



DESIGN AND DEVELOPMENT OF QINGYANG SACHET FOR CURRENT LIFESTYLE



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DESIGN AND DEVELOPMENT OF QINGYANG SACHET FOR CURRENT LIFESTYLE



DANDAN WU

A Master's Project Submitted in Partial Fulfillment of the Requirements

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College of Social Communication Innovation, Srinakharinwirot University

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BY

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The Qingyang sachet, is one of the national intangible cultural heritages, and is an important carrier of Chinese traditional culture, carrying rich historical and cultural connotations, and is loved by people for its unique artistic charm. However, with the change and development of the times, nowadays, the development of the Qingyang sachet is facing some new situations and problems. First, Zhang Ruifang (2017), Ren Xiaojuan (2020) mentioned that the design of the Qingyang sachet may not be fully in line with the aesthetics of the contemporary public. It is not influenced by traditional customs, the innovative design vision is not broad and open-minded, and there are few works that reflect modern life; secondly, some of the original functions of the Qingyang sachet have been replaced by modern products. For example, the role of sachet to repel mosquitoes was replaced by flower water and similar products. Third, the Qingyang sachet facing industrial market-oriented business development still need to crack the problem. As an intangible cultural heritage, the Qingyang sachet have important historical, cultural, artistic, medical and social values, which should be carried forward in innovative design and new development. The purpose of this paper is to study in depth the design and development of the Qingyang sachet in the mode of modern life. The research results of this paper helps to promote the inheritance and innovation of the Qingyang sachet, and also provides a useful reference for the integration and development of traditional handicrafts in contemporary society. Through the design and development of the Qingyang sachet, more people can feel the charm of traditional Chinese culture, and further promote cultural diversity and sustainable development.

Keyword : Qingyang sachet, Non-legacy, Modern life mode, Create design

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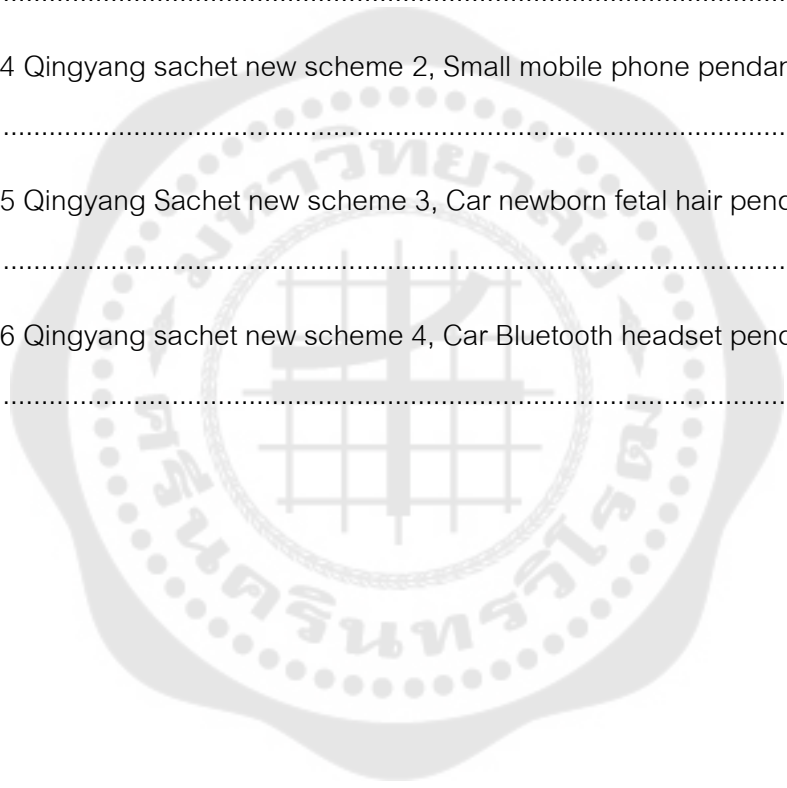
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CHAPTER 1

INTRODUCTION

Background

Chinese culture is vast and profound, with a long history spanning approximately 5000 years. It has given rise to many distinctive cultural elements and traditional arts, resulting in numerous cultural treasures. Examples include well-known aspects such as traditional Chinese medicine, martial arts, tea culture, porcelain, silk, Chinese painting, calligraphy, the Four Treasures of the Study, Go, and the ancient qin instrument, all acclaimed as the Ten Cultural Treasures of China.

Qingyang Sachet, as a form of primitive ecological culture, holds a significant position in traditional Chinese folk culture. As a cultural symbol of the Han ethnic group, it inherits the simple and primitive philosophical thoughts of ancient ancestors. According to the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (Document No. 39, 2014), Qingyang Sachet is considered a time-honored embroidered treasure. Handcrafted with unique artistic conception, delicate embroidery techniques, fresh and elegant natural fragrances, and colorful silk threads, it is renowned for its historical significance. Qingyang Sachet comes in various forms, featuring rich and exquisite designs, simplicity, and elegance. It is created with the purpose of seeking auspiciousness, warding off evil, praying for peace and longevity, promoting prosperity and posterity, ensuring blissful love, and aspiring for a beautiful life.

The sachet, formerly known as "Xiangbao" and also referred to as the lotus flower bag, is locally known as "chu'er", "chu chu", or "shua huo" in Qingyang. It is a pure handicraft compatible with both three-dimensional modeling and flat embroidery. It is filled with traditional Chinese medicine to repel mosquitoes. The production history of sachets is ancient, with records suggesting that the Chinese began using sachets around 2300 BCE (Zhao Baojin, Li Rui, Zhang Shenjie, 2010). It is documented in the famous Chinese medical classic "Huangdi Neijing" (from 99 BCE to 26 BCE) as a tool for preventing plagues and snake venom.

In the Warring States period (340 BCE to 278 BCE), Qu Yuan wrote in "Li Sao" (304-305 BCE): "Hu Jiang li yu bi zhi xi, ran qiu lan yi wei pei." In modern terms, it means, "People adorned themselves with river reeds, wormwood, and autumn orchids (fragrant herbs) ". This indicates that during the Warring States period, sachets had already become a form of decoration. The Book of Rites mentions the custom of young children wearing sachets on ordinary days and young men and women wearing sachets when meeting their parents or elders. This suggests that in the Han Dynasty, both young boys and girls wore sachets.

In the Tang and Song periods (618-1279 CE), sachets evolved into two types: sachets and small bags. Sachets gradually became exclusive items for ladies and beauties, while small bags were used by men. During the Ming and Qing periods (1368-1840 CE), Qingyang Sachets thrived and developed into popular products for people to wear or gift to friends and family. In some places, Qingyang Sachets even became tokens of love. In the modern era (1840-1949 CE), sachets were often used as gifts during the Dragon Boat Festival, with the main purpose of seeking good luck and warding off evil. Presently, Qingyang Sachets have entered the market as commercial products.

The extensive history of the sachet is intricately connected to agricultural civilization. Qingyang stands as one of the origins of early farming civilization within the Chinese nation. Over 7,000 years ago, early farming practices involved men plowing and women engaging in knitting. Apart from weaving and sewing clothes, women also crafted various handmade items to enhance the enjoyment of life. It was from this cultural context that the sachet emerged and continued to be passed down through generations.

In the year 2001 AD, archaeologists unearthed a "thousand-year-old sachet" in Huachi County, Qingyang City. This sachet exhibits clever shaping and boasts a yellow finish, adorned with embroidery featuring plum blossoms, lotus flowers, and twig flowers. The intricate design incorporates agate, turquoise, and pearl knots with a chain, forming leaves and flowers resembling begonias. The embroidery pattern aligns with the

Buddhist doctrine of the Pure Land, and the transformed plum blossom, used as an auspicious symbol on the Buddha's chest since the Tang Dynasty, implies that this small sachet is regarded as the "Western Pure Land." Its exquisite craftsmanship makes it a lasting symbol of Qingyang's folk heritage. Over the past two decades, there has been a vigorous revival in the creation and embroidery of sachets. In 2002, Qingyang City was officially recognized as "the hometown of sachet embroidery" by the Chinese National Association (Source: People's Daily Online, quoted date: December 29, 2014).



FIGURE 1 Chitose sachet

Source: https://www.sogou.com/link?url=hedJjaC291NDYQWYu2vtD9zsrXXVP9bBJ1BGj00u81f2SeP02j0CbYHMI1nllzfWGQcPrCBzUuZrnDWgl63zfK4to0wa_Tif

In the process of cultural transmission, the Qingyang Sachet has evolved beyond a simple handmade product into a symbolized handicraft, serving as a vivid representation of folk symbols. Throughout its developmental trajectory, the Qingyang Sachet has minimally succumbed to the influence of external cultures, intricately intertwining with the daily lives of the local populace. Its patterns and craftsmanship are exceptionally intricate, and different embroidery patterns typically convey distinct positive blessings. Qingyang residents exhibit a penchant for incorporating elements

from daily life, such as plants and animals, as embroidery themes on the sachet, expressing their unceasing pursuit and yearning for an ever-improving life. The enduring themes of exorcism and blessings persist as the eternal focus of sachet culture, characterized by metaphorical symbolism and purposeful artistic features. Some Qingyang Sachets reflect ancient Chinese culture and folk beliefs, articulating people's reverence for totems and their aspirations for a better life.

For instance, in the archaeological patterns of certain sandbags, dragon totems symbolize the royal family, tiger totems represent the vast common populace, and frog totems symbolize Nuwa. Peony-patterned sachets symbolize prosperity, peace, and happiness, while magpie and mandarin duck motifs symbolize a joyous marriage. This semiotic expression bestows profound cultural connotations upon Qingyang Sachets (Zhao Baojin, Li Rui, Zhang Shenjie, 2010). Diverse shapes and vivid patterns allow individuals to thoroughly enjoy the fragrant world of sachets.

The ways in which sachets are worn are equally diverse. For example, the "head-wearing" sachet is embroidered with various fierce beasts like tigers, carrying the meaning of warding off evil and protection. "Chest-hanging" sachets encompass various themes, symbolizing bountiful harvests with plants and expressing visions of prosperity and blessings through auspicious birds and beasts. "Back-carrying" sachets, featuring poisonous animals such as snakes, crabs, geckos, spiders, and centipedes as prototypes, convey the desire for protection through the concept of "fighting poison with poison." "Foot-pedal" sachets, typically adorned with dragon and phoenix patterns to create dragon and phoenix shoes, symbolize the balance of Yin and Yang and aspirations for a flourishing journey (Li Zhaoyang, Chen Liangzhou, Wang Ying, Liu Yuanbu, 2017.09).

Despite its small size, the sachet plays a significant role. A single sachet encapsulates the world, history, and development. As times and society evolve, the functions and value of the Qingyang Sachet continually change. Beyond being daily necessities and holiday gifts, the popular sachet serves as a carrier for generations of

Qingyang Sachet enthusiasts, allowing them to embody their intentions and express their aspirations for a better life and lofty ideals with this meaningful object.

In its extensive historical development, the Qingyang Sachet has undergone stages catering to folk cultural psychology, daily life, beautification, health, and more. Its functions continually expand, and its scope extends, permeating various aspects of life. The types of sachets have evolved from the initial Dragon Boat Festival custom sachets to include wedding, birthday, full-moon celebration, daily life, and decorative sachets, representing various social and folk customs. Contemporary popular Qingyang Sachets include more practical items like embroidered slippers and medicinal pillows.

In the new era, the development of Qingyang Sachets faces some new situations and challenges. Firstly, as mentioned by Zhang Ruifang (2017) and Ren Xiaojuan (2020), the design of Qingyang Sachets may not fully align with the aesthetic preferences of today's general public. During a certain period, there was a significant lack of skilled Qingyang Sachet artisans, and the innovative development of Qingyang Sachets in that period also had some shortcomings. Influenced by traditional customs, the vision for innovative design was not broad, and the output reflecting modern life was limited. Secondly, some of the original functions of Qingyang Sachets have been gradually replaced by modern products. For instance, the mosquito-repelling function of sachets may be gradually replaced by products like mosquito repellent lotions. Thirdly, the industrial market-oriented development of Qingyang Sachets still faces challenges that need to be addressed. From the perspectives of production volume, buyer numbers, and profitability, the development of the sachet industry requires finding a viable path. As a non-material cultural heritage, Qingyang Sachets hold significant historical, cultural, artistic, medical, and social value, deserving promotion and enhancement through innovative design and new development.

According to surveys, in recent years, many young people aged 15-44 have insufficient knowledge of Qingyang Sachets. The cultural connotations and values attributed by people can influence the design of Qingyang Sachets. In conclusion, this

study aims to create Qingyang Sachets by altering their design and functions, adapting them to better suit the lifestyle of today's youth.

Today's young people generally prefer fashionable designs, fresh and elegant colors, as well as objects that embody both cultural meaning and beauty combined with practicality. They exhibit a greater receptiveness to new trends and idea.

The Y generation (30-44 years old), (DashaM.(2019). <https://belvg.com/blog/generation-y-vs-z-how-do-they-shop-online.html>) born between 1980 and 1994 AD, also known as the Millennial generation, is characterized by a notable habit of staying connected. Most Millennials can hardly recall the last time they were offline for 24 hours. This generation is deeply immersed in online shopping and is willing to pay more for brands they favor. Due to frequent use of multiple social media accounts and texting, the memory capacity of the Y generation is considered lower than that of the previous generation. They are also referred to as the first generation with agile thinking, having developed a habit of perceiving information from brief narrative segments. However, when confronted with broader and more complex viewpoints, they may find it challenging.

The Z generation (under 30 years old), born after 1994 AD, according to Dennis E. Gilbert (2015), is the youngest group on Earth if we exclude infants. Receiving their first mobile phones at the age of 10, those born after the Millennials likely grew up playing with their parents' smartphones and tablets. The Z generation was born into a rapidly innovative era, and they have high expectations for technology and purchased items. Advanced features like facial recognition, retina screens, LCDS, and 4K videos are now considered standard rather than miraculous. The Z generation spends an average of at least three hours per day on mobile devices. In the eyes of both Z and Y generations, if your website lacks mobile responsiveness, your brand practically does not exist. It's that simple. The Z generation is no longer just children; their purchasing power has exceeded 143 billion dollars. Similarly, the Millennials are no longer teenagers, although some may still perceive them as such. They are adults and, once they inherit their parents' wealth, will become the wealthiest generation in history.

Considering customer preferences, the Z generation may prioritize cool products over cool experiences, while the Y generation may prefer cool experiences over cool products. The Z generation places a greater emphasis on material possessions, aspiring to own unique items not possessed by neighbors or friends. In terms of choosing how to purchase products, Millennials tend to read reviews and evaluations, browsing discussions about products. On the other hand, the "post-Millennials" are drawn to interactive product displays. Even within the same product category, customers may have different interests. For instance, the Z generation focuses on sports, while the Y generation is interested in fitness. Essentially, this means that Millennials might buy unique sports shoes, while post-Millennials might opt for Nordic walking sticks. Additionally, a small yet powerful detail regarding video attention span is noteworthy: the average attention span for the Y generation is 12 seconds, while for the Z generation, it is even shorter at 8 seconds.

Objectives of the Study

To design Qingyang sachet for Generation Y and Generation Z with a new style and functions.

Scope of the Study

1. Population and sample

1.1 Sampling of People

The research will primarily focus on conducting a questionnaire survey targeting young individuals in the Northwest region, employing deliberate sampling through online methods. To enhance the design, feedback from the survey will be used to refine the transformation plan for the Qingyang Sachet.

