



A CULTURAL VALUE STUDY OF CIGARETTE LABEL DESIGN PATTERNS: A CASE  
STUDY OF HUANGHELOU CIGARETTES IN WUHAN, HUBEI, CHINA



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กรณีศึกษาบุหรี Huanghelou ในเมืองอู๋ฮั่น มณฑลหูเป่ย์ ประเทศจีน



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A Dissertation Submitted in Partial Fulfillment of the Requirements  
for the Degree of DOCTOR OF ARTS  
(D.A. (Arts and Culture Research))

Faculty of Fine Arts, Srinakharinwirot University

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THE DISSERTATION TITLED

A CULTURAL VALUE STUDY OF CIGARETTE LABEL DESIGN PATTERNS: A CASE  
STUDY OF HUANGHELOU CIGARETTES IN WUHAN, HUBEI, CHINA

BY

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OF THE REQUIREMENTS FOR THE DOCTOR OF ARTS  
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This research examines the Huanghelou cigarette brand to investigate the cultural significance of its label design patterns, focusing on their historical importance and cultural value from 2004 to 2023. By researching the Huanghelou brand label evolution, the research uncovers the deep impact of societal culture on cigarette label design. Utilizing semiotics and consumer behavior theories, it explores the role of label design in cultural transmission and consumer purchase behavior. The findings showed that Huanghelou label designs reflect a blend of traditional culture and contemporary trends, showcasing the dynamic interplay of cultural exchange and the amalgamation of brand identity with innovation in traditional culture and modern aesthetics. These insights contribute to understanding consumer perceptions of cigarette labels and their buying decisions, offering valuable guidance for future label design. The research underscores the critical function of label design in expressing cultural and artistic values, fostering a richer appreciation of label design of cultural depth, and proposing new avenues for cultural preservation.

Keyword : Semiotics, Label design, Cultural value, Huanghelou cigarette

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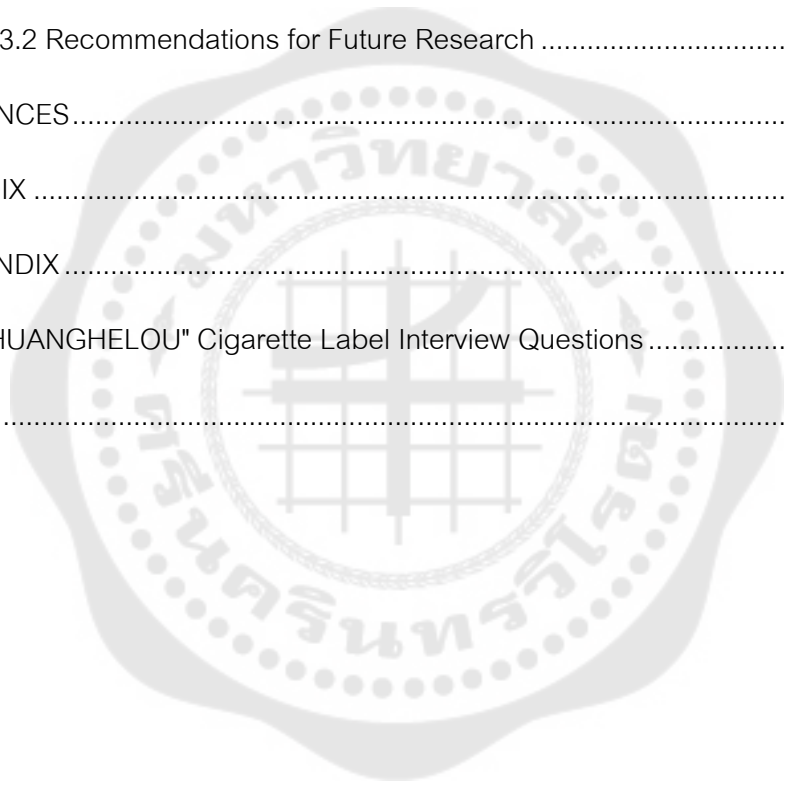
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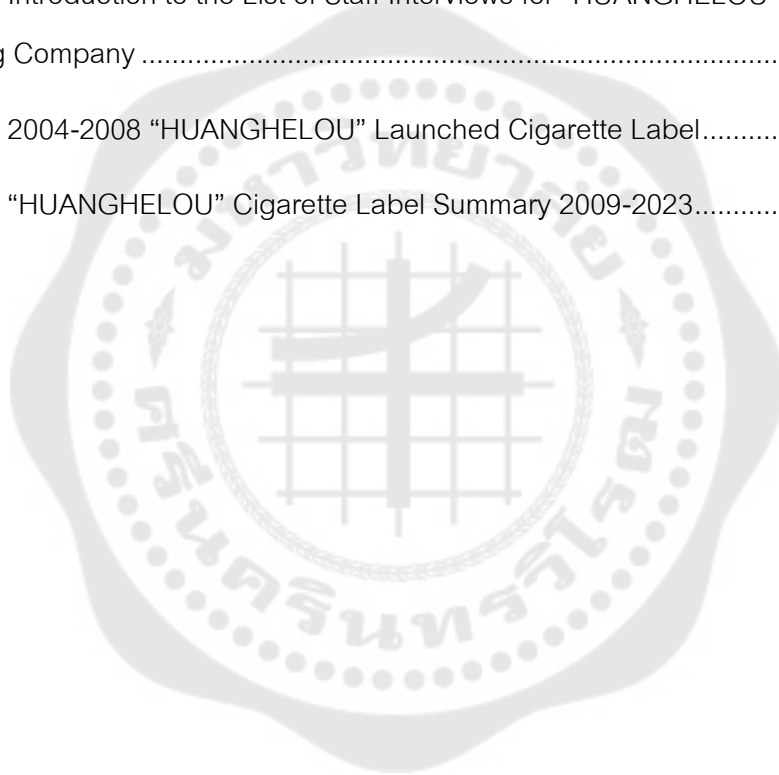
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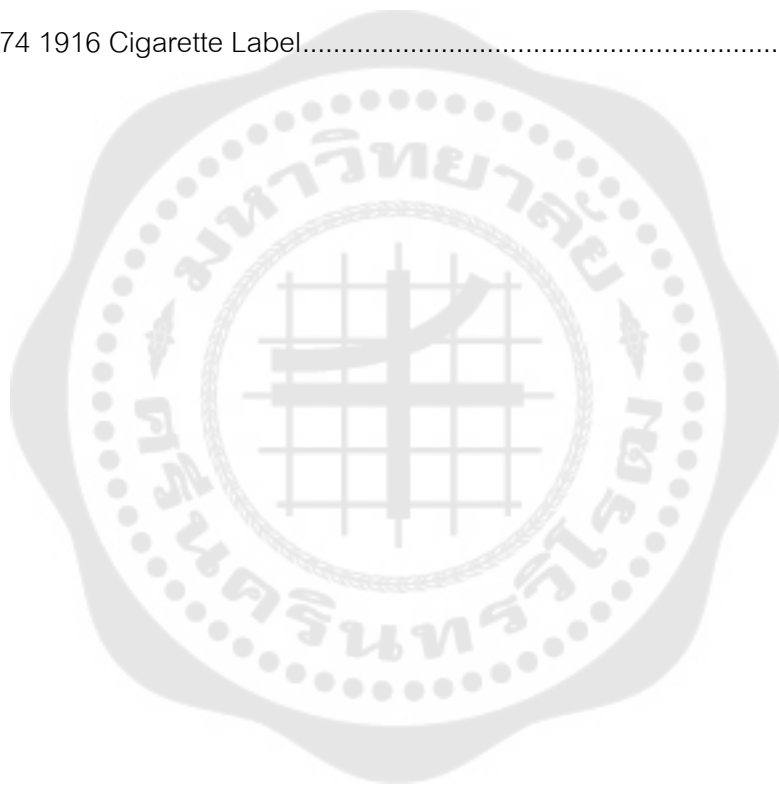
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# CHAPTER 1

## INTRODUCTION

### 1.1 Background

An excellent label design cannot be separated from the nourishment of a specific artistic and cultural soil, and a specific culture is often embodied in the creativity of design works. Label design is a discipline rooted in culture, grounded in daily life, and guided by a contemporary sensibility. Through its unique artistic language, it has the capacity to convey culture from multiple perspectives and layers, revealing the essence of artistic culture. Any design endeavor is deeply intertwined with a specific social and cultural framework and cannot be divorced from the quintessence of their respective social and artistic cultures. Chinese artistic culture, with its rich content and wide-ranging themes, is a manifestation of collective wisdom. Within the depths of China's ancient and profound culture lie exquisite graphic patterns and vibrant motifs imbued with typical cultural connotations. These not only represent Chinese artistic culture but also serve as a source of inspiration for a multitude of artistic designers. Designers, owing to their regional cultural backgrounds, operate within a particular cultural context that has its underlying cultural structure. Consequently, the design retains the artistic accumulations and stylistic attributes of a nation during a specific period. This style endures in a broad spiritual form, possessing richness and a certain level of permeability. Its presentation and overall thought patterns are interconnected, exhibiting a strong sense of heritage. Due to varying natural and socio-economic conditions, ethnicities around the world have developed distinct local customs, social ideologies, moral ethics, and folk traditions. These factors have resulted in differences in lifestyle philosophies, aesthetic preferences, and artistic sensibilities among different regions.

China, as a nation with a profound history and diverse cultural heritage, nurtures rich cultural traditions and artistic expressions across its various regions. Hubei Province, situated in central China along the middle reaches of the Yangtze River, north of Dongting Lake, is aptly named "Hubei," often abbreviated as "E." Serving as a pivotal

cultural nexus, it has played a vital role in cultural exchange and heritage preservation since ancient times. Hubei's most prominent cultural legacy is the Chu culture, which encompasses the material and spiritual aspects of the Chu State, a southern vassal state during Chinese Spring and Autumn Period. Chu culture represents an integral part of Chinese civilization. The forebears of the Chu State initially resided in the central plains of the Yellow River basin before migrating southward, bringing advanced elements of Huaxia civilization to the Chu region. They further developed Chu culture, building upon the foundations of Central Plains cultures such as the Shang and Zhou dynasties, particularly the Ji-Zhou culture. Presently, a significant portion of Hubei Province, along with the southwestern region of Henan Province, serves as the central area of early Chu culture. Wuhan, a city within Hubei Province and its provincial capital embodies a blend of historical heritage and modern vitality.

It is often said that one side of the soil and water raises one side of the people, and the cultural differences between different regions are also very significant, are the specific manifestations of regional cultural differences, and it is because of this unique differences to form the up and down 5,000 years of splendid civilisation, so the regional culture is an indispensable cultural treasure in the traditional Chinese culture(Xiaoqi & Jian, 2023). According to Professor Yu Xiaoqun, Regional culture, or regional culture, is a discipline of geography and humanities that studies the spatial assemblage of human cultures, and in a sense, it is similar to cultural geography, in that both of them take the cultural field in a broad sense as the object of research, exploring the patterns of human activities attached to natural landscapes, the geographic characteristics of cultural regions, the relationship between environment and culture, the routes of cultural transmission, and the systems of human behaviours, including folk culture. routes, and systems of human behaviour, including folk traditions, economic systems, religious beliefs, literature and art, and social organisation (Le & Huimin, 2022). In Wuhan, the Yellow Crane Tower, as a historical monument, contains rich cultural connotations and artistic values. Hubei Province not only has rich natural resources, but also has a long cultural heritage. As a cultural symbol of Hubei Province, the Yellow Crane Tower is

located on the south bank of the Yangtze River in Wuhan. As an ancient pavilion, it has a long history and rich cultural connotations. The Yellow Crane Tower is not only a resort admired by Chinese literati and elegant people, but also a source of inspiration for many literati and writers who left their poems and songs (Mingchen, 2009). The cultural connotation of the Yellow Crane Tower is not only reflected in the historical building itself, but also integrated into the daily life of Wuhan citizens, and this regional culture has become an important part of the culture of the city.

Within group organizations, smoking also functions as a symbol of personality socialization. In the context of Chinese culture, smoking represents a complex and distinctive bodily symbol within the realm of culture. Cigarette dependency encompasses both physiological and psychological aspects, as well as cultural reliance. Various factors play a role, including media influence, the impact of individuals in one's immediate environment, and cultural psychological needs driven by a desire to conform. China offers a wide array of cigarette brands, each with diverse product lines under its umbrella. Some cigarette brands incorporate cultural architecture patterns as their brand logos. For example, there are cigarettes like "HUANGHELOU", Zhong Hua, Hong Ta Shan, Chang Bai Shan, Kuan Zhai, Yan An, Gui Yan, and Da Qian Men. The label of these brands prominently features famous cultural architectural landmarks.



FIGURE 1 "HUANGHELOU" Cigarette Pattern

Source: Photographed by the Author

The “HUANGHELOU” cigarette(fig.1) derives its name from the iconic architectural landmark, the Yellow Crane Tower, in Wuhan city. Its brand logo prominently showcases the Yellow Crane Tower and is adorned with the image of a celestial crane.



FIGURE 2 Zhong Hua Cigarette Pattern

Source: Photographed by the Author

Zhong Hua cigarettes(fig.2) feature the Tiananmen Gate Tower as their logo.

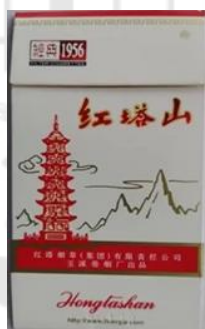


FIGURE 3 Hong Ta Shan Cigarette Pattern

Source: Shan Dong Tobacco Famous Chain 1532 Flagship Store (2023, Aug 20). Hong Ta Shan Soft Classic 1956.

Retrieved from <http://www.xuejia1532.com/h-pd-124.html>

Hong Ta Shan cigarettes(fig.3) are named after an ancient tower in Yunnan province.

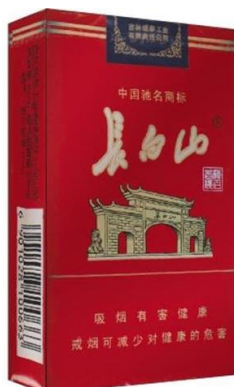


FIGURE 4 Chang Bai Shan Cigarette Pattern

Source: Lifehacks (2023, Aug 20). What is the price of cigarettes in Chang Bai Shan?

Retrieved from <http://www.szbubu.com/683642.html>

Chang Bai Shan cigarettes (fig.4) incorporate the imagery of Chang Bai Shan mountain gate in their label design.



FIGURE 5 Kuan Zhai Cigarette Pattern

Source: Photographed by the Author

Kuan Zhai cigarettes (fig.5) draw inspiration from the architectural characteristics of the Kuan Zhai Alley in Sichuan, with its gray brick and tile pattern.



FIGURE 6 Yan An Cigarette Pattern

Source: Tobacco company(2023,Aug 20). How about Yan An 1935 cigarettes Is Yan An 1935 good?

Retrieved from <https://www.yanjiuhang.com/pingce/4990.html>

Among the Yan An cigarettes(fig.6), one variant commemorates the 80th anniversary of the Long March and showcases label adorned with significant commemorative architectural symbols.

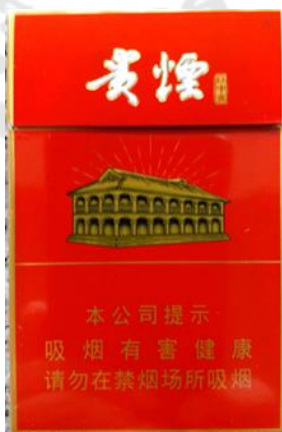


FIGURE 7 Gui Yan Cigarette Pattern

Source: Photographed by the Author

Gui Yan cigarettes(fig.7) feature architectural patterns from the historic site of the Zun Yi Meeting in Guizhou.



FIGURE 8 Da Qian Men Cigarette Pattern

Source: cigarettes.com (2023, Aug 20). 2020 Da Qian Men cigarettes price list, Daqianmen cigarettes have which.

Retrieved from <https://www.cnxiangyan.com/top/44405.html>

The Da Qian Men cigarette(fig.8), with its emblem featuring the architectural design from the Qian Men area in Beijing a century ago, Among the multitude of cigarette brands in China, the “HUANGHELOU” brand held the top position in the national comprehensive cigarette rankings in 2022. This research centers on the top ranked “HUANGHELOU” brand of cigarettes as its primary research focus.

The “HUANGHELOU” of cigarettes derives its name from the Yellow Crane Tower, one of the three renowned ancient towers in Southern China, located atop the She Shan Feng Ling on the southern bank of the Yangtze River in Wuhan, Hubei Province. In fact, “HUANGHELOU” cigarettes had their origins in the Republic of China era, with formal registration occurring in 1928. They were distributed nationally and established themselves as one of distinguished tobacco products of Hubei Province. Originally affiliated with the South China Brothers Tobacco Company, it was one of the most influential companies in the history of Chinese tobacco industry. In 1916, they



established a branch in Hankou, Wuhan. In 1982, the China National Tobacco Corporation was founded, leading to the gradual development and consolidation of Chinese tobacco industry. Due to the outbreak of the full-scale Anti-Japanese War in 1937, production of “HUANGHELOU” cigarettes ceased, and for several decades, they were not produced until 1983 when the Wuhan Cigarette Factory resumed the production of “HUANGHELOU” cigarettes. The cigarette label prominently featured the iconic Yellow Crane Tower, a famous historical building in Wuhan, with an image of two cranes. Chinese tobacco industry underwent significant transformation and consolidation in 2004, giving rise to many major brands(Ting, 2011). The Hubei China Tobacco Industry Corporation, established in 2004, swiftly emerged as a key player at the national level. To this day, the corporation stands as one of the oldest and most venerable tobacco enterprises in China.

The “HUANGHELOU” inherits the esteemed essence of its namesake, the Yellow Crane Tower, which is situated at the heart of the Yangtze River, often regarded as the center of China. It carries the noble character of the Yellow Crane Tower, deeply enriched by the millennia-old Chinese cultural traditions that characterize it as the foremost tower under heaven. “HUANGHELOU” is born with an air of nobility, targeting high-end consumers, and represents a profound and timeless embodiment of Chinese-style cigarettes, reflecting the accumulation of cultural traditions. The former emphasizes the physical aspect of “HUANGHELOU”, which is assertive, while the latter underscores the symbolic aspect, which is reserved(Wei Ping, 2010). The “HUANGHELOU” not only upholds traditional culture but also places a strong emphasis on its youthful and fashionable appeal. Through design elements like form and colour, the entire brand aligns more closely with the aesthetic preferences of younger consumer demographics. By employing a youthful label and image design, “HUANGHELOU” has successfully attracted an increasingly modern and distinct consumer base.

In the research of "HUANGHELOU" cigarettes, most of the research on the integration of traditional elements and cigarette labels and innovative design, the cultural value of HUANGHELOU cigarette label, and social aspects of the impact of



"HUANGHELOU" cigarette label design between the direction of the research is relatively vacant. This paper analyses the label pattern of "HUANGHELOU" brand cigarettes to research their cultural value, historical significance and social-cultural aspects and the impact of the label design of "HUANGHELOU" cigarettes.

## 1.2 Research Questions

This paper will primarily address the following two questions:

1. What is the artistic and cultural value of the "HUANGHELOU" cigarette label?
2. What kind of impact exists between social culture and the label design of "HUANGHELOU" cigarettes?

## 1.3 Research Objectives

1. To analyze Cultural Value and the historical significance of "HUANGHELOU" cigarette label designs spanning the years 2004 to 2023.
2. To analyze and Reflect upon the Long-term Effects of "HUANGHELOU" cigarette label design through social culture.

## 1.4 Research Methodology

This research is qualitative. The cultural value historical significance and artistic aesthetic value of the "HUANGHELOU" cigarette label design are analyzed through the case research method. Using a qualitative research approach to analyze the mutual influence between socio-cultural factors and the label design of "HUANGHELOU" cigarettes.

## 1.5 Scope of Research

This research aims to design the label of "HUANGHELOU" cigarettes in Wuhan, Hubei, China.

### 1.5.1 Content Scope

This research focuses on analysing the evolution of the label design of "HUANGHELOU" cigarettes between 2004 and 2023. The research will focus on the changes in label design and explore the factors that impact these changes, including

regional culture, traditional culture, hot social events, and people's ideologies. Secondly, the study will examine the factors that impact cigarette label design in society and the specific impact of this impact on designers and consumers.

#### **1.5.2 Regional Scope**

This research aims at the Wuhan area in Hubei, China. It includes Hongshan District, Wuchang District, Jianghan District, Qiaokou District, Donghu High-Tech District, Qingshan District, and Hanyang District.

#### **1.5.3 Population and Sample**

Four groups of people will be interviewed for this research. Consumers, cigarette label designers, cultural researchers, and “HUANGHELOU” cigarette company staff.

#### **1.5.4 Time Frame**

2004-2023

### **1.6 Data Analysis**

The data was analyzed, explains the concepts and theories used in Chapter 2, explains the eventual development of the research as well as the research tools in Chapter 3, methods and steps. It also explains why these theories, tools and methods were used.

#### **1.6.1 Research Report**

The results of the research will be presented in a comprehensive manner, through text, graphs and pictures. The results of the research will be presented in a comprehensive manner, through text, graphs and pictures.

