The Cultural Visual Elements Significance of Malaysian Spice Powder Packaging Design

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ABSTRACT

Culture is the set of shared, fluid, and abstract beliefs, values, routines, traditions, and artistic expressions that exist within a particular social group. The research aims to understand the cultural significance of visual elements in spice powder packaging design. 104 participants will be surveyed to understand their preferences for cultural representation. The results will provide insights into how to integrate cultural factors into packaging design, ensuring customer resonance without cultural appropriation. The study uses *songkets,* floral patterns, colour, font, photography, and traditional motifs to represent Malaysia's cultural diversity. The goal is to advance culturally sensitive and inclusive design techniques, increase branding, and improve the visual appearance of the final packaging product.

1.0 Introduction

Malaysian cuisine embraces a mix of Malay, Chinese, and Indian flavours, and it is known for its spicy and flavorful dishes. Moreover, Malaysia has a variety of expanded flavours in terms of food preparation due to the multiracial culture of the Malay, Chinese, and Indian communities, such as *nasi lemak, curry, roti canai*, and *gulai*. Incorporating culture into design can serve as a potential instrument for conveying narratives visually (Gershon & Page, 2001). Symbolism, recurring motifs, and aesthetic techniques can communicate cultural stories, customs, and principles, boosting the message of a design and intensifying its emotional influence on the consumer's purchasing choice (Robert, 2021). Therefore, the influence of culture is very important in the production of design in Malaysia. In addition, culture can also provide a symbol of Malaysian identity design. According to Fauzi, F. H. A., Radzuan, L. E. M., Jaafar, F., & Zain, A. M. (2022), said symbols, patterns, and artistic styles can convey a country's cultural narrative, traditions, and values, especially in packaging design. Cultural value can enrich the design message and increase its emotional impact on the consumer's decision to buy the product.

2.0   Literature review

2.1   Visual Elements of Packaging Design

2.1.1   Imagery

The cultural visual element of food packaging, particularly in spice powder brands like Adabi and Baba's, has elevated cultural value in Malaysia. This is caused by the importance of colour, image, and typography in visual packaging design (Kovačević et al, 2022; Seref, 2015; Togawa et al., 2019). Therefore, the selection of photographic images has had an impact on the visual aspect of packaging design. The brands Adabi and Baba's have presented the diversity of cultures through the application of images in their curry spice mix products. Therefore, the types of mixed spice powder products consisting of fish curry, chicken and meat curry, salted fish curry, seafood, and kurma have been selected as the focus of this study. This brand is popular among Malaysians due to its unique curry flavour combination, popular in Indian cuisine, and the Malay culinary tradition of salted fish in coconut milk curry with pineapple.

2.1.2   Colour

Colours, together with imagery, can enhance the visual appeal of packaging designs. Colour is important in packaging design because it attracts consumers' attention and influences their perceptions of the product (Mohebbi, 2014). Colour plays a significant role in human existence, as each colour possesses significance and can impact an individual's behaviors. The colour of a product can also influence the psychological state of consumers while making purchasing decisions (Casas & Chinoperekweyi, 2019). The inclusion of warm hues, namely red, yellow, and orange, has the potential to arouse sensory responses, such as increased appetite and heightened sexual desire (Kurt & Osueke, 2014). Although cold colours like blue and green are also known to have a psychological impact related to tranquility and serenity (Jonauskaitė et al., 2018).

2.1.3   Typography (Labelling)

Labels and visual elements are crucial in packaging design, especially for food goods, as they convey messages and influence the overall design. (Ogundijo, Tas, and Onarinde, 2021). The choice of typography, particularly San Serif and Serif typefaces, is essential for creating visually appealing designs (Mukherjee, 2019 and Jackson, 2023). San Serif typefaces, known for their simplicity and contemporary appeal, are popular for labels like Adabi and Baba's. They enhance readability by providing essential details like product brand, expiration date, manufacturer information, nutritional facts, ingredients, and preparation instructions. The choice of font also impacts the brand's ability to purchase goods and services (Weinzierl, 2019).

2.1.4   Graphic elements (Pattern or icon)

Furthermore, visual elements, such as patterns and icons, are crucial in packaging design as they convey cultural significance (Ding, 2022). Adabi's curry spice mix powder incorporates floral designs and a blend of *songket* elements, showcasing Malaysia's cultural impact. Baba's brand uses cow, goat, and fish images in their curry spice mix powder design, showcasing their reputation for protein-infused curry meals. These designs demonstrate the importance of cultural impact in packaging design.

