



Key Factors of Malaysian Packaging Design: Durian – Flavoured Snacks

Liew Yek Ming and Siek Hwee Ling*

Sunway University, Malaysia

*Correspondence author, E-mail: perlines@sunway.edu.my

Abstract

The Malaysian Ministry of Health proposed in the Food Regulation 1985 that information such as illustrations, logos, products, food quantities, ingredients, nutritional facts, manufacturers/importers, expiration dates, barcodes, descriptions, and instructions should be made compulsory on the food packaging and labels of all pre-packaged food in Malaysia. These regulations safeguard consumers by providing sufficient information so that they can make informed decisions during their purchases. As such, food packaging designers have minimal space to unleash their creativity in designing. The objective of this research is to discover from a local product perspective, how the graphics, images, fonts, and colors of the packaging being presented to the consumers with all constraints in the authority's regulations. This study used a multistage cluster sampling method to examine time-honored brands with long-established reputations in manufacturing fast-moving consumer goods (FMCG). These brands were producing homegrown local fruit (durian) snacks with a high turnover rate at a relatively low cost and had the largest segment of consumers. The research was followed by field observations and in-depth interviews with the decision-makers of these companies who approved the packaging and labeling of their product. Content analysis was carried out on the graphics, images, fonts, and colors of twelve research samples. The main findings are: 1) a visual flow on the layout arrangement is crucial, 2) the colors were vivid, and the designers accepted the freedom in using color contrasts, and 3) packaging shapes can be diversified to capture the attention of the consumers. Future research can conduct a questionnaire survey on the younger generation to understand their preferences and perceptions of Malaysian packaging design in comparison to Korean and Japanese packaging.

Keywords: *Packaging Design, Field observations, Malaysia, Durian*