### **1.7 Framework**

The meaning of a symbol is culturally specific, different cultures may assign different meanings to the same symbol, and the interpretation of the symbol is limited by the cultural context. Signs and symbols help to establish identity, class and group identity in society, and people express their social status and sense of belonging through symbols. Symbols can convey the history, values and traditions of a culture,

connecting the past with the present. Emotions play an important role in consumer behaviour and can be triggered by visual and sensory elements such as the external form of product, colour, music, etc., thus having an impact on purchasing behaviour. The importance of consumers' emotional experiences and needs in purchasing decisions.

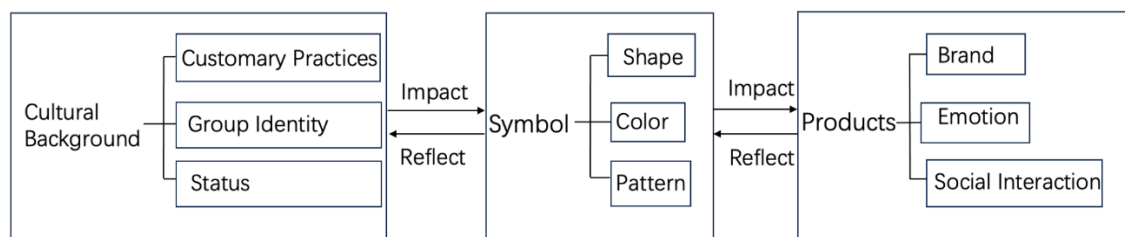


FIGURE 9 Framework

Source: Drawn by the Author

### 1.8 Research Benefits

Through an analytical research of the "HUANGHELOU" cigarette label, this research aims to explore how the design of the "HUANGHELOU" cigarette label integrates with culture. Investigating the historical and cultural value of the "HUANGHELOU" cigarette label can provide examples for the dissemination and inheritance of culture, highlighting that the label serves not only as a functional container but also as a medium for cultural artistic expression. This research contributes to enhancing consumers' new understanding of labels, delving into the mutual impact between socio-cultural aspects and "HUANGHELOU" cigarette label design. It also sheds light on the role of cigarette label design in consumers' daily lives, offering inspiration and references for future cigarette label designers.

## 1.9 Definition of Terms

### 1.9.1 Label Design

Label design is a comprehensive art and engineering discipline aimed at creating an appearance that attracts the eye, conveys information and protects the product. It combines artistry and practicality, giving a unique look and identity to the product through distinctive design elements such as colours, shapes and patterns. Label design is not only the presentation of product appearance but also an important means of brand communication. Through well-designed label, brands can convey their core values, cultural positioning, and establish an emotional connection with consumers. Label design is also impacted by fashion, aesthetic trends and social culture, thus constantly evolving and adapting to different market needs.

### 1.9.2 Culture Value

Cultural values refer to ideologies, beliefs, artistic expressions, etc. that are considered significant in a given society or group, and that play an important role in the dissemination and transmission of social culture. The formation of cultural values is influenced by a variety of factors, including geography, history and tradition. These values are not only an expression of social consensus but also shape, to a certain extent, the identity of individuals and groups. Cultural values are inherited and passed on from generation to generation, forming the cultural system of a society.

### 1.9.3 "HUANGHELOU" Cigarette

The "HUANGHELOU" cigarettes of Wuhan Cigarette Factory are named after the building, and the shape of the building is the main identification of the brand. Favoured by the time and place, "HUANGHELOU" cigarettes have the advantages of historical heritage, use of raw materials, technology and technology, so it is said that the "heavenly gift of light and elegant fragrance", is a classic brand of Chinese cigarettes. In this article, the brand "HUANGHELOU" appears in the form of "HUANGHELOU".

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 The Origin and Evolution of Packaging

With the improvement of productivity, advances in science and technology, and the development of culture and art, packaging has undergone a long process of evolution. The following summarizes four distinct stages of packaging design development.

##### 2.1.1 Primitive Packaging Era



FIGURE 10 Primitive Packaging Era

Source: one-pointed vision(2023,oct,27) Packaging Design Series Insights – Overview of Packaging

Retrieved from <https://zhuanlan.zhihu.com/p/178904724>

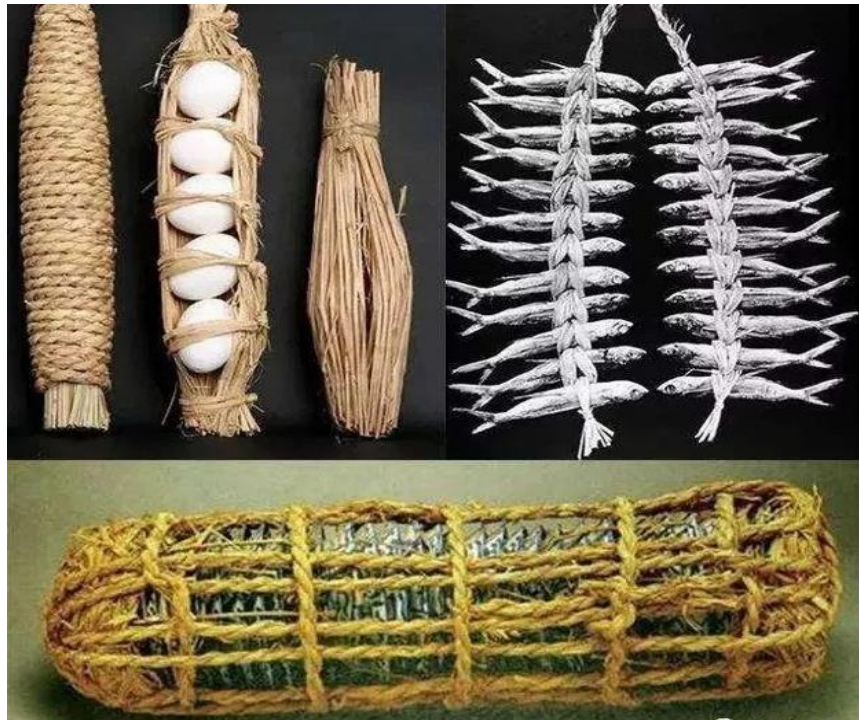


FIGURE 11 Primitive Packaging Era

Source: Packaging Zones (2023.oct 23) 7 minutes to take you through the history of packaging

Retrieved from [https://www.sohu.com/a/289488838\\_198937](https://www.sohu.com/a/289488838_198937)

The earliest form of packaging was undoubtedly designed for product protection, ease of storage, and portability. During this era, packaging predominantly relied on various natural materials, locally sourced (fig.10). Even in the Paleolithic age, items like plant leaves, fruit shells, animal skins, shells, and turtle shells were used to contain food or water. Although these minimally processed parts of animals and plants could not be considered true packaging in the modern sense, they already served the basic functions of packaging in terms of preservation. Such packaging was a result of the limited development of productivity during that time and can be seen as environmentally friendly. In contemporary times, among certain ethnic groups, natural materials like bamboo, wood, various types of grass, and plant leaves are still employed



as packaging materials for various items (Packaging, 2019). During this period, these materials might not constitute true packaging in the strictest sense, but the concept of packaging had already begun to take root(fig.11)

### 2.1.2 Ancient Packaging Era



FIGURE 12 Ancient Wine Altar

Source: Beverages (2023, Oct 27). Ancient Wine Altar

Retrieved from [https://sucai.redocn.com/dongwuzhiwu\\_7662667.html](https://sucai.redocn.com/dongwuzhiwu_7662667.html)

This era marked the transition to the age of craftsmanship, a protracted period during which packaging gradually matured. Packaging items woven from various plant materials such as bamboo, rattan, reeds, and grass continued to evolve, often serving as packaging for everyday goods. While inheriting diverse packaging forms from previous generations, distinct characteristics reflecting the spirit of the times began to emerge. During this era, materials like ceramics and lacquerware found application in the realm of packaging, as exemplified by the traditional Chinese liquor packaging, which featured ceramic flasks adorned with vibrant red labels, establishing a unique

identity(fig.11). Technological advancements during this period introduced concepts like transparency, breathability, and moisture resistance into packaging practices.

### **2.1.3 Ancient Packaging Era**

This period they have marked the transition into the era of craftsmanship, which extended over a considerable duration and witnessed the gradual maturation of packaging. Packaging products made from various plant materials such as bamboo, rattan, reeds, and grass continued to evolve and became common among the masses. While inheriting various forms of packaging from previous generations, it began to exhibit distinctive characteristics reflecting the spirit of the age. During this time, ceramics and lacquerware also found their application in the field of packaging. For example, in traditional Chinese liquor packaging, ceramic flasks adorned with bright red labels became a distinctive feature. Packaging during this period incorporated technologies like transparency, ventilation, and moisture resistance.

### **2.1.4 Modern Packaging Era**

With the advancement of industrial technology, packaging entered a new phase of development. Synthetic materials such as plastics, glass, and steel emerged as packaging materials. Synthetic plastics, in particular, stood out with their array of colors, including dark brown, deep red, and later, blue and black. During the early 1970s, barcodes appeared on packaging, accelerating the pace of checkout processes. This era of packaging placed a greater emphasis on visual aesthetics, giving rise to a variety of design expressions.

### **2.1.5 Contemporary Packaging Era**

Packaging materials and containers continued to evolve. The emergence of brands and corporate identity systems transformed packaging design from an isolated entity into an integral component of corporate promotional strategies. Series-based packaging designs became prevalent, emphasizing the need for visual consistency while allowing room for creative variations. A more human-centered design approach was advocated, placing people at the core and reevaluating, reconstructing, and redefining design to align with human thoughts, emotions, personality, and functional



needs. Human-centric labels appeared more "user-friendly" and "approachable" to consumers. Notably, regional characteristics in label design gained prominence during this era, primarily reflecting the distinctive cultural personality of a given community.

## 2.2 Research on Cigarette Label Culture

### 2.2.1 The History of Cigarette Labels in China

Based on ancient textual records, labels in China can be traced back to the Warring States period. The earliest documented label was for a needle shop in Jinan, Shandong during the Northern Song Dynasty. It featured text, illustrations, and advertising slogans, making it one of the earliest examples of labels in China to incorporate modern elements. The development of cigarette label design in China spans over a century, but dedicated research into cigarette label design has only gained recognition in recent years. researching cigarettes as a unique commodity differs from researching traditional Chinese culture, such as wine culture, tea culture, and traditional food culture. Firstly, cigarettes were introduced to China after the Opium Wars and carry intrinsic foreign cultural influences. Therefore, when researching cigarette label design, we cannot ignore the impact of foreign cultures. Secondly, the history of cigarettes in China is closely intertwined with the economic and cultural development of the country. Each cigarette brand carries distinct characteristics of its time and region. Lastly, due to the Framework Convention on Tobacco Control (FCTC) issued by the World Health Organization, cigarette label design and advertising are subject to specific regulations, significantly limiting the diversity of cigarette labels. In this context, cigarette label design requires precise positioning, posing a significant challenge to current designers(Ting, 2011). Cigarettes hold a prominent place in the lives of the Chinese people. They facilitate communication and are an essential part of Chinese social interactions. Therefore, researching cigarette label design is becoming increasingly essential. Although cigarettes are harmful to human health, they possess unique cultural and practical values. Research into the art and cultural value of cigarette labels not only has theoretical significance but also guides the development of superior cigarette labels, thus promoting the growth of Chinese tobacco industry.

Before the 1980s, label design in China had not yet developed into a specialized field. General product label design fell under the domain of applied arts design, following the fundamental design principles of "utility, economy, and aesthetics." In the 1980s, with the implementation of Chinese reform and opening-up policy and the practical market demands arising from the development of foreign trade, the basic design principles for packaging Chinese export goods were formulated as "economy, science, durability, aesthetics, and marketability." Subsequently, in the "1986-2000 China Packaging Industry Development Outline" issued by the State Council, the packaging design principles were further refined as "science, applicability, economy, and aesthetics." These principles were introduced to guide domestic label development and design efforts, playing a positively effective role in guiding the comprehensive development of label design in both domestic and export contexts(Yinfei, 2011).

In the 1980s, Chinese cigarette label and printing technology gradually developed. At the end of the 1980s, there were almost no hard-packaged cigarettes available domestically in China, and many cigarettes did not have filters. However, at present, cigarette labels has become more attractive, hard packaging has become more common, and non-filter cigarettes are no longer prevalent. Both in terms of the cigarettes themselves and their label, there has been a significant quality improvement. Due to competition among printing enterprises, cigarette label design and printing processes have become increasingly complex, and materials have become more sophisticated. Cigarette packs printed using a combination of two or three printing techniques are commonplace, and packs combining various printing techniques are not uncommon. In some cases, even engraving intaglio plates used for printing currency are employed in cigarette label printing. During this period, the tobacco industry entered an era of brand competition, transitioning from a seller's market in previous years to the current buyer's market(Yajun, Erhu, & Shuguang, 2005).

In 2003, the China National Tobacco Corporation officially introduced the concept of "Chinese-style cigarettes," emphasizing the need to "secure and lead our cigarette market, quickly enhance the market competitiveness of Chinese cigarettes,

and promptly improve the core competitiveness of key cigarette enterprises and the overall competitive strength of the industry" through the development of "Chinese-style cigarettes." The essence behind the concept of "Chinese-style cigarettes" is to promote the advantages of Chinese characteristics and expand and strengthen China's cigarette industry. Its support lies in independent core technology, and its strategic mission is to stabilize the domestic market and explore the international market. The introduction of the concept of "Chinese-style cigarettes" marked a new historical stage for Chinese century-old cigarette industry. Moreover, as the Framework Convention on Tobacco Control (FCTC) has entered a substantive implementation stage in China and calls for tobacco control have increased both internationally and domestically, the collaborative relationships among tobacco companies have been further strengthened. The concept of "Chinese-style cigarettes" emphasizes the promotion of Chinese characteristic advantages through independent intellectual property rights and core technology, the stabilization of the domestic market, and the exploration of the international market. Creating labels for Chinese-style cigarettes requires inheriting traditional culture while innovating in modern design, incorporating traditional cultural elements to reflect Chinese characteristics. The design of Chinese-style cigarette labels should have elements of inheritance, tradition, and ethnicity, as well as elements of development, modernity, and international appeal, allowing ethnic culture to go global. Cigarette label design, as a means of conveying and showcasing the cultural connotations of products and brand images, plays an important role in promoting corporate culture and establishing brand image. The future development direction of Chinese-style cigarette labels is to create a cultural brand with Chinese characteristics, embodying the inclusiveness and affinity of traditional Chinese culture while keeping up with the trends of the times. Applying traditional Chinese culture to cigarette label design is an important way to enhance the overall cultural connotations and brand-added value of Chinese-style cigarettes, facilitating their entry into the international market and strengthening brand presence(Weiqiu, 2009). In recent years, due to government regulations that prohibit advertising through various media, cigarette labels has become

the most important means of brand promotion for tobacco companies, thereby imprinting cigarettes with cultural characteristics and creating many distinctive brands.

### **2.2.2 Design Features of Chinese Cigarette Label**

The design of cigarette labels should take into consideration functionality, materials, and environmental impact, striving for reduction, and avoiding over-packaging and extravagance, in order to meet consumers' practical and aesthetic needs. The shape of the cigarette label is the outward expression of its structure, often adopting geometric symmetry, reflecting a sense of perfection, stability, and harmony. The color of cigarette labels is the most immediately perceptible characteristic to consumers, and different colors can evoke different feelings in the consumer's psyche. Appropriate color combinations can capture the consumer's attention and desire to purchase. The processing techniques employed in cigarette labels are crucial for the visual effect of the printed material. Label techniques should be combined with anti-counterfeiting technology to elevate the grade and added value of cigarette labels. The harmonious combination of form, color, and texture in cigarette labels can imbue cigarettes with vitality, influencing consumer purchasing tendencies, while also possessing a certain artistic value. Cigarette labels should emphasize balance and harmony, the unity of form and content, and focus on the expression of beauty and consumer aesthetic demands. Cigarette labels are a form of artistic beauty with aesthetic and collectible functions. Consumers derive a sense of beauty and satisfaction by appreciating the artistic design of cigarette labels(H. Yan, 2010).

### **2.2.3 Cultural Studies Theory**

#### **Cultural Semiotics**

Symbols in culture play a crucial role in conveying meanings, values, and social concepts. The meaning of symbols is culture-specific, and different cultures may attribute different meanings to the same symbol. The interpretation of symbols is influenced by cultural backgrounds. Symbols and symbolism in society aid in establishing identity, social hierarchy, and group identity. People use symbols to express their social status and sense of belonging. Symbols can convey the history, values, and traditions of a culture, bridging the past and the present. They can be used

to understand the meaning of symbols, distinguish between cultures, and explore how culture is transmitted (GEERTZ, 1973). The history of Chinese cigarette labels can be traced back to the Warring States period, with the earliest documented label dating to the Northern Song Dynasty. Since cigarette label design was introduced after the Opium Wars with foreign cultural influences, the research of cigarette label design represents a relatively new research focus, distinct from traditional Chinese cultural studies. The development of Chinese cigarette labels is closely related to the country's economic and cultural evolution. In 2003, the State Tobacco Monopoly Administration introduced the concept of "Chinese-style cigarettes," marking a shift in Chinese cigarette labels towards emphasizing Chinese characteristics and culture. The evolution of label design principles in China has transitioned from basic principles like practicality, economy, and aesthetics to more comprehensive guidelines. Label technology and aesthetics play a role in creating visually appealing and culturally meaningful cigarette labels. The concept of cultural semiotics emphasizes the importance of symbols in conveying cultural meanings, values, and identity, as well as their role in cross-cultural communication.

### **2.3 Social Constructionism**

The objectivity of society arises through social interaction and shared social practices, rather than an objective existence independent of human consciousness. Individuals learn and internalise the culture, values and norms of the society during the socialisation process. Socialisation is the result of an individual's interaction with society, whereby the individual adapts to society through the process of socialisation and also shapes the culture and structure of society through the process of socialisation. Individuals express internalised social norms and values through words and symbols, forming the symbolic system of social culture. Social construction theory introduces the concepts of "externalisation" and "objectification". Externalisation refers to the expression of internalised social norms and values by individuals through words, symbols, etc., forming a symbolic system of social culture. Objectification, on the other hand, refers to the process by which the individual perceives and understands the externalised social

culture again, through which the social reality is further consolidated and objectified (Berger & Luckmann, 1966). This theory is used to better analyse how socio-cultural and cigarette label design interact with each other, and to analyse the socio-cultural influences on cigarette label design, as well as how the design elements on cigarette labels are perceived and understood by consumers, and how they affect the social aspects.

## 2.4 The Impact of Cigarette Labels on Consumer Psychology

### 2.4.1 Consumer Psychology

Consumer psychology refers to the psychological characteristics and processes exhibited by consumers during their consumption activities. Consumers' psychology is influenced by subjective factors such as their interests, consumption habits, personal preferences, personality, and temperament. Simultaneously, consumer psychology is susceptible to the impact of objective factors such as product prices, labels, and sales environments. It is argued that the distinctiveness of a cigarette taste is far less appealing to consumers compared to its label. Once the label of a cigarette brand has been accepted and consumers have become accustomed to the cultural and tasteful messages it conveys, the pursuit of taste becomes secondary. In other words, when the psychological aspect becomes the primary motivator for consumption, consumers become less stringent in their requirements for material aspects. Therefore, the cultural and aesthetic aspects embodied in labels have a significant impact on consumer psychology. This is evident in the various restrictions imposed on cigarette labels by the World Health Organization's Framework Convention on Tobacco Control (FCTC) and China's National Standard for Cigarettes (Jianzhou, 2013). When consumers choose between different products on store shelves, it is impossible for them to gain an in-depth understanding of the functionality and quality of the products. The generation of consumer desire is, to some extent, dependent on the psychological interpretation and emotional experience of various visual and tactile aspects of product labels, including color, shape, and texture. Hence, Label design must not only serve a practical protective function but also elevate and strengthen the product's image on a



psychological level. Successful label materials should fully unleash their comfortable tactile characteristics to consumers upon their initial intimate contact with the label material. By capturing the consumer's psychology and engaging in emotional communication, a point of convergence is reached, ultimately prompting the consumer to develop a buying psychology. In rapidly proliferating market of today of new products, competition is driving the market toward saturation. In the competitive process, each participant seeks to gain an advantage over their competitors. When the functionality and quality of products tend to become homogeneous among competitors, satisfying consumers' psychological and emotional needs at a higher level becomes the most effective method to build a loyal consumer base(H. Yan, 2010).

Tobacco products, as daily consumer goods, have a psychological and physiological regulatory effect on consumers through smoking behavior. Simultaneously, they provide a sense of self-satisfaction and social acceptance. The reasons for the continued existence of smokers include the allure of the fragrance, the display and flaunting of personal economic strength, the psychological need to conform to the group, imitation, curiosity, blind obedience, and the pursuit of fashion. Smoking behavior is also used for psychological regulation, especially in situations where social pressure drives individuals to smoke to gain acceptance within a group. Additionally, some film and television productions romanticize smoking behavior and the pursuit of an individualistic and fashionable image, influencing young people to imitate and blindly follow. Nicotine has a special effect on the human brain, offering both stimulation and calmness, making smoking a means of psychological regulation. Tobacco use has become a consumption habit, leading to unconscious smoking behavior in various situations. Smoking in social settings is seen as a social tool for building interpersonal relationships and facilitating social interactions. This literature suggests that in the design of cigarette labels, it is necessary to consider the psychological and emotional characteristics of different consumer groups and employ emotional positioning methods to better meet the needs of various consumers(Benliang, 2007).

