

Unique Packaging Elements Promote Sustainable Green Packaging Design Framework

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Received: 30 August 2023 | Accepted: 10 October 2023 | Published: 31 October 2023

DOI: <https://doi.org/10.55057/ijbtm.2023.5.3.61>

Abstract: *In order to adapt to the development and constant changes of society, it is necessary to produce environmentally conscious product packaging that is meaningful to the environment and society. This study is about unique packaging elements promoting sustainable green packaging design framework. This paper attempts to document unique product packaging elements to promote product packaging reuse. This paper systematically presents the literature review process of synthesizing selected literature on packaging materials, packaging shapes and packaging formats, and the paper describes the results of the literature survey on sustainable materials, unique shapes and creative connotations. The research results show that the packaging design form should be decorated with unique sustainable material elements and harmonious patterns, forming a green packaging design and promoting the reuse of product packaging. Therefore, innovative green packaging design can attract consumers and promote sustainable development. This study helps to present a framework for sustainable green packaging design. This study is of great significance for sustainable packaging using green design concepts. Future research is recommended to develop potential green product packaging, attract consumers' attention and promote the development of sustainable product packaging.*

Keywords: packaging design, material, shape, composition, green packaging

1. Introduction

Authors With the continuous change and development of society and concepts, people have higher and higher requirements for the beauty of form and sense of the times in packaging design. Commodity packaging integrates art and emotion, giving people a beautiful reverie (Luo & Liu, 2002). The form of packaging mainly includes: materials, including the use of manufacturing technology and the texture effect of materials. The shape, structure and shape of the package. Composition, packaging picture, pattern, color and text combination, etc., the beauty of packaging can attract consumers and arouse consumers' desire to buy. It is also the key to sales success and plays a key role in guiding people's consumption (Enpei, 2003). Various contradictions among industrialization, urbanization and modern city construction are prominent. In particular, the continuous increase in the output of packaging waste has caused enormous environmental pressure, and packaging waste accounts for the majority of the total waste regardless of weight or volume (Zheng, 2008).

Green packaging refers to ecological packaging, which is beneficial to the ecological environment and human health and meets the requirements of circular economy development (Zheng, 2008). Consumers have the ultimate right to dispose of packaging. Consumers accept green, promote green packaging, and promote sustainable social development (Pan & Guo 2019). Appropriate social change elements, social value and theoretical value of designers are the development trend of green packaging art design. Embody product packaging with simple design, and act as a disseminator of green packaging (Zhang, 2003). This article aims to introduce unique packaging elements to promote a sustainable green packaging design framework. The key words are packaging design, material, shape, composition, green packaging. Assessing unique product packaging elements in a literature search to promote green packaging design and reuse. The most important advantage of this strategy is that it clarifies the key factors that constitute green packaging design. Unique packaging elements promote green packaging design. The integration of traditional and modern packaging elements is also conducive to the development of green product packaging design (Feng-xia, 2010). The comfort of packaging design meets the design requirements and can satisfy consumers' visual perception and emotional changes. The structure, color, and material selection of the packaging will all affect the comfort of the packaging. Green packaging design is the development trend of product ecological design concept. Develop innovative packaging materials, effectively use packaging space, and save product materials. Consumers have higher and higher requirements for product packaging, and the impact on the environment after use is considered in packaging design (Yongzhou & Xinyan, 2005). Green packaging advocates continuous recycling of materials, which can improve pollution and waste, and achieve sustainable economic and resource development (Zheng, 2008).

2. Research Methods

The literature review research presented here follows a unique "literature review synthesis process"s" (Ibrahim and Mustafa Kamal, 2018), Masiran et al. (2020). This process is an independent type of literature review (Rousseau, Manning and Denyer, 2008; Yu and Watson, 2019; Templier and Paré, 2015), aiming to understand selected existing literature so that decisions about background theoretical context are at early research conception stages. Using Ibrahim (2011) research question (RQ) construct taxonomy technique to identify topics to identify three different RQ constructs - "who" , "what" and "how" - in formulating the main research question. "Who" is defined for the elements affected by the research, "what" is the information or knowledge body required to solve the problem, and "how" is the target impact of the research. In doctoral research, there are four required RQ structures.

