national cultural elements. Taking the packaging design of the Xiangxi wine series as an example, the organic combination of Xiangxi national cultural elements and wine packaging design can enhance the national brand value of Xiangxi wine industry and form in the fierce market competition. Unique advantages (yang, 2018). Zhang Hongying and Zhang Zongdeng believe that the decorative composition of the Miao "black and white" inserts is simple and flexible, and can present the characteristics of decorative paintings well (zhang and zhang, 2018). From the perspective of the innovative design of the traditional batik of the Miao nationality in Xiangxi, Lin Jun believes that the "inclusive" traditional batik culture innovative design product development model and innovative design method can not only change the traditional protection and inheritance, but also the intangible cultural heritage. The development concept, cultural innovation design product development and innovative design strategy play a pilot role (lin, 2017). In the process of studying the national non-legacy project of Xiangxi, "Wu Hu Chi Hua", Wu Wei and others found that the chihuahua works have various composition, combination of reality and reality, and both the gods and the gods have the characteristics of the folklore and the realistic style. It is a good example of the folk customs of the Xiangxi Miao family (wu et al, 2014). Therefore, many scholars have not discussed the traditional packaging design of Xiangxi from the aspects of transformation and marketing. This article has discussed in detail from the above aspects.

1.2 Research purpose

As a region where many ethnic minorities live in Xiangxi, the regional culture is profound and unique. The aesthetic connotation of such a unique national culture is bound to have an extremely important impact on the traditional packaging design of Xiangxi. In addition, the numerous tourism and cultural resources in the western Hunan region have further promoted the rapid development of traditional cultural products in the region (Wu, 2010). Under this background, the traditional packaging design of Xiangxi has played an important role in the development of the tourism culture market in the region. In terms of packaging, the design of the product is an important part of the

product marketing. Packaging design not only serves the purpose of advertising, decoration, and protection of regional brands, but also conveys product information and cultural concepts through design, thereby attracting consumers to generate purchase demand. In the past, relevant scholars have done a lot of research on traditional packaging design in Xiangxi, but they have not carried out research on design modification and marketing. In this regard, this article has carried out in-depth research from the traditional packaging design transformation and marketing of Xiangxi, and provides a more comprehensive reference for the traditional packaging design of Xiangxi.

2. The necessity of integrating traditional culture of xiangxi into packaging design

2.1 Further highlighting the traditional regional culture of Xiangxi

Regional culture is a folk culture embodied by regional customs. The culture of Xiangxi is formed in a unique historical and local environment. This is a folk culture with regional folk characteristics. Nowadays, with the gradual improvement of the national public's recognition of national culture, regional folk culture is also more widely used in all walks of life. Therefore, in order to further highlight the traditional regional culture of Xiangxi, the traditional packaging design of Xiangxi pays more attention to the deeper connotation of culture. As shown in Figure 1, the design of the drunkard designed by Mr. Huang Yongyu fully reflects the regional culture of Xiangxi. The Xiangxi area has been inhabited by Miao and Tujia people for generations, and their habits of back-to-back habits have been applied to the shape design of “alcoholic” (Wang, 2015). Such a design is a sublimation of meaning in the shape, not just limited to the use of everyday life. On the other hand, the ingenious use of regional culture also helps the alcoholic liquor to create higher added value.



Figure 1 Alcohol Packaging

2.2 Promote the re-inheritance of folk culture in western Hunan

Information technology promotes the development of modern social economy, and the public's aesthetic taste and aesthetic standards for things are constantly changing. Under the influence of these factors, the traditional cultural elements unique to Xiangxi folk culture have also been affected and influenced by different degrees. The traditional packaging design concept is inevitably subject to the assimilation of modern design concepts. Therefore, to promote the inheritance of folk culture in Xiangxi, it is necessary to carry out innovation and reconstruction on the basis of processing regional characteristics. This can meet the aesthetic needs of modern people without losing regional cultural characteristics (Liu et al, 2016). At the same time, the integration of Xiangxi regional cultural characteristics in modern packaging design can not only enhance the cultural taste of product packaging, but also increase the added value of goods and promote the promotion of Xiangxi regional culture.

2.3 Promoting the innovative redesign of traditional packaging in Xiangxi

The long history and culture of Xiangxi has spurred the region to attract many visitors from all over the world. In this way, the tourism industry has driven the sale of traditional commodities in the Xiangxi area. However, at present, there are many similarities in the traditional packaging design of Xiangxi, such as shape, layout, color matching and text use. Lack of sufficient regional cultural characteristics can not reflect the national cultural charm of Xiangxi. Therefore, it is necessary to integrate and analyze the regional, national and historical characteristics of the packaging design of Xiangxi, and carry out redesign and creation. In this way, it is better to give the traditional packaging culture attributes of Xiangxi, meet the cultural needs of foreign consumers, and promote the image of the national brand of Xiangxi.

3. Design and transformation of traditional packaging in xiangxi

3.1 Material design and transformation of traditional packaging in Xiangxi

Product packaging materials usually refer to the materials used in packaging containers, packaging and other products. Regional materials can be applied to packaging design as materials according to the characteristics of the region, based on local materials, simple processing or no processing. For the design and transformation of traditional packaging materials in Xiangxi, one must have a protective function. In short, the packaging material needs to have the corresponding toughness, strength, etc., so as to adapt to the impact and vibration caused by external forces. The second is to have barrier properties. Different products have corresponding requirements for moisture, temperature, luminosity, etc., so the packaging materials need to have corresponding blocking effects on these. The third is to have excellent safety performance. Specifically, the packaging material itself should be made of non-toxic materials premised on the safety of the product to avoid contamination of the product and affect human health. Fourth, it has better economic performance. The selection of economic performance materials should be low cost and convenient, so that the subsequent processing of the packaging appearance is more convenient.