#### **2.4.2 Consumer Behavior**

##### **Emotion-Driven Consumption Theory**

Emotion plays a crucial role in consumer behavior and can be triggered by visual and sensory elements such as a product's external form, color, and music, thereby influencing purchasing decisions. Emotion-driven consumption theory emphasizes the importance of consumers' emotional experiences and needs in purchasing decisions (Krishna, 2012). When researching the art and culture of "HUANGHELOU" cigarette labels, this theory provides a valuable perspective for the paper. Through this theory, a more in-depth analysis can be conducted on how cigarette label influences consumer attitudes and behaviors through emotional elements. The research can be focused on several aspects: First, you can explore how cigarette label constructs emotional identification with a specific brand among consumers, subsequently affecting their choices and loyalty. Second, using emotion-driven consumption theory, you can study how emotional elements in cigarette labels influence the purchasing decision-making process, thereby deciphering how consumers tend to choose a particular product due to emotional connections. Additionally, you can investigate how cigarette label creates a brand experience for consumers through emotional elements and how emotions impact their perception and evaluation of the product. Lastly, by combining emotion-driven consumption theory with cultural studies, you can research how cigarette label evokes emotional resonance in different cultural contexts, further understanding the close connection between emotions and cultural values. In summary, emotion-driven consumption theory provides a rich analytical framework for the paper, facilitating an in-depth exploration of the art and culture of cigarette labels and their impact on consumer attitudes and behaviors.

### **The Impact of Cigarette Labels on Consumer Psychology**

Consumer psychology in cigarette consumption is influenced by both subjective factors such as personal preferences and habits and objective factors such as label and pricing. The significance of labels in influencing consumer cognition and purchasing decisions cannot be overstated, and label design plays a critical role in eliciting emotional responses and desires from consumers. Psychological factors leading to smoking behavior include a desire for social identity, economic display, and



the impact of peers and media images. Recognizing the importance of considering the psychological characteristics of different consumer groups in cigarette label design is essential. Psychology plays a pivotal role in consumer choices related to cigarettes. Emotion-driven consumption theory posits that emotions play a crucial role in consumer behavior and highlights the impact of emotional elements in labels on purchasing decisions. This theory provides a valuable framework for analyzing how cigarette label constructs emotional connections with consumers, influences brand loyalty and choice, and creates brand experiences through emotional elements.

## **2.5 The Impact of Brand Image on Consumers.**

Brand image is the set of attributes and associated associations in consumers' minds that are linked to a particular brand. It is a subjective reflection of consumers' perception of the brand, formed by decoding and extracting meaning from the information received about the brand. Related concepts to brand image include "brand identity" and "brand equity," where the former refers to the characteristics that a company attributes to its brand, and the latter signifies the value that consumers are willing to assign to the brand.

The Unique Selling Proposition (USP) theory suggests that consumers tend to remember only one strong claim or concept about a brand, leading to the establishment of a brand's enduring position of benefit (Mouchao, 1997). Psychological research indicates that human long-term memory has a certain structure. For a brand, consumers may remember only the most essential information while not retaining all the details. Consumers may subconsciously categorize the brand's information, and these categories have a certain relationship with each other, forming a complete system that plays a crucial role in assessing the overall brand image.

The Brand Image theory, on the other hand, emphasizes imbuing a brand with different symbolic and value-laden associations to differentiate it from similar products. Here, "image" in "brand image" corresponds to the English term "image," but they carry different meanings. According to Augé, "image" in this context refers to symbolic and value-laden associations (Mouchao, 2000). He argues that many brands in the same

category are difficult for consumers to distinguish based on their physical attributes alone. Marketers should achieve this by giving the brand different associations because it is these associations that give the brand its distinct personality. However, these associations should also meet the requirements of the target market.

Biel's theory of brand image divides it into producer image (corporate image), user image, and the image of the product or service itself (Biehl, 1993). It suggests that many brands have little functional differentiation, while there is significant differentiation in the "soft" aspects of brand image, which include emotions and meanings. "Soft" aspects refer to consumers' personality and lifestyle, while "hard" aspects refer to product and company technology and services. Brand image is built on the basis of objective phenomena such as products, technology, and the company, while also being influenced by consumers' subjective reflections and emotional cognition of the brand. Brand image plays an essential role in modern society, not only for distinguishing goods but also as a symbol for consumers and an indicator of brand loyalty (Xiaoyong, Jianhong, & Yiwen, 2003).

The impact of Brand image on consumers. The importance of brand associations, unique selling points, and differentiation through symbols and emotional associations are highlighted. Biel categorizes brand image into producer image, user image, and product image. Psychology plays a critical role in consumers' choices and behaviors related to cigarettes and brands.

## **2.6 The Impact of Chinese Culture on Consumers**

Traditional Chinese culture has evolved over historical periods and is an integral part of people's lives, influencing consumer behavior as well. Cultural values in China also impact each individual's consumption patterns. One of China's renowned jelly brands, Xizhilang, owes its success to the application of traditional Chinese culture in its product marketing. It revolves around the core concept of "priceless family bonds," leaving a profound impact on people. Traditional Chinese culture places a strong emphasis on interpersonal relationships and reciprocity, often involving the exchange of gifts during social visits. This brand uses imagery related to family gatherings and

phrases like "jelly gift pack" and "gift for good friends" on its label to cater to consumers' gifting needs. By employing these visual elements, the brand directly appeals to consumers' emotions, satisfying their lifestyle requirements to some extent, and reflecting the humanistic spirit of Chinese culture.(Tingting, 2019)

Culture subtly influences the psychology of consumers. Contemporary cultural exchanges have led to the formation of various cultural systems, and consumers have unique consumption ideologies. Different environmental factors give rise to diverse consumer demands, and under the impact of culture, consumers showcase their distinct cultural charm through their consumption patterns. Culture represents broad awareness and is interrelated with the economy(Sitong, 2020).

An ancient Chinese said, "A goose feather sent from afar conveys deep feelings," which vividly illustrates the interconnected yet distinct relationship between these two aspects. In reality, the gap between these two functions of cigarette labels has been gradually widening, reflecting the evolving trends in the development of modern gift cigarette labels. Socioeconomic development has led to the differentiation of the cigarette consumer base. When consumers no longer prioritize the material function of cigarettes in their consumption choices and instead focus on expressing their identity, status, and respect for others through gift-giving, cigarette label gradually becomes an integral part of the cigarette itself. This has resulted in a fundamental transformation in the nature, form, and significance of gift cigarette labels. It's important to note that a well-designed gift cigarette label, one that strikes the right balance, is essential. The overly luxurious label may be deemed unnecessary, while an excessively simple label can be perceived as lacking in respect. What we need is labels that is just right (Weijun, 2006).

Traditional Chinese culture exerts a profound impact on consumer behavior and preferences, as exemplified by the success of the Xi Zhi Lang jelly brand. This brand strategically capitalizes on Chinese cultural values of familial ties and gift-giving traditions. This cultural impact is believed to deeply resonate with consumers, given that Chinese culture places a strong emphasis on interpersonal connections and rituals,

including the exchange of gifts. Culture is characterized as a broad realm of awareness that shapes consumer psychology, influencing consumption attitudes and giving rise to distinct consumer demands within various cultural frameworks. Furthermore, the longstanding tradition of gift-giving in Chinese culture has contributed to the popularity of gift cigarettes, serving as a medium for interpersonal communication and social interaction. The evolution of gift cigarette labels is elaborated upon, emphasizing the significance of skillfully striking a balance between opulence and simplicity in design to effectively convey sentiments of respect.

## 2.7 The Culture of Smoking in China

In traditional Chinese culture, gift-giving on special occasions is a way to express respect. These cultural norms have contributed to the development of cigarettes as gifts in China, with nearly half of the Chinese population either giving or receiving cigarettes at some point in their lives (Rich & Xiao, 2012). This literature further underscores the significant role of cigarettes in social interactions in China. In modern social exchanges, the emphasis is placed on the label of premium cigarettes when it comes to "gifting." We understand that cigarettes, as gifts, serve as a crucial medium in interpersonal communication. Regardless of the quality or flavor characteristics of the cigarettes themselves, their primary purpose is to convey emotions and foster connections between individuals. While they cannot detach from their inherent material function, they should by no means be equated with or replace the social function and value of interpersonal communication.

In the process of human development, individuals acquire certain social characteristics, including the need to obtain typical social language and bodily gestures. This involves acquiring the generally recognized behavioral norms and values of a society, often referred to as 'mature psychology.' For many, smoking becomes a means to attain socialization. These groups perceive smoking as a symbol of personality socialization.

Culture, as a societal ideology, is a historical phenomenon, evolving over different periods. Smoking, at times, serves as a complex and unique bodily symbol

within the realm of culture. For example, the act of smoking is portrayed in films and is prevalent in consumer culture, where it represents the acknowledgment of economic status and a certain mature authority. In social settings, smoking seems to have become a fundamental etiquette. Indeed, offering a cigarette is a common gesture of hospitality and those who neither smoke nor carry cigarettes in social interactions may be perceived as lacking in social experience or eccentric. This cultural awareness of smoking is widely accepted by the majority, as they consider smoking a symbol of socialization(Zhengmao, 1990). The daily act of smoking by smokers also serves as a means of cultural continuity. Firstly, cigarettes act as a bonding agent for maintaining social relationships. In times of economic scarcity, sharing one's cigarettes with friends can strengthen interpersonal bonds. Over time, the act of offering cigarettes has become a habit among Chinese people, making cigarettes a medium that facilitates emotional communication and successful problem-solving. Cigarettes also play a lubricating role in social engagements, with many smokers considering smoking as a means of social interaction. Smoking also satisfies class-related needs, as some individuals associate smoking high-end brands with prestige. Furthermore, the price tiers of cigarettes foster a cultural demand for using them to signify one's social status(Wei, 2010).

## **2.8 Research on the Label of “HUANGHELOU” Cigarettes**

The author provides a comprehensive analysis of the label design of “HUANGHELOU” cigarettes from four perspectives and repositions the design of the “HUANGHELOU” cigarette label. Currently, the diverse market economy has led to a variety of consumer demands, and product diversification is an effective way to meet these diverse needs. Furthermore, tobacco companies are focusing on competition in the middle to high-end markets amidst intense market competition. Product positioning and label design are key factors in this context. The “HUANGHELOU” series of cigarettes, known for their unique label design, is divided into high-end and low-end products, with a focus on satisfying individual consumer preferences. The label structure of the low-end products of brand tends to be traditional, while high-end

products feature distinctive and unique designs. The design of the brand's logo and text embodies the concept of "drawing from the past for present use," blending ancient literary styles with a modern touch to convey the brand's cultural and historical background. Graphic and color design plays a crucial role in conveying information and regional cultural characteristics through labels. The label design of high-end products combines Western luxury styles with Eastern classical charm, reflecting a unique "East-meets-West" aesthetic. There is still room for improvement in domestic cigarette label design, and it should align with modern trends while drawing inspiration from outstanding foreign design concepts. This brand, in particular, is increasing innovation to meet consumer demands (Shuangshuang, Jianmin, & Ya, 2012).

The value of auspicious elements in the label of "HUANGHELOU" cigarettes can be categorized into commercial value, artistic value, and cultural value. The Chinese nation is one that values and respects its indigenous culture deeply. Unique auspicious elements in Chinese culture hold special significance in the hearts of a wide audience. Incorporating traditional auspicious elements from Chinese culture into products allows for a closer connection with the inner world of the broader audience. Using innovative auspicious elements for visual appeal is the most direct marketing approach. When presented with two similar products, individuals tend to favor a label that conveys auspicious and joyful symbolism. This inclination is inherent in human nature. Therefore, the incorporation of traditional auspicious elements in the label of "HUANGHELOU" cigarettes not only enhances the visual appeal but also directly creates substantial commercial value. It plays a certain role in establishing the product's image. The ultimate goal of product design is to generate favorable commercial value. Thus, it necessitates the comprehensive consideration of various factors throughout the product design process. This involves not only understanding the target audience but also comprehending their cultural backgrounds, environmental contexts, and psychological responses. Only through such an approach can excellent products be designed, resulting in favorable commercial value. The reason traditional Chinese auspicious elements have flourished in an era of rapid economic growth is due to their



significant artistic value. From the perspectives of expression and symbolism, they provide rich design elements for modern graphic design. Whether in terms of color or patterns, they contribute to the development of label design with profound cultural connotations. The utilization of traditional Chinese auspicious patterns in the label of “HUANGHELOU” cigarettes not only enhances its attractiveness from an artistic perspective but also carries a certain artistic value. Moreover, it disseminates traditional Chinese auspicious and joyful culture to a certain extent. Culture represents human creation in response to nature. Label design is a crucial cultural phenomenon that not only serves as an ambassador for cultural dissemination but also ensures product quality. It facilitates cultural exchange and communication among different ethnicities and nations. China's auspicious culture is deeply rooted in the traditional culture of the Chinese nation and has been passed down through generations, reflecting our national mindset and characteristics. China's traditional auspicious culture permeates various forms of expression through homophony, symbolism, and representation. "Images must carry meaning, and meaning must be auspicious." This ethos continues to be inherited and passed down in modern design. Regardless of the design aspect, the presence of traditional Chinese auspicious culture is evident. By incorporating auspicious patterns in the label of “HUANGHELOU” cigarettes, not only can the audience intuitively sense the festive atmosphere and aspirations, arousing their desire to purchase and leading to economic benefits, but it also serves as a means to disseminate China's long-standing auspicious culture. This helps more people understand Chinese auspicious culture and China, enabling Chinese culture to reach a global audience (Qianqian, 2013).

As one of the most influential cigarette brands in China, “HUANGHELOU” cigarettes have always garnered significant attention for their label design. However, there has yet to be a comprehensive and systematic exploration of the artistic and cultural aspects of the label design of “HUANGHELOU” cigarettes. The label design of “HUANGHELOU” cigarettes has undergone multiple changes and innovations throughout its history, consistently maintaining its characteristics of nobility, elegance, and alignment with Chinese traditional culture. The modern and traditional elements of

the “HUANGHELOU” style complement each other, allowing consumers to deeply sense the rich cultural essence within the brand's image. The inheritance, innovation, and deepening of the cultural charm of “HUANGHELOU” culture represent a perfect embodiment of its iconic cultural connotations and a crucial aspect of its seamless brand style integration.

While upholding traditional culture, the “HUANGHELOU” emphasizes its youthfulness and contemporary appeal. The revamping of the cigarette label 's shape and colors marks the brand's initial steps towards rejuvenation. Lively color combinations, distinct designs, and innovative label structures make the entire brand more in line with the aesthetic preferences of younger consumer groups. Through youthful label and image design, the “HUANGHELOU” has attracted an increasing number of consumers characterized by modern and distinctive tastes, resulting in excellent sales figures. In-depth research into the cigarette label of the “HUANGHELOU” can provide a better understanding of its artistic expression, artistic and cultural value, as well as its impact on consumer psychology.

Since 2004, “HUANGHELOU” has gradually accumulated its own brand culture, allowing effective communication with consumers. Particularly, with the high-end product "1916," “HUANGHELOU”'s impact has steadily grown. In concrete terms, Wuhan Tobacco Company Limited has consistently associated culture with the promotion of “HUANGHELOU”. Starting from the 2002 production of the “HUANGHELOU” manual, a strong humanistic sentiment has been expressed. “HUANGHELOU” has consistently revolved around cultural taste, striving for the refinement associated with high-quality cigarettes. The release of the “HUANGHELOU” song MV in 2006 and the publication of “HUANGHELOU - Discovering Wuhan” further enhanced the brand's cultural taste. To correctly understand traditional aesthetics and historical culture, the most modern techniques are employed to handle composition and color, emphasizing novelty and impact. A wealth of modern aesthetic language, the fusion of the essence of both Chinese and Western cultures, precise and limited use of classical elements—all aim to allow modern individuals to emotionally and



psychologically immerse themselves in a classical atmosphere without barriers. "HUANGHELOU" is a thousand-year-old ancient tower, and using such an age-old tower as a brand with its profound cultural connotations expresses both the product's nobility and cultural richness. This choice reflects the decision-maker's thoughtful intentions. As a brand of goods, "HUANGHELOU" symbolizes classical nobility (Pizhen, 2003). The author combines a particular element from Chinese tradition with "HUANGHELOU" cigarette labels, highlighting the existing shortcomings in label design and proposing a new label design based on their research. However, this research remains primarily applied and lacks an in-depth understanding of "HUANGHELOU" label in terms of its market position and cultural value. This research aims to delve into the development history of "HUANGHELOU" and understand the cultural impact on consumers through aspects like design and sales in cigarette labels.

Through an analysis of the label design of "HUANGHELOU" cigarettes, this research highlights its characteristics in adapting to the diverse consumer demands of the modern market while emphasizing its competitiveness in the high-end segment. The auspicious and symbolic elements drawn from Chinese traditional culture are regarded as valuable additions to the label, generating commercial, artistic, and cultural value. The label of "HUANGHELOU" cigarettes effectively strikes a balance between traditional and contemporary aesthetics, a strategy that has facilitated the brand's expansion and resonated with consumers. Additionally, this research underscores the profound significance of cultural heritage in "HUANGHELOU" of label design, examining its impact on consumer psychology and sales. It delves into the brand's cultural connotations and the harmonious fusion of traditional and modern elements.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Research Method

The qualitative research methods used in this research are the following three main ones.

##### 3.1.1 Bibliographic Analysis

By systematically collecting, collating and analysing relevant literature, including news, market analysis, academic papers, research reports and so on. Literature analysis will be used to gain an in-depth understanding of the origins of the “HUANGHELOU”, the impact of labels on consumers, the meaning of some cultural and traditional patterns, and the embodiment of various types of patterns on labels.

##### 3.1.2 Interview Method

Qualitative research: Through the analysis of “HUANGHELOU” cigarette label design and interviews with consumers and cultural research experts, we can understand and explain the social phenomenon, the development of society, and the aesthetic change of people. To understand a wide range of social phenomena through the collation and analysis of the “HUANGHELOU” cigarette label design.

Case research: through interviews with consumers and cigarette label designers. An in-depth research of the interplay between the “HUANGHELOU” cigarette label and social culture. This includes the impact of these label patterns on consumer psychology and designers' design concepts, as well as the impact of social culture on cigarette label design. The data will be collated to gain a comprehensive understanding of the characteristics and context.

##### 3.1.3 The Field Inquiry Method

Field visits to different settings to observe the difference in cigarette use by consumers and interviews with consumers to understand the role and impact of cigarette labels on consumers.

### 3.2 List of Interviews

This research is divided into 4 main categories of population.

1. Consumers. Consumers chose 5 males in the 25-35 age group. Firstly, males make up a large portion of the smoking population, and consumers in this age group already have a job, a stable income, and can dispose of their income. For this type of consumer who buys cigarettes, their choices determine their purchasing behaviour, and choosing this type of consumer can be the most direct way to understand the consumer's purchasing intentions and purchasing thoughts. Or it can be more intuitively obtained whether the label of cigarettes influences the purchasing behaviour of consumers.

TABLE 1 Introduction to Consumer Interview List

Name	Age	career
Pan Jun	35	Coordinators
Liu Bin	33	Drivers
Xu Kai	34	Company employees
Chen Bo	35	Engineering Boss
Wang Huachao	32	Engineers

2. Cigarette Label Designers. Select 5 designers of cigarette label, choose this group to get the most direct idea of the design thinking and design concepts of the brand label.

TABLE 2 Introduction to the Interview List of Cigarette Label Designers

Name	Personal Profile
Liu Hang	“HUANGHELOU” Cigarette Label Designer
Zuo Jingjing	“HUANGHELOU” Cigarette Label Designer
Pan Hu	Packaging Designer. Designs have won many awards at the homecoming level
Liu Yanfa	Artisan. Participated in many times in the design of the packaging pattern of “HUANGHELOU” cigarette
Guo Xinyu	“HUANGHELOU” Cigarette Label Designer

3. Socio-cultural personnel. Three social and cultural personnel were selected for interviews, aiming to gain a deeper understanding of the development and change of social culture and the influencing factors behind it. Through these interviews, the development history of “HUANGHELOU” cigarette label design can be better analysed and the social and cultural dynamics involved can be revealed.

TABLE 3 Introduction to the List of Socio-Cultural Expert Interviewers

Name	Personal Profile
Fang Qin	Director,Hubei Provincial Museum
Xiao Zhengzha	Director,Qiaokou District Cultural Centre,Wuhan
Xu Zhengbing	CEO of Wuhan GuaSnhan Jue Culture Media Co.

4. “HUANGHELOU” cigarette brand company staff. Choose 1 “HUANGHELOU” cigarette company staff, can better understand the brand positioning and development history of the company.

TABLE 4 Introduction to the List of Staff Interviews for “HUANGHELOU” Cigarette Branding Company

Name	Personal Profile
Li Xiang	Staff of Wuhan China Tobacco Group Corporation

### 3.3 Selection of Samples

By classifying the label of “HUANGHELOU” cigarettes according to the type of pattern from 2004 to 2023, there are 17 products in total. Detailed information on product label patterns will be shown in Chapter 4.