Total population:10,000 youth aged 15-44 in the Northwest Region, China (The World Health Organization has newly defined the age group for youth as individuals aged 15-44(<https://baike.zhangchenghui.com/649991/>))

Sample: An example formula for determining the sample size is as follows: $N = N / 1 + N (e)^2$ (Taro Yamane, 2021)

In the aforementioned formula: N represents the required sample size, N denotes the total population under study, and e signifies the precision or sampling error, typically set at values such as 0.10, 0.05, or 0.01. After used this formula, 10,000 people need to collect about 300-400 questionnaires. Consequently, within a total population of 10,000 young individuals, a sampling of around 300-400 questionnaires will be conducted.

Citation 2: The formula and the concept of population and sample size are adapted from Taro Yamane (2021) and Roscoe, J.T. (1969) in "The Survival Status of Zhuang Culture - External (Infinite Population)".

$n =$

$n =$ Sample size of population

$=$ Given value | $Z = 1.96$ at 95% confidence interval

$C =$ Confidence level | $C = 95\%$ confidence interval

$=$ The maximum likely error is 1/10 of

$=$ The Standard deviation of population | $= 10$

Sample size of population $=$

$=$

$=$

$= 384.16$

~ 384

1.2 Sampling of Materials

Due to the challenges in obtaining information during the research period in Thailand, data was gathered from various sources. The information sources comprised:

(1) Data collected from websites: 261 pieces from the period 2008-2018;

Website	Year	Total
http://gs.cnr.cn/gsxw/tpxw/200806/t20080606_504822190.html	(2008)	3 pieces
http://www.360doc6.net/wxarticlenew/297491212.html	(2013)	80 pieces
http://www.360doc.com/content/13/0704/01/12160951_297490953.shtml	(2013)	150 pieces
http://www.techanonline.com/a18373.html	(2013)	1 piece
http://www.techanyi.com/gansu/qingyang/11132.html	(2014)	3 pieces
http://mt.sohu.com/20160601/n452365304.shtml	(2016)	17pieces
https://www.sogou.com/link?url=MRoBrhLn5VMCllags6HJ6tJB1SX0QF..7kAunU6JWLF-_tqr1drl-tByYPIKrMFX89QhKly-p9bf0h5npxDb3WRg	(2018)	2pieces
http://www.fengsuwang.com/minjian/qingyangsachetasp.1_	(2018)	5pieces

2) From website: (2019-2023) 41 pieces.

Website	Year	Total
https://www.thepaper.cn/newsDetail_forward_5203693	(2019)	10 pieces
https://m.163.com/dy/article_v2/F6BFBREE0525N134.html	(2020)	4 pieces
https://www.sohu.com/a/430533698_120638502	(2020)	10 pieces
https://gs.ifeng.com/c/8TLVzkwXX0v	(2023)	4 pieces
https://k.sina.com.cn/article_1784473157_6a5ce64502002rum2.html?from=cul	(2023)	6 pieces
https://finance.sina.com.cn/wm/2023-09-28/doc-imzpfqyr3274666.shtml	(2023)	5 pieces
https://culture.gmw.cn/2021-09/01/content_35129516.htm	(2023)	2 pieces

(3) Museum: Qingyang Minren Sachet Museum, approximately 300 Qingyang Sachets.

(4) From social media: A total of 55 pieces.

Grand total: 657 pieces.

Targeted sampling method is used, which can be sampled according to time sampling, preference sampling, functional sampling, sampling according to the local characteristics of Qingyang, sampling according to the cultural significance and so on. Through the study, it was found that Qingyang sachet can be divided into plant and animal categories, etc. The researcher sampled from the plant and animal categories of Qingyang sachet to study their shape, pattern, color, function and cultural significance, etc. respectively.

Significance of the Study

The Qingyang Sachet, as a folk item in the Qingyang region, draws its design inspiration from the traditional folk culture of the area. The crafting techniques and fillings vary based on the region and culture, serving purposes such as mosquito repellence, warding off evil, and offering blessings, emitting a fragrant aroma. However,

with the development of time and changes in people's lifestyles, traditional sachet designs no longer fully meet the needs of modern individuals. Therefore, it is worthwhile to explore Qingyang Sachet designs that align with contemporary lifestyles.

Modern Qingyang Sachet designs must strike a balance between preserving traditional craftsmanship and incorporating modern aesthetic standards to cater to the demands of contemporary individuals. This research aims to contribute to the inheritance and promotion of the outstanding cultural spirit of the ethnic group. By skillfully combining traditional and modern design styles, the proposed design intends to enhance the functionality of Qingyang Sachets. This research is beneficial for the protection and inheritance of the national intangible cultural heritage—the Qingyang Sachet.

Terminology Definitions

Contemporary Lifestyle: The term "contemporary lifestyle" encompasses a broad spectrum of aspects in individuals' lives. It includes values, ethics, and aesthetics pertaining to material and spiritual aspects of life such as clothing, food, shelter, work, leisure, social interactions, and relationships with others. Examples include modern individuals' experiences in work, consumption, spiritual practices, political engagement, cultural activities, and religious pursuits.

Modern Lifestyle: In this context, "modern lifestyle" refers to the pursuit of a more fashionable, trendy, and elegant aesthetic perspective. It involves enjoying enhanced material conditions, adopting scientifically informed and more humane consumer ideologies, and possessing elevated cultural tastes.

Research Framework

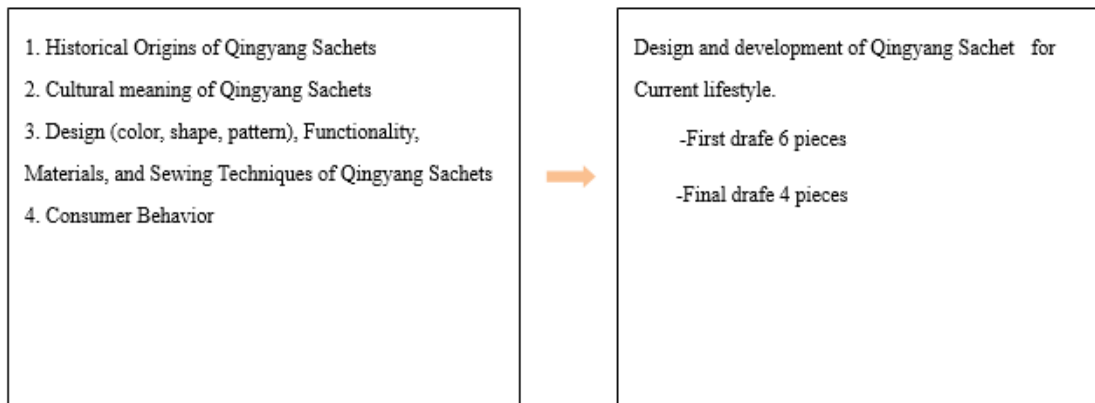


FIGURE 2 Research Framework

Source: Wu Dandan (2023)

CHAPTER 2

LITERATURE REVIEW

From ancient times to the present, and perhaps extending into the future, Qingyang Sachets have evolved into one of humanity's intangible cultural heritages—an exquisite manifestation of human wisdom throughout a profound history, representing a treasure of spiritual wealth. This cultural heritage holds profound historical significance and contemporary relevance. The vigorous promotion and inheritance of the distinctive cultural essence of Qingyang Sachets, along with the design and development tailored to contemporary lifestyles, pose an imperative and unavoidable challenge under the current historical circumstances. In addressing this challenge, extensive literature collection and review have been conducted, summarizing the research findings, clear perspectives, viewpoints, strategies, prospects, and methods of numerous scholars, experts, and relevant researchers on the aforementioned issues.

1. Historical Origins of Qingyang Sachets
2. Characteristics of Qingyang Sachets
 - 2.1 Cultural meaning of Qingyang Sachets
 - 2.2 Appearance Design of Qingyang Sachets
 - 2.2.1 Research on the Shape of Qingyang Sachet
 - 2.2.2 Research on the Pattern of Qingyang Sachets
 - 2.2.3 Research on the Color Usage in Qingyang Sachets
3. Classification of Qingyang Sachets
4. Sewing Skill of Qingyang Sachets
5. The function of Qingyang Sachets
6. Prospects for the Development of Qingyang Sachets
7. Customer group analysis about Qingyang sachets
8. Related Research

1. Historical Origins of Qingyang Sachets

Many scholars have conducted detailed studies on the historical origins of Qingyang Sachets. The first part focuses on the origin of sachets. Based on data integration, several different theories have been discovered. Some scholars believe that sachets were invented by ancient laborers during long periods of agricultural production. People, while working in the fields, would fill cloth bags with fragrant herbs to repel various insects, especially mosquitoes. Some studies suggest that these sachets were invented by Qi Bo, the founder of traditional Chinese medicine. Qi Bo used herb pouches carried on the body to help people resist poisonous insects. Others believe that sachets were invented by Qu Yuan, a patriotic poet during the Warring States period. These sachets, known as Peiwei sachets, were worn by Qu Yuan to symbolize his noble character. Additionally, there are several other theories, but the most accepted one is the ancient labor invention theory.

In addition to the origin, many scholars have traced the history of sachets. Most literature indicates that the history of Chinese people wearing sachets for warding off evil is older than the origin of the Dragon Boat Festival. The history of sachets is as ancient as that of the Dragon Boat Festival. In 2001, precious sachet artifacts dating back nearly a thousand years were discovered in the 2nd stone pagoda of Shuangta Temple in Huachi County (built in the 10th year of Jin Dading, 1170), known as the "Millennium Sachet." This discovery provided valuable historical evidence for the embroidery of Qingyang Sachets and ancient Dragon Boat Festival customs, allowing people to truly feel the long history of this folk handicraft sachet (Dai Chunsen, 2008).

These theories contribute to our understanding of the origin and development of Qingyang Sachets. From the literature, it can be seen that the origin of Qingyang Sachets is ancient, possessing practical value and aesthetic significance. It was created with the wisdom of people's minds and hands, continuously evolving over time.

2. Characteristics of Qingyang Sachets

2.1 Cultural Meaning of Qingyang Sachets

In addition to the sachet's external aesthetic appeal, its internal cultural meaning is a crucial core of both design and expressive form. The exquisite Qingyang Sachet mirrors the perspectives of working people on nature, life, and society, incorporating their current life aspirations into the sachet's design.

According to Liu Yinli, Yang Liang, and Yang Guizhi (2022), exorcising evil spirits, praying for good fortune, and expressing ambitions through objects have consistently been themes in Qingyang folk culture. Utilizing figurative symbolism and the imaginative touch of craftsmen, these sachets convey people's wishes using everyday items that are ubiquitous. For instance, courageous tigers and lions symbolize hope for a better life and a desire for peace, while fish playing with lotuses metaphorically represent the pursuit of love. The blooming of a hundred flowers symbolizes perpetual spring, flourishing careers, and more. Traditional beliefs in ghosts, gods, and demons also influence sachet production, as locals in Qingyang believe that incorporating gods into sachets worn by children can protect them from evil and bring blessings for peace (Xueyan, Weiyi, & Kelin, 2008b).

The scholars emphasize the richness of content and the diverse materials used in Qingyang Sachets, incorporating elements from the universe, mountains, sun, moon, and beyond. Rural women often express their wishes through familiar small objects such as cows, sheep, pigs, dogs, ligers, monkeys, rabbits, fish, snakes, turtles, apricots, pears, melons, and fruits. These items serve as symbols, metaphors, and homonyms, seamlessly integrated into the design of Qingyang Sachets.

The scholars' research underscores that the culture behind Sachet forms the essence and foundation of their design. Effective design is rooted in cultural understanding, as the exterior design serves as a tangible representation and communication of people's inner thoughts—a materialization of their collective consciousness.

2.2 Appearance design of Qingyang Sachets

2.2.1 Research on the Shape of Qingyang Sachets

The evolution of Qingyang Sachets has been marked by continuous development, resulting in a diverse array of types, rich shapes, and lifelike representations. According to Chunsen (2007), the shapes of Qingyang Sachets extend beyond traditional sachets and bags, incorporating forms inspired by animals and plants (such as tigers, frogs, lotuses, pomegranates, etc.) and even functional products like pillows. The existing types classify the appearance of Qingyang Sachets into two main categories: vertical or semi-vertical, and two-dimensional or three-dimensional. This diversity underscores the remarkable characteristics of Qingyang Sachets, encompassing variety, hierarchy, polysemy, and multi-dimensionality. Shixue (2007) outlines three-dimensional composition methods, including section combination, bending composition, cutting processing, and bionic application, illustrating how designers employ compositional theory to elucidate the structural design of Qingyang Sachets.

Mingzhong (2008) emphasizes that creative thinking involves the conscious process of generating new images, representations, or ideas rooted in specific thoughts, cultures, and values. Creative thinking originates from inner consciousness and concepts, transitions through the intermediary form of imagery, and ultimately materializes into appearance and image. Ideality stands as the essential feature of creative thinking, representing a form of image thinking, practical thinking, and value thinking.

These theoretical frameworks contribute significantly to the exploration of Qingyang Sachets' shapes. The literature reveals a spectrum of shapes, ranging from flat to three-dimensional, bionic, and highly creative designs. This diversity aligns with the principles of three-dimensional composition and applies knowledge related to points, lines, and surfaces. Craftsmen, leveraging their creativity, skillfully mold the shapes of Qingyang Sachets.

2.2.2 Research on the Pattern of Qingyang Sachets

Xuexin, Haoyuan, & Kuiyan (2010) emphasizes in their article that patterns serve as a crucial visual symbolic language for humanity, playing a significant role in

conveying human thoughts, concepts, and emotions. As an ancient folk art, Qingyang Sachets fulfill the function of expressing profound meanings through vibrant patterns, essentially imprinting the spirit and culture of primitive art onto these sachets. Liu Xuexin provides examples of various types of Qingyang Sachets, such as "Eight Immortals Bless Longevity", "Dragon and Phoenix Auspiciousness", "Mandarin Ducks in Pairs", "Peace in Four Seasons", "Five Poisons", and more. (Xueyan, Weiyi, & Kelin, 2008a) points out the extensive richness in the patterns of Qingyang Sachets, encompassing text patterns, animal and plant patterns, object patterns, religious patterns, and character story patterns. According to her, the composition of Qingyang Sachets can be categorized into square, rhombus, column, circle, octagon, triangle, and bionic shapes based on their overall appearance. These intricate patterns synthesize Qingyang's material culture and spiritual culture, reflecting the manual labor wisdom of its people. (Yuanqing, 2005) underscores that auspicious patterns are integral to China's unique traditional culture, embodying the Chinese people's aspirations for happiness and a better life. The incorporation of these traditional cultural elements into modern design adds unique aesthetic value and significance to the work. Patterns, originating from life and refined over time, have been a part of Chinese culture since primitive times, with Qingyang Sachets continuing this tradition through embroidered patterns on cloth bags filled with Chinese herbal medicines. (Bing, 2005) argues that excellent print advertisement design relies on a distinctive graphic language to accurately convey the design theme, and creativity in print is inseparable from association and imagination. Qingyang Sachet, a manifestation of Qingyang people's manual labor wisdom, exhibits creativity. (Xiaohong, 2007) asserts that composition should be viewed not merely as a means of modeling but as an artistic concept and way of thinking to achieve the goal of modeling. (Y. Hong, 2005) notes that graphic design spans various knowledge areas, including print advertising and packaging. Evaluation and redesign of Qingyang Sachets' appearance can be undertaken by designers applying graphic design theory. These theories contribute significantly to the exploration of Qingyang Sachets' patterns, revealing a rich variety that integrates Qingyang women's penchant for embroidering

real-life patterns onto cloth. These patterns cover a range of types, including plants and animals, and may also involve imaginative and deformed designs, aligning with the pertinent knowledge of pattern science and graphic design.