This study selected RQ to build unique packaging elements to promote sustainable green packaging design framework to report. Literature articles were identified using Scopus and Google Scholar, using keywords relevant to the selected RQ structure, such as packaging design, material, shape, composition, green packaging. Abstracts were reviewed and assigned to smaller themes: sustainable materials, unique shapes, creative content. The abstract reviews key findings of previous scholars, how their work supports future research, and areas that need strengthening. The top 42 potential journal reviews with the potential to address the main research question were selected during the comprehensive review process. Assignment of smaller topics is based on their existential importance, as any emerging topics may not have sufficient literature articles.

The results of this exercise generated a comprehensive summary for each topic, which was further cross-analyzed, integrated possibilities, and prioritized to achieve high-likelihood

solutions for unique packaging elements, resulting in sustainable green packaging Promoting possible solutions within the framework of design. The resulting key summaries are shown in the "Point of departure (POD) tree diagram" adapted from Ibrahim and Mustafa Kamal (2018). This study used the EAGLE Navigator online system to document the literature review synthesis process.

3. Package Design

Material

Coltro & Duarte (2013) point out that the correct use of flexible plastic packaging recycling is a contribution. Liu & Pang (2017) pointed out the analysis of green packaging materials and packaging sentiment. Anton et al. (2020) noted the recycling of various types of packaging materials with reliability. Magnier & Schoormans (2017) pointed out that packaging material, color and environment can affect packaging, brand and product. Gaines (2012) summarized the advantages and disadvantages of recycling packaging materials and analyzed them from the perspective of material use cycle. Farmer (2013) pointed to international requirements for packaging, analyzing changes in packaging innovations including sustainable materials. Li et al. (2015) pointed out the potential field of nanocellulose in packaging.

Coltro & Duarte (2013) emphasize that the evaluation of data collected on sustainable materials in flexible plastics follows material identification guidelines. Liu & Pang (2017) emphasized the importance of green packaging design concepts, analyzed the criteria for selecting material types, and studied the important role of green materials in packaging design. Anton et al. (2020) proposes a recycled form of multilayer packaging that avoids incineration and landfill and favors the reuse of its various components. Magnier & Schoormans (2017) emphasized that when there is no obvious environmental protection style on the packaging, packaging elements, namely materials and colors, can affect the perception of packaging environmental protection. Gaines (2012) emphasized that, at the earliest stages of a product's life cycle, the final disposal material of the item must be considered in the design and development of the product. Farmer (2013) emphasized that the use of innovative materials is influential in the international market environment of product packaging. The extraordinary properties of nanocellulose as a sustainable packaging material were highlighted and discussed by Li et al. (2015).

However, Coltro & Duarte (2013) only focused on the defects of plastic packaging material types in market information but did not mention the solutions. Liu & Pang (2017) mentioned the importance of packaging materials. However, the relationship between green packaging culture and packaging emotion is lacking. Anton et al. (2020) conducted a preliminary analysis of the use pathways of materials but did not address the importance of sustainable materials for packaging. Magnier & Schoormans (2017) believed that packaging style elements and environment have an impact on brand social responsibility evaluation but did not mention specific influencing factors. The circular analysis results of Gaines (2012) do not cover everything. Different product packaging has different characteristics. Farmer (2013) lacks practical examples and needs more research data. Li et al. (2015) only mention nanomaterials, sustainable materials are more widely distributed.

Therefore, based on Coltro & Duarte (2013), this study will focus on the importance of material recycling in packaging. Therefore, based on the research of Liu & Pang (2017), the perfect fit of packaging materials, colors and other elements with environmental protection is realized. Based on Antón et al. (2020), this study will consider the origin and sustainability of product packaging materials in advance. Therefore, based on research by Magnier & Schoormans

(2017) highlighted the importance of sustainable materials for product reuse. Gaines (2012) argues that this study will advance consideration of the final disposal of initial product constituent materials from within packaging design and development. Based on Farmer (2013), this study will focus on the possible impact of innovative technologies and materials in the rapidly evolving new product market. Based on the study by Li et al. (2015) will focus on the use of green sustainable materials into the packaging design process.