### 3.4 Research Tools

1. The two research purposes of this paper are analysed through cultural studies theory and consumer behaviour theory.
2. Take a camera, and a computer to get the “HUANGHELOU” cigarette label design pattern.
3. Data were statistically analysed through interview transcripts and computers.

### 3.5 Data Collection

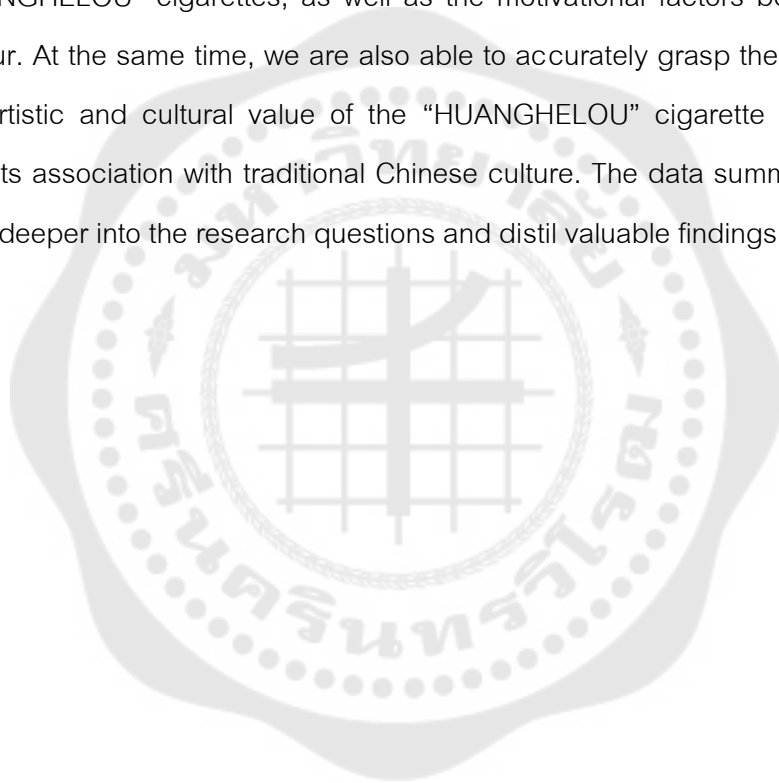
By means of interview texts, images, and audio recordings of interviews. Ensure the validity and credibility of subsequent analyses and applications.

### 3.6 Data Analysis

1. Through interviews with consumers, understand consumers' intentions and reasons for purchasing. Analyse the reasons for the impact of the “HUANGHELOU” cigarette label on consumer buying behaviour.
2. Through in-depth interviews with the designers, we can understand the viewpoints and significance of the cigarette label design, so as to facilitate the interpretation of the intention of the design pattern.
3. Through interviews with social and cultural experts, understand the development and changes of social and cultural changes and big events, and understand the influencing factors that produce such changes. Analyse the reasons that affect the label design of “HUANGHELOU” cigarettes.
4. Through interviews with the staff of “HUANGHELOU” cigarette company, we collected data on the types of cigarettes issued by “HUANGHELOU” cigarette company, as well as information on the history of the development of the enterprise and the positioning of the brand.

### 3.7 Data Summarization

This research adopted a qualitative research method and collected rich data through in-depth interviews. In the process of data summarisation, we first collated and summarised the interview content of each participant verbatim, and then categorised and integrated the relevant information through the method of thematic analysis. Through a comprehensive analysis of participants' views, attitudes and perceptions, we were able to gain an in-depth understanding of consumers' perceptions and evaluations of "HUANGHELOU" cigarettes, as well as the motivational factors behind purchasing behaviour. At the same time, we are also able to accurately grasp the consumer's view of the artistic and cultural value of the "HUANGHELOU" cigarette label and further explore its association with traditional Chinese culture. The data summaries allowed us to delve deeper into the research questions and distil valuable findings.



## CHAPTER 4

### FINDINGS

In this chapter, I will interview a number of people related to the author's research topic. These include five designers working on the label of “HUANGHELOU” cigarettes, three experts with knowledge of the society and culture, five consumers of cigarettes, and one staff member of the “HUANGHELOU” company. The interviews are now categorised and summarised.

#### 4.1 To Analyze Cultural Value and The Historical Significance of “HUANGHELOU” Cigarette Label Designs Spanning the Years 2004 to 2023.

“HUANGHELOU” cigarettes, bearing the brand name “HUANGHELOU”, prominently showcase their connection to one of the Four Great Towers of China, the Yellow Crane Tower. The name “HUANGHELOU” is derived from an ancient legend about immortal cranes. Consequently, the cigarette brand incorporates the imagery of the Yellow Crane Tower in its brand logo, adorned with soaring immortal cranes, skillfully intertwining the brand with profound cultural traditions.



FIGURE 13 Animal - Crane

Source: ZOL(2023, Jun 20). Crane Dance

Retrieved from [https://bbs.zol.com.cn/dcbbs/gallery\\_d167\\_387791.html#p7](https://bbs.zol.com.cn/dcbbs/gallery_d167_387791.html#p7)



The crane belongs to a species of birds characterized by a small head, long neck, beak, and legs, with large wings suitable for flying. Its feathers come in white, gray, or gray-black colors(fig.13). Cranes inhabit flat marshy areas and feed on small animals or plants. In China, there are various species of cranes, including the Red-crowned Crane, White Crane, Common Crane, and Hooded Crane. Among them, the Red-crowned Crane is renowned for its graceful appearance and rarity, often referred to as the "immortal crane."

By combining iconic architecture with immortal cranes, "HUANGHELOU" positions itself as dedicated to creating a classic representation of Chinese-style cigarettes. In doing so, it becomes a cultural symbol and an extension of a classic brand, establishing the high-end and premium image of "HUANGHELOU" cigarettes.

"HUANGHELOU" cigarettes, as a cultural product, maintain a close relationship with culture in their label design. Label design serves as a manifestation of culture, conveying specific cultural information through visual elements such as patterns, colours, and text. Cigarette label design is not only impacted by culture but also communicates specific cultural connotations to consumers through the label. For instance, in traditional Chinese culture, elements such as birds, flowers, water, and clouds symbolize auspiciousness, prosperity, and positive sentiments. These elements are often found in the label design of "HUANGHELOU" cigarettes, indicating the significant role of cigarette label design in conveying traditional cultural values and aesthetics. Furthermore, in the label design of "HUANGHELOU" cigarettes, landmarks such as the Yangtze River Bridge and the Yellow Crane Tower in Wuhan are featured. This reflects a recognition of local culture and distinctive features, as well as an understanding of consumer emotions in contemporary societal trends. The incorporation of current social events, trends, government policies, cultural spirit, and consumer psychology into the label patterns demonstrate a thoughtful integration of present-day elements.

In the interviews, social and cultural expert Fang Qin emphasized the close relationship between "HUANGHELOU" cigarettes and culture as a cultural product,

particularly in its label design. Label design serves as a form of cultural expression, utilizing visual elements such as patterns, colours, and text to convey specific cultural messages. “HUANGHELOU” cigarette label design is not only impacted by culture but also serves to transmit particular cultural connotations to consumers. For instance, in traditional Chinese culture, elements like birds, flowers, water, and clouds symbolize auspiciousness, prosperity, and beauty, and these elements are often found in the label design of “HUANGHELOU” cigarettes. This illustrates the significant role of cigarette label design in conveying traditional cultural values and aesthetics. Furthermore, the label design of “HUANGHELOU” cigarettes features iconic landmarks of Wuhan, such as the Yangtze River Bridge and Yellow Crane Tower, showcasing a commitment to local culture and distinctive characteristics. Additionally, it reflects an awareness of consumer sentiments in contemporary society, integrating current social events, trends, government policies, cultural spirit, and consumer psychology into the label designs.

In interviews, cultural experts, such as Xu Zhengbing, widely acknowledged that “HUANGHELOU” cigarettes represent a significant branch of Chu culture in Wuhan, Hubei, China. The mention of Wuhan, Hubei instantly brings to mind the Yellow Crane Tower and “HUANGHELOU” cigarettes. Over the years, in response to national initiatives and the practicalities of socio-economic conditions, the label design of “HUANGHELOU” cigarettes has undergone numerous adjustments and transformations. Among these notable changes, the most prominent is the integration of culture and label design. “HUANGHELOU” cigarettes have cultivated a unique charm, forming a distinctive allure in the realm of cigarette brands.

From the insights provided by interviewed cultural experts, it is evident that conducting a cultural value study on the label design patterns of “HUANGHELOU” cigarettes allows us to comprehend the significance of cigarettes as cultural products and the crucial role of label design in conveying cultural information.

The graphic design of the “HUANGHELOU” cigarette label underwent various stages of Chinese socio-cultural development from 2004 to 2023. Through literature analysis, it is observed that before the year 2000, cigarette labels primarily focused on

functionality. However, after 2000, there was a gradual shift towards emphasizing the design of labels. The “HUANGHELOU” originated in the 1930s but gained widespread recognition only in 2004 with the launch of 1916, which marked the brand's ascent. The year 2008 held significant importance for China, hosting the Olympic Games, which introduced many foreign cultural influences into the country. Due to these factors, the historical development of “HUANGHELOU” cigarette label design is divided into two phases: 2004-2008 and 2009-2023, corresponding to different cultural periods and the evolution of “HUANGHELOU”.

#### **4.1.1 Period of Integration of Traditional and Modern Culture (2004-2008)**

Before the year 2000, tobacco labels primarily focused on physical and functional aspects, lacking significant highlights or distinctive features for in-depth exploration in terms of design. After the year 2000, with the rapid development of the tobacco industry, there was an increasing emphasis on the design of cigarette labels (Weiqiu, 2009). During interviews, “HUANGHELOU” company staff member Li Xiang explicitly pointed out that, within the time span from 2004 to 2008, classified according to the label designs of “HUANGHELOU” cigarettes, the company introduced a total of five different types of labeled cigarette products in its product development history. The brand recognition of “HUANGHELOU” cigarettes began to rise in 2004 with the launch of the 1916 product. It is evident from the statements of the interviewee Li Xiang and the literature analysis above that “HUANGHELOU” cigarette company is well aware of the need to adapt to social development, integrate with the international community, and address the intense competition in the product market. In response to these factors, “HUANGHELOU” started prioritizing cigarette label design, making changes to product labels, and innovating its offerings.



FIGURE 14 Ruan Hong Lou Cigarette Label Pattern

Source: Photographed by the Author

Launched in the first half of 2004, Ruan Hong Lou features a label color scheme that combines red and yellow(fig.14). The pairing of yellow and red is considered the most classic and widespread in traditional Chinese culture. Apart from the color combination, there are no other distinctive elements on the label, presenting an overall style that is simple and understated.



FIGURE 15 1916 Cigarette Label Pattern

Source: Photographed by the Author



FIGURE 16 Hei Wen Pattern

Source: Photographed by the Author



FIGURE 17 Crane Pattern

Source: Photographed by the Author



Launched in the second half of 2004, the "1916" cigarette received strong market feedback(fig.15). Traditional Chinese patterns, such as "Hui Wen" (fig.16) and "Crane Pattern" (fig.17), were incorporated into the label as decorative elements. The arrangement and composition of these patterns followed the principles of symmetrical aesthetics. Through literature analysis, Zhang Yanjie pointed out that Chinese label design often adopts an axisymmetric form in composition. This external expression is closely related to traditional Chinese cultural thinking(Yanjie, 2018). From an aesthetic perspective, symmetry is considered a symbolic representation of natural beauty. Symmetry is closely associated with balance, creating a sense of health and calm equilibrium. Simultaneously, it often imparts a solemn and dignified feeling, which is why ancient Chinese imperial cities, palaces, temples, and tombs frequently employed a layout with left-right symmetry.



FIGURE 18 "HUANGHELOU" Spelling Pattern

Source: Photographed by the Author

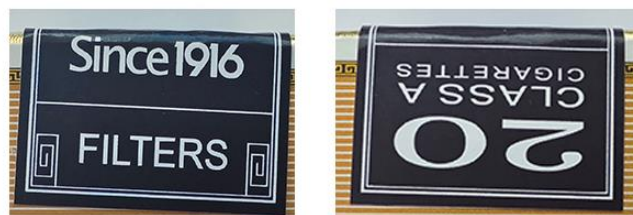


FIGURE 19 English Information

Source: Photographed by the Author

In the interview, designer Zuo Jingjing stated that in the previous label of Chinese cigarettes, as local tobacco products, the size and layout of text and patterns in the label would primarily feature Chinese characters, with letters playing a secondary role. This has long established a conventional and customary design rule.

Through the analysis of the label design of “HUANGHELOU” 1916, it is observed that it breaks with convention in terms of thematic text. The brand name “HUANGHELOU” in letters takes the central role(fig.18), with the Chinese character “HUANGHELOU” as secondary. Additionally, at the top of the label, a black sealing sticker uses English phrases like "Since 1916" and "20 CLASS A CIGARETTES" to convey product information(fig.19). In terms of lettering style, a slightly nostalgic Western sign style and a modern and restrained minimalist style are employed. Designer Zuo Jingjing mentioned that the label design of 1916 cigarettes boldly attempts to use a communication style dominated by Western reading culture for product information, which is relatively uncommon for products targeting the domestic market. This indicates that for “HUANGHELOU”, the reversal and application of both Eastern and Western cultural elements in the label is an innovative and bold design strategy. The label prominently features many traditional Chinese patterns and motifs, suggesting that “HUANGHELOU” cigarette label design aims to bring about change by combining it with traditional culture.



FIGURE 20 Man Tian You Cigarette Label Pattern

Source: Photographed by the Author



FIGURE 21 Wing Feather Pattern

Source: Photographed by the Author

Launched in 2006, "HUANGHELOU" ManTianYou cigarette label features feather patterns as its decorative motifs(fig.20). The arrangement and composition of the patterns still adhere to the principles of symmetrical aesthetics(fig.21).

The interviewed "HUANGHELOU" cigarette label designer, Liu Hang, expressed that in the label design of Man Tian You, the feather pattern serves as an expression of traditional Chinese culture. However, through careful analysis and appreciation of this pattern, it is not difficult to observe the incorporation of Western relief techniques and characteristics of Western floral patterns into the feather motif. Western relief art emphasizes the representation of "blocks" with real and clear physical forms, which is one of the fundamental sculptural languages for successfully creating images in Western traditional sculpture. Classical Western aesthetics assert that "sculpture, in presenting the human form and other natural objects, captures the sensory entirety of the space they occupy in the most faithful way." "Sculpture, in dealing with the human form, treats it as a three-dimensional object, handling it solely based on its representation in the three-dimensional space." It is evident that the aesthetic concepts of ancient Western sculpture are not only aimed at spiritual purposes but also emphasize the spatial occupation of the entire form. The external manifestation of its materiality is the three-dimensional form of distinct "blocks." While there is a certain



amount of spatial compression in the common style of Western relief, it still pursues a sense of space through the fluctuating relationship between "volumes" and "block surfaces," aiming to realistically and concretely reproduce spiritual images (Ning & Yanlin, 2008). Through the analysis of Li Ning and Yao Yanling's literature, it is concluded that Western sculpture art values the three-dimensional sense of the image and the expression of spatial perception. The feather pattern on ManTianYou reflects the three-dimensional sense of Western relief through variations in color brightness and darkness, color weight, and the thickness of lines.



FIGURE 22 Western Painting Patterns

Source: She Ran (2023, Jan 20). Western Pattern - Ranunculaceae Leaves

Retrieved from <https://baijiahao.baidu.com/s?id=1663327612442136445>



FIGURE 23 Works by British Designer William Morris

Source: Zhe Xueyuan(2023, Jan 20) William Morris | I haven't seen his works, so I feel embarrassed to say I understand design!

Retrieved from [https://www.sohu.com/a/551854919\\_136745](https://www.sohu.com/a/551854919_136745)

From the stylistic and compositional aspects of the feather pattern, it is evident that it has also been influenced by the expression techniques of classical Western floral patterns. In ancient Egypt, scroll patterns took inspiration from lotus flowers and papyrus, while in Greece, the anemone leaf served as the primary subject for decorative patterns. Later, scroll patterns evolved in Europe, incorporating vines, honeysuckle, and other plants. Regarding the arrangement of decorative spaces, Europeans tended to experience "space terror" in the face of empty spaces, feeling the need to fill such spaces. This full-bodied compositional form exudes a unique aesthetic sense in Western-painted decorations. In Europe, plant patterns are often used to fill entire canvases through repetitive techniques(fig.22). For instance, during the Arts and Crafts movement, British designer William Morris created wallpapers, textiles, tapestries, and more, featuring repeated use of scroll patterns or other plant motifs to cover surfaces(fig.23). This approach imparted a splendid and solemn courtly temperament to the designs(Yunmiao, 2019).

In European culture, the representation of floral patterns often adopts a square and continuous, balanced symmetric arrangement, expressing a dignified and

luxurious demeanor, embodying a rich and exquisite cultural atmosphere. This repetitive and continuous expression in Western patterns aligns with the aesthetic principles of symmetrical composition in Chinese art, indicating certain shared elements in aesthetic appreciation. In the pattern of “HUANGHELOU” Man Tian You, one can perceive that the expression techniques of the patterns are influenced by Western pattern culture, conveying a cultural temperament of luxury and nobility.

In Chinese cigarette labels, more than 90% incorporate the colors red and yellow (P. Yan, 1999). The color schemes of the two cigarette labels mentioned above have also undergone changes. In traditional Chinese culture, red symbolizes auspiciousness, celebration, and exuberant warmth, representing a passionate color. Throughout history, whether during festivals or joyous occasions like weddings, the use of red decorations and lights has been a way to express congratulations, inner joy, and blessings for the festivities. In ancient China, yellow served as a symbol of imperial power for feudal emperors. According to the theory of Yin and Yang and the Five Elements, yellow belongs to the Earth element, representing the "central earth" and holding a position of reverence among the Five Elements. In feudal Chinese society, yellow was the color of the emperor, and only the royal family could wear garments of bright yellow. In modern design, yellow is the brightest color among all hues, conveying a sense of lightness, transparency, hope, and vitality. Western countries tend to favor blue and cool tones, and in cigarette label design, colors such as purple, green, blue, and black may also appear (Kuanrong, 2007). This indicates that, with regard to the label patterns of 1916 launched in 2004, and Man Tian You launched in 2007 by “HUANGHELOU”, some influences from Western culture can be observed. For “HUANGHELOU”, reversing and applying elements of both Eastern and Western cultures in the label is an innovative and bold design strategy. In terms of color, there is a daring fusion of Chinese and Western elements, boldly combining yellow and black. By integrating patterns and text, the overall visual perception of the cigarette label does not seem disrupted by the fusion of these two cultural color schemes. Consequently, it

presents a harmonious and coherent visual experience, avoiding any sense of discord or incongruity.

In response to contemporary societal events, “HUANGHELOU” cigarettes have endeavored to create label designs that align with current affairs, policies, and popular trends. The 2008 Beijing Olympics, hosted by China, celebrated Eastern culture while fostering global connections. “HUANGHELOU” cigarettes, by incorporating design characteristics from Western culture, particularly Western decorative patterns reflecting unique interpretations of art and culture, demonstrate the influence of Western philosophical thought and technological-industrial development. In the early 20th century, the emergence of modernist movements in the West, influenced by philosophy and technological advancements, gave rise to Western abstract art. This movement sought conceptual designs by simplifying forms and emphasizing abstraction. Compared to the Chinese approach, Western designers tend to be more rational. Foreign cigarette label designs commonly feature mirrored or abstract points, lines, and surfaces to create simple, geometric patterns on organized surfaces. The design style is characterized by a fresh, elegant, and natural aesthetic, often utilizing predominantly white color tones. Western countries generally favor blue and cool color palettes, and cigarette label designs may also incorporate purple, green, blue, and black hues(Kuanrong, 2007).



FIGURE 24 3mg08 Cigarette Label Pattern

Source: Photographed by the Author

Launched in 2007, the “HUANGHELOU” 3mg08 cigarette(fig.24) adopts white as its primary color tone. The label design revolves around the number 08 encircling the globe, presenting a neat and clean design, reminiscent of the artistic technique of "white space." Through the elements of the design, the release date, and the inclusion of the number 08, it is evident that this cigarette was specifically crafted by “HUANGHELOU” to commemorate the grand occasion of the 2008 Olympics. When discussing this cigarette label, consumer Pan Jun remarked that its white and minimalist design caught his attention. In the realm of cigarette products, where vibrant colors and intricate patterns typically dominate, this "alternative" label design leaves a lasting impression, clearly intended as a special commemoration for the Olympics.

In the interview, designer Pan Hu expressed that the label of the 3mg08 cigarette incorporates an abstract and dynamic design of the number "08" surrounding a green earth. This design aims to convey the year 2008, the concept of green development and utilizes extensive white to convey a sense of cleanliness and neatness.

This design serves as both a record of the current events at that time and aligns with the nation's advocacy for a green and sustainable development strategy, as well as the fundamental policy of environmental protection. Pan Hu further pointed out that the cigarette label employs the principle of "white space" from traditional Chinese aesthetics in its composition, creating areas of white space to enrich the aesthetic layers and provide consumers with more imaginative space.



FIGURE 25 The Ma Yuan's of Song Dynasty painting "Solitary Angler in a Cold River."