2.2   Relationship between the cultural and visual elements in spice powder packaging design

Spice powder packaging design can effectively communicate the cultural significance of its product through visual storytelling. By incorporating cultural symbols, illustrations, and narratives, the packaging can transport consumers to distant lands and introduce them to diverse culinary traditions. This storytelling contributes to cultural understanding and appreciation, acting as a bridge between communities and fostering global appreciation for spice powders' diverse flavours.

The use of colours, pictures, typography, and graphic elements also promotes ethical and culture-responsible actions.

3.0 Methodology

Based on the construction of the hypotheses, the following model has been proposed in this study. From the conceptual model in Figure 1, it can be determined that cultural of visual elements impact spice powder packaging design. The cultural of visual elements factors have been treated as the independent variables in this study. On the other hand, spice powder packaging design is the dependent variable in this study on the impact on the culture of visual elements.
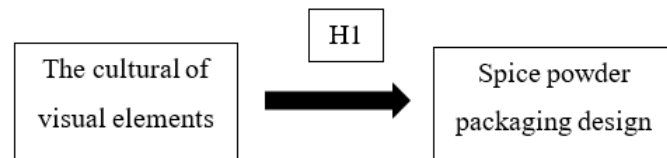

Figure 1: Conceptual Model

Moreover, quantitative properties study deals with the measurement of any phenomena. This study is quantitative because data is collected through the questionnaire. The sequence of this study is documented in the research design framework as shown in Figure 5. The questionnaires are distributed using a Google form online survey to gather the information to answer the research questions.
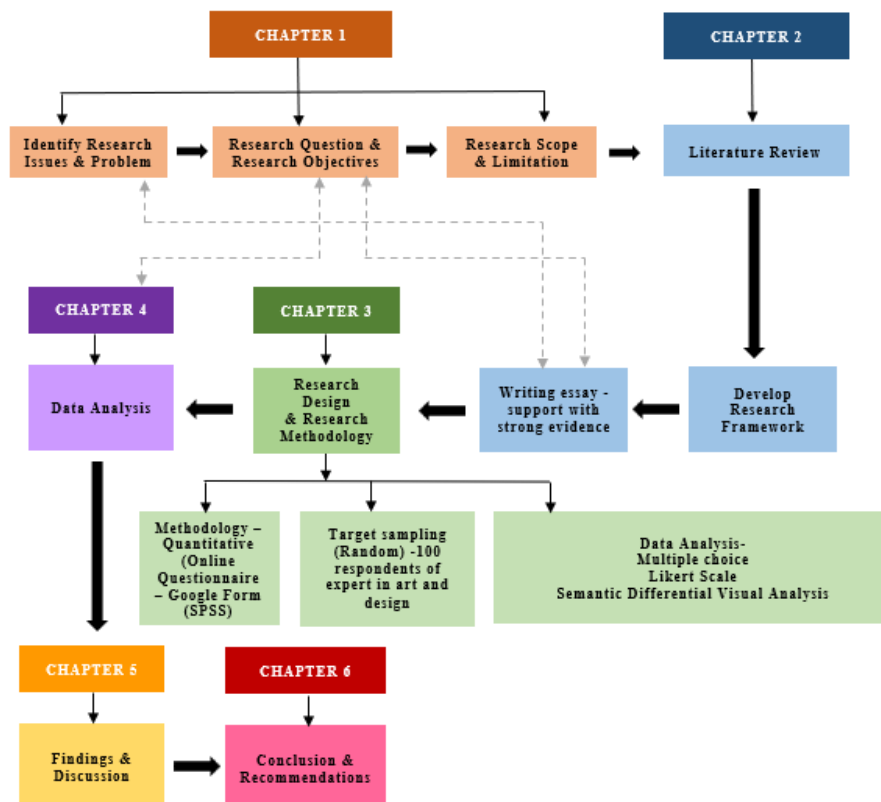

Figure 2: Research design on the Cultural Visual Elements Significance of Malaysian Spice Powder Packaging Design.