2.2.3 Research on the Color Usage of Qingyang Sachets

Fazhan, (2006) posits that Qingyang Sachet exhibits bold, strong colors, predominantly primary and pure colors with high brightness, favoring red tones for warmth. Gray and subdued colors are rarely used, showcasing flexibility in color selection and coordination, resulting in a generous and gorgeous visual effect. Additionally, Qingyang Sachet often employs complementary and contrasting colors, emphasizing color contrast and diversity. The color style not only conveys a strong sense of joy but also reflects the Qingyang people's aspiration for a vibrant life. (Wei, 2010) emphasizes that color plays a crucial role in evoking rapid emotional responses in graphic design, shaping the public's initial impression of a design work. The nature of color significantly influences the subject matter involved in graphic design. (Xinchi, 2006) notes that colors, inspired by the ever-changing and colorful aspects of nature, elicit various emotions in people's minds. Throughout history, people have used color in daily life to express feelings of beauty, which is an integral part of daily life. Qingyang Sachets predominantly use bold, strong colors with high saturation and brightness, expressing the simple and passionate emotions of the Qingyang people, showcasing their love for life and pursuit of happiness. (Changqiao, 2010) underscores that "color composition" is the source and basis of color design, emphasizing the importance of understanding color composition to create excellent works aligned with contemporary characteristics. (Xisheng, 2007) emphasizes that font design in graphic design serves to solve two problems: individual font creativity and font layout. Good font creativity and layout invisibly create visual highlights and provide finishing touches to graphic design. These principles are applicable to Qingyang Sachet studies, showcasing the bright and gorgeous colors akin to Van Gogh's paintings, with high-purity red, yellow, and green used to embroider beautiful sachets. The color choices reflect the strong emotional connection of Qingyang people to life, encompassing their spiritual pursuits and longing

for a more wonderful life. The incorporation of play and entertainment psychology in sachet creation adds a joyful dimension to life.

These theories contribute significantly to the understanding of color application principles in Qingyang Sachets, highlighting the psychological and historical contexts that influence color choices, showcasing the deep emotional connection and cultural meaning embedded in each vibrant hue.

3. Classification of Qingyang Sachets

According to the literature, the artistic works of Qingyang Sachet in Longdong can be categorized into three themes, as outlined by Shan (2009). The first category involves the use of the original totem from ancient times as the creative element, reflecting the local folk fertility concept in the wedding custom perfume bag. These sachets take the form of "bag dolls" as the main body, creatively transforming various colorful, vivid, and novel bag dolls as needed. Typically, the figures wear crowns with blooming flowers or buns on their heads, and roosters stand on each side of the flower or bun. Locals refer to these dolls, made of red or yellow cloth, as "lucky dolls", surrounded by golden chickens standing on their laps. Folklore attributes them to local prayers for the elimination of disasters or blessings for themselves and their descendants, emphasizing their limitless protective power. The cultural connotation of these sachets is inseparable from blessings for newlywed couples and the early birth of sons. The second category, known as "life tree", reflects the eternal life concept in folk culture, drawing inspiration from ancient plant worship. While the original form of the "Tree of Life" is a deer head pattern, Qingyang Sachets cleverly transform animal patterns into plant forms such as pine trees, willow trees, and the locally unique sand willow. After deformation, the original shape of the deer head pattern is still vaguely visible, representing an artistic breakthrough. The "Tree of Life" can be further divided into two categories, with the first featuring animals and birds under the tree, including deer, cranes, dogs, and other creatures. Dolls, monkeys, and rabbits may stand or sit on the diamond-shaped square frame of the tree, adorned with two green leaf galls on both sides, creating a prosperous scene. The third category directly draws from real folk

life, reflecting rich and colorful folk customs. Traditional and auspicious patterns are prevalent, symbolizing various themes such as longevity, prosperity, and blessings for male and female spouses. Noteworthy is the "Snake plate rabbit", inspired by the folk proverb "snake plate rabbit, rich year after year", symbolizing abundance. The bold and unusual expression of this sachet reveals specific folk customs related to blessing married couples.

Wearing sachets holds cultural meaning. The elderly often wear plum blossom, chrysanthemum, peach, apple, lotus, dolls riding fish, dolls holding roosters, double lotus, and other shapes to prevent disease and promote well-being, symbolizing birds and flowers, marital bliss, and family harmony. Children prefer birds and animals like tigers, leopards, monkeys on yu, and cockfighting motifs. Young people, especially those in love, intricately craft unique sachets as gifts for their lovers. The recipient, when wearing the gifted sachet, garners admiration and comments from those around, praising the dexterity of the young man. The classification of Qingyang Sachets from a cultural carrier perspective can be broadly categorized into five themes: myths and legends, characters from literary and historical works, religious stories, flora and fauna, and folk culture. The content further divides into six categories: totem worship, love and marriage, safety prayers, life extension celebrations, warding off evil, and contemporary themes. Additional classifications include gold list title, fame and fortune, seeking good luck and avoiding evil, and blessing auspicious themes.

Qingyang Sachet wear typically falls into five types: headwear, shoulder lying, chest hanging, carrying, and foot types. Distinguished by their simplicity, primitive cultural relics, and unique craftsmanship, Qingyang fragrant sachets stand out among other fragrant sachets in China.

These theories provide valuable insights into the study of Qingyang Sachet contents. As per Shan (2009), the creation of Qingyang Sachets is primarily categorized into three themes. Different patterns carry varied meanings suitable for specific wearers, while the various ways of wearing Qingyang Sachets encompass five distinct methods.

These theories also stimulate contemplation regarding the connotations of Qingyang Sachets and new schemes for appearance transformation design.

4. Sewing Skill of Qingyang Sachets

The splendid patterns and colors of Qingyang Sachets reflect the beautiful yearning and rich imagination of Qingyang people for life. Transforming these patterns and colors into actual sachets requires superb craftsmanship. According to Chunseng (2008), the production of Qingyang Sachets relies on long embroidery with a profound cultural background. Exquisite embroidery skills serve as the technical foundation for crafting these intricate sachets. The long history of sericulture is a material prerequisite for Qingyang Sachets. Huanrong (2003) summarized the ten basic processes of Qingyang Sachet production, including Pattern, Back, Stick, Embroidery, Inside Son, Fill, Lock the Edge, Sling Ear, Sprinkle Incense, and Morning Tide Sachet. These processes are interlocked, with each being indispensable. The critical aspects include pattern, embroidery, and suspender tassels. Patterns act as blueprints, determining the prerequisite for creating exquisite sachets. The quality of embroidery influences the taste and artistic value of the sachet, while the sling adds utility and beauty. Xueyan (2008) pointed out that Qingyang Sachet production techniques encompass embroidery, weaving, drawing, and sewing. Main embroidery techniques include hand embroidery, lock embroidery, patch embroidery, split embroidery, and set embroidery. In the sewing process, various crafts such as sample reduction, hemlock, knotting, sample embroidery, and beading are employed. These complex craftsmanship processes reveal the dedication of countless skilled craftsmen. According to B. Hong (2010), embroidery craft is an important component and objective reflection of Chinese traditional culture. Chinese working women have passed down this unique form of artistic expression through primitive and simple needlework for thousands of years. The embroidery on Qingyang Sachets is simple, exquisite, and full of wisdom. While some scholars have introduced the general production process of Qingyang Sachet, there is a lack of systematic organization and summarization of the production process types and knowledge systems. Additionally, the market-driven economic benefits have led to the

adoption of machines for production and the introduction of non-traditional sachet technology, affecting the traditional production process of Qingyang Sachets. As a result, sachets lose their cultural characteristics. Therefore, there is a need to systematically organize and protect the production techniques of Qingyang Sachets, especially those scattered among the people. These theories assist in studying the sewing techniques of Qingyang Sachets, revealing their exquisite skills in creating beautiful patterns.

5. The function of Qingyang Sachets

Qingyang Sachets serve various functions such as repelling mosquitoes, traditional Chinese medicine health maintenance, traditional Chinese medicine treatment, folk rituals, religious ceremonies, tokens of affection, and enhancing aesthetic appeal as decorative items. New period, They can also be utilized as car Sachets. The role of Qingyang Sachets evolves with the changing times.

These theories contribute to our study of the functions of Qingyang Sachets. From the literature, it can be observed that Qingyang Sachets possess certain practical functionalities, and their roles evolve with the changing times. Therefore, we can update the functions of Qingyang Sachets in accordance with the development of the times to make them more relevant to contemporary life.

6. Prospects for the Development of Qingyang Sachets

The Qingyang Sachet, renowned for its intricate embroidery and distinctive spice-infused aroma, stands as a unique folk handicraft. Recently, the development prospects of Qingyang Sachets have garnered significant attention. In the article "Research on Qingyang Sachet Cultural and Creative Product Design Based on Regional Culture" by Shang Huiqing and Yan Chengxun (2022), it is acknowledged that although Qingyang Sachets face challenges unsuitable for the modern era, innovative approaches can be employed to revitalize and elevate them while preserving their excellent heritage. This in-depth development not only contributes to the inheritance and advancement of intangible cultural heritage but also fosters sustainable local economic

growth. The authors advocate a shift in inherent design concepts, urging designers to delve into the connotations of regional culture. They propose integrating regional culture as a new design element, drawing inspiration from traditional culture, and aligning with modern aesthetic concepts and public sentiment. By exploring novel design intentions, Qingyang Sachets can evolve into popular tourist souvenirs and indispensable daily essentials, catalyzing sustained growth in market demand.

As highlighted in the comprehensive discussion by Cha Lanlan, Yuan Xiang, Hu Junli, and Yu Chang (2023), the "Internet + intangible cultural heritage" model has gained widespread attention in the current era of national emphasis on comprehensive well-being and common prosperity. Collaborative efforts among the Qingyang city government, society, and universities aim to leverage intangible cultural heritage industries, including the development of Qingyang Sachets, to facilitate rural revitalization. The internationalization of Qingyang Sachets is evident as they find their way into museums and art exhibitions worldwide. Future promotional endeavors could further elevate the visibility and recognition of Qingyang Sachets in the global market.

The article emphasizes the importance of keeping pace with the times, maintaining a balanced approach to inheritance and development, tradition and innovation. Adhering to the principles of effective inheritance, rejuvenation, and the creation of high-quality goods is crucial for propelling sachet culture to new heights. A strategic focus on brand promotion, cultural enhancement, refinement of production processes, and elevation of product quality may position Qingyang Sachet as a significant player in the folk handicraft market and a burgeoning cultural and creative industry.⁶ Future Prospects of Qingyang Sachets.

7. Customer group analysis about Qingyang Sachets

The older generation in Qingyang was known for sewing sachets, a unique folk handicraft celebrated for its exquisite embroidery and aromatic spices. However, with the passage of time, the art of embroidering sachets has dwindled among local women, posing a threat to the tradition. Historically, Qingyang Sachets were not sold; they were crafted and worn as gifts within families or for relatives. In the 1980s (1980-1989), the

China Urban and Rural Cultural Station in Qingyang County (now Qingcheng County) organized rural women to create sachets for the Canton Fair, initiating their journey into becoming commodities and contributing to cultural support. Gansu Province vigorously promoted this sincere experience. In the early 21st century, Qingyang witnessed a resurgence in sachet production, particularly around the Dragon Boat Festival. County and township organizations mobilized women, and individuals or companies rapidly joined, leading to the flourishing of the sachet industry. Sachets, now considered commodities, gained recognition beyond Qingyang, earning provincial and national acclaim and proving lucrative for many families, contributing to their affluence. The saying "pass the female does not pass the male" reflects the gendered nature of this craft. Around 2008, Qingyang Sachet cultural products, such as embroidered slippers and medicinal pillows, began circulating in the market as commodities. Presently, national-level support for the revival of Qingyang Sachets has further boosted their presence.

After transitioning into commodities, Qingyang Sachets primarily attract elderly customers purchasing for their children. To expand the market, targeted designs for specific customer segments have been introduced. In the past, older generations crafted sachets for themselves or adorned their grandchildren with them (e.g., tiger head hats, five poisons series). However, the younger generation is gradually forgetting about Qingyang Sachets in their daily lives. Outside Qingyang, few young people are aware of or understand Qingyang Sachets. To reintegrate sachets into daily life, especially among the youth, it is essential to position them as essential commodities rather than occasional or forgotten items. This shift has positive implications for the revival of Qingyang Sachets, carrying the labor wisdom, artistic quality, perception of life, and pursuit of a better life of Qingyang people. The exquisite embroidery reflects the wisdom of Qingyang artisans. To sell Qingyang Sachets widely, understanding the target population is crucial. Considering the continual presence of newborns, targeting this market presents a strategic opportunity. With China having around 17-18 million newborns annually, even if half of these families purchase Qingyang Sachets, it amounts

to a significant number. Reviving Qingyang Sachets as newborn gifts holds promising prospects for their sustained revitalization. Currently, the Sachet Folk Culture industry comprises 190 companies, producing over 10 million sachets annually, employing 100,000 people, and exporting products to major cities and more than 20 countries and regions. The annual Qingyang Sachet Folk Culture Festival has received the "Beautiful China Best Huimin Brand Festival Award" from Xin Huanet (Zhang Yanru, 2023.08).

From a design aesthetic perspective, young people prefer advanced color matching, such as advanced gray, Morandi, macaron, and national tide wind color matching. In contrast, the older generation of Qingyang Sachet artisans favored strong, high concentration, and high purity color matching. This misalignment with contemporary preferences can be explained through color psychology. Such as, Liu Lanfang, the inheritor of Qingyang Sachet, has adjusted her embroidered sachet colors to align with modern aesthetics, demonstrating a softer palette more appealing to today's youth.

A thorough analysis of market demand, customer groups, and effective segmentation strategies is essential for expanding sachet sales. Understanding the market positioning, segmentation strategy, and product characteristics of new sachet products, along with competitor analysis and effective marketing strategies, is vital for achieving substantial economic returns.

In conclusion, these theories aid in the study of sachet customer groups. From the literature, it is evident that sachets were not initially sold as commodities; they held a romantic allure in the lives of people on the Loess Plateau and were considered homemade entertainment. With changing lifestyles and a scarcity of craftsmen, the revival of Qingyang Sachets as commodities has become instrumental. Analyzing present customer groups post-commoditization is crucial for enhancing sales, redesigning sachets, and promoting their development.

8.Related Studies

Some scholars have identified issues in the "development of Qingyang Sachet industry." Constructive suggestions are proposed for the industrial development of Qingyang Sachet, considering the developmental bottlenecks.

Liu Yinli, Yang Liang, and Yang Guizhi (2022) examined the inheritance and protection of Qingyang Sachet, pinpointing problems in its development as a world intangible cultural heritage. Challenges include a slow pace of innovation, low sales, a shortage of craftsmen, limited brand awareness and market positioning, and a reliance on singular sales channels. To address these issues, they propose various development strategies, aiming to bring more benefits to the local community.