Overall, this study agrees with Coltro & Duarte (2013) and Li et al. (2015), emphasizing the importance of material recycling in packaging and considering the use of nanofiber-based additives in the initial stages of product packaging design. sustainable materials. Also, this study agree with Antón et al. (2020), focusing on the source and sustainability of product packaging materials, and integrating innovative packaging material elements with the environment and the market.

Shape

Betancur-muñoz (2014) pointed out that assembly principles in packaging design are combined with design methods. Noviadji (2014) pointed out that traditional packaging has shortcomings in material usage and shape selection. Hsu & Wang (2018) pointed out the research on product packaging simplification shape category and graphic feature design. Judd et al. (2017) Experiments on factors such as product packaging design, analytical models, and statistical power. Shasha et al. (2023) Point out packaging design: general framework and research agenda. Vizetti et al. (2011) pointed out an approach to product lifecycle management that supports knowledge reuse in the domain of consumer products. Yongzhou and Xinyan (2004) pointed out that the impact of product packaging on human comfort is analyzed from the aspects of shape, color matching and packaging materials. Oladumiye (2018) pointed out the application of graphic design theoretical research to packaging technology. Norgaard & Giacalone (2018) pointed out the impact of packaging on consumers' perception of product quality. Holmes & Paswan (2012) pointed out that consumers' reactions to new packaging designs are explored through different experience levels. Spence & Gallace (2011) pointed out the influencing factors of consumer contact in multi-sensory design.

Betancur-muñoz (2014) emphasized a complete packaging design approach, and Noviadji (2014) proposed packaging design guidelines, emphasizing solving some problems existing in traditional packaging. Judd et al. (2017) focus on linear mixed models applicable to all designs. Shasha et al. (2023) highlighted and discussed relevant international standards for packaging and proposed a conceptual framework and future research agenda for packaging design. Vizetti et al. (2011) emphasize a product package development management approach and support the formalization and reuse of expertise gained from previous products. The research results of Yongzhou and Xinyan (2004) can provide some information for modern packaging design to meet the needs of consumers. Oladumiye (2018) tried to establish the meaning and application of graphic design theory in product packaging technology. Holmes & Paswan (2012) emphasized that as consumers' experience with packaging changes from indirect to direct, consumers' expectations of product quality will also change. Spence & Gallace (2011) proved that perception plays an important role in determining importance in people's overall evaluation of the product. Qiang and Shan (2002) emphasized the full expression of product packaging culture through color design, graphic design and appearance.

However, Betancur-muñoz (2014) focuses on packaging design methods applicable to industrial cases, with limited scope of application. Noviadji (2014) tried to solve some problems of traditional packaging but did not propose a specific solution. Hsu & Wang (2018)

lack in-depth research and analysis on graph simplification patterns. The study by Judd et al. (2017) have a wide range of applications, but lack precision. Its characteristics need further study. Shasha et al. (2023) mentioned the concept and framework of packaging design, and the specific implementation requires a lot of effort. The product packaging development management approach used by Vezzetti et al. (2011) have not been widely used. Yongzhou and Xinyan (2004) paid attention to the factors that affect the comfort of packaging but did not add the concept of green. Oladumiye (2018) only focuses on designers using graphic design theory for packaging design. Norgaard & Giacalone (2018) mentioned that the choice of packaging type affects consumer perception. Holmes & Paswan (2012) noted the relevance of consumer experience with packaging but did not mention its importance. Spence & Gallace (2011) paid more attention to the importance of touch research applications.