This study analyzes the cultural aspects of visual elements in spice powder packaging design using primary data from art and design experts. A sample of 100 respondents was selected using random sampling and a Krejci and Morgan Table. The multi-choice scale method was used to identify unique qualities of the material. The quantitative methodology focused on Malaysians' cultural expression through spice powder packaging design.

4.0 Discussion of analysis and findings

The study uses SPSS to analyse data on spice powder packaging design in Malaysia, focusing on demographics, cultural significance of visual elements, and the implementation of imagery, colour application, typography, and graphic elements. The research examines Adabi and Baba's spice powder packaging designs to assess their value in incorporating cultural visual elements. A sample of 104 respondents was analysed using frequency distribution tests, revealing that many respondents were female (54.8 percent), aged 20-30 years (54.8 percent), with a higher response rate (48.1 percent) among those with a degree level of qualification. Most respondents were Graphic Design professionals (53.8percent).

Symbolism, repeating themes, and aesthetic strategies can represent cultural narratives, practices, and values, enhancing a design's message and emotional impact on buyer decisions. Descriptive statistics showed that 47.1 percent of respondents were more connected to brands with cultural packaging design, with 45.2 percent strongly agreeing. Spice powder packaging design can evoke traditional cooking nostalgia, with 41.3 percent of respondents strongly agreeing. Malaysian spice powder packaging design reflects culture, with 37.5 percent preferring to buy cultural designs. Culturally inspired spice powder packaging design is more memorable and impactful, with 47.1 percent agreeing. The results are presented in Table 1 of the cultural visual elements in spice powder packaging design.

Table 1: The Cultural of Visual Elements in Spice Powder Packaging Design

Items	Percentage (%)				
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Q1 I feel more connected to brands with cultural packaging design.	33.7	47.1	17.3	1.0	1.0
Q2 Spice powder packaging design evokes traditional cooking nostalgia.	45.2	43.3	9.6	1.0	1.0
Q3 Malaysian spice powder packaging design reflects culture.	41.3	40.4	9.6	5.8	2.9
Q4 I prefer buying cultural spice powder packaging design.	35.6	37.5	22.1	2.9	1.9
Q5 Culturally inspired spice powder packaging design is more memorable and impactful.	46.2	47.1	5.8	1.0	-

The cultural of visual elements in spice powder packaging design such as imagery, colour, typography (labelling), and graphic elements (pattern or icon) are determined specific important elements that can give attractive appealling in buying decision (Şeref, 2015). In this Section C, more analysed significance in imagery implementation in spice powder packaging design. The respondents strongly agreed, 51.9 percent that imagery is very important visual elements in the packaging design of spice powder. Respondents are strongly agreed (45.2 percent), they like photography images in spice powder packaging design. Meanwhile, 36.5 percent are agreed that spice powder packaging design are better with cuisine imagery. The results shown about 39.4 percent agreed, visually storytelling about cuisine is on spice powder packaging design. The respondents strongly agreed (46.2 percent), spice powder packaging images reflect smell and taste of the product. In the end, the complete results shown in Table 2: The cultural of visual elements in spice powder packaging design.

Table 2: The Cultural of Visual Elements in Spice Powder Packaging Design in Imagery Implementation

Items	Percentage (%)				
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Q6 Imagery is very important visual elements in the packaging design of spice powder	51.9	39.4	6.7	1.0	1.0
Q7 I like photography images in spice powder packaging design.	45.2	34.6	14.4	3.8	1.9
Q8 Spice powder packaging designs better with cuisine imagery.	36.5	38.5	18.3	5.8	1.0
Q8 Visual storytelling about cuisine is on spice powder packaging design.	38.5	39.4	16.3	3.8	1.0
Q9 Spice powder packaging images reflect smell and taste.	46.2	38.5	10.6	2.9	1.0

According to Mohebbi (2014), the use of colour in packaging design is significant because it draws the attention of consumers and influences their perceptions of the product. In this section, data analysed more on cultural of visual elements in spice powder packaging design on colour application. The results shown that respondents are strongly agreed (61.5 percent), diiferent colour application can described the types of spice. Moreover, the respondents strongly agreed (55.8 percent), warm colour is better than cool hues colour in spice powder packaging design. Meanwhile, 51.9 percent are strongly agreed spice powder packaging design with bright colours is better than without colour. Finally, the respondents are stongly agreed (64.4 percent), colour can influence customer purchasing decisions. The detail of results as shown in Table 3: The cultural of visual elements in spice powder packaging design in colour application.