Jia Qingbin (2004) discovered that Qingyang perfume sachets have an embroidery history of at least 800 years through a study on the industrialization countermeasures of Longdong perfume sachets. While the fragrance sac market has developed to some extent, challenges include inadequate understanding, inefficient production organization, limited market development, and subpar product quality. The suggested solutions involve raising awareness, actively expanding the market, and prioritizing product quality.

Zheng Beiyuan and Zhang Kele (2016) conducted a comprehensive study on the development, characteristics, and existing problems of Qingyang Sachet, emphasizing the need for better development and protection. Despite significant progress, they note that the rich cultural connotation and economic value of Qingyang Sachet have not been fully realized. Their research aims to determine development advantages and directions, enhance the popularity and reputation of Qingyang Sachet folk culture products, and positively impact tourism in Qingyang.

Ren Runkui (2016) explored the cultural industry of Qingyang Sachet in the Internet era, identifying challenges such as simplistic marketing methods and low sales. Recognizing the opportunities and challenges presented by the Internet era, Ren suggests adapting the sachet cultural industry to contemporary changes through

improved awareness, addressing existing problems, and utilizing various network communication methods.

Han Yuefang and Wu Hongfang (2022) analyzed the cultural characteristics of Qingyang Sachet, identifying issues through questionnaire surveys and local interviews. Challenges include a stagflation trend in fragrance sac industrialization, the impact on the traditional handmade market, low industrialization, lack of sachet technology inheritance, limited learning platforms, inadequate intellectual property protection, and cultural propaganda dilemmas. Proposed solutions involve joint efforts to develop intangible cultural exchange platforms, increased policy support, enhanced enterprise innovation, and expanded university influence.

Charan Lan, Yuan Xiang, Hu Junli, and Yu Chang (2023) researched the development of Qingyang Sachet under the current "Internet + intangible cultural heritage" model. Their findings suggest that collaboration among local government, society, and universities can aid in utilizing intangible cultural heritage for rural revitalization. Feasibility analyses and proposed solutions include improving intellectual property protection policies, establishing artisan archives, and enhancing the core competitiveness of culture.

In the realm of historical origin, artistic appearance, sewing skills, and color, Xueyan et al. (2008b) delved into the roots, theme implications, and production processes of Qingyang Sachet. Their study explored various theories about the origin of sachets and detailed the symbolic meanings of embroidery patterns. The research provided valuable insights into the historical and Cultural meaning of Qingyang Sachet.

Li Dan (2021) studied Gansu Qingyang Sachet from various perspectives, highlighting its style, historical research value, cultural research value, medical research value, ethnological research value, and practical life value. Emphasizing the importance of understanding traditional beliefs and values, the research aimed to contribute to the development of Chinese culture.

Xiaoxiao (2019) focused on the color world of Qingyang Sachet and its special significance, emphasizing the bold use of color, strong contrast, vivid modeling, and profound meaning that add vibrancy to the Loess Plateau's living environment.

Baojin, Rui, and Shengjie (2010) analyzed the cultural meaning of sachet, emphasizing the semiotics of Qingyang Sachet culture. Their research explored the symbolic meanings of sachet in folk culture and their positive significance for understanding history.

Chunsen (2007) studied the cultural meaning, artistic expression, and visual creation of Qingyang Sachet. The research explored the various theories about the origin of sachets, emphasizing their connection to the Dragon Boat Festival and their symbolic representations. The article traced the historical origin and dug deep into the cultural connotation of Qingyang Sachet.

Fang (2014) studied the structural paradigm and perspective innovation of folk belief research, emphasizing the importance of understanding traditional beliefs and values for a comprehensive understanding of China's past and present.

Jianqin and Xiaolong (2009) studied the contemporary status of folk beliefs, recognizing the inherent characteristics of folk belief and its practical interests.

Shang Huiqin and Yan Chengxun (2021) explored the innovative design of cultural creative products of Qingyang Sachet. Their research focused on shaping, color matching, and material selection in sachet design, considering the rich cultural connotations and themes associated with Qingyang Sachet.

These diverse studies provide a multifaceted understanding of Qingyang Sachet, addressing historical, cultural, artistic, and practical aspects, and proposing solutions to challenges in its development.

Summary of the 15 papers :

These 15 papers primarily investigate the "Inheritance of Intangible Cultural Heritage" and the innovative development of Qingyang Sachet. The Qingyang Sachet is a traditional handicraft of the Han ethnic group in the Qingyang region of Gansu Province, China. It was listed as one of the first national-level intangible cultural

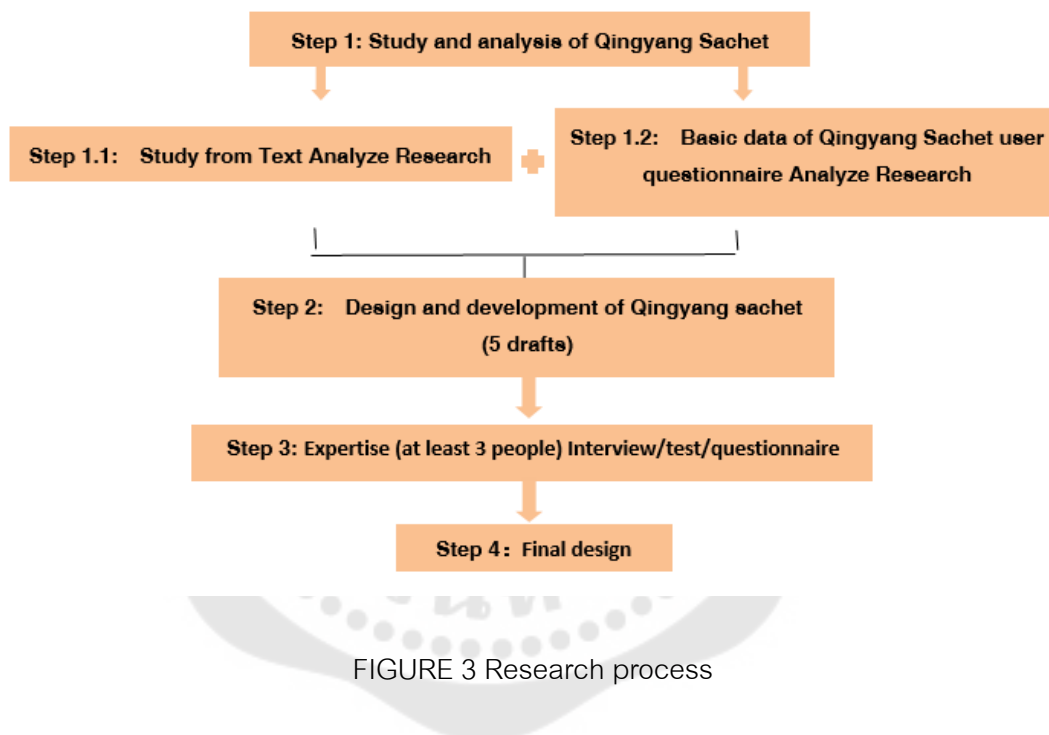
heritages in 2006. However, during its process of inheritance and development, it faces various challenges. With the evolution of time, people's aesthetics have undergone new changes, leading to a gradual loss of the medicinal value of Qingyang Sachet. The lack of craftsmen has also resulted in the fading of Qingyang Sachet from people's lives.

In order to better preserve and inherit the intangible cultural heritage of humanity—Qingyang Sachet, addressing the issue of its innovative design is urgently needed. In recent years, the promotion of Qingyang Sachet culture has garnered increasing attention from various sectors of society. The development of Qingyang Sachet faces both opportunities and challenges in the current era. This paper conducts a study on the development background of Qingyang Sachet and proposes product innovation design to overcome the bottlenecks in the development process of Qingyang Sachet. It advocates for the redesign and re-creation of traditional culture, emphasizing the reprocessing of intangible cultural heritage. The hope is that more young people like the new design of Qingyang Sachets. Qingyang Sachets better promoted, allowing local specialties to flourish.

CHAPTER 3

METHODOLOGY

In the research on the topic "Design and Development of Qingyang Sachet for Current Lifestyle", the researcher primarily gathered information about Qingyang Sachet in Gansu Province through questionnaires and interviews with users and experts. The subsequent step involves summarizing the gathered information and proceeding to design new Qingyang Sachets. The comprehensive research process is as follows:



Source: Wu Dandan (2023)

Step 1: Study and analysis of Qingyang Sachet

Step 1.1: Study from Text Analyze Research

Scope of study: To examine and analyze the Qingyang Sachet by delving into the research text. This involves a comprehensive exploration of the historical origin, cultural meaning, appearance design (including shape, pattern, and color), sewing methods, functions, development prospects, and target customer groups of Qingyang Sachet.

1) Objective:

The primary objective is to conduct an in-depth study of Qingyang Sachet for the purpose of its preservation and development. By researching and analyzing, the aim is to create a renewed interest in Qingyang Sachet, promote its cultural meaning, and reintegrate it into people's daily lives. The focus is especially on making Qingyang Sachet visible among the younger generation in their everyday activities, ensuring its continued use during significant festivals, and boosting the overall sales of Qingyang Sachet.

2) Process:

Utilizing text analysis to conduct a thorough investigation into Qingyang Sachet. This involves organizing information and classification studies. Related to cultural meaning of Qingyang sachets, shape of Qingyang sachets, pattern of Qingyang sachets, color of Qingyang sachets, function of Qingyang sachets and so on. The findings from this research are then summarized.

3) Conclusion

Through the outlined process, Designed the new design of Qingyang sachets for current lifestyle.

Step 1.2: Questionnaire**Questionnaire****Part 1 General Information**

1. Your gender:

Male Female Other

2. Your age:

Under 20 years old 20 years old to 39 years old
 40 years old to 59 years old 60 years old to 79 years old
 Over 80 years old

3. Your education background:

Elementary School and below Middle School
 High School University and above

4. Your monthly income is?

- Less than RMB 2,000 RMB 2,000-5,000
 RMB 5,000-8,000 More than RMB 8,000

5. What is your occupation?

- Student Farmer
 Government official Employees
 Business Freelancer
 Retirement Other

6. Which part of China is your province located in?

- The east The west The middle part

7. Why do you come to Qingyang?

- Long-term work, life Study, travel, vacation
 Short-term work, business training Visit relatives and friends
 Qingyang local Other reasons _____
 Never been to Qingyang

Part 2 Consumer behavior and opinion (Multiple options available)

8. Do you know Qingyang Satchet before?



- Yes No

9. What channels have you heard of Qingyang Satchet? (Multiple choice)

- Magazines, newspapers WeChat, Weibo and other network media
 Television and other advertising Spread word of mouth scenic spots
 Other souvenir shops Have not heard

10. Have you ever bought Qingyang Satchet?

- Yes No

11. Where did you buy Qingyang Sachet before? (Multiple choice)

- Qingyang local brick-and-mortar shop Online shopping outside
 Qingyang brick-and-mortar shop

12. Why do you buy Qingyang Sachet? (Multiple choice)

- Good design and practical use Good meaning
 Expression of local characteristics and cultural heritage
 Memorial significance and collection value
 The price is nice

13. What is the reason why you don't want to buy Qingyang Sachet? (Multiple choice)

- Does not meet the personal aesthetic No use value
 No cultural characteristics Other

14. Which characteristics of Qingyang Sachet do you think are more important? (Multiple choice)

- Low price Creative degree
 Regional characteristics Practical value
 Aesthetic degree Cultural meaning

15. Which form and shape do you prefer for Qingyang Sachet? (Multiple choice)

- 2-dimension 3-dimension
 Geometric shape Organic shape
 Abstract shape _____ +

16. Do you like the following new functions of Qingyang Sachet? (Multiple choice)

- Add storage pocket As a mobile phone pendant use
 As a key pendant use Other

17. Which color scheme do you prefer for Qingyang Sachet? (Multiple choice)

- The traditional color scheme of so red, so green and so purple (Use color with high purity and high brightness)
 Fresher and more elegant color scheme (appropriate reduction of color purity and brightness)

18. What kind of cultural meaning do you prefer to include in the Qingyang Sachets?

(Multiple choice)

- Religious meaning Totem worship
- Praying for good fortune (e.g., praying for good health, good luck, etc.).
- Symbolizing good love and marriage
- Praying for the gold list Praying for fame and fortune
- Hoping for good luck and evil spirits, eliminating disasters
- New Age themes _____ +

19. What is the highest price range you can accept for Qingyang Sachet?

- RAM 0-30 Yuan RAM30-100 yuan
- RAM100-250 yuan More than RMB250 yuan

Part 3 Degree survey

Instructions: Please mark the box to the right of each statement to indicate your level of agreement or disagreement. There are no right or wrong answers. Your responses will be handled confidentially, and your identity will remain undisclosed.

Score:

1. Strongly disagree (indicating that the trait has never been shown)
2. Disagree (indicates that the trait is rarely shown)
3. Neutral (indicates that the trait is sometimes shown)
4. Agreement (indicates that the trait is often shown)
5. Strongly agree (indicates that the trait is always shown)

Questions	Answers				
1. About product	5	4	3	2	1
1.1 I'm very focused on the cultural meaning of Qingyang Sachet.					
1.2 I'm very focused on the design (form and shape, pattern, color) of Qingyang Sachet very much.					
1.3 I'm very focused on the embroidery of Qingyang sachet.					
1.4 I think Qingyang Sachet can pack its original things.					
1.5 I'm very focused on the function of Qingyang Sachet very much.					
1.6 I'm very focused the creativity of Qingyang sachet very much.					
2. About the price	5	4	3	2	1
2.1 I think Qingyang Sachet is worth every penny.					
2.2 I think Qingyang Sachet, as an intangible cultural heritage product, should be appropriately raised in price.					
2.3 I think the price of Qingyang Sachet should be reduced.					
3. Promote					
3.1 I think Qingyang Sachet should upgrade its appearance according to the current lifestyle.					
3.2 I think Qingyang Sachet should expand its online sales channels.					

Part 4 Suggestion

If you have any valuable opinions on entering the Qingyang Sachet sales market, please share them below:

Step 2: Design and development of Qingyang Sachet

Scope of design: Qingyang Sachet

Determine the design scope, design concept, design elements (patterns, forms, colors), cultural connotations, research consumer behavior, create design sketches, and gradually formulate a new design scheme for Qingyang Sachet. Combine the questionnaire results to enhance the design.

1) Objective: Design a new Qingyang Sachet scheme based on the information gathered in Steps 1, 2, and 3.

2) Process: Draw the design sketch with the digital board.

3) Conclusion: Multiple new Qingyang Sachet schemes have been developed.

Step 3: Interview expert suggestion

1) 3 expert designers:

TABLE 1 Expert Information A

Name	Organization
Liu Lanfang	Provincial inheritor of Qingyang Sachet embroidery, a folk artist from Gansu Province, Deputy Senior Artist, Longdong artisan, leading talent in the Qingyang cultural industry, researcher at the Literature and History Research Center of the Gansu Provincial People's Government.
Liu Wengge	Former Chairman of the Qingcheng County CPPCC in Qingyang City; Scholar, Executive Director, and Deputy Secretary-General of the China Fan Zhongyan Research Association; President of the Qingyang Fan Zhongyan Research Association.
Ren Yanyan	Member of the Chinese Folk Literature and Art Association, Deputy Senior Embroidery Artist of Gansu Province, Representative of the Qingyang City People's Congress, and leader of the Zhenyuan County Sachet Embroidery Folk Culture Industry. General Manager of Qingyang Beauty Fragrance Culture Communication Co., Ltd.

1) Objective: To gather insights from these three experts.