Therefore, according to Betancur-muñoz (2014), this study will focus on achieving some specific goals, such as saving cost and space, reducing material, and avoiding quality problems. According to Noviadji (2014), this study will focus on thinking about environmentally friendly recycling, reduction and reuse. Based on Hsu & Wang (2018), this study will focus on the functionality of using these methods in real design. According to Judd et al. (2017), the research will focus on emphasizing the consideration of goals and participants. According to Azzi et al. (2012), the research will focus on two broad directions, the general framework and the research agenda. Based on Yongzhou and Xinyan (2004), this study focuses on the comfort level of packaging design. Research based on Oladumiye (2018) will focus on graphic design theory and also incorporate theoretical guidance on packaging design. This study builds on Norgaard & Giacalone (2018) and will focus on packaging type and colour. The study builds on Holmes & Paswan (2012) and focuses on the importance of packaging design on consumer experience. This study builds on Spence & Gallace (2011) and focuses on a comprehensive assessment of the importance of product packaging and people's perceptions. While Qiang & Shan's (2002) research focuses on showing the cultural connotation of gift packaging through painting language.

Overall, this study agrees with Betancur-muñoz (2014) on combining traditional and modern design elements in packaging design. In addition, I agree with Hsu & Wang (2018) and Oladumiye (2018) research to incorporate graphic design theory into the theoretical guidance of packaging design, pay attention to the development of ideas and innovation of product packaging, design different shapes and unique shapes or other eye-catching packaging design method. In addition, it was agreed that Qiang & Shan (2002) harmoniously integrated decoration and design elements into the packaging design. Finally, according to Holmes & Paswan (2012), the form factor of product packaging design has an impact on consumer choice.

Composition

Natajaja et al. (2020) point out that packaging design is for sustainable community enterprises. Kuvikite et al. (2009) pointed out the impact of packaging elements on consumers' purchasing decisions. Rao Min (2003) pointed out the impact of packaging on consumer psychology. Hidayat et al. (2020) point out the interlinkage and influence between product display design and digital advertising training. Hamdall et al. (2018) pointed out the economic impact of product packaging on consumer shopping behavior. Sanfelice (2018) pointed out that different creative styles of product packaging have a great influence on packaging display. Zhang (2015) pointed out the research on the coordination relationship and interaction between behavior and painting language. Hurley et al. (2013) pointed out that modifying the structure can better show the effect of graphics on products and packaging.

Natadjaja et al. (2020) emphasize on educating and helping the community to acquire packaging designs that are not only unique but also suitable for their products. Hu et al. (2019) focused on determining the manifestations of traditional cultural symbols on packaging and provided an analysis method for packaging design. Kuvikite et al. (2009) emphasized that visual effects can have an impact on consumers' selection of packaging design elements. Rao Min (2003) focused on the impact of packaging on consumer psychology and its source, as well as the psychological strategy of packaging design. Shasha et al. (2022) emphasized that unique product design is the added value of digital advertising marketing. Hamdall et al. (2018) emphasized determining the impact of packaging on customer purchasing behavior, and packaging design plays a key role in product consumption. Sanfelice (2018) provides examples of artwork with consistent ambiguity or linguistic density. Zhang (2015) emphasizes the implicit formation and interaction of mutual opinions between behavior and pictorial language. Hurley et al. (2013) studied how the number of physical objects visible from a package display panel affects consumers' attention to a product and purchase decisions.

However, Natadjaja et al. (2020) attempted to use ancillary product production as a community research object with packaging design course students, but the utilization rate of packaging design was not high. Hu et al. (2019) focused only on understanding the meaning of packaging visual elements by understanding the logos used in the packaging. Kuvikite et al. (2009) paid attention to the impact of packaging elements on product packaging, but only focused on packaging elements, and the scope was not comprehensive enough. Rao Min (2003) mentioned the impact of packaging on consumers' psychology, but did not mention the specific influencing factors of packaging. Shasha et al. (2022) focused on the importance of digital advertising in developing public service programs for packaging, but packaging design and digital advertising do not support this potential for amplified marketing. Hamdall et al. (2018) considered packaging designers to be key players in any company's marketing efforts, but they did not consider the influence of materials, environment, etc. Sanfelice (2018) focuses on the internal analysis of the metaphorical composition of artworks but lacks the analysis of narrative elements. Zhang (2015) only focuses on the interaction between performance and painting, without mentioning the influence on modernity and contemporary times. Hurley et al. (2013) mentioned the number of consumers attracted by product packaging but did not analyze the specific factors that attract consumers.