Table 3: The Cultural of Visual Elements in Spice Powder Packaging Design in Colour Application

Items	Percentage (%)				
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Q10 Different colours can describe the types of spice.	61.5	26.9	9.6	9.6	9.6
Q11 Warm colour is better than cool hues colour in spice powder packaging design.	55.8	36.5	2.9	2.9	1.9
Q12 Spice powder packaging design with bright colours is better than without colour.	51.9	34.6	9.6	2.9	1.0
Q13 The spice powder packaging design colour reflects Malaysian ethnicities and cultures.	41.3	46.2	9.6	1.9	1.0
Q14 Colour can influence customer purchasing decisions.	64.4	30.8	2.9	-	1.9

Typography in spice powder packaging design gives the information in the labelling of the product. Typography consists the ingredients, expiration date, manufacturer details, and brand values such as logo and product name (Ogundijo, Tas, and Onarinde, 2021). The respondents are 47.1 percent agreed that packaging typography indicates product type. Beside, 42.3 percent agreed, typography in spice powder packaging design provides product information. Moreover, strongly agreed (48.1 percent) in spice powder packaging design, typography hierarchy improves readability more better. 40.4 percent of respondents agreed, more spice powder packaging used San Serif than Serif in spice powder packaging design. Lastly, total of 104 respondents strongly agreed (52.9 percent), typography choice conveys brand personality and product tone of spice powder packaging design. In the end of result in typography (labelling) shown the details in Table 4.

Table 4: The Cultural of Visual Elements in Spice Powder Packaging Design in Typography (Labelling)

	Items	Percentage (%)				
		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Q15	Packaging typography indicates product type.	40.4	47.1	10.6	1.0	1.0
Q16	Typography in spice powder packaging design provides product information.	40.4	42.3	13.5	2.9	1.0
Q17	In spice powder packaging design, typography hierarchy improves readability.	48.1	38.5	11.5	1.0	1.0
Q18	More spice powder packaging used San Serif than Serif.	34.6	40.4	20.2	1.0	3.8
Q19	Typography choice conveys brand personality and product tone.	52.9	36.5	9.6	-	1.0

The study by Ding (2022) suggests that incorporating cultural visual elements like patterns and icons in spice powder packaging design can enhance product values. Most respondents (60 percent) believe traditional motifs, such as songket and floral patterns, can represent Malaysia's cultural diversity. Additionally, 47.1 percent of respondents believe spice patterns, symbols, and icons can enhance the design. The results can be found in Table 5 and can be verified through the analysis.

Table 5: The Cultural of Visual Elements in Spice Powder Packaging Design in Graphic Elements (Pattern or Icon)

	Items	Percentage (%)				
		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Q20	Traditional motifs show Malaysia's cultural diversity.	60.6	32.7	3.8	1.9	1.0
Q2	*Songket* motif can represent Malaysia's identity.	60.6	31.7	5.8	-	1.9
Q2	Floral patterns can enhance spice powder packaging design.	32.7	34.6	21.2	8.7	2.9
Q2	Spice patterns, symbols, and icons can be applied to spice powder packaging design.	47.1	43.3	8.7	-	8.7
Q2	Spice powder packaging design looks trendy with modern patterns and traditional motifs.	54.8	35.6	7.7	1.0	1.0

This research compares the cultural visual elements in spice powder packaging design for the Malaysian brands Adabi and Baba's. The range of products includes curry mix powders, including fish, chicken, meat, kurma, shrimp, crab, and salted fish. The respondents found that Adabi's Fish Curry Powder has a pleasant cultural cuisine imagery, while Baba's Fish Curry Powder has a more effective color application. San serif typography was used most in Adabi Chicken and Meat Kurma Powder (87.5 percent) and Baba's Kurma Mix Potwer (78.8 percent). The Adabi Shrimp, Crab, and Salted Fish Curry Powder (92.8 percent) packaging design is more attractive than Baba's Salted Fish Curry Mix (50.7 percent). The results of the visual analysis are presented in Table 6.