Source: Zhengguan News (2023, Jan, 28) The pervasive beauty of "blank space" in Chinese painting

Retrieved from

<https://baijiahao.baidu.com/s?id=1780354790407674019&wfr=spider&for=pc>

"White space" is one of the elements of traditional Chinese aesthetics that permeates various artistic fields such as classical poetry, painting, literature, calligraphy, and architecture. This aesthetic ideology originated from the historical practices of the Chinese nation, emphasizing the deliberate preservation of blank areas in works.



Although "white space" may appear as the absence of ink or brushstrokes, it is not truly "empty." Instead, it represents a profound artistic treatment. For example, the white space in the famous landscape painting "Angler on a Wintry River" by the Song dynasty artist Ma Yuan is "dynamic."(fig.25), Despite the simplicity of the painting, white space still occupies a significant portion. In the painting, a small boat, a fisherman sitting at the bow fishing, a fishing line, and a few water ripples are depicted. The entire composition is sparse and simple, with sparse brushstrokes. The artist did not paint the water directly, yet viewers can feel the vast expanse of misty water. At first glance, it seems as if the entire painting is immersed in water, and the content in the unpainted areas becomes a rich and abundant aquatic realm. This is the magical aspect of white space(Xinyue, 2016). Modern graphic design also increasingly emphasizes communication and integration with traditional Chinese culture. In this cigarette label design, the graphic only occupies a quarter of the canvas, and the surplus "white space" aims to convey an imagination and anticipation of a future world that is beautiful and clean environmentally.

Traditional Chinese aesthetics not only serve as inspiration and techniques for modern design but also endow contemporary graphic design with a strong sense of the times and distinctive national characteristics. As people's living standards continue to rise, their expectations when purchasing cigarettes have evolved beyond simple functional requirements. They now seek aesthetic appeal and emotional value reflected in the label as additional attributes. Consequently, minimalist label designs have gained popularity, indicating a shift towards diversified aesthetics in the context of the prevailing environment.



FIGURE 26 Man Tian Xing Cigarette Label Pattern

Source: Photographed by the Author



FIGURE 27 Crane Element

Source: Photographed by the Author

In 2008, "HUANGHELOU" cigarettes (fig.26) introduced Man Tian Xing, utilizing blue as the primary color tone in its label. The design featured a regular arrangement of dots, abstractly expressing a "starry sky" to align with the product name. The label employed a clean and orderly composition to create a cultural symbol for the product. To enhance the cultural significance, a crane bird was added around the "HUANGHELOU" logo (fig.27). The repeated use of the "crane" element on the label has



formed a unique emotional imprint on consumers, making it a significant cultural symbol for “HUANGHELOU” cigarettes. The image of the crane has remained unchanged over the years, becoming a distinctive feature closely associated with the image of “HUANGHELOU” cigarettes, showcasing the unique style of brand and positive connotations. Social and cultural expert Xiao Zhengzha believes that during this period, Chinese society experienced rapid development, extensive integration with the international community, and the successful hosting and conclusion of the Beijing Olympics, which profoundly enhanced Chinese cultural image internationally. Throughout this process, the fusion and exchange between Eastern and Western cultures sparked a strong interest in Western culture, gradually increasing the preference for Western cultural elements. During an interview, consumer Liu Bin mentioned that the Man Tian Xing cigarette label is very innovative and left a deep impression, presenting a simple yet romantic overall feel. It is evident that Western culture, with its abstract art, the aesthetic pursuit of abstract points, lines, and shapes, as well as its inclination towards cool color tones, has influenced the design of the Man Tian Xin label.

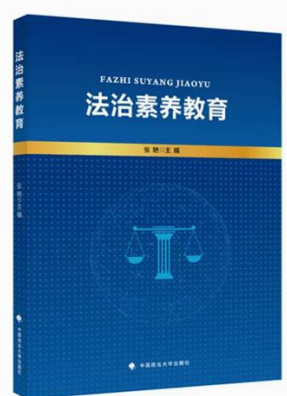


FIGURE 28 Book Cover Design pattern

Source: Zhang Yan(2023, Jan 22) Legal literacy education

Retrieved from <https://detail.tmall.com/item.htm?id=683523574387>

In the cover design of the book "Legal Literacy Education," (fig.28)we can observe design elements similar to those in the Man Tian Xing cigarette label. Whether in terms of color coordination or composition, it exhibits the impact of abstract art from Western culture. This artistic style has gradually been embraced by Chinese designers and extensively applied in various product labels, reflecting the extent of people's identification with Western culture and the evolution of aesthetic perspectives.

A thorough analysis of the cigarette label released by "HUANGHELOU" in this phase reveals a significant integration of traditional Chinese cultural elements with modern aesthetics in the design of patterns, text, and colours. One can sense "HUANGHELOU" cigarettes attempting to change and explore a new visual communication approach, creating a distinctive cultural symbol unique to "HUANGHELOU" cigarettes. This initiative aligns with the psychological needs of consumers in the rapidly evolving contemporary society, breaking away from the outdated and unchanging impression of cigarette labels. The brand strives to seek a way forward for cigarette labels, providing a fresh perspective for the development of the brand.

The traditional Chinese cultural elements in the label of "HUANGHELOU" cigarettes at this stage are reflected in the adoption and use of various types of traditional patterns. Through physical analysis, representative traditional patterns featured in "HUANGHELOU" cigarette labels during this period include the spiral pattern, crane pattern, and feather pattern.

"Hui Wen" Pattern: The spiral pattern, also known as the spiral design, is a traditional auspicious pattern in Chinese culture. Its origins can be traced back to ancient Chinese art and decoration. Inspired by curves and spiral shapes in the natural world, observations of plants, water flow, clouds, and other natural elements incorporated these curves and spirals into the design, forming the unique pattern of the spiral. In the ancient cultural concepts, the back pattern is regarded as a symbol of good luck, happiness and peace, the shape of curled or square folded back lines, symbolising the worship of the heavens, but also means continuous. The spiral is often

used in architecture, furniture, ceramics, and other artworks, symbolizing reunion, harmony, and prosperity. This concept makes the spiral a common decorative element in ancient culture.


Crane Pattern: The crane, a symbol of auspiciousness, has held an important position in the hearts of people since ancient times in Chinese culture, second only to the phoenix. Due to its long life and association with Taoist immortals in mythological stories, it is referred to as the bird of longevity and celestial crane. In terms of human spiritual qualities, the crane is also endowed with a noble meaning, symbolizing the aspirations of a literati and high-minded individual. As a symbol of culture, the crane's significance has been continually supplemented and changed throughout history, giving the crane pattern more extended meanings. In addition to appearing independently, the crane pattern is often used in combination with other auspicious patterns, expressing the meanings of auspiciousness and happiness.

Feather Pattern: The phoenix is an auspicious and noble symbol in ancient China. The wings, as an important component of the phoenix, have led to the creation of specific patterns known as feather patterns since the Tang Dynasty. The feather pattern exhibits intricate and varied forms, symbolizing authority and privilege in traditional connotations. It also carries the auspicious meanings of wealth, prosperity, and the promise of promotion and success.

TABLE 5 2004-2008 “HUANGHELOU” Launched Cigarette Label

Label	Name	Time
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Label	Name	Time
	Ruan Hong Lou	2004
	1916	2004
	Man Tian You	2006
	<p>3mg08</p> <p>(3 milligram 2008</p> <p>Harm is only 3mg)</p>	2007

Label	Name	Time
	Man Tian Xing	2008

By analysing the label of these five "HUANGHELOU" cigarettes issued in 2004-2008, it can be concluded that, in the context of globalization. Chinese society has been influenced by outside culture and its acceptance of outside culture has gradually increased., Chinese society has been influenced by external cultures, leading to an increasing acceptance of foreign influences. Chinese society has undergone a process of integrating and conflicting traditional and modern cultures. The fusion of Chinese traditional culture with elements of modernization is evident across various dimensions, including art, media, and lifestyle. Given the formal proposal of the "cultural industry" concept and the distinctive features of Chinese cigarette labels that encapsulate the essence of national culture while incorporating elements of global excellence, "HUANGHELOU" cigarettes strategically embraced cultural integration for brand development. Responding to the demands of the era, cigarette label reflects a synthesis of historical and modern cultures.

During this phase, the "HUANGHELOU" cigarette label demonstrates the integration of Chinese traditional culture and modern culture in the application of patterns, color combinations, expression of the text, and compositional techniques. These innovative designs received widespread acclaim and love from consumers upon their introduction, and to this day, "HUANGHELOU" 1916 cigarettes stand as a flagship in the realm of Chinese cigarette brands. Therefore, the fusion of different cultures has

enabled “HUANGHELOU” cigarette label to break free from the constraints of previous localized features, creating possibilities for the integration and development of diverse cultures.

The realization of this cultural fusion stems from the profound understanding of both Chinese traditional culture and modern culture by the label designers at “HUANGHELOU”. Operating within the framework of respecting national cultural policies and aligning with current events and trends, the designers' in-depth research and comprehension transform label design into more than a mere combination of patterns; it becomes a precise grasp and expression of cultural symbols. Through astute choices in patterns and forms, the designers successfully integrate traditional cultural elements into the context of modern design, achieving a clever fusion of the traditional and the contemporary. Furthermore, careful considerations in font selection, color coordination, and flexible composition contribute to a balanced presentation that not only showcases the depth of traditional culture but also aligns with modern aesthetic trends. By meticulously selecting patterns and forms, skillfully expressing fonts, coordinating colors, and flexibly composing layouts, efforts are made to seek common ground and balance between traditional and modern cultures. “HUANGHELOU” cigarette label design also invests effort in font design, employing a variety of font styles. Through factors such as the form of the font, the thickness of lines, and the layout of space, the label design gains depth and a three-dimensional quality. The meticulous attention to design details and thoughtful layout add an artistic charm to the “HUANGHELOU” cigarette label. Such design creativity not only reflects the value of multiculturalism in cigarette labels but also provides consumers with a completely new visual experience and emotional connection.

The label design of “HUANGHELOU” cigarettes possesses a high aesthetic value. Taking an overall perspective, the label design of “HUANGHELOU” cigarettes not only emphasizes the inheritance and representation of traditional culture but also integrates modern elements and artistic styles, forming a unique artistic aesthetic. Ingeniously employing visual elements such as patterns, colors, and composition, the label exudes a distinctive charm that is visually pleasing. The patterns and graphics

used in the label design serve not only as decoration but also as a conveyance and manifestation of Yellow Crane Tower culture and product characteristics. The meticulous design of these patterns and graphics allows individuals to experience a unique artistic charm and evoke emotional resonance during the appreciation process. Therefore, appreciating the label design of “HUANGHELOU” cigarettes is not just an appreciation of art; it is also an acknowledgment of the talent and wisdom of the designers. The artistic value presented by the label design of “HUANGHELOU” cigarettes makes it a valuable collection and research subject for art collectors and designers.

During the phase of integrating traditional and modern cultures, the label of “HUANGHELOU” cigarettes not only showcases traditional culture but also incorporates elements of Western culture, effectively gaining recognition in the social market. Chinese cigarette label design, in terms of graphic decoration style, has been profoundly influenced by traditional Chinese decorative culture. The patterns or decorative graphics possess distinctive features of our own nationality, closely linked to our cultural psychological structure, cultural origins, and modes of emotional expression. In the Chinese perception, traditional Chinese culture represents the accumulated and inherited cultural concepts, modes of thinking, ideological principles, and value criteria of the Chinese nation over thousands of years. This is also the reason why traditional cultural patterns, when applied to cigarette labels, are highly favoured by people. With the introduction of foreign cultures, people's aesthetics have gradually undergone changes, and the acceptance of foreign cultures is also reflected in cigarette label design. “HUANGHELOU” cigarette label strives to innovate, avoiding excessive localization in its design. Therefore, the predominant use of intense red on the label is rare. The incorporation and selection of patterns also attempt to blend with modern culture. The label design of “HUANGHELOU” cigarettes fully reflects people's sensitivity to cultural evolution, highlighting the impact of socio-cultural changes on aesthetic concepts. Moreover, the patterns on the “HUANGHELOU” cigarette label effectively document and convey the historical significance of each time period, embodying the cultural value of patterns in the label.



#### 4.1.2 Period of Development of Traditional and Modern Culture (2009-2023)

Over the period from 2009 to 2023, a total of 12 distinct styles of cigarette labels have been introduced by the “HUANGHELOU”. Throughout its product development journey, “HUANGHELOU” has showcased diverse cigarette label designs, reflecting keen attention to and response to the most sensitive aspects of contemporary socio-cultural changes. The role of cigarette labels as a medium of cultural expression, its design style is not only a change in the appearance of goods but also a sensitive perception and active adjustment of the brand to social, cultural and aesthetic trends. This continuous label innovation not only meets the market demand but also endows the brand with a dynamic cultural identity, thus maintaining the vitality of the brand and attractiveness in a highly competitive market. This viewpoint was shared by the company's Li Xiang, as well as social and cultural experts through interviews with them.

In 2011, “HUANGHELOU” Cigarettes introduced three distinct cigarette label designs named Xin Hai 100, GanEn, and Da Cai, The year 2011 holds special significance for China, commemorating the centenary of the victorious Xin Hai Revolution and the 90th anniversary of the founding of the Communist Party of China. The nomenclature of these cigarettes reflects the thematic focus of the design.



FIGURE 29 Xin Hai 100 Cigarette Label Pattern

Source: Photographed by the Author

The label of the Xin Hai 100 cigarette(fig.29) adopts a textual format, emphasizing the numeral 100 to commemorate the centenary of the Xin Hai Revolution. The overall design incorporates the most representative colors from traditional Chinese culture, namely red and gold. In the upper section, the “HUANGHELOU” logo is accompanied by a small line of text stating, "Commemorating the 100th Anniversary of the Xinhai Revolution," clearly conveying that this cigarette label is specifically designed by “HUANGHELOU” company to commemorate the centenary of the Xin Hai Revolution.



FIGURE 30 Gan En cigarette label

Source: Photographed by the Author

Based on the information gathered from the interview with designer Liu Hang, it is learned that Gan En(fig.30) is derived from a legend associated with “HUANGHELOU”. Originally, “HUANGHELOU” was a hotel established by the Xin family. A Taoist often visited the hotel to drink, frequently leaving without paying for the drinks. However, the Xins did not show any neglect due to his non-payment and continued to provide him with drinks every day. In gratitude for their generosity, the Taoist, before departing one day, painted a crane on the wall and claimed that it would come down to

dance and entertain guests. From that day forward, the hotel thrived with guests, and the Xin family accumulated significant wealth. After ten years, the Taoist returned, played the flute, and rode on the back of a yellow crane soaring into the sky. Later, on the land where the hotel stood, Xin built a structure initially named Xin Shi Lou (Xin's Building). To commemorate the Taoist and his immortal crane, it was later renamed “HUANGHELOU” (Yellow Crane Tower).



FIGURE 31 Facial makeup design

Source: Photographed by the Author



FIGURE 32 Peking Opera mask

Source: Beijing Opera (2023. Jan, 28) Complete Collection of Beijing Opera Facial Makeups

Retrieved from [https://www.sohu.com/a/148979709\\_203257](https://www.sohu.com/a/148979709_203257)

“HUANGHELOU” Gan En (Gratitude) draws inspiration from Chinese millennia-old culture of gratitude and incorporates the evolving shape of a crane to depict traditional Chinese facial makeup in its pattern design(fig.31). Facial makeup is a distinctive feature commonly found in Chinese national treasure, Peking opera(fig.32). Facial makeup refers to the decorative patterns applied to the faces of actors in Chinese opera, especially in Peking opera. These patterns adhere to specific specifications and are collectively known as facial makeup. Facial makeup employs diverse colors and lines to create various patterns symbolizing the personalities and traits of characters in the play, such as loyalty, betrayal, kindness, and wickedness. Additionally, Peking opera facial makeup is a makeup technique with strong national characteristics.

From this, it is evident that “HUANGHELOU” Gan En, representing the crane as an auspicious animal, serves as a distinctive cultural symbol for “HUANGHELOU”, incorporating elements of facial makeup into the label design to inject personality and vitality into the brand. The "facial makeup" is surrounded by auspicious cloud patterns. Auspicious cloud patterns first appeared in the late Zhou Dynasty in the region of Chu. It was during this period that a preference for cloud patterns gradually formed in the aesthetic sense of the Chu region. Auspicious cloud decorations exhibit diverse and natural variations, symbolizing auspiciousness in the hearts of the Chinese people. From folklore to cultural anecdotes, clouds in traditional culture are invariably associated with immortals and mythical beasts. The colorful clouds ridden by immortals are considered symbols of good fortune. Gazing at the clouds rolling in the sky, separated by the heavens, one's imagination runs wild. People believe that such clouds are creations of the divine, symbolizing auspiciousness and elevation. This symbolism reflects the profound and vast nature of Chinese culture. Among various decorative patterns, auspicious cloud patterns, like loong patterns, serve as cultural symbols representing Chinese civilization. Similarly, crane patterns and spiral patterns of traditional Chinese motifs are employed in the four corners and black borders of the label. The predominant use of dark gold as the main color tone highlights a sense of luxury. In terms of composition, the design adheres to the principles of Chinese symmetrical aesthetics, embodying a sense of stability and elegance.

In interviews with designer Liu Hang and cultural expert Xu Zhengbing, it was emphasized that, during a period of cultural development advocated by the state to foster cultural confidence, “HUANGHELOU” of Gan En, as a cultural product, visually embodies artistic aesthetics and serves as an exemplary model in promoting traditional Chinese culture. The design successfully integrates various traditional cultural elements into its patterns, aligning with the national agenda of cultural self-confidence.





FIGURE 33 Da Cai Cigarette Label Pattern

Source: Photographed by the Author

In 2011, “HUANGHELOU” released Da Cai (fig.33), which is closely aligned with the 90th anniversary of the founding of the Communist Party of China and the 100th anniversary of the Xin Hai Revolution. The label design of “HUANGHELOU” Da Cai draws inspiration from the camouflage patterns on military uniforms, conveying a spirit of patriotism, hard work, care, and dedication. This cigarette label design aims to evoke the journey from the tumultuous social environment of the last century to the current era of national prosperity and peace in China. It emphasizes the arduous efforts that led to today peaceful and prosperous society, attributed to the correct leadership of the Communist Party of China and the courageous dedication of the military. In interviews, designer Zuo Jingjing also mentioned this aspect, stating that the design of this cigarette label emphasizes the importance of the military, instilling trust in the leadership of the Communist Party of China among more people.



FIGURE 34 Yin 8 Du Cigarette Label Pattern

Source: Photographed by the Author

In 2012, “HUANGHELOU” launched the Yin 8 Du cigarette(fig.34), featuring a predominantly black color scheme complemented by blue tones, conveying a cool and ruthless demeanor. The central element of the label is the numeral eight, presented in a stylish and minimalist design. The inclusion of three-dimensional water droplet elements adds a dynamic visual effect, departing from traditional Chinese patterns and two-dimensional representation techniques. The imagery highlights a genuine sense of icy coldness, communicating the taste characteristics of the product, which includes cool burst beads. This reflects the rapid development of society, where modern culture becomes more diverse, and aesthetic trends exhibit greater variability. The youthful label design caters to the emotional preferences of younger consumers, showcasing the diversified approach of the “HUANGHELOU” cigarette label to meet various societal emotional needs.





FIGURE 35 Tian Xia Ming Lou Cigarette Label Pattern

Source: Photographed by the Author

The Tian Xia Ming Lou (world-famous building) cigarettes (fig.35) were introduced to the market in 2013. The label design of this cigarette features a visual focus on the landscape of “HUANGHELOU”, utilizing a rich and luxurious golden hue to accentuate the noble and elegant qualities of “HUANGHELOU”. This design is not only the presentation of the brand image, but also the choice of cultural symbols. By highlighting the iconic building of the “HUANGHELOU”, it echoes the values of traditional Chinese culture. The design seems to remind people not to forget the unique look of the “HUANGHELOU”, an ancient building that is the first of the four famous buildings in China and a symbol of Wuhan, Hubei province. This design choice aims to evoke the resonance of traditional Chinese culture and to convey the importance of cultural heritage through the reproduction of the iconic “HUANGHELOU”. The brand cleverly combines history, culture and products, presenting an image with both visual aesthetics and cultural connotations.

During this period, we can observe a continuous strengthening of the nation's confidence and pride in Chinese culture. “HUANGHELOU” cigarettes

consistently introduce products that align with the prevailing trends in social and cultural dynamics.



FIGURE 36 Zhi Yin Cigarette Label Pattern

Source: Yanyue.CN (2023,01,19) "HUANGHELOU"(Yin Zhi Yin)

Retrieved from <https://www.yanyue.cn/gallery/4125>

The Zhi Yin cigarette(fig.36) was launched in 2014, drawing inspiration from the traditional Chinese folk art of paper cutting. Chinese paper cutting is a folk art form where patterns are cut or carved into paper using scissors or knives, commonly used for decorating daily life and various folk activities. Paper cutting has a broad popular base in China and is deeply rooted in the social life of various ethnic groups, serving as a crucial component in various folk activities. The label design of the Zhi Yin cigarette chooses a combination of animals and plants, with magpies and Chinese national flower, the plum blossom, as the main themes. The plum blossom, as another important floral pattern, has always been one of China's renowned flowers, widely used in artistic expressions such as poetry and painting. The plum blossom is symbolically associated with tenacity and resilience due to its robust vitality and its quality of braving snow and wind, signifying enduring strength and the arrival of spring. By merging animal and floral

patterns into one, creating a motif like "Magpies Perching on Plum Blossoms" and "Joy Blossoms on the Brows," the design expresses an aspiration for a beautiful life.