Therefore, based on Natadjaja et al. (2020), this study will focus on demonstrating the importance of product packaging in the entire product process. Based on Hu et al. (2019), this study will focus on the importance of traditional and contemporary design elements. Given the study by Kuvykaite et al. (2009) will focus on affirming the impact of packaging elements on consumer choices, and research what kind of packaging is more acceptable to consumers. This study builds on Rao min (2003) and focuses on applying factors that affect consumer psychology to product packaging design. According to Shasha et al. (2022) this study will focus on the development of creativity and product packaging innovation. Based on Hamdall et al. (2018), research will focus on combining colorful graphics, unique shapes, or any other dazzling method. According to Sanfelice (2018), this study will focus on applying aesthetic meaning to packaging graphic design. Zhang (2015) believes that this study will focus on the creative style that echoes the style, is harmonious in decoration, is drawn in poetry, and placed in future design. While Hurley et al. (2013) This study will focus on analyzing the specific factors of product packaging that attract consumers.

Overall, this is in agreement with Shasha et al. (2022) point of view that innovative packaging design elements are conducive to designing novel packaging. At the same time, this study

supports the view of Hamdar et al. (2018) Applying multiple forms of packaging design methods to packaging design. Incorporating innovative packaging design motifs into packaging design Furthermore, this study is in line with Sanfelice (2018) in incorporating innovative packaging design motifs into packaging design resulting in novel packaging. Furthermore, this study supports Kuvykaite et al. (2009) elaborated on the importance of compositional elements in packaging design and play an active role in attracting consumers.

4. Packaging Synthesis

This section cross-analyzes, integrates, and prioritizes the abstracts of the comprehensive literature review under the topic. Factors that need to be considered in the packaging design of increasing high-probability solutions.

Sustainable Materials

By reviewing the relevant literature on sub-theme packaging materials and summarizing the views, the use of green and environmentally friendly materials should be considered in the initial stage of packaging design, which is conducive to protecting the environment and promoting sustainable development. The point of view of packaging shape is to innovate the design of packaging, the shape of packaging is comfortable and unique, and different packaging shapes can attract consumers' attention. Analyze and combine the two parts, retain the green environmental protection materials, sustainable development, unique and comfortable shape, and different packaging shapes to attract consumers. Support for this topic. Therefore, the researchers concluded that applying green and environmentally friendly materials and concepts to packaging design, combined with packaging comfort and different shapes, can promote the sustainable development of packaging.

Various Forms

The packaging design will be innovative, the shape of the packaging is comfortable and unique, and different packaging shapes can attract consumers' attention. The design of packaging surface patterns requires concentrated creativity, innovative packaging patterns, and various patterns to attract consumers. The analysis of the two concluded that the focus is on comfortable and unique shapes, innovative packaging patterns, and attractiveness to consumers. Through the review of the literature on packaging shape and surface pattern, through combing and analyzing it, it can be clarified that the shape and surface pattern of packaging are very important for attracting consumers. The researchers concluded that incorporating comfortable and unique shapes into product packaging design combined with innovative packaging graphics can attract consumers' attention.

Innovative Patterns

Through the summary and analysis of relevant literature, the viewpoint of packaging patterns is obtained, and the design of packaging surface patterns needs to focus on creativity, innovative packaging patterns, and various patterns to attract consumers. The summary of the views on packaging materials is that the use of green and environmentally friendly materials should be considered at the initial stage of packaging design, which is conducive to protecting the environment and promoting sustainable development. The key points derived from the combination of the two are the sustainability of materials, innovative packaging patterns, and attracting consumers. The combination of these elements is the key, which is conducive to the generation of related theories. Therefore, the researchers concluded that the use of green and environmentally friendly materials, combined with creative styles and multi-form patterns for painting design, is conducive to promoting colorful product packaging design.