Table 6: Visual Analysis of Brand Spice Powder Packaging Design in Malaysia

Items	Brand	Percentage (%)	
Pleasant Photography Cultural Cuisine Imagery		YES	NO
Fish Curry Powder	Adabi	70.2	29.8
	Baba's	79.8	19.2
Most effective colour application in spice powder packaging design			
Meat & Chicken Curry Powder		YES	NO
Warm Hues	Adabi	96.2	3.8
	Baba's	69.2	30.8
Cool Hues	Adabi	83.7	16.3
	Baba's	42.3	57.7
San serif the most typography used in spice powder packaging design.		YES	NO
Chicken & Meat Kurma Powder	Adabi	88.5	11.5
	Baba's	79.8	20.2
Combining modern patterns and traditional motifs creates a modern look in spice powder packaging design.		YES	NO
Shrimp, Crab & Salted Fish Curry Powder	Adabi	92.3	7.7
	Baba's	58.7	41.3

The study reveals that Adabi and Baba's spice powder packaging design significantly influences cultural visual elements, influencing taste perception and purchase choices. The design should showcase ethical and sustainable practices, while maintaining its original identity and regional identity. This can make the packaging an ambassador for the region and serve as souvenirs for tourists.

5.0 Conclusion and Future Research

Efficient visual elements in packaging entail using several dramatic elements, such as typography, graphic images (including photography and illustration), colour, shape, size, and materials (Fauzi et al., 2022; Kovačević et al., 2022; Seref, 2015; and Togawa et al., 2019). Cultural visual elements create unique communication, captivate consumers, and promote brand recognition in spice powder packaging design. They evoke cooking nostalgia and enhance brand connection, making the product memorable and impactful. Photography imagery used in spice powder packaging design may effectively convey visual storytelling about cooking the cuisine and capturing the essence of flavour and aroma (Togawa et al., 2019). In addition, using different colour applications in spice powder packaging design can verify the different range of products. Casas & Chinoperekweyi (2019), said that colour can influence customer purchasing decisions. Warm colour hues are better in spice powder packaging design than cool hues, it gives the impact of increased appetite and uplifting sexual desire (Kurt & Osueke, 2014). Moreover, the typography (labelling) in spice powder packaging design can indicate product types. The selection of typography is of utmost importance to achieve a proportional balance between the visual elements and the textual elements. (Mukherjee, 2019). This typography hierarchy improves the readability of information in spice powder packaging design. San serif is more effective when applied in spice powder packaging design than serif because it has a has a more robust and unconnected structure. Therefore, since they are easy to read and can grab people's attention, sans serif typefaces are a great choice for labels (Jackson, 2023) because they are commonly considered to be more contemporary than serif typefaces. Therefore, the selection of a typeface is of the highest priority in successfully conveying essential information in package design and has a significant influence on a brand's tone capacity to sell products and services (Weinzierl, 2019). The Adabi brand's spice powder packaging design incorporates traditional motifs and floral patterns, showcasing Malaysia's cultural diversity. This trendy combination of modern patterns and traditional motifs creates a visually appealing product. In addition, the use of visual elements, such as patterns and symbols, plays an essential part in enhancing the significance and value of creatively produced packaging design (Ding, 2022). Visual elements in spice powder packaging design can enhance its aesthetic appeal. Using cuisine photography strategies can create culinary storytelling, sparking imaginations and connecting consumers with different cuisines. Sans serif fonts are preferred for readability, versatility, modernity, branding, and space-saving. Warm colours make the product

more appealing and trustworthy, leading to more sales. Local symbols and patterns, like songket, can connect with Malaysia's cultural heritage and craftsmanship. Using floral patterns and spice patterns can evoke freshness and naturalness, appealing to consumers seeking organic or natural products. Spice patterns, symbols, and icons can also help consumers identify and choose the desired spice powder. In the end, according to Nor Syawani M. S., Analisa H., Norakmal A., and Harley A. L. (2021), visual materials that effectively convey messages through graphic design are very important for attracting consumers and creating brand recognition. The study found that incorporating cultural elements in packaging design can enhance the product's appeal and create a stronger connection with consumers.

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Author Contributions

Adnan N.: Conceptualization, Methodology, Software, Writing- Original Draft Preparation, Data Curation, Validation, Supervision. **Benhui R.:** Software, Validation, Writing-Reviewing, and Editing.

Conflicts of Interest

The manuscript has not been published elsewhere and is not being considered by other journals. All authors have approved the review, agree with its Submission, and declare no conflict of interest in the manuscript.

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