FIGURE 37 The pattern of "Xi Shang Mei Shao" in clothing

Source: Weiyuan Collection (2023, Jan,29) From my collection, I can see the traditional Chinese patterns and meanings-Xi Shang Mei Shao

Retrieved from <https://www.xiaohongshu.com/explore/5f58ca94000000000100b4a6>

In clothing, we can also observe the expression of the motif "Xi Shang Mei Shao(fig.37)." People choose magpies and plum blossoms in clothing patterns to convey their aspirations for a beautiful life.



FIGURE 38 Traditional Chinese Painting——Xi Shang Mei Shao

Source: Yu Feiyin (2023, Jan.39) Xi Shang Mei Shao

Retrieved from <https://www.artfoxlive.com/product/5137520.html>

In the realm of visual arts, paintings frequently depict the combination of magpies and plum blossoms, serving as expressions of "Xi Shang Mei Shao(fig.38)" with auspicious symbolism.

In the interview with Liu Yan, she pointed out that the combination of magpies and plum blossoms, a prevalent expression in Chinese culture, is widely employed in visual arts. This expression extends beyond fashion, and product labels, and is fully utilized in handicrafts. This design choice not only presents aesthetic appeal but also embodies profound insights from Chinese traditional culture. By flexibly incorporating traditional Chinese elements, the design aims to evoke resonance among consumers for a better life, conveying wishes for auspiciousness and happiness.

In the utilization of traditional cultural elements across various regions, we can observe industries making unremitting efforts to promote and uphold the traditional

cultures of various ethnic groups in order to align with the national advocacy of ethnic and cultural self-confidence development concepts.



FIGURE 39 Zhu FU Cigarette Label Pattern

Source: Photographed by the Author

“HUANGHELOU” Zhu Fu(Fig.39), released in 2014, is particularly distinctive in Chinese cultural characteristics. In comparison to the previous “HUANGHELOU” cigarette label, this one exhibits strong indigenous cultural features in terms of color and pattern design. The product name Zhu Fu(Blessings) straightforwardly conveys warm wishes in the context of Chinese social customs. In terms of color, it primarily uses red with yellow as a secondary color—a classic color combination in Chinese culture that reflects the passionate and festive emotions ingrained in the Chinese people.





FIGURE 40 Loong Pattern

Source: Photographed by the Author

In the pattern design(fig.40), classic auspicious animals from Chinese traditional culture, such as loong and phoenix motifs, are similarly employed. Loong motif: The loong holds a highly representative cultural significance in Chinese culture, occupying an exceptionally important position. It symbolizes auspiciousness and serves as an emblem of imperial authority, garnering great affection and respect among the Chinese people. The application of loong motifs on gold, jade, and other jewellery is quite common, constituting a major theme in jewellery design. Combining loong motifs with different patterns imparts various meanings, representing people's aspirations for a better life. The loong's symbolism is profound, and in Chinese folklore, the loong is considered sacred, auspicious, and symbolizes good fortune. The loong is a representation of strength, nobility, and might. It is intricately connected to all things in the world, forming the basis of China's traditional loong culture.



FIGURE 41 Phoenix pattern

Source: Photographed by the Author

Phoenix motif: The phoenix(fig.41), symbolizing auspiciousness and harmony, represents the harmonious flight of phoenixes, a symbol of good fortune. The phoenix is considered a divine bird in people's minds, symbolizing peace and tranquility in the world. In ancient times, it was believed that during an era of great peace, phoenixes would appear. The oracle bone script for "wind" and the oracle bone script for "phoenix" are the same, signifying the pervasive nature of wind and its spiritual power. The word "Huang" (huáng) represents royalty and supremacy. The phoenix is believed to bring happiness and good fortune, encompassing the happiness of love. Consequently, the phoenix has taken on the symbolic meaning of love. Later, it became a symbol used to congratulate harmonious marriages, symbolizing the unity and harmony between husband and wife. During the Tang Dynasty, bronze mirrors featured the "Beautiful Phoenix Carrying a Joined Hearts Knot" design, where a phoenix carries a knot representing the happiness of love in its beak, symbolizing the unity and love between husband and wife. From this, it can be observed that during the Sui and Tang periods, the Joined Hearts Knot was already commonly associated with conjugal love.





FIGURE 42 Seal Pattern

Source: Photographed by the Author

The three characters “HUANGHELOU” in the label of Zhu Fu(fig.42) undergo a redesigned arrangement, presenting a format reminiscent of ancient seals, emphasizing the meanings of responsibility and trust. This arrangement design, along with the choice of an ancient seal-like format, not only injects a unique artistic sense into the characters “HUANGHELOU” but also visually highlights the characteristics of Chinese traditional culture. Through the incorporation of this design element, the brand successfully embeds symbols of traditional culture into the product label, showcasing the emphasis on values of responsibility and trust. This design clearly demonstrates “HUANGHELOU” commitment to expressing Chinese traditional culture through the Zhu Fu label. The Zhu Fu label, with its representation of traditional Chinese culture, remains prevalent in many wedding and celebratory occasions to this day. This is inseparable from the positive wishes conveyed by the label patterns. Designer Liu Hang pointed out that Zhu Fu is one of the most representative designs featuring traditional Chinese patterns in “HUANGHELOU” cigarette label, and its patterns clearly convey specific meanings. Visual communication allows consumers to resonate with Chinese traditional culture while perceiving the product, further enhancing the cultural identity of brand.



FIGURE 43 Jia Xi Yuan Cigarette Label Pattern

Source: Photographed by the Author

The cigarette brand Jia Xi Yuan (fig.43) was launched in 2015, and the entire label design exudes the flavor of ethnic minorities and religion. China is a multi-ethnic country with 55 minority groups. The overall label features an earthy yellow color as the main tone, adorned with Tibetan Thangka patterns around the edges.



FIGURE 44 Tangka decorative pattern

Source: Simonlan(2023,Jan,28) Choosing an auspicious day - Tibetan decorative illustration

Retrieved from <https://www.zcool.com.cn/work/ZNDUyODQ4MDA=.html>

The label design of this cigarette is a tribute to ethnic minorities, particularly the Tibetan people. Tangka is derived from the Tibetan words Thang-ga, Thang-ka, or Thang-ka, meaning "flat and broad." Thangka art features various depictions of nature,

such as clouds, trees, mountains, rocks, flowers, and other natural elements. Different color schemes are used based on the composition themes and scenes, outlining diverse forms. The thematic elements in Thangka art exhibit characteristics of stable symmetry, simplicity, and continuous looping in composition. They often utilize continuous pattern bands with individual motifs, showcasing structural beauty, as well as symmetry and balance. Thangka art embodies auspiciousness, tranquility, and stability, representing an organic fusion of artistic form and aesthetic ideals.



FIGURE 45 Tibetan Carpet Pattern

Source: Baidubaike (2023, Jan,27) Xizang carpet

Retrieved from

<https://baike.baidu.com/item/%E8%A5%BF%E8%97%8F%E5%9C%B0%E6%AF%AF/3734197>

Tangka patterns are commonly used decorative motifs among the Tibetan people, often appearing in decorative paintings, clothing, carpets, labels, and other contexts. The label design of Jia Xi Yuan, a cigarette brand by “HUANGHELOU”, emphasizes the importance placed on ethnic minorities, highlighting the concept of

national unity and shared identity. This design aligns well with the national advocacy for ethnic self-confidence and cultural confidence.



FIGURE 46 Hao Yun Cigarette Label Pattern

Source: Photographed by the Author

The Hao Yun (Good Luck) cigarette (fig.46), introduced in 2017, prominently emphasizes the concept of good fortune, suggesting to consumers that purchasing this cigarette will bring them good luck. The design features a sailboat symbol, utilizing a homophonic association with the phrase "smooth sailing" to convey auspicious meaning. Chinese people have a special affinity for symbols with positive connotations. The label of "HUANGHELOU" Hao Yun cigarette prominently showcases a sailboat with birds flying in the sky, symbolizing a journey with smooth sailing, reflecting the pursuit of auspicious and positive wishes. This design embodies people's aspirations for good fortune, signifying smooth and successful endeavours, and reflects the profound impact of societal values on the formation of aesthetic concepts. The use of this cultural symbol goes beyond mere decoration; it serves as an expression of societal beliefs and expectations, constructing a design language rich in symbolic meaning, thereby illustrating the profound impact of societal values on the shaping of art and design.



FIGURE 47 Ti Ba Cigarette Label Pattern

Source: Photographed by the Author

In the process of Chinese stable social development, brand growth has been steadily advancing. However, “HUANGHELOU” continues to explore different cultures and fulfill various emotional needs. In 2017, commemorating the 70th anniversary of the founding of the People's Liberation Army (PLA) in China, “HUANGHELOU” launched the Ti Ba cigarette(fig.47). The timing of its release, coupled with the design patterns on the label, clearly indicates its association with the military. In interviews, both designers, Li Yanfa and Guo Xinyu, expressed that this cigarette was designed in commemoration of the 70th anniversary of the PLA. The label of this cigarette presents a unique cultural connotation compared to any previous label. Dominated by white color, it highlights the rich colors in the central pattern. The composition still adheres to a Chinese-style symmetrical aesthetic design. The arrangement of cigarettes in the pattern portrays an abstract military medal.





FIGURE 48 Military Chest Medal

Source: Impression Global Log ( 2023, Jan, 28) Science Popularization: Teach You to Understand the Qualification Seal on the Chest of Chinese People's Liberation Army Soldiers

Retrieved from <https://www.163.com/dy/article/G1TRFK0L0535UVAB.html>

The military qualification badge worn on the chest of a soldier is a special emblem that represents the soldier's identity and experience. It is a symbol of their achievements and honours, carrying the significance of bravery and sacrifice made in defence of the country and its people. This badge not only embodies the courage and sacrifices of the soldiers but is also a significant symbol expressing honour, dedication, and a sense of responsibility. In comparison to the previously released “HUANGHELOU” Da Cai, the new cigarette label elevates the choice of patterns by incorporating accents of golden wheat ears, giving the overall label a cleaner and more solemn appearance. This design, while conveying honour, dedication, and a sense of responsibility, incorporates specialized elements for soldiers, making it more personalized and distinctive. By integrating elements of the military qualification badge into the cigarette label, the brand not only emphasizes its respect and admiration for the military community but also closely associates the heroic image of soldiers with the cigarette product, injecting deeper cultural connotations into the product. Against the backdrop of

a diverse multicultural society, “HUANGHELOU” cigarettes have successfully integrated cultural meanings into product design. This design not only pays tribute to the military but also serves as a vessel for the brand to carry and express cultural values. By embodying images of honour and responsibility in the label, the brand ingeniously finds a fitting and reasonable cultural significance, making its products more aligned with consumers' emotional needs. Such a design not only adds uniqueness to the product but also establishes a positive image for the brand.



FIGURE 49 Zhu Yun Cigarette Label Pattern

Source: Photographed by the Author

The cigarette brand Zhu Yun(fig.49) was launched in 2018. On the label of this cigarette, the exclusive logo of “HUANGHELOU” is positioned at the center, featuring the color and patterns of bamboo as the design highlight. The bamboo patterns present a graceful and charming form, portraying vitality while symbolizing wealth and auspiciousness. In traditional Chinese culture, bamboo is endowed with the symbolism of flourishing wealth, bringing peace, and representing strength, integrity, and noble virtues. These symbols are highly cherished by people and are thus greatly admired. In 2018, “HUANGHELOU” cigarette label design adopted bamboo patterns in an unprecedented way, aiming to integrate culture with label design. This design choice



emphasizes the brand's respect for and promotion of traditional cultural elements, infusing profound meaning into the product through cultural symbols represented by bamboo. By utilizing bamboo patterns never used before, the brand showcases innovation and uniqueness in label design, maintaining the values of traditional culture while injecting a modern aesthetic into the product. The design of this cigarette label is not only a visual expression but also a profound exploration of the philosophical symbols in traditional Chinese culture. The combination of the symbolic meaning of bamboo with its intricate design in the label conveys both deep cultural connotations and modern aesthetic tastes. This design reflects the continuous efforts of “HUANGHELOU” cigarette label design to pursue fashion, uniqueness and cultural depth.



FIGURE 50 Yin Tian Xia Sheng Jing Cigarette Label Pattern

Source: Photographed by the Author

“HUANGHELOU” cigarettes continuously explore societal and cultural dynamics amidst the ongoing development of traditional and modern Chinese culture, as well as the prosperity of the nation. Launched in 2018, the Yin Tian Xia Sheng Jing (fig.50) by “HUANGHELOU” reflects the most optimistic portrayal of Chinese society, portraying a beautiful vision for world peace and prosperity. The label design employs

abstract brushstrokes, and vibrant color schemes, boldly embracing a modern aesthetic. Overall, it conveys a cultural temperament that is fashionable, lively, and youthful, expressing a positive expectation for the diverse world. Consumer Xu Kai noted that the name of the cigarette itself suggests the grand meaning of a peaceful and prosperous era, illustrating a magnificent vision of a victorious world. This label design clearly indicates that, with the progress of society, “HUANGHELOU” Company aims to introduce fashionable and innovative cigarette labels to attract a broader consumer base, particularly the younger demographic.

TABLE 6 “HUANGHELOU” Cigarette Label Summary 2009-2023

Label	Name	Time
	Xin Hai 100	2011
	Da Cai	2011
	Gan En	2011

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Label	Name	Time
	Yin 8 Du	2012
	Tian Xia Ming Lou	2013
	Zhi Yin	2013
	Zhu Fu	2014


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Label	Name	Time
	Jia Xi Yuan	2015
	Hao Yun	2017
	Ti Ba	2017
	Zhu Yun	2018

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Label	Name	Time
	Yin Tian Xia Sheng Jing	2018

The “HUANGHELOU” Cigarette Company has introduced 12 distinct cigarette varieties, each featuring unique styles and significant meanings in their label designs. These designs are not arbitrary; rather, they carry specific intended messages. The creation of these label designs is undoubtedly influenced by various contemporary factors.

The period from 2009 to 2023 witnessed the rapid development of technology and internet culture, allowing people to access a diverse range of cultures from different places through digital media. The way Chinese culture is disseminated has undergone significant changes with the advancement of digital media. The development of digital media not only exposes people to diverse cultures but also provides cultural information and trends from various regions. As a cultural product, “HUANGHELOU” cigarettes have navigated through the period of integrating traditional and modern cultures. In the current intensely competitive market, the brand is poised to create a product label that aligns more closely with societal culture, meeting the evolving emotional and aesthetic demands of consumers and driving the development of the brand. In an interview, social and cultural expert Fang Qin also expressed that since 2008, social media, online digital videos, and other digital platforms have gradually become the primary means for the transmission of cultural information. Therefore, many industries need to carve out new paths for their own development.

In 2010, national leaders initiated a significant theoretical framework regarding cultural construction and reform of the cultural system. This framework

emphasized a profound understanding of the crucial position and role of culture from a strategic perspective. With a high sense of responsibility and urgency, it aimed to align with the requirements of the era, thoroughly advance reforms in the cultural system, and propel the substantial development and prosperity of socialist culture ((newspaper), 2010). From this perspective, for Chinese society, every citizen and every enterprise should promote traditional Chinese culture and advocate cultural confidence that belongs to the Chinese people. In the context of the nation, the label of “HUANGHELOU” cigarettes has evolved from initially expressing elements of traditional Chinese culture, Western culture, social phenomena, and current events. It has developed into the expression of humanistic spirit and ideal aspirations. During the developmental period of both traditional and modern culture, the diversification of society continually propels the development and evolution of the “HUANGHELOU” cigarette label. Starting from the integration of Chinese and Western cultures during the fusion period, progressing to the cultural confidence of the Chinese nation in the development phase, and then reflecting the youthful expression of societal culture, and further evolving into the pursuit of spiritual values in the current societal culture. The patterns on the “HUANGHELOU” cigarette label, at each historical stage, bear records and different expressions of culture. Throughout these stages, “HUANGHELOU” cigarettes consistently carry and convey historical significance, embodying the cultural value of the patterns associated with “HUANGHELOU” cigarettes.

Through the analysis of “HUANGHELOU” cigarette label designs from 2004 to 2023, the historical value of “HUANGHELOU” cigarette label patterns is reflected in various aspects. From its brand inheritance to the evolution of visual elements, it showcases the unique contributions of this brand in the field of label design. The following is a summary of the historical value of “HUANGHELOU” cigarette label design:

The label design of “HUANGHELOU” cigarettes has undergone periods of evolution, influenced by the era, socio-cultural factors, and market trends. Within the label design of “HUANGHELOU” cigarettes, the consistency of the brand identity is prominent. Throughout different periods, the brand logo remains a core element of the

label design, providing a stable and enduring symbol for the brand while maintaining brand recognition. This consistency contributes to establishing consumer trust and loyalty towards “HUANGHELOU”. The evolution of visual elements reveals the innovation and adaptability of “HUANGHELOU” cigarette label design across different periods. Choices in color, patterns, and typography reflect the brand of the sensitivity to cultural and artistic trends of the time, while visually attracting the target audience. The label design of “HUANGHELOU” cigarettes serves not only as an external image of the product but also as a conveyor of brand stories and culture. Through label design, the brand successfully communicates its rich history, traditional values, and profound cultural connections with consumers. This cultural inheritance helps solidify the brand's unique position in the minds of consumers. The historical value of “HUANGHELOU” cigarette label design lies in its continuous evolution, innovation, and eloquent expression of brand identity. Through label design, “HUANGHELOU” cigarettes have effectively imbued their products with deep cultural significance, establishing a strong market position for the brand while maintaining consistency in brand identity across different eras. The historical value of this brand label design serves as an exemplary model for the tobacco industry, offering lessons and inspiration.

#### **4.2 To Analyze and Reflect Upon the Long-Term Effects of “HUANGHELOU” Cigarette Label Design through Social Culture.**

##### **4.2.1 The Impact of Social Aspects on Cigarette Label Design**

###### **4.2.1.1 Cultural Impact**

###### **1. Regional Cultural Impact**





FIGURE 51 “HUANGHELOU” Cigarette Logo

Source: BaiTuhui (2023, Jan, 19) “HUANGHELOU” Cigarette LOGO sign

Retrieved from <http://www.5tu.cn/thread-1240327-1-1.html>



FIGURE 52 Ancient Buildings in Wuhan, Hubei, China-Yellow Crane Tower

Source: jintaizixun(2023, Dec. 20). HuBeu, WuHan: The sunset reflects the magnificent and picturesque Yellow Crane Tower

Retrieved from [https://www.sohu.com/a/394547659\\_120578424](https://www.sohu.com/a/394547659_120578424)

The logo of “HUANGHELOU” cigarettes directly conveys the origin of the brand name, highlighting the significance of building a brand that represents national culture. The design philosophy of “HUANGHELOU” logo emphasizes recognizability and a sense of grandeur. As one of the eternal symbols of Jingchu culture, the combination of the “HUANGHELOU” with another design factor is intended to possess the value of cultural communication. The logo of the brand design straightforwardly reflects the regional cultural foundation of “HUANGHELOU”, allowing consumers to intuitively associate the brand with its origin and cultural connotations. The emphasis on recognizability and a sense of grandeur in the design philosophy makes the logo more prominent and influential in terms of brand identification, aiding the brand in establishing a unique position in the market. Simultaneously, associating “HUANGHELOU” as a symbol of Jingchu culture with the value of cultural communication implies that the brand is not only transmitting product information but also engaging in a profound cultural dialogue. This design approach makes the brand more culturally identifiable, helping to establish positive emotional connections among consumers and thereby enhancing brand loyalty. This comprehensive design philosophy aims to convey more objective and profound regional cultural connotations through the label, providing robust support for the brand's positioning and recognition in the market. In interviews, cultural experts Zheng Xubing and Fang Qin both expressed that the choice of “HUANGHELOU” to use the architectural pattern and name of “HUANGHELOU” for branding is evidently intended to leverage the high visibility of this cultural symbol to quickly enhance the brand's recognition. This approach aims to establish a cigarette brand associated with Wuhan, Hubei. By closely linking the brand with regional culture, it not only rapidly increases brand familiarity but also plays a positive role in cultural communication and heritage. Therefore, from multiple perspectives, “HUANGHELOU”'s adoption of this strategy appears to have favorable effects.

Due to the high visibility of the “HUANGHELOU” cigarette, it has consistently been a focal point in the design and development efforts of the Hubei China

Tobacco Group. From natural landscape themes, text, and the trademark logo of the “HUANGHELOU”, to the Chu cultural patterns representing Chinese Hubei Wuhan, it has shaped the noble and elegant image of “HUANGHELOU”, gradually forming a symbolic cultural emblem. The brand has consistently incorporated the architectural pattern of “HUANGHELOU” into its label design as an immutable element, aiming to clearly showcase the regional characteristics of Wuhan, Hubei, China. The familiarity and emotional connection consumers have with the “HUANGHELOU” architectural pattern presented in the label have led to the popularity of the brand and acclaim among the local population. This successful label design not only gives the product a unique presence in the market but also establishes a sense of regional cultural identity for the brand, enabling it to stand out in the competitive market. This example highlights the effective utilization of regional cultural characteristics in label design, earning widespread recognition for the brand. In interviews, consumer Wang Huachao explicitly stated that he only chooses “HUANGHELOU” when smoking. As a Wuhan native, he staunchly supports his iconic brand of the region. Even when outside his hometown, he prioritizes choosing “HUANGHELOU” cigarettes. Wang Huachao pointed out that the label of cigarettes is sufficient to convey his regional background to others. When in a different location, he takes pride in introducing “HUANGHELOU” to others, feeling a sense of pride for his hometown.