2) Process: The methods included interview forms, telephone interviews, and face-to-face interviews, among others.

3) Conclusion : The design was evaluated by experts.

Step 4: Final Design

1) Redesign based on expert suggestions.

2) Objective: To design Qingyang Sachet incorporating expert advice.

3) Process: Explore details, gather inspiration, and refine the final design.

4) Conclusion: Successfully designed the New Qingyang Sachet about current lifestyle.

CHAPTER 4

DATA ANALYSIS AND RESEARCH RESULTS

Step 1: Study and analysis of Qingyang Sachet

Due to changes in market demand and the impact of modern lifestyles, the market position of Qingyang Sachet has faced challenges. By understanding the latest and most popular styles of Qingyang Sachet in the market, as well as classifying and standardizing aspects such as the historical origins, patterns, shapes, color selection patterns, and cultural connotations of Qingyang Sachet, the following research results have been obtained: At one point, Qingyang Sachet stood out from other Chinese sachets due to its simple, primitive artifacts, and unique craftsmanship. With the development of the times, Qingyang Sachet has incorporated more elements of the new era:

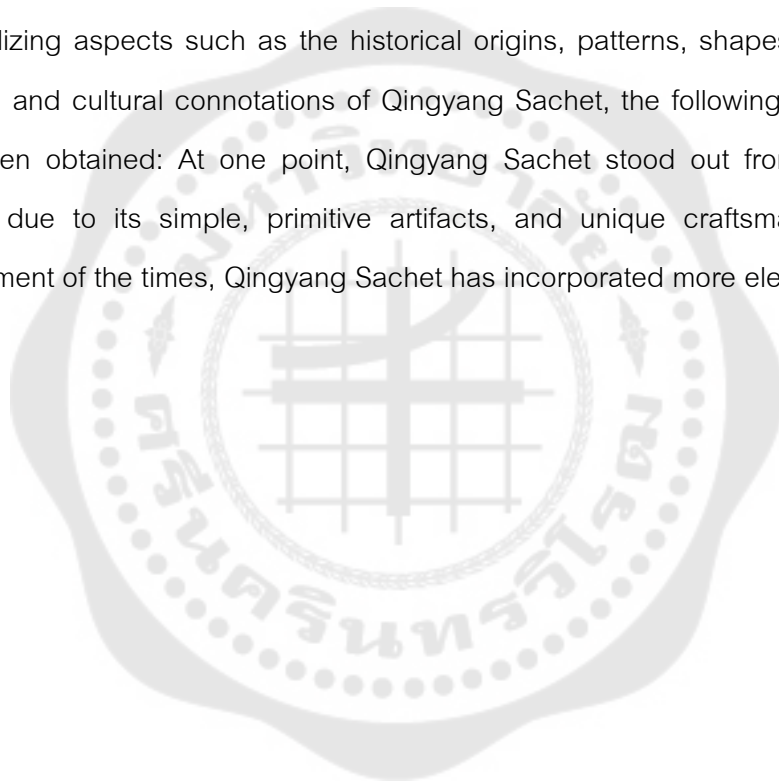


TABLE 2 Present times Qingyang Sachet and traditional Qingyang Sachet comparison

Name	Era	Pictures			
Qingyang Sachet animal series	Traditional times				
	Present times				
Qingyang Sachet plant series	Traditional times				
	Present times				

TABLE 3 Qingyang Sachet analysis table


Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Five poison frog <u>sachet</u>	Traditional five-poison frog sachet (About 2008 AD)		Oval, <u>round</u> and arc.	It consists of five poisonous insect patterns: frog (toad), scorpion, <u>gecko</u> centipede, and spider.	It is mainly red, and its color properties tend to be high saturation and high purity. #bd2235 #802ebf #c7f159 #35c57b #e4be4d #d2d8e3 #2c89c4	Repellent mosquitoes and evil spirits.	The frog totem represents Nuwa, while the five-poison frog carries cultural meaning, symbolizing the strategy of combating poison with poison, seeking goodness, praying for prosperity, and warding off evil. It reflects people's ideals and aspirations in life.

TABLE 3 (CONTINUE)

Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Five poison frog <u>sachet</u>	New era five poison frog sachet (About 2022 AD)		Oval, arc.	It consists of five poisonous insect patterns: frog (toad), scorpion, centipede, <u>gecko</u> and spider.	Frogs switch from green to blue, with lower color saturation and purity . 	The function has changed, in addition to the mosquito repellent function, this sachet is also a brooch sachet.	The frog totem symbolizes Nuwa. The five-poison frog holds cultural meaning in the context of combating poison with poison, seeking goodness, offering prayers for prosperity, and warding off evil. It encapsulates people's ideals and life pursuits.

TABLE 3 (CONTINUE)

Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Zodiac sachet	Traditional Chinese zodiac sachet (About the late 1980s: about AD 1980-1990)		Ellipse, circle, Angle, triangle, curve, arc.	Simulate the <u>pattern</u> of the 12 Chinese zodiac. The 12 animals of the Chinese zodiac are: rat, ox, tiger, rabbit, dragon, snake, horse, sheep, monkey, rooster, <u>dog</u> and pig	The color of each animal is mainly red, yellow, and other pure colors, with high color saturation and high brightness. 	Mosquito repellent action.	The Chinese zodiac is a cultural brand that embodies the sentiment, "Sachet is made for people, and people choose what sachet is". This encapsulates a beautiful meaning.

TABLE 3 (CONTINUE)

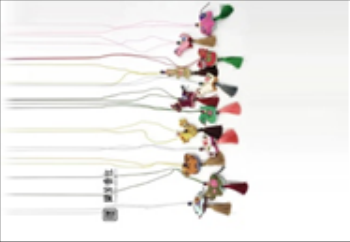

Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Zodiac sachet	New Era 12 Zodiac sachet (about 2022 AD)		Ellipse, circle, Angle, triangle, curve, arc.	Simulate the pattern of the 12 Chinese zodiac. The 12 animals of the Chinese zodiac are: rat, ox, tiger, rabbit, dragon, snake, horse, sheep, monkey, rooster, dog and pig.	The color reduces a certain degree of saturation, purity and brightness, and begins to lean toward the advanced gray system. 	Mosquito repellent action. Can also be used as decorative pendant.	The Chinese zodiac serves as a cultural brand with the phrase: "Sachet is made for people, and people choose what sachet is". This conveys a profound and beautiful meaning.

TABLE 3 (CONTINUE)



Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Tiger sachet	Traditional tiger sachet (About 2013 AD)		Ellipse, Angle, cuboid.	A three-dimensional tiger.	The main color of the tiger is mainly, and the color is high brightness and high purity. 	Mosquito repellent function and display function.	The tiger, known as the king of beasts, holds a special place in the hearts of the Chinese people. It symbolizes warding off evil, avoiding disasters, ensuring peace and good luck, and protecting wealth. Transforming its image into art, the Qingyang Sachet crafted with this motif carries a beautiful meaning of exorcism, healing, and blessings. Additionally, it serves as a symbol of courage and strength.

TABLE 3 (CONTINUE)



Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Tiger sachet	New Era Tiger Sachet (about 2022 AD)		Ellipse, round, Angle, cylinder	A three-dimensional tiger.	The main color of the tiger is mainly, and the saturation, purity and brightness of the color are appropriately reduced. 	Mosquito repellent and decorative ornaments, can also be used as children's dolls.	The tiger, known as the king of beasts, holds a special place in the hearts of the Chinese people. It symbolizes warding off evil, avoiding disasters, ensuring peace and good luck, and protecting wealth. Transforming its image into art, the Qingyang Sachet crafted with this motif carries a beautiful meaning of exorcism, healing, and blessings. Additionally, it serves as a symbol of courage and strength.

TABLE 3 (CONTINUE)



Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Mandarin duck sachet	Traditional Mandarin duck sachet (About 2018 AD)		Oval and circle, curve.	A pair of flat mandarin ducks.	Green color, high purity color. 	Mosquito repellent action.	The characteristics of mandarin ducks include forming a lifelong bond once they mate, and this type of sachet serves as a metaphor for men and women coming together in marriage for eternity. It symbolizes a joyous and enduring marital union.

TABLE 3 (CONTINUE)

Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Mandarin duck sachet	New Era Mandarin Duck sachet (About 2022 AD)		Oval and circle, curve.	A pair of mandarin ducks.	Appropriate to reduce the color of high saturation, high purity and high brightness. The color looks relatively calm, but also maintains the traditional "colorful" style of color. #f05745 #48789e #4fa3ae #f0bf43 #3e6442 #d069bc	Mosquito repellent function and decorative decoration function.	It serves as a metaphor for a man and a woman living together for a lifetime, symbolizing a joyous and enduring marriage.

TABLE 3 (CONTINUE)



Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Embroidered peony purse	Traditional embroidered peony purse (About 2020 AD)		Ellipsoid, curve.	The traditional peony embroidery pattern is made into the shape of a lotus bag.	Bright color, high saturation color. 	It has mosquito repellent effect. You can hang.	It signifies the faithfulness and sweetness of women. The sachet adorned with peony patterns also symbolizes prosperity, peace, and happiness.

TABLE 3 (CONTINUE)


Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Embroidered peony purse	New Era Embroidery Peony Purse (about 2022 AD)		Ellipsoid, curve.	Using the knowledge of "plane creativity", the flat design of modern simple style peony flower pattern, embroidered on the lotus bag.	The color saturation and purity are reduced, and the color is more elegant. 	It has mosquito repellent effect. You can hang.	It is a meaning for the faithfulness and sweetness of women. The peony-patterned sachet also symbolizes prosperity, peace and happiness.

TABLE 3 (CONTINUE)



Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Open smile sachet	Traditional open smile sachet (About 2020 AD)		Cone.	"Open smile" pattern.	Color with high saturation and high purity color, prefer to use large area red. 	Shoes work.	It means a good life.

TABLE 3 (CONTINUE)



Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Open smile sachet	New Era Open Smile Sachet (About 2022 AD)		Cone.	"Open smile" pattern.	Color reduces their purity, brightness, and saturation. 	It has mosquito repellent effect.	A "smiling open" shape, adorned with roses, symbolizing happiness.

TABLE 3 (CONTINUE)



Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Embroidered shoe sachet	Traditional embroidered shoe sachets (About 2020 AD)		Oval.	Floral patterns.	Bright color, high brightness, high purity, high saturation. 	Shoes work.	It means a good life.

TABLE 3 (CONTINUE)

Name	Times	Pictures	Shape	Pattern	Color	Function	Cultural meaning
Embroidered shoe sachet	New Age Embroidered Shoe Sachet (about 2022 AD)		Oval.	Peony patterns.	Bright color, high brightness, high purity, high saturation. 	Shoes work.	The peony represents elegance, luxury, adherence to promises, and is associated with richness, auspiciousness, elegance, and nobility.

TABLE 3 (CONTINUE)



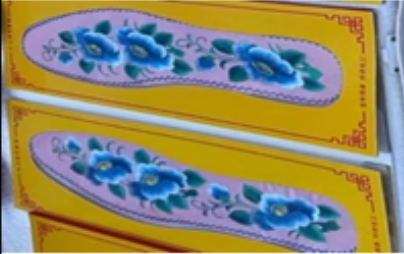

Name	Times	Pictures	Shape	Pattern	Colour	Fuction	Cultural meaning
Embroidered insole	Traditional embroidered insole (About 2009 AD)		Oval , curve	Peony patterns.	The color is mainly red, high color saturation, high brightness, high purity. The whole is showy. 	Insole action.	The peony represents elegance, luxury, adherence to promises, and is associated with richness, auspiciousness, elegance, and nobility.

TABLE 3 (CONTINUE)

Name	Times	Pictures	Shape	Pattern	Colour	Fuction	Cultural meaning
Embroidered insole	New Age Embroidered Insole (about 2022 AD)		Oval , curve .	Floral pattern.	The color reduces the color purity, integrates the advanced gray system, and the color matching style is close to the light elegant wind. 	Insole action.	Represents good luck and good wishes.

Analysis of questionnaire results:

A total of 306 valid questionnaires were collected in this study and the results of the questionnaires are as follows:

Part I. Basic Information

TABLE 4 Gender

Gender	Total	Percent (%)
Male	131	42.81%
Female	173	56.54%
Other	2	0.65%

As shown in Table 4, female respondents constitute 42.81%, while male respondents represent 56.54%. The small percentage of other gender identities indicates that males are more prominently represented in the surveyed sample.

TABLE 5 Age

Age	Total	Percent (%)
Under 20 years old	175	57.19%
20-39 years old	65	21.24%
40-59 years old	47	15.36%
60-79 years old	18	5.88%
Over 80 years old	1	0.33%

As illustrated in Table 5, the majority of respondents fall under the age group of under 20 years old, followed by the age group of 20-39 years old, and subsequently, the

age group of 60-79 years old. The age group over 80 years old represents the smallest percentage.

TABLE 6 Educational Background

Educational attainment	Total	Percent (%)
Elementary School and below	3	0.98%
Middle School	19	6.21%
High School	106	34.64%
Univer and above	178	58.17%

As depicted in Table 6, the majority of respondents have achieved a university-level education and above, followed by those with a high school education, and then those with a middle school education. The lowest percentage is observed among individuals with elementary school and below education levels.

TABLE 7 Results of monthly income

Monthly salary	Total	Percent (%)
Less than RMB 2000	193	63.07%
RMB 2000-5000	71	23.2%
RMB 5000-8000	29	9.48%
More than RMB 8000	13	4.25%

As illustrated in Table 7, the majority of respondents have a monthly income of less than RMB 2,000, constituting more than half of the total. The next significant group falls within the range of RMB 2,000-5,000, followed by RMB 5,000-8,000. The smallest proportion of respondents earns more than RMB 8,000.

TABLE 8 Occupations

Careers	Total	Percent (%)
Student	200	65.36%
Farmer	3	0.98%
Government official	9	2.94%
Employee	7	2.29%
Business	3	0.98%
Freelancer	9	2.94%
Retirement	15	4.9%
Other	60	19.61%

As depicted in Table 8, students constitute the majority of respondents, followed by retirees, and to a lesser extent, businessmen and farmers. Other occupations have relatively fewer respondents and are more evenly distributed.

TABLE 9 Results of which part of China's map your province or city is located in

Region	Total	Percent (%)
The East	36	11.76%
The West	253	82.68%
The Middle Part	17	5.56%

As observed in Table 9, the majority of respondents are located in the West, followed by the East, and the Central region has the smallest representation.

TABLE 10 Results of your reasons for coming to Qingyang

Reasons for coming to Qingyang	Total	Percent (%)
Long-term work, life	49	16.01%
Study, travel, vacation	57	18.63%
Short-term work, business training	14	4.58%
Never been to Qingyang	161	52.61%

As illustrated in Table 10, the predominant group consists of those who have never visited Qingyang before. The primary reasons for visits include study tours and vacations, followed by long-term work and life commitments, with short-term work and business training registering the lowest percentage.

Part II Consumer Behavior and Opinion

TABLE 11 Results of whether you have recognized sachet before

Whether to recognize the Qingyang Sachet	Total	Percent (%)
Yes	136	44.44%
No	170	55.56%

As indicated in Table 11, a majority of the surveyed sample, comprising more than half, did not recognize sachet. In contrast, those who were familiar with Qingyang Sachet constituted the minority.

TABLE 12 Results from which sources you heard about Qingyang Sachet.