Green Environmental Protection Materials

Applying green environmental protection materials and concepts to packaging design, combined with comfortable and different shapes of packaging, can promote sustainable development and attract consumers. Incorporating comfortable and unique shapes into product packaging design combined with innovative packaging graphics can attract consumers' attention. The conclusion from the perspective of sustainable materials is that the application of green environmental protection materials and concepts in packaging design, combined with packaging comfort and different shapes, can promote the sustainable development of packaging. The generalization of form variety is that incorporating comfortable and unique shapes into product packaging design combined with innovative packaging graphics can attract consumers' attention. The researchers concluded that applying the concept of green and environmentally friendly materials to the packaging design of innovative packaging patterns, combined with comfortable and different packaging shapes, can promote the sustainable development of packaging and attract consumers.

Sustainable Development of Packaging

Variety of Forms Incorporating comfortable and unique shapes into product packaging design combined with innovative packaging graphics can attract consumers' attention. Innovative patterns use green and environmentally friendly materials, combined with creative styles and multi-form patterns for painting design, which is conducive to promoting colorful product packaging design. Through the comprehensive analysis of various forms and the reflection of innovative patterns, combine the two to find out the key points and provide support for research needs. The researchers concluded that incorporating comfortable and unique shapes combined with creative style and multi-form innovative packaging graphics into product packaging design, using green and environmentally friendly materials, can promote the sustainable development of packaging.

Packaging Design Elements

Applying the concept of green and environmentally friendly materials to innovative packaging design, combined with comfortable and different packaging shapes, can promote the sustainable development of packaging and attract consumers. Incorporating comfortable and unique shapes combined with creative styles and multi-form innovative packaging patterns into product packaging design, using green and environmentally friendly materials can promote the sustainable development of packaging. The combination of green environmental protection materials and sustainable packaging has similar meanings, and unnecessary keywords are omitted. After analysis and conclusion, the point of view of the research is that the use of innovative packaging patterns, combined with comfortable and different packaging shapes, the use of multi-form innovative packaging patterns, and the integration of green materials and environmental protection concepts into packaging design can attract consumers and promote sustainable development. develop.

Theoretical framework: The study highlights the relationship suggested above in Figure 1 below. Theoretical framework of innovative packaging design. Figure 2 is a proposed conceptual framework based on the innovative packaging design, showing the form, shape and surface pattern diagram of the packaging material.