This consumer's choice reflects the significance of regional culture in brand loyalty and a sense of identity. For Wang Huachao, choosing “HUANGHELOU” is not only a tobacco preference but also an affirmation and support for his hometown culture. By selecting this iconic regional brand, he demonstrates a profound emotional connection to his hometown. Moreover, by introducing the brand to others in different locations, he conveys Wuhan's regional culture, showcasing pride in the local culture. The decision of the “HUANGHELOU” cigarette brand to incorporate distinct regional symbols in its label design is a highly appropriate choice. It highlights the importance of regional elements in cigarette label design, successfully establishing an emotional bond

with consumers by combining these regional symbols with the label. This, in turn, enhances brand loyalty and impact.

## 2. The Impact of Traditional Culture



FIGURE 53 Loong and Phoenix Patterns on Cigarette Label

Source: Photographed by the Author

In "HUANGHELOU" cigarette label design, traditional cultural elements are often visible in different ways.

In brands like Zhu Fu (Blessings) traditional Chinese patterns such as "Loong" and "Phoenix" are incorporated, conveying the auspicious meaning of "harmony between the loong and phoenix."



FIGURE 54 Paper Cuttings Art in Cigarette Label

Source: Photographed by the Author

In the label design of Zhi Yin cigarettes(fig.54), the use of paper-cutting art, combined with plum blossoms and magpies, conveys the meaning of "Xi Shang Mei Shao." In the label design of Gan En cigarettes, the pattern of cranes is used to compose the pattern of a mask, combining traditional Chinese culture with label design. Part of the reason for this lies in the active promotion of cultural confidence and national confidence by the country, which often leads the design industry to integrate new concepts with traditional culture.





FIGURE 55 Facial Pattern in Cigarette Label

Source: Photographed by the Author

In “HUANGHELOU” cigarette label design, traditional culture is omnipresent, including animals, geometric patterns, opera cultural patterns, and more. From the consumer's perspective, whenever “HUANGHELOU” cigarettes introduce a new label, it often triggers consumers' desire to purchase. Consumers are eager to understand how the new label integrates with traditional culture or cultural symbols. This phenomenon reflects consumers' sensitivity and interest in traditional cultural elements in brand labels. The introduction of new labels stimulates consumers' curiosity, prompting them to actively make purchases to satisfy their exploration and experience of cultural connotations. This phenomenon also highlights the successful effect of the brand's integration of traditional cultural elements in the market. Through the organic integration with traditional culture, the “HUANGHELOU” cigarette label is not just an outer label for tobacco products but also a continuation and innovation of cultural symbols

Designers Pan Hu, Liu Hang, and Guo Xinyu unanimously believe that, in the broader societal context, design works should align with current development trends and closely focus on significant real-world events, during times when the nation advocates for ethnic confidence and cultural confidence, as designers,



we should fully explore the diverse cultures of all Chinese ethnic groups and transform these cultural elements into distinct symbols presented in products. This is something that can and should be done in the design industry, and it is also the responsibility of designers.

The “HUANGHELOU” brand ingeniously incorporates these traditional cultural elements into the cigarette label design, expressing complex emotions and cultural connotations through patterns and motifs. This cultural fusion not only makes the brand appear unique in the market competition but also provides consumers with a platform to interact with traditional culture, creating a profound cultural experience. The combination of the brand with traditional culture provides a powerful tool for emotional communication and, at the same time, establishes a unique position for the brand in the market. It can be seen that consumers while choosing a product, are also satisfying their own emotional needs. Therefore, the “HUANGHELOU” cigarette brand uses patterns from the traditional culture in its label, conveying beautiful and auspicious meanings. In its label design, it is influenced by folk customs and cultural traditions.

#### 4.2.1.2 Social Impact

##### 1. The Impact of Social Values

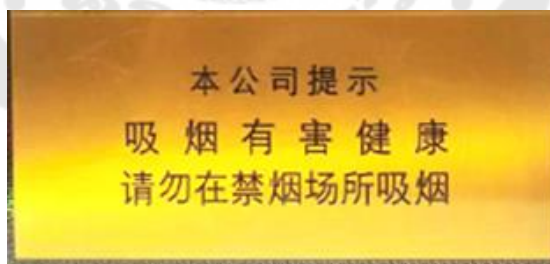


FIGURE 56 Warning Words on Cigarette Label

Source: Photographed by the Author



FIGURE 57 Warning Words on Cigarette Label

Source: Photographed by the Author

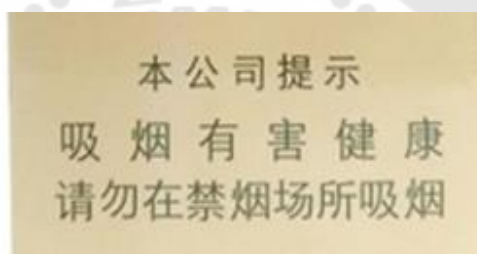


FIGURE 58 Warning Words on Cigarette Label

Source: Photographed by the Author

The label design of “HUANGHELOU” cigarettes consistently includes health-related warnings. Since the implementation of the Framework Convention on Tobacco Control, countries worldwide have universally implemented warning signs on cigarette labels, also aiming to promote green and environmentally friendly labels (Jinping, 2009). In response to these policy requirements, cigarette label designs must incorporate warning signs to remind people of the hazards of smoking. Due to this requirement, we can observe that each label of the “HUANGHELOU” brand explicitly states "Smoking is harmful to health." The emphasis on "Smoking is harmful to health" in cigarette label design is not only a legal requirement but also serves to underscore the risks of smoking in the minds of consumers, thereby guiding society toward a healthier lifestyle.

The requirement for warning labels on cigarette labels exhibits significant cultural differences between Chinese and Western cigarette labels, particularly in terms of health warnings. “HUANGHELOU” cigarette label differs notably from that of Western countries in terms of health warnings. Western countries often utilize alarming warning images on cigarette labels to achieve a health advisory impact through visual shock. For instance, Australia prohibits the use of vibrant colors and prominent trademarks. The results show a substantial decrease in cigarette sales after the adoption of unattractive labels in Australia(Wine, 2022). In contrast, Chinese cigarette label only employs textual health warnings without using repulsive images. This difference is partially due to the fact that 80% of cigarette tax revenue in China depends on cigarettes, leading to a cautious approach in the design of Chinese cigarette labels without employing visually shocking methods. This reflects distinct interpretations of values under different cultural backgrounds and the shaping impact of culture on public health policies. Social values play a crucial role in the label design of “HUANGHELOU” cigarettes. The label reflects prevalent ideologies and belief systems within society, shaping and projecting them. It serves as a canvas that projects cultural values, moral standards, and societal norms, influencing the perception of the brand and its products.



FIGURE 59 The text Hao Yun Cigarette

Source: Photographed by the Author



FIGURE 60 Sailboat Pattern in the Label of Hao Yun Cigarettes

Source: Photographed by the Author

The extensive use of auspicious patterns in the label of “HUANGHELOU” cigarettes is rooted in people's beliefs, with the fundamental concept being the belief that the presence of these auspicious symbols can bring good fortune. Derived from this concept, a series of design products, such as the Hao Yun cigarette, incorporate symbolism associated with good fortune, where the sailboat, representing "smooth sailing" in Chinese culture, is prominently featured. The design of the Hao Yun cigarette is divided into three sections: the upper part uses text to express good fortune, the middle part employs a sailboat to convey the symbolism of "smooth sailing," and the lower part provides health-related information. The main image of the label is shaped like a sailboat, accompanied by birds flying in the sky and sails unfurling, all symbolizing auspiciousness and smooth journeys. This design reflects people's pursuit of auspiciousness and good wishes, while also highlighting the profound impact of societal values on the formation of aesthetic concepts. The use of this cultural symbol goes beyond mere decoration; it serves as an expression of societal beliefs and expectations, constructing a design language rich in symbolic meaning and deeply reflecting the role of societal values in shaping art and design.

## 2. Current Pop Cultural Impact

Contemporary popular culture trends are another key factor that impacts the label design of “HUANGHELOU” cigarettes. In the label of “HUANGHELOU”

cigarettes, elements like 3mg08 and Yin 8 Du can be seen, reflecting the impact of current popular culture.



FIGURE 61 3mg08 Cigarette Label Pattern

Source: Photographed by the Autho

Against the backdrop of the green and sustainable development initiative, the incorporation of 3mg08 aligns with current trends and intertwines with the Olympic year, showcasing a concern for the ongoing and future directions of popularity. In interviews, designers unanimously acknowledged that the "green and sustainable" concept is not only prevalent in the design industry but has also become a trend in industrial and technological fields for future development. This viewpoint has been validated by the societal emphasis on the "community of shared future for mankind" and the rise of electric vehicles, both serving as concrete examples of adapting to current trends. Presently, energy-saving principles have also become an especially popular trend.

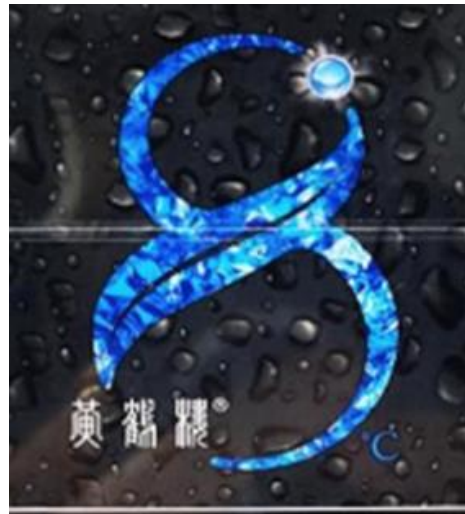


FIGURE 62 Yin 8 Du Cigarette Label Pattern

Source: Photographed by the Author

The label design of Yin 8 Du cigarettes (fig.62) showcases a new outlook in modern label design and stands as a representative work within “HUANGHELOU” cigarette label. Utilizing a deep black background and cool blue tones, it cleverly emphasizes the concept of 8 Du, garnering popularity among the younger demographic. In Chinese culture, people generally prefer colors symbolizing auspiciousness, and the introduction of black also reflects increased acceptance of foreign cultures. This design reflects the trend of cultural diversity, elevating people's acceptance of different cultural concepts. Some individuals show strong interest after encountering new cultural ideas and being enthusiastic about a simple and tech-inspired design style. Therefore, the label design of Yin 8 Du precisely caters to the psychological and emotional needs of this demographic. Through the clever integration of trendy cultural elements, this cigarette label successfully satisfies the younger consumers' pursuit of uniqueness, fashion, and a tech-inspired aesthetic. This design not only communicates the brand philosophy but also contributes to the brand's popularity in the market. This nuanced cultural expression has established a more attractive image for the brand, winning the favor of consumers across a broader age range.



The label of “HUANGHELOU” cigarettes incorporates elements that resonate with the spirit of the current cultural era, ensuring relevance and appeal to the target audience. “HUANGHELOU” strives to maintain a modern and fashionable image by aligning with the ever-evolving popular culture.

### 3. Impact of Marketing Strategies and Brand Image

Marketing strategies have a profound impact on the label design of “HUANGHELOU” cigarettes. Visual elements and aesthetic choices strategically align with the marketing objectives of the brand and the desired image in the minds of consumers.



FIGURE 63 Da Cai Cigarette Label Pattern

Source: Photographed by the Author

The Da Cai cigarette(fig.63) employs a distinctive camouflage pattern associated with the military, creating an illusion that this cigarette is exclusively for soldiers and tapping into the psychological aspect of the audience. It has been effectively promoted and received excellent market response. The use of the "military" theme contributes positively to the establishment of the brand's favorable image. This cigarette is highly favored by military personnel and individuals with a military inclination, showcasing the marketing strategy of attracting people through military culture.



FIGURE 64 The Text Xin Hai 100

Source: Photographed by the Author

The Xin Hai 100 cigarette(fig.64) was launched on the 100th anniversary of the victory of the Xin Hai Revolution, using this marketing strategy to capture people's attention.

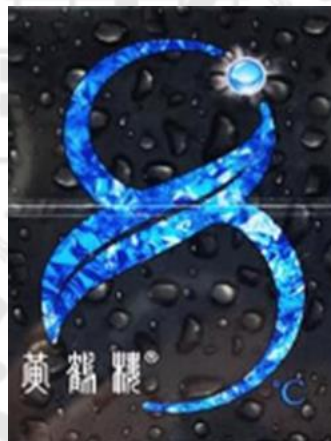


FIGURE 65 Yin 8 Du cigarette label pattern

Source: Photographed by the Author

The Yin 8 Du employs an innovative marketing strategy by incorporating beads into the cigarette. In the label design, the pattern of blue beads conveys a refreshing sensation, prompting consumers to associate it with a mint flavor and aiming to stimulate purchasing desires. This design distinctly caters to the taste preferences of young consumers, attracting their interest through mint and bead flavors.

The clever aspect of this strategy lies in utilizing visual elements in label design to directly impact consumers' sensory experiences. The pattern of blue beads not only enhances the visual appeal of the product but also triggers expectations for a specific flavor through emotional associations. This innovative marketing strategy helps solidify the brand's position in the youth market, creating a unique consumer experience.

For a product, marketing methods are a crucial means to enhance corporate performance. The external label design of a product, as the most direct visual communication method, when organically integrated with marketing strategies, serves as an intuitive way to convey product information to people. In an interview, consumer Liu Bin mentioned that when choosing cigarettes, the presence of new symbols on the label would more easily pique his interest, prompting him to consider whether new products have been introduced, thereby stimulating his desire to purchase and try them. This viewpoint highlights the crucial role of label design in product promotion and consumer attraction. New symbols and design elements not only arouse consumers' curiosity but also inject fresh vitality into the brand, attracting more attention. Therefore, combining label design with marketing strategies not only intuitively conveys product characteristics but also stimulates the purchasing interest of potential consumers, thereby driving the product's market performance. This fusion strategy plays a positive role in establishing brand image and enhancing product visibility.

The coordination between marketing strategy and design elements helps to create a unique and recognizable brand image. The fact that "HUANGHELOU" cigarettes are labelled with military-related motifs, which is favored by consumers who have had military experience, is a testament to the success of this marketing strategy. In the interview, Xu Kai clearly expressed his love for this cigarette label as a veteran, and this love also includes a kind of inner feeling and inner trust for his military status.

A brand is an intangible asset, and the brand value of a product is generally greater than the product itself. The brand must be shaped, and refined through culture, and retain the cultural and ethnic characteristics of the brand (Xing, 2012). Through analysis, we can conclude that the label design of "HUANGHELOU"

cigarettes is influenced by regional culture, traditional culture, social values, current cultural trends, marketing strategies, and other aspects. The “HUANGHELOU” cigarette brand, with its unique temperament of "Naturally Bestowed Elegant Fragrance," appeals to a crowd characterized by outstanding quality and noble moral cultivation. People delight in experiencing the brand's unique spiritual connotations. “HUANGHELOU” cigarettes possess a strong brand personality, acting like a compass that guides consumers' preferences. The reason for this is that the “HUANGHELOU” cigarette label has consistently focused on the impact of various cultural aspects in society, promptly capturing cultural information and integrating it into label design, inadvertently perpetuating cultural dissemination.

#### **4.2.2 Impact of “HUANGHELOU” Cigarette label on social aspects**

##### **4.2.2.1 “HUANGHELOU” Cigarettes Label Design on the Health Aspects of the Cues**

After the enactment of the WHO Framework Convention on Tobacco Control, the Regulations on Cigarette Label Labels within the People's Republic of China, and the Regulations on Standardizing the Sale of Domestic Cigarette Label Labels, “HUANGHELOU” cigarettes have, as mandated, incorporated health warning text on cigarette label. However, upon analysis, it has been observed that the tobacco label warnings are not prominent, and the cigarette boxes do not adequately describe the health hazards associated with smoking, providing limited information and warnings to consumers.

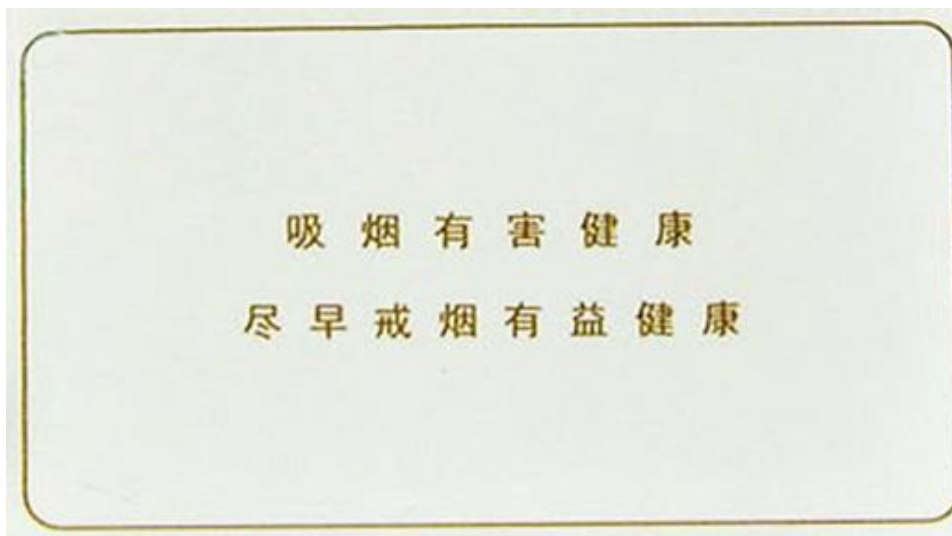


FIGURE 66 Tips on the Label of “HUANGHELOU” Cigarette

Source: Photographed by the Author

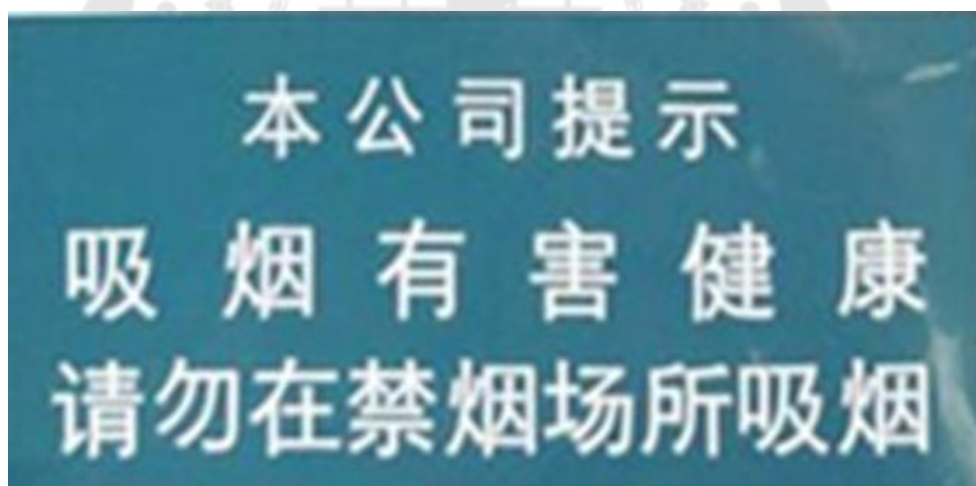


FIGURE 67 Tips on the Label of “HUANGHELOU” Cigarette

Source: Photographed by the Author

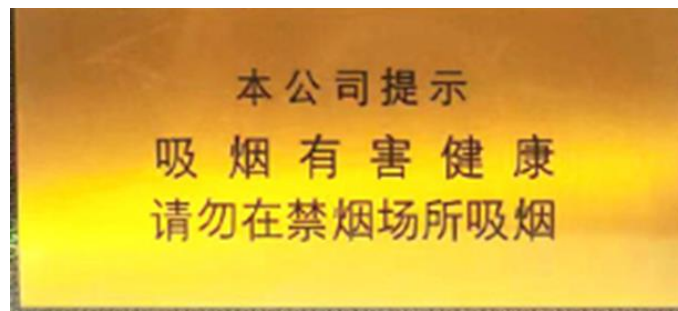


FIGURE 68 Tips on the Label of “HUANGHELOU” Cigarette

Source: Photographed by the Author

Through the specified warnings on cigarette labels, we can observe “HUANGHELOU” cigarettes actively conveying concern for the health of consumers in their label design. All “HUANGHELOU” cigarette labels are labelled with statements such as "This company reminds you that smoking is harmful to health. Please do not smoke in no-smoking areas," along with information about cigarette tar content. The aim is to remind consumers to have a thorough understanding of the potential harm to their bodies while using cigarettes. By providing warnings on the label about the dangers of smoking, individuals can be made aware of the negative impacts smoking may have on their health while enjoying cigarettes. According to interviews with cigarette consumers, they explicitly mentioned that they pay attention to the warning messages on the label each time they purchase cigarettes. They acknowledge the potential hazards of smoking, such as shortened lifespan, increased risk of lung cancer, and heart attacks, and recognize the dangers to aspects like fetal health. However, even with a full understanding of the risks associated with smoking, they find it challenging to completely give up smoking because it serves as a means of relaxation for them.