Channels	Total	Percent (%)
Magazines	101	33.01%
WeChat, Weibo and other network media	148	48.37%
Television and other advertising	107	34.97%
Spread word of mouth scenic spots	85	27.78%
Other souvenir shops	82	26.8%
Have not heard	96	31.37%

As evident from Table 12, the majority of people recognize sachet through online media platforms such as WeChat and Weibo, followed by advertisements in magazines and on TV. The proportion of those acquiring information from other channels is roughly equivalent. Approximately 31.37% of respondents have never heard of the sachet.

TABLE 13 Results of whether you have purchased Qingyang Sachets

Whether you have purchased Qingyang Sachet	Total	Percent (%)
Yes	75	24.51%
No	231	75.49%

As can be seen from Table 13, three-quarters of the respondents have never purchased a Qingyang Sachet, while only a quarter have made such a purchase.

TABLE 14 Results for Where have you bought Qingyang Sachet before

Where have I bought Qingyang Sachet before?	Total	Percent(%)
Qingyang local brick-and-mortar shops	77	25.16%
Online shopping outside	184	60.13%
Qingyang brick-and-mortar shops	116	37.91%

As evident from Table 14, outdoor online shopping constitutes the majority of past sachet purchases, surpassing half of the total. Following this, brick-and-mortar shops outside of Qingyang represent the second-largest portion, while local brick-and-mortar shops within Qingyang contribute to the smallest percentage of purchases.

TABLE 15 Results of your reasons for purchasing Qingyang Sachets

Reasons for you to buy Qingyang Sachet	Total	Percent (%)
Good design and practical use	138	45.1%
Good meaning	154	50.33%
Expression of local characteristics and cultural heritage	153	50%
Memorial significance and collection value	124	40.52%
The price is nice	84	27.45%

As can be seen from Table 15, in terms of the reasons for purchasing Qingyang Sachet: Qingyang Sachet have the highest percentage of good meanings, followed by its expression of local characteristics and cultural heritage, followed by its good design and practicality, followed by its commemorative significance and collector's value, and the lowest percentage of good prices.

TABLE 16 Results of the reasons why you don't want to buy Qingyang Sachet

Reasons why you don't want to buy a Qingyang Sachet	Total	Percent (%)
Does not meet the personal aesthetic	82	26.8%
No use value	53	17.32%
No cultural	22	7.19%
Other	210	68.63%

As observed in Table 16, the highest proportion among the reasons for not wanting to purchase Qingyang Sachet is attributed to "other reasons". Following this, the proportion of individuals who do not wish to buy the fragrant sachets because they do not align with their personal aesthetics is noteworthy, trailed by those who perceive no utility value in the sachets. The option with the smallest percentage of individuals is: absence of cultural characteristics.

TABLE 17 Results of which characteristics you feel are more important in Qingyang Sachet

Which feature you think is more important in Qingyang Sachet	Total	Percent (%)
Low price	128	41.83%
Degree of creativity	149	48.69%
Regional characteristics	186	60.78%
Practical value	120	39.22%
Degree of Aesthetic	138	45.1%
Cultural meaning	172	56.21%

As indicated in Table 17, a greater number of individuals consider the regional characteristics of Qingyang Sachet to be more important, with the highest proportion. This is followed by cultural meaning, then the level of creativity. The degree of aesthetics, price, and practical value are chosen with decreasing proportions, respectively.

TABLE 18 Results of which form and shape of Qingyang Sachet sachet you preferred

Which form and shape of sachet do you prefer?	Total	Percent (%)
2-dimension	107	34.97%
3-dimension	135	44.12%
Geometric shape	143	46.73%
Organic shape	109	35.62%
Abstract shape	105	34.31%

As observed in Table 18, regarding the selection of the form and shape of Qingyang Sachet, the highest proportion is represented by individuals opting for geometric shapes. Subsequently, the percentage decreases for those choosing three-dimensional shapes, followed by individuals selecting organic shapes, and then those preferring two-dimensional shapes. The least favored option is abstract shapes.

TABLE 19 Results of whether you like the following new feature innovations of sachet

Do you like the following innovations in the new features of Qingyang Sachet	Total	Percent (%)
Add storage pocket	148	48.37%
As a mobile phone pendant use	164	53.59%
As a key pendant use	156	50.98%
Other	110	35.95%

As evident from Table 19, concerning innovations related to the new functions of the Qingyang Sachet, the highest percentage corresponds to individuals who express a preference for using it as a cell phone pendant. Following this, there are those who intend to use it as a key pendant, there are those who want to add storage pocket functions, and finally, there are those who are interested in other functional innovations.

TABLE 20 Results of which color scheme you prefer for Qingyang Sachet

Which color scheme do you prefer for your Qingyang Sachet?	Total	Percent (%)
The traditional color scheme of so red,so green and so purple (Use color with high purity and high brightness)	101	33.01%
Fresher and more elegant color scheme (appropriate reduction od color purity and brightness)	205	66.99%

As depicted in Table 20, the color scheme preference for Qingyang Sachets reveals that a higher number of people favor a fresh and light color scheme (with an appropriate reduction in the purity and brightness of the color). This is followed by the

traditional color scheme, characterized by large amounts of red, green, and purple (utilizing high purity and brightness of the color), with the number of people nearly doubling in comparison.

TABLE 21 Results of what kind of cultural symbols you prefer to include in Qingyang Sachet

What kind of cultural meaning do you like more about Qingyang Sachet?	Total	Percent (%)
Religious meaning	86	28.1%
Totem worship	102	33.33%
Praying for good fortune (e.g., praying for good health, good luck, etc.).	189	61.76%
Symbolizing good love and marriage	130	42.48%
Praying for the gold list	104	33.99%
Praying for fame and fortune	76	24.84%
Hoping for good luck and evil spirits, eliminating disasters	109	35.62%
New Age themes	116	37.91%

As indicated in Table 21, the highest proportion of respondents, when selecting the cultural meaning of Qingyang perfume bags, expressed a desire for good luck (such as praying for good health, good luck, etc.). The second most chosen option was the symbol of good love and marriage, followed by the theme of the new age. Subsequently, preferences were noted for dispel evil, eliminating disaster and difficulty, praying to pass examinations, totemic significance, and praying for religious symbols.

The least chosen options were praying for fame and wealth. Additionally, it was recognized that Qingyang Sachet can have various other meanings.

TABLE 22 Results of the highest price range of Qingyang Sachet that are acceptable to you

The highest price range you can accept for a Qingyang Sachet	Total	Percent (%)
RMB 0-30 yuan	206	67.32%
RMB 30-100 yuan	74	24.18%
RMB 100-250 yuan	16	5.23%
More than RMB 250 yuan	10	3.27%

As depicted in Table 22, the majority of respondents opt for the highest price range of Qingyang Sachets in the RMB 0-30 yuan category, with the next most chosen range being RMB 30-100 yuan. The proportion of individuals selecting RMB 100-250 yuan and amounts exceeding RMB 250 yuan is relatively lower.

Part III. Results of the range survey

With regard to the extent survey, there are a total of 5 grades. Of these, 5 is strongly agree, 4 is average, 3 is neutral, 2 is disagree, and 1 is strongly disagree.

(1) Regarding the product section:

20. Regarding the statement "I highly value the cultural meaning of sachet", the results are as follows:

Rating 1 (Strongly Disagree): 15 people, accounting for 4.9% of the total, with a score range of 1-1.8.

Rating 2 (Disagree): 66 people, accounting for 21.6%, with a score range of 1.9-2.6.

Rating 3 (Neutral): 85 people, accounting for 27.8%, with a score range of 2.7-3.4.

Rating 4 (Agree): 53 people, accounting for 17.3%, with a score range of 3.5-4.2.

Rating 5 (Strongly Agree): 87 people, accounting for 28.4%, with a score range of 4.3-5.

The total score is 1049, and the average value is 3.43. It indicates that the highest proportion, 28.4%, of respondents strongly agree with the cultural meaning of sachet. Following that, 27.8% of respondents hold a neutral attitude, and 21.6% of respondents disagree with the statement. Lastly, 4.9% of respondents strongly disagree with the need to value the cultural meaning of sachet.

Combining the percentages, 73.5% of respondents either strongly agree, hold a neutral attitude, or generally agree, while 26.5% either disagree or strongly disagree. Overall, the majority of respondents agree, suggesting that more people value the cultural meaning of sachet.

21. Regarding the statement "I value the design (form and shape, pattern, color) of sachet very much", the results are as follows:

Rating 1 (Strongly Disagree): 15 people, accounting for 4.9%, with a score range of 1-1.8.

Rating 2 (Disagree): 46 people, accounting for 15.0%, with a score range of 1.9-2.6.

Rating 3 (Neutral): 100 people, accounting for 32.7%, with a score range of 2.7-3.4.

Rating 4 (Agree): 59 people, accounting for 19.3%, with a score range of 3.5-4.2.

Rating 5 (Strongly Agree): 86 people, accounting for 28.1%, with a score range of 4.3-5.

The total score is 1073, and the average value is 3.51. The highest proportion, 32.7%, indicates a neutral attitude towards the cultural design of sachet. Following that, 28.1% of respondents strongly agree, 19.3% generally agree, 15.0% disagree, and 4.9% strongly disagree with the value of the appearance design (form and shape, pattern, color) of Qingyang Sachet.

Overall, the majority of people agree, indicating that more people value the appearance design (form and shape, pattern, color) of Qingyang Sachet.

22. Regarding the statement "I greatly value the embroidery craftsmanship of sachet", the results are as follows:

Rating 1 (Strongly Disagree): 13 people, accounting for 4.2%, with a score range of 1-1.8.

Rating 2 (Disagree): 44 people, accounting for 14.4%, with a score range of 1.9-2.6.

Rating 3 (Neutral): 89 people, accounting for 29.1%, with a score range of 2.7-3.4.

Rating 4 (Agree): 59 people, accounting for 19.3%, with a score range of 3.5-4.2.

Rating 5 (Strongly Agree): 101 people, accounting for 33.0%, with a score range of 4.3-5.

The total score is 1109, and the average value is 3.62. The highest proportion, 33.0%, indicates that a significant number of respondents strongly agree with valuing the embroidery craft of Qingyang Sachets. Following that, 29.1% of respondents have a neutral attitude, 19.3% generally agree, 14.4% disagree, and 4.2% strongly disagree with the need to value the embroidery craft of Qingyang Sachets.

Overall, the majority of people agree, indicating that more people value the embroidery craftsmanship of the Qingyang Fragrance Sacks.

23. Regarding the statement "I think sachet should be filled with its traditional filling", the results are as follows:

Rating 1 (Strongly Disagree): 14 people, accounting for 4.6%, with a score range of 1 -1.8.

Rating 2 (Disagree): 47 people, accounting for 15.4%, with a score range of 1.9-2.6.

Rating 3 (Neutral): 104 people, accounting for 34.0%, with a score range of 2.7-3.4.

Rating 4 (Agree): 56 people, accounting for 19.3%, with a score range of 3.5-4.2.

Rating 5 (Strongly Agree): 85 people, representing 27.8%, with a score range of 4.3-5.

The total score is 1069, and the average value is 3.49. The highest proportion, 34.0%, indicates that a significant number of respondents hold a neutral attitude towards the idea that Qingyang Sachet should be filled with its traditional filling. Following that, 27.8% strongly agree, 19.3% generally agree, 15.4% disagree, and 4.6% strongly disagree with the notion.

Overall, the majority of people agree, indicating that more people think that Qingyang Sachet should be filled with traditional fillings.

24. Regarding the statement "I value the functionality of sachet very much", the results are as follows:

Rating 1 (Strongly Disagree): 12 people, accounting for 3.9%, with a score range of 1 -1.8.

Rating 2 (Disagree): 50 people, accounting for 16.3%, with a score range of 1.9-2.6.

Rating 3 (Neutral): 107 people, accounting for 35.0%, with a score range of 2.7-3.4.

Rating 4 (Agree): 46 people, accounting for 15.0%, with a score range of 3.5-4.2.

Rating 5 (Strongly Agree): 91 people, representing 29.7%, with a score range of 4.3-5.

The total score is 1072, and the average value is 3.5. The highest proportion, 35.0%, indicates that a significant number of respondents hold a neutral attitude towards the functionality of sachet. Following that, 29.7% strongly agree, 16.3% disagree, 15.0% agree, and 3.9% strongly disagree with the notion.

Overall, the majority of people agree, indicating that more people value the functionality of Qingyang Sachets.

25. Regarding the statement "I value the innovative nature of sachet very much", the results are as follows:

Rating 1 (Strongly Disagree): 13 people, accounting for 4.2%, with a score range of 1 -1.8.

Rating 2 (Disagree): 53 people, accounting for 15.3%, with a score range of 1.9-2.6.

Rating 3 (Neutral): 98 people, accounting for 32.0%, with a score range of 2.7-3.4.

Rating 4 (Agree): 52 people, accounting for 17.0%, with a score range of 3.5-4.2.

Rating 5 (Strongly Agree): 90 people, representing 29.4%, with a score range of 4.3-5.

The total score is 1071, and the average value is 3.5. The highest proportion, 32.0%, indicates that a significant number of respondents hold a neutral attitude toward the innovativeness of sachet. Following that, 29.4% strongly agree, 17.0% agree, 15.3% disagree, and 4.2% strongly disagree with the notion.

Overall, the majority of people agreed, indicating that more people valued the innovativeness of Qingyang Sachets.

(2) Regarding the price section.

26. Regarding the statement "I think the Qingyang Sachet is good value for money", the results are as follows:

Rating 1 (Strongly Disagree): 13 people, accounting for 4.2%, with a score range of 1 -1.8.

Rating 2 (Disagree): 54 people, accounting for 17.6%, with a score range of 1.9-2.6.

Rating 3 (Neutral): 101 people, accounting for 33.0%, with a score range of 2.7-3.4.

Rating 4 (Agree): 56 people, accounting for 18.3%, with a score range of 3.5-4.2.

Rating 5 (Strongly Agree): 82 people, representing 26.8%, with a score range of 4.3-5.

The total score is 1058, and the average value is 3.46. The highest proportion, 33.0%, indicates that a significant number of respondents hold a neutral attitude toward the value for money of Qingyang Sachet. Following that, 26.8% strongly agree, 18.3% agree, 17.6% disagree, and 4.2% strongly disagree with the notion.

Overall, the majority of people agree, indicating that more people believe that Qingyang Sachet provides good value for money.

27. Regarding the statement "I think the price of sachet, as a product of intangible cultural heritage, should be increased appropriately", the results are as follows:

Rating 1 (Strongly Disagree): 18 people, accounting for 5.9%, with a score range of 1 -1.8.

Rating 2 (Disagree): 57 people, accounting for 18.6%, with a score range of 1.9-2.6.

Rating 3 (Neutral): 97 people, accounting for 31.7%, with a score range of 2.7-3.4.

Rating 4 (Agree): 57 people, accounting for 18.6%, with a score range of 3.5-4.2.

Rating 5 (Strongly Agree): 77 people, representing 25.2%, with a score range of 4.3-5.

The total score is 1036, and the average value is 3.39. The highest proportion, 31.7%, indicates that a significant number of respondents hold a neutral attitude toward the idea that the price of sachet, as a product of intangible cultural heritage, should be increased appropriately. Following that, 25.2% strongly agree, 18.6% agree, 18.6% disagree, and 5.9% strongly disagree with the notion.

Overall, the majority of people agree that the price of sachet, as an intangible cultural heritage product, should be increased appropriately.