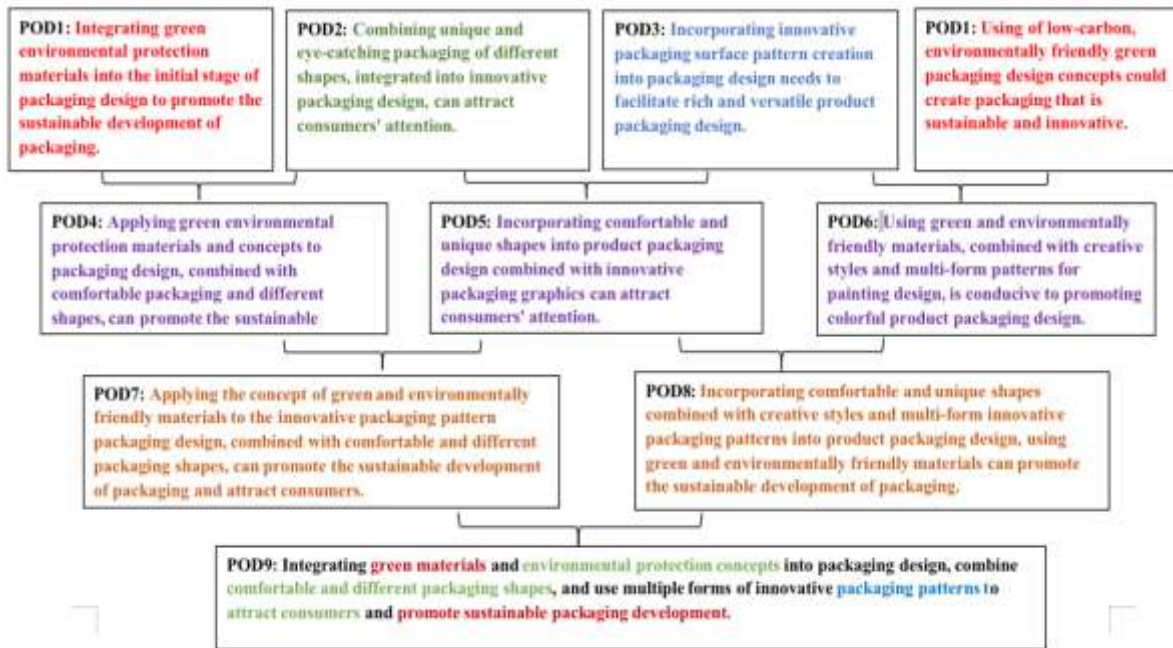


Figure 1: Point of departure (POD) diagram for innovative package design (adapted from Ibrahim and Mustafa Kamal, 2018)

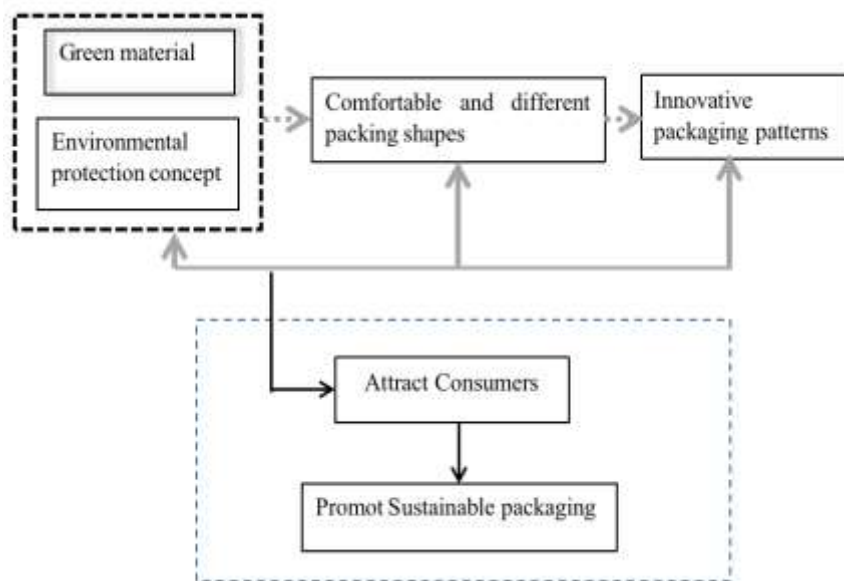


Figure 2: A Proposed conceptual framework based on innovative packaging design, showing the form of packaging materials, shapes, and surface patterns (adapted from Ibrahim and Mustafa Kamal, 2018)

5. Conclusion

From the above suggestions, combining green and sustainable material shape packaging design elements to develop creative style decorative pattern design can promote the development of green packaging. Combining traditional and modern packaging design elements, using sustainable materials, combined with creative style decorative patterns for painting design, can create unique product packaging. The use of green sustainable material elements and harmonious pattern decoration in packaging design shapes can increase consumer attention. Therefore, this study believes that the use of innovative packaging patterns, combined with comfortable and different packaging shapes, the use of multi-form innovative packaging

patterns, and the integration of green materials and environmental protection concepts into packaging design can attract consumers and promote sustainable development. The results of this study can provide a reference for the future production of green product packaging and promote the sustainable of packaging. The research results are helpful to the design and promotion of green product packaging. This research will help in the future development of potential green product packaging, attracting consumers' attention and promoting the development of sustainable product packaging.

Acknowledgments

This study is part of the first author's PhD thesis in the field of Integrated Design Studies at the Faculty of Design and Architecture, University Putra Malaysia.

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