3.2The design modification of the traditional packaging in Xiangxi

Regarding the design and transformation of the form, the traditional packaging of Xiangxi can follow two aspects. The first is the external appearance of the traditional packaging in Xiangxi; the second is the internal form of the internal distribution. In view of the appearance of traditional packaging in Xiangxi, the traditional packaging of Xiangxi can be expressed in visual form by changing the shape and color. In terms of the internal design of traditional packaging in Xiangxi, the basic functions of packaging, such as comfort, convenience, and materiality, can be designed according to scientific principles. In addition, the design of traditional packaging forms in Xiangxi can further explore the shape and structure design with regional characteristics, so that the packaging has more regional characteristics.

3.3 Pattern design transformation of traditional packaging in Xiangxi

Graphic pattern design is an important element in the performance of product packaging design. Since the main object of product graphics is the corresponding processing or formal structure changes of characters, symbols, images, etc., coupled with the strong visual impact of graphic patterns, the products with outstanding graphic design have easy to remember and meaning. Rich, outstanding features and other characteristics. The design of the traditional packaging of Xiangxi can be started from the application and creative aspects of graphic design. Under this condition, the traditional packaging design of Xiangxi can be further used from the rational use or reference to reflect the national belief graphics, clever use of national customs and graphics, focus on the diverse performance of regional graphics, and the design and transformation of important product packaging.

3.4 Color design transformation of traditional packaging in Xiangxi

In general, product packaging color applications are highly recognizable in a number of competing products. The traditional packaging of Xiangxi can reflect the content of the products with the help of color design. Together with the organic unity of the above graphic patterns, shapes and materials, it can effectively reflect the quality of traditional cultural products and trigger consumers' desire to purchase. More importantly, as the color design of traditional product packaging, different regions and different nationalities have different understandings and preferences for color, and the meaning of color symbol is not the same. Therefore, the design of color in Xiangxi traditional packaging should also take into account the preferences and taboos of the local people on color, and then tap out the individualized packaging with unique regional colors.

4. Marketing of xiangxi traditional culture in packaging design

4.1 The Fusion of Religious Culture Factors and Traditional Packaging in Xiangxi

The people of Xiangxi region first believed in the “God of All Things” and believed that the gods were closely related to the reproduction of human beings from generation to generation. Therefore, the long history of development, religious and cultural awareness has penetrated into the vast territory of Xiangxi. For example, Qu Yuan in the poems of “Mountain Ghost” compares the lost girl to the “mountain ghost” of the country. Therefore, more and more “ghosts” in the Xiangxi culture also express a free and free spirit. The naming of the famous alcoholic brand “Gourmet Ghost” in Xiangxi adopts this free and easy spiritual realm, which symbolizes the integration of wine and character, and jointly carries the historical accumulation of Xiangxi culture. More often, the design of alcoholic liquor is a continuation of the religious and cultural beliefs of Xiangxi, and it is based on the integration of various ethnic cultures in western Hunan. To a certain extent, alcoholic liquor is not only a commodity in the Xiangxi region, it is also a heritage and remarketing of the alcoholic liquor culture. With the spirit of ancient and free wine culture, shape the national feelings.

4.2 The fusion of totem graphics and traditional packaging in Xiangxi

The spread of religious culture has made totem worship popular among the vast number of people in Xiangxi. In the western Hunan region, the public believes that there are certain supernatural connections between animals and plants. These connections have formed totem symbols in the gradual evolution, and people have created feelings of worship and fear. In the brand packaging of the ancient Chinese traditional products of the ancient Chinese cuisine, the use of the totem pattern of the insects is relatively frequent. For example, in the outer packaging design of Xiangxi “Tianjuai” Guzhang Maojian Tea, the phoenix, butterfly, grass, insects and other totems of large flower group style are used, and then the dark green color tone is used to restore the most primitive basic attributes of tea. The white phoenix totem embellished in the center of the flower cluster shows the preciousness of the raw materials. “Tianyin Brand” Guzhang Maojian Tea injects the most traditional cultural totems in Xiangxi through a series of patterns, and also uses modern technology to reprocess. The cultural color of ancient and modern blends is more ancient. The addition of cultural color to tea and the marketing gimmick further add to the logical possibility of product sales.

4.3 The fusion of natural worship graphic elements and traditional packaging of Xiangxi

In the vast land boundary of Xiangxi, it believes in the concept of “Heaven and Man are one” and believes that harmony between man and nature is the foundation of human existence. Therefore, until today, the people of Xiangxi will still integrate the natural worship of the sun, the moon and the mountains and rivers into the concept of traditional packaging design in Xiangxi. Such as the shape packaging of Xiangxi Zhang Xiaowu brand eucalyptus, it is the most intuitive embodiment of this “Heaven and Man” concept. The rough linen of the eucalyptus is elegant and simple. On the burlap bag, the unique printing and dyeing techniques of Xiangxi are used to dye and weave the

beautiful mountains and rivers of Tianzi Mountain. The characteristics of natural worship are remarkable. Consumers through this kind of linen printing and dyeing will not only intuitively feel the ingenuity of packaging, but also present a spectacular pattern of mountains and rivers in front of them.

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