28. Regarding the statement "I think the price of Qingyang Sachets should be reduced", the results are as follows:

Rating 1 (Strongly Disagree): 14 people, accounting for 4.6%, with a score range of 1 -1.8.

Rating 2 (Disagree): 53 people, accounting for 17.3%, with a score range of 1.9-2.6.

Rating 3 (Neutral): 104 people, accounting for 34.0%, with a score range of 2.7-3.4.

Rating 4 (Agree): 48 people, with a headcount of 15.7%, with a score range of 3.5-4.2.

Rating 5 (Strongly Agree): 87 people, representing 28.4%, with a score range of 4.3-5.

The total score is 1059, and the average value is 3.46. The highest proportion, 34.0%, indicates that a significant number of respondents hold a neutral attitude toward

the idea that the price of Qingyang Sachets should be reduced. Following that, 28.4% strongly agree, 17.3% disagree, 15.7% agree, and 4.6% strongly disagree with the notion.

Overall, the majority of people agree, indicating that more people believe that the price of Qingyang Sachets should be reduced.

(3) Facilitation section

29. Regarding the statement "I think the sachet should be upgraded in its appearance according to the current design style", the results are as follows:

Rating 1 (Strongly Disagree): 14 people, accounting for 4.6%, with a score range of 1-1.8.

Rating 2 (Disagree): 48 people, accounting for 15.7%, with a score range of 1.9-2.6.

Rating 3 (Neutral): 104 people, accounting for 34.0%, with a score range of 2.7-3.4.

Rating 4 (Agree): 53 people, with a headcount of 17.3%, with a score range of 3.5-4.2.

Rating 5 (Strongly Agree): 87 people, representing 28.4%, with a score range of 4.3-5.

The total score is 1069, and the average value is 3.49. The highest proportion, 34.0%, indicates that a significant number of respondents hold a neutral attitude toward the idea that the sachet should upgrade its appearance according to the current design style. Following that, 28.4% strongly agree, 17.3% agree, 15.7% disagree, and 4.6% strongly disagree with the notion.

Overall, the majority of people agree, indicating that more people think that the appearance of Qingyang Fragrance Packs should be upgraded according to the current design style.

30. Regarding the statement "I think sachet should expand network sales channels", the results are as follows:

Rating 1 (Strongly Disagree): 12 people, accounting for 3.9%, with a score range of 1-1.8.

Rating 2 (Disagree): 48 people, accounting for 15.7%, with a score range of 1.9-2.6.

Rating 3 (Neutral): 106 people, accounting for 34.6%, with a score range of 2.7-3.4.

Rating 4 (Agree): 48 people, accounting for 45.7%, with a score range of 3.5-4.2.

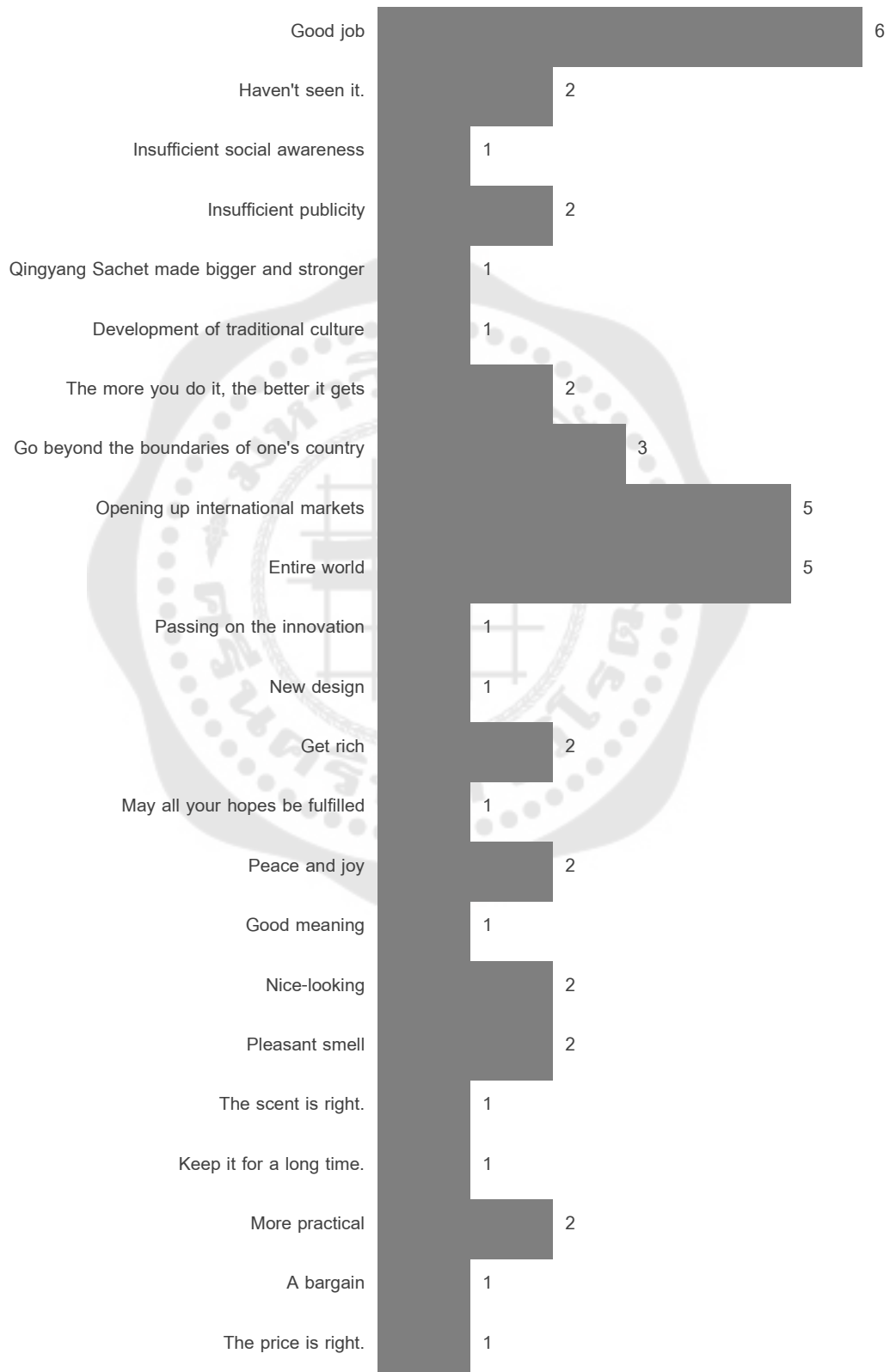
Rating 5 (Strongly Agree): 92 people, accounting for 30.1%, with a score range of 4.3-5.

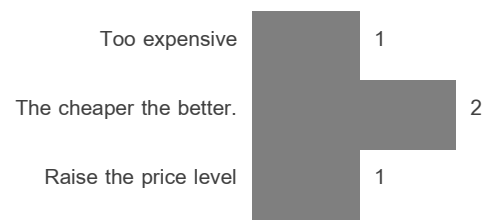
The total score is 1078, and the average value is 3.52. Generally, those who agree that Qingyang Sachet should expand online sales channels constitute the highest percentage at 45.7%. This is followed by the neutrals at 34.6%, and those who strongly agree that Qingyang Sachet should expand online sales channels at 30.1%. Lastly, those who strongly disagree that Qingyang Sachet should expand online sales channels constitute the smallest percentage at 3.9%.

In summary, the majority of respondents agree, with the highest percentage believing that Qingyang Sachet should expand online sales channels.

Part IV Suggested results

Word Frequency Analysis





Part IV Suggested results

Regarding the results of your valuable opinions on the Sachet Sales Market mentioned above:

Based on the content of the questions, a word frequency analysis was conducted on the respondents' answers (as depicted in the figure). The results revealed that the term "hope for the expansion of influence and enhanced promotion of Qingyang Sachet" had a high word frequency, being mentioned 28 times. Design transformation was mentioned 14 times, appearance and function transformation were mentioned 8 times, and beautiful meaning was mentioned 5 times. The price of Qingyang Sachet was discussed a total of 6 times, while inheritance and innovation were mentioned three times. It is evident from the results that there is a strong desire for innovation and inheritance of Qingyang Sachet. Researchers can undertake innovative design in terms of appearance, function, and beautiful meaning of Qingyang Sachet, while also considering reasonable pricing.

Final design

TABLE 23 Qingyang sachet new scheme 1, Bag hanging (including pockets) Qingyang sachet


Name	Picture	Cultural meaning	Shape	Pattern	Colour	Function
Qingyang sachet designed by Liu Lanfang (Around 2020 AD)		The 12 zodiac animals represent the inheritance of traditional Chinese culture and blend traditional culture with modern aesthetics. Can be used as "peace symbol".	Arc, circle, Angle.	Dragon, zodiac element and traditional ingot bag.	Blue, red, black, white, etc.	Used as a Bag pendant.

TABLE 23 (CONTINUE)

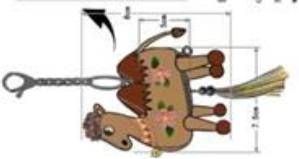



<p>Qingyang sachet designed by the researcher (AD2023)</p>	 <p>打开拉链，袋子即可露出各种小物件。 或者，先给袋子填好香料。 Open the zipper, you can get small objects such as Bluetooth headphones in your stomach, hump, head and neck filled with spices.</p>	<p>Arc, circle.</p> <p>Desert camel, body embroidere d winter plum.</p>	 <p># E5A870 # F00995 # A8B154 # F8E51F # 702F13 # 57A200 # E6A0F # F7FFFF # E6A0F6 # 000000 # 4E9910 # F15A16 # 19A210</p>	<p>The hump contains spices to give off fragrance. Open the belly of the camel can be installed Bluetooth headphones and other small objects, as a bag hanging use.</p>
	<p>"Dragon" in traditional culture is a symbol of power, nobility, honor, but also a sign of luck and success. The dragon meaning a spirit and is a totem of a nation.</p>	<p>Ellipse s, angles, arcs.</p> <p>Dragon, auspicious cloud.</p>	 <p># 2F7F46 # F8E51F # 172144 # F00995 # F15A16 # 66A0AC # 57A200 # 4C3718 # 00A08B # F7FFFF # 7734A8 # 4B1817 # 000000 # E67294 # F75490 # 000000 # F1A864 # F68B84 # F71616 # F08B77 # E9729E # 70A202</p>	<p>With zipper, can hold headset keys and other small objects, can be a bag hanging.</p>

TABLE 23 (CONTINUE)

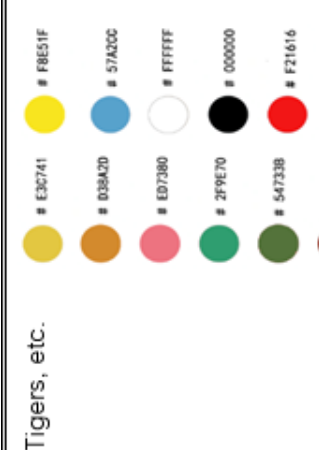
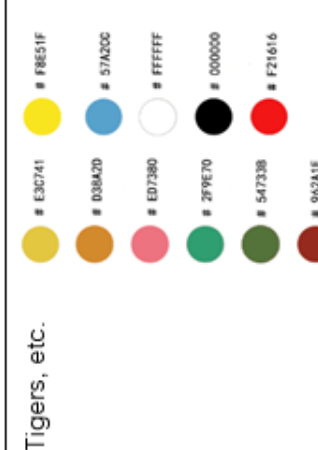
 <p>The 12 zodiac animals represent the inheritance of traditional Chinese culture and blend traditional culture with modern aesthetics. Can be used as "peace symbol".</p>	<p>Arc, Tigers, etc.</p> <p>Fill with spice.</p> <p>Used as a pendant for a bag.</p>	<p>National tide zipper bag hanging embroidery sachet (can install Bluetooth headphones, keys and other small objects); Can also be used as a car pendant.</p>
 <p>A variety of patterns such as the zodiac arc can be designed, all of which contain beautiful meanings.</p>	<p>Circle, Tigers, etc.</p> <p>Fill with spice.</p> <p>Used as a pendant for a bag.</p>	<p>National tide zipper bag hanging embroidery sachet (can install Bluetooth headphones, keys and other small objects); Can also be used as a car pendant.</p>

TABLE 24 Qingyang sachet new scheme 2, Small mobile phone pendant Qingyang sachet


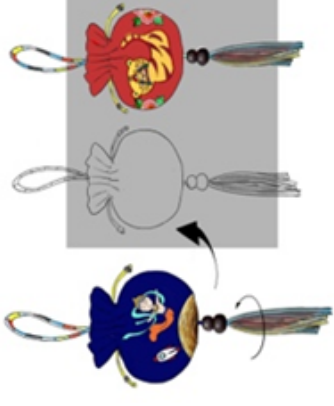
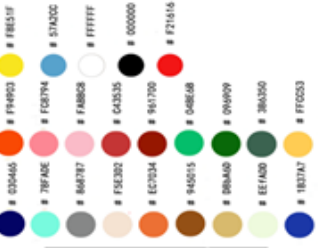
Name	Picture	Cultural meaning	Shape	Pattern	Colour	Function
Qingyang sachet designed by Liu Lanfang (Around 2020 A.D)		The Chinese pronunciation of "persimmon" is the same as the Chinese "thing", and people like to use persimmon to represent the good wish of "all the best" in the new era.	Arc and circle.	Persimmons, grapes.	Orange...	Fill with silkwool and traditional spices (mugwort leaves, angelica angelica, ligusticum Chuanxiong, Baicalensis, pine, etc., grind and extract into powder.) Can be used as a mosquito repellent bag; Car pendant hand ceremony.
Qingyang sachet designed by the researcher (AD2023)		The combination of ancient flying space and modern space embodies the flying dream of people in the new era. In addition, it can also embroider other new patterns such as tigers.	Circle, arc.	Ancient flying, modern aerospace. In addition, it can also embroider other new patterns such as tigers.		The mobile phone is a tool used by everyone every day. The small Qingyang sachet with exquisite fashion embroidery is hung on the mobile phone, and the fragrance is overflowing, making people's life better. It also has a health protection function.

TABLE 25 Qingyang Sachet new scheme 3, Car newborn fetal hair pendant Qingyang Sachet


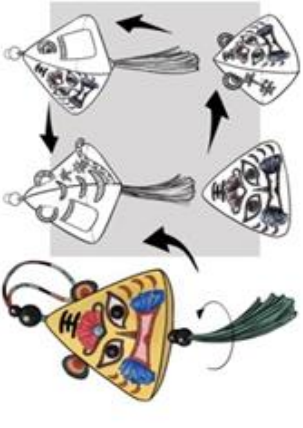
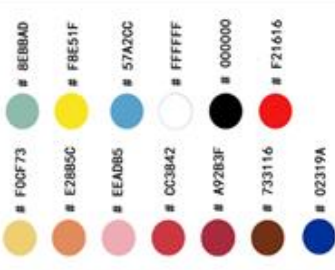

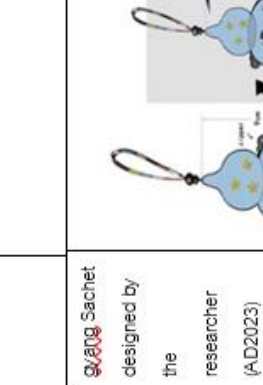
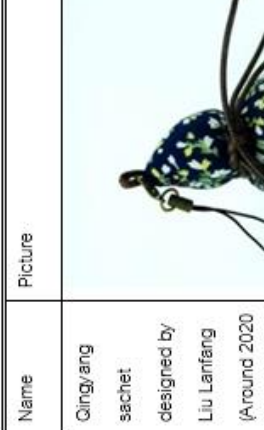
Name	Picture	Cultural meaning	Shape	Pattern	Colour	Function
Qingyang sachet designed by Liu Lanfang (Around 2020 AD)		Five poison frogs, symbolizing reproduction.	Arc, circle, oval.	Five-poils on frog	Orange, blue, black, pink, green, white.	No Chinese herbs, added small pockets. Small pockets for storing things.
Qingyang sachet designed by the researcher (AD2023)		The 12 zodiac animals represent the inheritance of traditional Chinese culture and can be used as "peace symbols".	Zodiac elements and zongzi triangle bag.	tiger		With a small pocket, can store newborn hair (fetal hair) , is a newborn souvenir. At the same time as the car pendant, soft and safe, fragrance.

TABLE 26 Qingyang sachet new scheme 4, Car Bluetooth headset pendant Qingyang sachet

Name	Picture	Cultural meaning	Shape	Pattern	Colour	Function
Qingyang sachet designed by Liu Lanfang (Around 2020 AD)		The Chinese pronunciation of "gourd" is the same as the Chinese word "fu", which is a symbol of wealth and represents longevity and good luck. Folks use colorful gourds as ornaments, and the legendary gourds of Mr. Iron Knuckle, Yin Xi, An Xisheng, and Fei Changfang, are also one of the symbols of immortality and attainment of Taoism.	Arc, circle.	Floral pattern.	Black, white, green, etc.	Filled with moxa grass, it has the functions of activating channels, warming channels and stopping bleeding, dispelling cold and relieving pain, generating muscle and fetal health, reviving Yang and saving inverse, and maintaining health. Can be used as a small pendant.
Qingyang Sachet designed by the researcher (AD2023)		The gourd has the cultural meaning of keeping safe.	Calabash.	Ancient and modern flying theme car Bluetooth headset gourd sachet.		<p>Scented as a car pendant sachet. The lower half of the hoist can be zipped open to put Bluetooth headphones.</p> <p>The gourd has the meaning of blessing peace.</p>

CHAPTER 5

CONCLUSION DISCUSSION AND SUGGESTION

Qingyang Sachet, a kind of folk handicraft in Qingyang City, Gansu Province, carries rich historical and cultural information and is known as a bright treasure of intangible cultural heritage. Its history can be traced back to ancient times, after generations of inheritance, gradually formed a unique artistic style. Its patterns are rich and diverse, containing a variety of different meanings, reflecting people's yearning for a better life.

5.1 Conclusion

Through quantitative and qualitative analysis, this study focuses on the relevant information on Qingyang Sachet in modern lifestyle, analyzes the cultural significance, appearance, color, function, pattern, and market development of the most popular Qingyang Sachet, and uses online questionnaires and expert interviews to target young people. The research has designed a Qingyang Sachet with creative styles and functions for today's lifestyle. Through research, this study summarized several main research conclusions of the Qingyang Sachet:

1. Qingyang Sachet has a long history.

The history of Qingyang Sachet can be traced back to ancient times. And in the long history according to the different times in the continuous development and change.

Qingyang Sachet has a rich cultural connotation and can be designed in line with the theme of the new era Qingyang Sachet.

Qingyang Sachet contains rich folk culture and is an important part of the intangible cultural heritage in the Qingyang area. In the long historical development process, Qingyang Sachet has continuously absorbed and integrated the cultural elements of different regions and different nationalities and gradually formed a unique style and characteristics. In the Qingyang area, it will be regarded as a mascot, and people will give sachet to express good wishes on some important occasions such as

marriage and childbirth. It also carries Qingyang people's unique views and values on nature, life, love and other aspects.

Through the research, it is found that the cultural significance of Qingyang Sachet: researchers can integrate into the spiritual pursuit of people in today's life. People prefer Qingyang Sachet that fits with the current lifestyle.

2.The meaning of Qingyang Sachet

It can be seen that when choosing the cultural significance of their favorite Qingyang Sachet the proportion of praying for good luck is the highest (such as praying for health, good luck, etc.). The second highest is the symbol of good love and marriage, followed by the theme of the new age. Subsequently, preference is noted for the blessing of evil, eliminating disasters and difficulties; Pray to pass the exam; The significance of totem; Pray for religious symbols. The lowest percentage pray for fame and fortune. In addition, Qingyang Sachet has other meanings. Therefore, researchers can design the cultural significance of today's Qingyang Sachet as praying for good luck (such as praying for health, good luck, etc.); Symbolizing good love and marriage; Embracing new era themes, etc.

3.The design of Qingyang Sachet's unique shape, full of artistic charm, can be transformed in shape, color, pattern, and other aspects.

3.1 The proportion of individuals choosing geometric shapes is the highest. Subsequently, the proportion of people who chose the three-dimensional shape dropped, followed by those who chose the organic shape, and then those who chose the two-dimensional shape. The least popular choice is the abstract shape. Therefore, researchers can first consider the use of geometric shapes when designing a new Qingyang Sachet, followed by three-dimensional shapes and organic and two-dimensional shapes.

3.2.The color of Qingyang Sachet

The color preferences of Qingyang Sachet show that more people prefer fresh and bright color schemes (appropriately reducing the purity and brightness of the colors). This was followed by the traditional color scheme, featuring lots of red, green,

and purple (taking advantage of the high purity and brightness of the colors), which almost doubled in number in comparison. Therefore, the researchers can design the color of the current Qingyang Sachet as a fresh and elegant style color with low purity and low brightness. Traditional color matching with high purity and high brightness should be used sparingly or avoided.

3.3 The pattern of Qingyang Sachet is rich and varied, the color is bright and colorful, and the appearance is diverse. It shows the wisdom of the local people

The creativity of Qingyang Sachet can be classified into animal, plant, human, and so on. To compare the Qingyang Sachet in the old period and the new period, collect the pictures of Qingyang Sachet in different periods, compare and analyze their shapes, patterns, colors, and other aspects, and draw the following conclusions: The pattern of Qingyang Sachet can come from things in nature, and the shape can be circular, triangular and other geometric shapes. The way to wear it includes headwear type, shoulder lying type, chest hanging type, shoulder type, and pedal type. The color selection can be fresh and elegant and in line with today's people's aesthetic.

Example:

Compare the new era five-poison frog sachets with the traditional five-poison frog sachets. Color selection: The traditional five-poison frog sachet can choose green as its main color in a large area, and the color nature tends to be high saturation and high purity. In the new period, the color of the five-poison frog sachet can be created, and the color can be blue from the green innovation design of the real frog, and the color saturation and purity are low.

Traditional embroidered peony sachet: bright color, high color saturation. Pattern: The traditional peony embroidery pattern tends to be realistic. New Era embroidered Peony Qingyang Sachet: Reduced color saturation and purity, more elegant color. The peony of the pattern is treated with a simple and flat design.

In general, most people agree, indicating that more people attach importance to the appearance design (form, pattern, color), and embroidery process of

the Qingyang Sachet. The appearance of Qingyang Sachet should be upgraded based on the current design style.

4. Qingyang Sachet production techniques include material selection, cutting, sewing, filling, and other links. In these links, Qingyang people give full play to their wisdom, so the Qingyang Sachet has reached a very high artistic level in texture, pattern, and other aspects. To better preserve the Qingyang Sachet, you can choose new fabrics to make Qingyang Sachet. Production techniques can also be more flexible.

5. The Qingyang Sachet can continue to expand the scope of application in modern social life and carry out functional innovation.

The application of the Qingyang Sachet in modern society is mainly reflected: as a home decoration, adds life interest; As a gift, to pass good wishes; and as a tourist souvenir, to promote Qingyang culture. Its functions are constantly enriched, and researchers can carry out functional innovation on it.

Example:

Compare the new era five-poison frog sachets with the traditional five-poison frog sachets. Functional innovation: The traditional function of the five-poison frog sachet is to repel mosquitoes and exorcise evil, and the function of the five-poison sachet has changed in the new era. In addition to the function of repellent, it can also be used as a brooch.

Regarding the new features of the Qingyang Sachet, the highest percentage are those individuals who like to use it as a mobile phone pendant. After that, some intend to use it as a key pendant, some want to add storage pocket functions, and finally, some are interested in other functional innovations. Therefore, the function of the Qingyang Sachet allows for more creativity. When the researchers designed the new Qingyang Sachet, they designed it as a mobile phone pendant, key pendant, etc., to enhance its new functions.

The people have a strong desire for the creativity and inheritance of Qingyang Sachet. Researchers can carry out the creative design in the appearance,

function, beauty, and other aspects of Qingyang Sachet while considering reasonable prices.

Therefore, researchers can focus on the color, function, cultural significance, shape, and pattern of Qingyang Sachet to develop a new design in line with today's lifestyle.

6.The development of the Qingyang Sachet has effectively promoted the development of the local economy.

The development of the Qingyang Sachet industry has injected vitality into the economic development of Qingyang city. According to the statistics in 2023, the total output value of Qingyang Sachet industry reached 1 billion yuan, an increase of 20% over the same period last year. This growth trend shows that the Qingyang Sachet industry is continuing to develop and has injected new vitality into the local economic development. The development of Qingyang Sachet has also provided a large number of job opportunities for residents. According to statistics, there are nearly 10,000 people in Qingyang City engaged in sachet production and related work, improving their income. The development of Qingyang Sachet has also had a positive impact on the local tourism industry. As an important part of the intangible cultural heritage of Qingyang City, Qingyang Sachet attracts a large number of tourists to visit and buy. In the future, it should continue to strengthen the support for the sachet industry and continue to pay attention to and support the development of the Qingyang Sachet industry.

5.2 Discussion

The purpose of this study is to design a new Qingyang sachet that conforms to today's lifestyle. According to the results of the obtained data, it can be concluded that designers can innovate the style and function of Qingyang sachet and design Qingyang sachet more suitable for the current lifestyle. According to the results of the survey, the designer can transform the theme, shape, color, pattern, fabric and function of Qingyang sachet. More and more literature shows that it is of positive significance to design new styles and functions of Qingyang sachet. In her research, Zhang Ruifang

(2017) believes that the development of Qingyang sachet needs to keep pace with The Times and meet the spiritual pursuit of today's people. She proposed that in the innovative development of Qingyang sachet, it can be deeply thought about from three aspects: shape innovation, color innovation and functional innovation. In their research, (Liu Yinli, Yang Liang, Yang Guizhi, 2022) found that the good wishes that people want to express can be expressed through everyday objects that can be found everywhere. (Ma Xueyan, Feng Weiyi, Li Kelin, 2008) believe that everything such as the universe, mountains, the sun, the moon, etc. can be the source of inspiration for the creation of rural women, and they can express various long-cherished wishes through Qingyang sachet. It can be seen that Qingyang sachet is rich in content, a wide range of themes, and can carry out theme innovation. As for the shape design of Qingyang sachet: (chunsen, 2007) mentioned that the shape of Qingyang sachet presents significant characteristics of diversity, layering, polysemous and multi-dimensional. It can be seen that Qingyang sachet can be innovated in shape. Liu Xuexin (2010) pointed out in his article that Qingyang sachet has colorful patterns and rich meanings. Ma Xueyan (2008) pointed out that the composition of Qingyang sachet can be divided into square, diamond, column, circle, octagonal, triangle and bionic shapes according to its overall appearance. It can be seen that Qingyang sachet pattern innovation. Through color observation of the old and new Qing Yang sachet made by non-genetic inheritors, it can be found that designers can design Qingyang sachet that is more in line with today's aesthetic color. The functions of the sachet: the literature shows that the Qingyang sachet has the functions of mosquito repellent, traditional Chinese medicine health care, traditional Chinese medicine treatment, folk sacrifice, religious ceremony, lover's symbol, beautifying life as an ornament, and can also be used as a car sachet. Its role has changed with The Times. It can be seen that Qingyang sachet can carry out functional innovation. The vast majority of studies in the literature confirm these findings. Only a few studies have produced the opposite result in the literature, and a few literatures believe that the color of Qingyang sachet should follow the traditional color of

high purity and high brightness. There are also literature that the functional innovation of Qingyang sachet is too bold.

5.3 Suggestions

Cultural inheritance perspective: Qingyang Sachet, as a part of China's intangible cultural heritage, carries the rich historical and cultural connotation of the Qingyang region. However, in modern society, the development of Qingyang Sachet faces many challenges: people's awareness of Qingyang Sachet is not high, resulting in its market potential not being fully developed; The team of excellent inheritors is missing. The design and marketing methods of Qingyang Sachet have limitations. Therefore, Qingyang Sachet needs more attention and protection. Suggestion: Strengthen the publicity of sachet culture, and improve the public's awareness of it; Strengthen the cultivation of talents, constantly cultivate excellent inheritors, and encourage more young people to learn and master the production skills of sachet; Design: Its design should keep pace with The Times, not only to retain the traditional skills, but also to continue to innovate. To create more contemporary works. If traditional culture is not innovative, it will not be more widely recognized and understood. Designers can also learn from the excellent design experience of other regions and countries to inject new vitality into Qingyang Sachets; In addition, in terms of marketing, attention should be paid to online marketing channels. The relevant departments can continue to increase the support of the Qingyang Sachet industry so that the intangible cultural heritage of Qingyang Sachet can be better inherited and developed in modern society.

From the perspective of the design concept, we need to create based on heritage. Qingyang Sachet should pay attention to creative design, combining traditional craft with modern aesthetics. "Based on inheriting traditional crafts, we should encourage designers and craftsmen to innovate, so that Qingyang Sachet can better meet the aesthetic needs of modern people," said Li, director of Qingyang Cultural Industry Development Center. To this end, Qingyang Sachet can introduce new materials, new processes, and new functions, and integrate more fashionable design elements to make the product more competitive in the market.

Marketing: Qingyang Sachet should increase marketing efforts and expand sales channels. Qingyang Sachet can try to promote through various channels such as e-commerce platforms and offline exhibitions to broaden sales channels. Especially in the context of the Internet era, the Qingyang Sachet industry should actively expand network marketing channels, the use of e-commerce platforms, social media, and other new marketing means to expand Qingyang Sachet market influence. Qingyang Sachet can also explore domestic and foreign markets by participating in various exhibitions and trade fairs.

Academic point of view: In the study of Qingyang Sachet, there are also some shortcomings. First of all, the research method is relatively simple, mainly relying on literature and oral history, lack of in-depth research, and analysis of physical objects. Secondly, the research field is relatively narrow, mainly focusing on history, culture, and art, and paying insufficient attention to other subject areas. In addition, the research depth is not enough, and the research on the production technique, cultural connotation, and social function of Qingyang Sachet needs to be in-depth. Because of the above problems, the future development direction of Qingyang Sachet research should pay attention to the following aspects: First, strengthen the research and analysis of Qingyang Sachet material, adopt multidisciplinary research methods, and improve the scientific and accuracy of the research. The second is to broaden the research field and pay attention to the role and value of Qingyang Sachet in society, economy, and education. The third is to deepen the research content and discuss the cultural connotation, inheritance mechanism, and social function of Qingyang Sachet. The research on Qingyang Sachet should strengthen multi-disciplinary cooperation and exchange, improve the research level and quality, and provide theoretical support and guidance for the inheritance and development of Qingyang Sachet.

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