Consumer Pan Jun believes that the harm of smoking to the body is slow and continuous. Despite his understanding that smoking may reduce lifespan, he finds it challenging to resist the allure of cigarettes during moments of relaxation. In order to seek a balance, he has implemented self-control measures, reducing the frequency of smoking from one cigarette per hour to one cigarette every two hours. The purpose of



this adjustment is to gradually decrease tobacco intake, with the hope of reducing potential harm to the body over the long term. This reflects how some consumers while understanding the risks, attempt to mitigate adverse effects on the body by reducing the frequency of smoking.

Consumer Liu Bin, with a smoking history spanning 13 years, is acutely aware of discomfort in his throat. However, he does not directly attribute it to smoking. He contends that smoking has become ingrained in his life, considering it a lifestyle. Nevertheless, as changes in his body become apparent and health warnings are introduced on cigarette labels, he has begun to contemplate the irreversible harm smoking may cause to his health. Despite consciously attempting to reduce smoking, he finds it challenging to quit entirely. In order to mitigate the adverse effects of smoking on his body, he has employed various strategies. Apart from the strategy of extending the time between cigarettes, he pays attention to the content of harmful substances such as tar and carbon monoxide when purchasing cigarettes. He tends to choose slim cigarettes, believing it is a way to reduce the harm caused by smoking.

In mainland China, it is mandatory to include relevant warning slogans on cigarette labels. In regions such as Hong Kong, Macau, Taiwan, and others, explicit images depicting the harm of smoking to the human body are printed on cigarette boxes, providing people with a solemn warning. Although it is not possible to completely prohibit smoking for all smokers, the warning messages on cigarette labels prompt consumers to contemplate their own health when obtaining cigarettes. This signifies a gradual shift from mere consumption to an increasing emphasis on health, representing a transformation in ideological awareness.

#### **4.2.2.2 “HUANGHELOU” Cigarettes Label Impact on Designers**

As a well-known cigarette brand in Hubei Province, the label design of “HUANGHELOU” cigarettes is bound to attract attention from various industries. Many designs of “HUANGHELOU” cigarette labels are inseparable from the integration with culture. Therefore, designers must have a profound understanding of Chinese culture to blend traditional cultural elements with modern design, creating more charming labels.

Secondly, the label design of “HUANGHELOU” cigarettes also needs to keep pace with the times, incorporating novel symbols into the design. The design of the “HUANGHELOU” cigarette label is also a product of profound insight into market demand, requiring designers to have keen insights. It is essential to focus on the psychology of the favored consumer group and consumption trends to create more attractive cigarette label designs.

Under the guidance of national policies, designer Liu Hang believes that it is necessary to create a unique connotation in cigarette label design that embodies the aesthetic essence of Chinese traditional culture. He considers this not only as the inheritance of traditional culture but also emphasizes the need for revolutionary attempts in visual presentation to capture more attention from the target consumers, ultimately maximizing the profitability of cigarette sales. Designer Zuo Jingjing added that she often pays attention to cigarette retail stores in her daily life, observing consumer choices because sales volume is often an affirmation of cigarette label design. Such observations enable her to understand the current styles preferred by people, thus better meeting market demands.

The styles of “HUANGHELOU” cigarette labels directly or indirectly impact the direction of designers in label design. For design practitioners, cigarette label design is not a simple contemplation, and it is certainly not about using flashy techniques to keep the product on the surface. Cigarette label serves more as a carrier of culture. It requires designers to possess their own cultivation and knowledge, and continuously learn and delve into it. Only then can they fully explore the connotations behind it and use innovative design techniques to align with the current consumers. For design practitioners, being able to create an outstanding cigarette label is not an easy task, but it is also the best way to cultivate their thinking. Any well-designed label must be meticulously contemplated by the designer. Design is inherently a continuous learning process.

The label design of “HUANGHELOU” cigarettes presents a clever integration of traditional culture and modern aesthetics for designers. Designers need to

showcase a deep understanding of Chinese traditional culture in their works while combining it with contemporary trends to create a unique and eye-catching visual impact. Cigarette label design demands designers to possess a high level of aesthetic awareness. They must create visually appealing works that capture the attention of consumers, conveying brand characteristics through visual elements to stand out in the fiercely competitive market. The label design of "HUANGHELOU" cigarettes has a comprehensive impact on designers, requiring them to have a profound understanding of traditional culture, sensitivity to modern aesthetics, attention to social responsibility, and the integration of environmental protection concepts. This, in turn, encourages designers to be more comprehensive, innovative, and socially responsible in their creative process.

#### **4.2.2.3 The Impact of "HUANGHELOU" Cigarette Label on Collectors**

The cigarette label designs not only carry rich historical significance and profound emotional connections but also garner widespread recognition in society, endowing them with significant collectible value. "Xinhai 100" cigarettes, commemorating the centenary of the Xinhai Revolution's victory, are produced only in commemorative years. Collectors are drawn to these designs because they represent not only past experiences and emotions but also societal identity and cultural memory. Therefore, "HUANGHELOU" cigarette label designs have become favorites among collectors, who consider them precious artifacts worthy of preservation.

Consumer Tan Rong expressed that he purchases commemorative products from the "HUANGHELOU" brand to taste and collects limited-edition cigarette label. This illustrates that these collected cigarette labels not only reflect people's pursuit of aesthetics and culture but also carry memories and emotions of specific eras, making significant contributions to the cultural heritage and development of society. Thus, cigarette label design also impacts collectible value, with the integration of historical, emotional, and societal identity aspects in "HUANGHELOU" cigarette label designs endowing them with a unique social collectible value.

#### **4.2.2.4 The Impact of "HUANGHELOU" Cigarette Label on Consumers'**

**Daily Life**

Cigarette label design embodies people's emotions. Different cigarette label caters to the inner needs of various consumers. In China, cigarettes are not just a simple commodity for people; they also serve as a tool in interpersonal communication. When consumers purchase cigarettes, the motivation behind this consumption often includes meeting both psychological and social needs along with fulfilling physiological and material needs.



FIGURE 69 Smoking Etiquette at Wedding Banquets

Source: Photographed by the Author

Through on-site visits and interviews, consumers expressed that they usually offer cigarettes to guests during home gatherings. The chosen cigarettes on such occasions are generally those with exquisite labels, featuring patterns that convey positive and auspicious meanings. This may include high-priced cigarettes to signify the host's esteem for the guests. Sharing one's own cigarettes with friends can enhance the emotional connection between individuals.



FIGURE 70 Smoking in Daily Life

Source: Photographed by the Author

In China, people usually use cigarettes when they meet, and the act of handing out cigarettes is like a greeting in China.

Consumers also choose different cigarettes for various occasions. During wedding banquets, they opt for cigarettes primarily labelled in red, symbolizing festivity. In everyday social interactions, they may choose cigarettes with relatively simple labels to convey a sense of stability. In business negotiations, the selection of exquisitely label cigarettes serves to signify one's social status. Choosing different cigarette labels for distinct occasions is considered a form of etiquette.



FIGURE 71 Yin 8 Du Cigarette Label

Source: Photographed by the Author

During the interview, consumer Liu Bin expressed a particular fondness for Ying8Du(fig.71). He believes that its fashionable and modern label, coupled with the refreshing burst bead flavour, caters to the trendy and young consumer demographic.



FIGURE 72 Zhu Fu cigarette label

Source: Photographed by the Author



Consumer Wang Huachao stated that he chose to purchase ZhuFu(fig.72) because he is about to hold a wedding banquet, and he needs a label that is festive and symbolizes good wishes, perfectly matching the joyous occasion of a wedding celebration.



FIGURE 73 Da Cai Cigarette Label

Source: Photographed by the Author

Consumer Xu Kai expressed a preference for purchasing the cigarette brand DaCai(fig.73), primarily due to its label featuring military patterns. As a veteran, he believes that choosing this brand allows him to showcase his military identity through the military-themed label. In his view, when he takes out this cigarette, he believes that others can quickly recognize his past military service, making it a symbol of his identity. This choice is not only based on a preference for the taste of the cigarette but also a way to self-present one's identity and experiences.

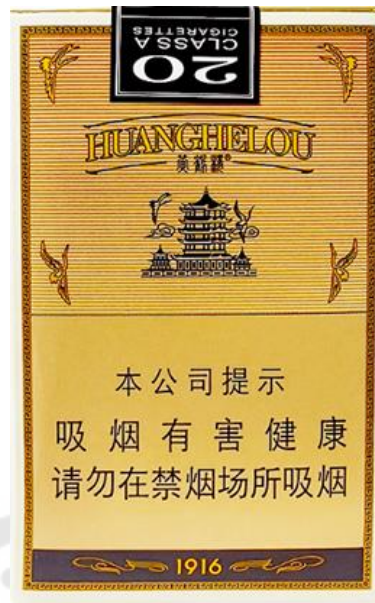


FIGURE 74 1916 Cigarette Label

Source: Photographed by the Author

Consumer Chen Bo, the owner of an engineering company, emphasizes a keen interest in the premium quality of cigarette labels. Whether it is the external label of the cigarettes or their intrinsic features (such as filters, beads, etc.), as well as the pricing, these aspects are particularly crucial to him. Due to the nature of his work, he frequently engages in business negotiations. He believes that the high-end label and pricing of cigarettes symbolize a form of status, facilitating smoother communication and interaction in the professional environment. He has a special fondness for the 1916 series of cigarettes, characterized by an overall use of yellow and complemented by the distinctive Yellow Crane Tower logo, creating a noble and elegant impression. This overall presentation gives him a sense of having refined taste. Therefore, cigarette label is closely related to consumers' daily lives, and different cigarette label caters to various psychological and lifestyle needs of consumers.

The pursuit of personalization by consumers has become a characteristic of contemporary consumer culture. Cigarette label design must align with this trend to adapt to intense market competition. Based on the emotional segmentation

of smokers, it becomes imperative to establish an overall label style that fully reflects the emotional needs of smokers. The label box is the most direct medium to convey relevant emotional information to smokers, serving as the frontline in facing consumers. The changes in label style are directly influenced by various factors such as smokers' intentions, the people involved in smoking, and the occasions for smoking. The pursuit of personalization by consumers has become a characteristic of contemporary consumer culture. Cigarette label design must align with this trend to adapt to intense market competition. Based on the emotional segmentation of smokers, it becomes imperative to establish an overall label style that fully reflects the emotional needs of smokers. The label box is the most direct medium to convey relevant emotional information to smokers, serving as the frontline in facing consumers. The changes in label style are directly influenced by various factors such as smokers' intentions, the people involved in smoking, and the occasions for smoking.

Through interviews, it is evident that consumers go through three dynamic processes – cognition, emotion, and volition – when purchasing goods. The visual impact of product labels is crucial in successfully attracting consumers during the purchase. Individual interests vary; some prefer simplicity, some prefer luxury, and some favor Chinese elements. When choosing cigarettes, consumers demand novelty, uniqueness, and aesthetic appeal in label shapes, compositions, decorations, materials, etc., forming imaginative scenes. All aspects of labels impact every choice made by consumers.

From this perspective, the label of “HUANGHELOU” cigarettes, in the context of social culture, not only unilaterally receives the impact of social culture, but also exerts various impacts on society. Its label design is influenced by various factors, thus having profound effects on people's daily lives, health concerns, and designer creations. The label of “HUANGHELOU” cigarettes plays a unique role in people's daily lives. It is not just the appearance of a commodity but an integral part intertwined with consumers' daily lives. The constant changes in aesthetic and aesthetic concepts influenced by social culture directly impact the style and element selection of label

design. From traditional to modern, from simplicity to complexity, the “HUANGHELOU” cigarette label consistently aligns with the trends of the times, maintaining a close interaction with people's lifestyles. Secondly, society's increased attention to health significantly affects the design of “HUANGHELOU” cigarette label. With the rise of health consciousness, label design must consider relevant regulations and ethical responsibilities. This prompts designers to incorporate health warnings and related information into the label, reflecting society's concern for health issues. Therefore, label design needs to both attract consumers and effectively convey information about the hazards of tobacco. The creative work of designers in “HUANGHELOU” cigarette labels is also influenced by social culture. Designers must not only meet market demands and adhere to brand images but also capture the pulse of social culture, integrating unique cultural elements into their designs. This results in each label having distinctive cultural symbols, reflecting the diversity and innovation of society. The enduring impact of social culture on “HUANGHELOU” cigarette labels is evident in the integration of labels into daily life, the reflection of health concerns, and the cultural fusion in designer creations. This continuous interaction makes the “HUANGHELOU” cigarette label more than just a product wrapper; it becomes a mirror reflecting the evolution of societal spirit and values.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

This chapter will consolidate and analyze the research findings on the label of “HUANGHELOU” cigarettes, with a particular focus on its historical significance and cultural value. Through a comprehensive synthesis of the previous chapters, an in-depth exploration of society's sustained interest in the “HUANGHELOU” cigarette labels will be undertaken. Additionally, the chapter will discuss potential directions for future research and provide recommendations, aiming to offer new perspectives for the design direction of the “HUANGHELOU” cigarette labels.

#### 5.1 Brief Summary of the Research

This research revolves around the Label of “HUANGHELOU” cigarettes, examining the developmental changes in “HUANGHELOU” cigarette Labels from 2004 to 2023. It analyzes the underlying cultural factors impacting label design. Additionally, the research focuses on the sustained impact of socio-cultural factors on the “HUANGHELOU” cigarette labels.

##### 5.1.1 Culture Value of “HUANGHELOU” Cigarette Labels

The labels of “HUANGHELOU” cigarettes encompass the evolution of the brand, the utilization of cultural symbols, the regeneration and innovation of design elements, impacts of the societal context, and the relationship between brand image and consumer perception. As a significant representative of the Chinese tobacco industry, the culture value of the “HUANGHELOU” cigarette label is a broad and profound research domain. Through an in-depth analysis of this theme, we can gain insights into the use and transformation of elements in label design, revealing the role played by “HUANGHELOU” cigarette labels in this process.

From the perspective of design elements, the label of “HUANGHELOU” cigarettes reflects the aesthetic pursuits and design trends of different eras. In the early designs, there might be an emphasis on tradition and classicism, but with the changing times, whether in symbols or colors, design elements gradually incorporate modern and

fashionable elements. From the classic design of 1916 in the early days to the innovative styles of Yin 8 Du, 3mg08, and Man Tian Xing, this transformation not only mirrors the evolution of design styles but also suggests the brand's continuous adjustments to market demands and consumer preferences. Simultaneously, it reflects the designers' sensitivity to society and culture, ensuring that the label of the "HUANGHELOU" cigarettes maintains a progressive quality in form.

The utilization of cultural symbols is a crucial aspect of label design. "HUANGHELOU" cigarette label achieves a clever integration of traditional culture and modern innovation through the application of cultural symbols. Plant patterns such as plum blossoms and bamboo, as well as animal patterns like loongs, phoenixes, and cranes, are endowed with symbolic meanings of prosperity and auspiciousness. This not only connects the brand with the profound roots of Chinese traditional culture but also presents a reinterpretation of traditional elements in design, showcasing innovation and contemporaneity. These patterns are not just designs; they are a continuation of brand culture and a contemporary interpretation of tradition. "HUANGHELOU" cigarette label plays a significant role in shaping the brand image. Over the course of its historical development, "HUANGHELOU" has established a unique and stable brand image, setting itself apart in the market. This is not merely a matter of design style but also a successful expression of the brand's cultural ideology and emotional value to consumers.

The interaction between Label design and the social landscape reflects the brand's sensitivity to societal changes and how Label design, as the visual representation of the brand, flexibly adjusts itself in the face of societal developments to achieve deep connections with consumers. Label design, serving as the brand's visual representative, inevitably faces the impact of the social landscape. Changes in society, shifts in cultural trends, and significant national events are directly reflected in the choices made in Label design. For instance, events like the "100th Anniversary of the Xinhai Revolution," the "90th Anniversary of the Founding of the Communist Party of China," the "70th Anniversary of the Founding of the People's Liberation Army," and



major societal movements like the advocacy for environmental protection and sustainable development have influenced “HUANGHELOU” cigarette Label. The brand has chosen minimalist and green-label designs to align with societal concerns about sustainability. This sensitivity allows the “HUANGHELOU” cigarette Label to synchronize timely with the era in both form and content, showcasing the brand's foresight and adaptability. The brand sensitivity of “HUANGHELOU” cigarettes to social changes implies that Label design can more profoundly grasp the psychology and needs of consumers. During periods of societal transition, consumers often have a more urgent demand for emotional resonance and identification. “HUANGHELOU” cigarettes, through label design, can flexibly adjust emotional elements to resonate with society, establishing a more profound and authentic brand image. This is not merely a market strategy but a means for “HUANGHELOU” cigarettes to build a trusting relationship with consumers. This interactivity also reflects the close relationship between the brand and society. The brand is no longer a unidirectional information transmitter but forms an organic interactive relationship with society and consumers. In “HUANGHELOU” cigarette label design, understanding societal trends is not just about following the tide but actively engaging in social dialogue. The label design becomes a medium for conveying culture, reflecting values, and evoking resonance, making the brand more profound and warm. This interaction inspires the strategic role of label design in brand management. Label design is no longer just an external form but an integral part of brand strategy. By deeply understanding societal trends, “HUANGHELOU” cigarettes can integrate more cultural and emotional elements into Label design, achieving the continuous elevation of the brand image. Simultaneously, this provides direction for the brand's future development, enabling it to better adapt to societal trends and consistently attract and maintain consumer attention. This interactivity not only showcases the flexibility of brand and sensitivity but is also a concrete manifestation of the profound and close relationship between “HUANGHELOU” cigarettes and society. Infusing societal elements into Label design, capturing the pulse of the times, will make

the “HUANGHELOU” cigarette Label more storytelling and attractive, thereby laying a solid foundation for the brand's sustained success in the market.

China has a broad and profound excellent traditional culture, since the 18th National Congress, Xi Jinping, general secretary of the Communist Party of China (Xi Jinping) has talked about Chinese traditional culture many times, expressing recognition and respect for traditional culture and traditional thought and value system, and boosting the cultural self-confidence of the Chinese nation. The historical value of "HUANGHELOU" cigarette label design lies not only in its position in the tobacco industry but also in its far-reaching impact as a carrier of cultural expression. Through an in-depth research of its design history, we can better understand the diversified development trajectory of Chinese label design, and gain insight into the organic combination of the brand's cultural expression and commercial strategy in different historical periods.

#### 5.1.2 Continuous Impact of Social Factors on “HUANGHELOU” Cigarette Label

The research on “HUANGHELOU” cigarette label design illustrates a rich and multi-layered cultural phenomenon, where various factors such as traditional culture, regional culture, societal values, ideologies, and trend culture intricately intertwine. These elements shape the distinctive image of the brand in the market, catering to consumers' emotional needs through the design of the “HUANGHELOU” cigarette label.

The integration of traditional culture in the label design of “HUANGHELOU” cigarettes reflects a blend of respect and innovation toward historical culture. The incorporation of botanical patterns such as plum blossoms and bamboo, as well as animal motifs like loongs, phoenixes, and cranes, not only conveys auspicious meanings from traditional Chinese culture but also presents a unique aesthetic charm in the design. This infusion of traditional cultural elements showcases the brand of reverence for tradition. Simultaneously, through innovative design, these elements rejuvenate in contemporary settings, becoming a source of the distinctive charm of the “HUANGHELOU” brand.

Regional culture plays a crucial role in the label design of “HUANGHELOU” cigarettes. The utilization of architectural patterns resembling the Yellow Crane Tower establishes a close connection between the brand and the regional culture of Wuhan, Hubei. This regional expression not only imparts a unique local flavor to the brand but also creates a regional image globally. Consumers may find a sense of hometown identity in this label, fostering an emotional connection that is vital for brand loyalty and long-term development.

Social values are fully expressed and guided in the label design of “HUANGHELOU” cigarettes. The embedded values, such as prosperity, auspiciousness, and traditional virtues, are not just design techniques but also an active expression of the brand's societal concepts. This guidance on values may evoke a sense of brand identification among consumers, purchasing “HUANGHELOU” cigarettes as a form of identity affirmation for these values. The flexible adaptation to trend culture allows the label design of “HUANGHELOU” cigarettes to maintain a sense of novelty in different periods. By adjusting design elements, the brand can timely capture and respond to trend trends, ensuring its continuous relevance. This adaptability enables the brand to better attract young consumers and maintain market vitality. The significant embodiment of consumers' roles in the daily life of brand is evident in the label design of “HUANGHELOU” cigarettes. The brand label becomes a part of consumers' daily experiences, and emotional investment in the label may impact consumer purchasing decisions. This role in daily life is not just about consuming a product but also a crucial means for the brand to establish emotional connections with consumers. The impact of “HUANGHELOU” cigarette label design on designers is reflected in its role as a source of creative inspiration. Designers draw inspiration from traditional culture, regional culture, social values, etc., integrating these elements into the design to create labels with unique cultural symbols. This source of creative inspiration not only adds depth to the design process but also stimulates reflection on cultural heritage. This conclusion not only praises the aesthetic value of brand label design but also interprets its profound

cultural significance. The organic fusion of multiple cultural elements, including tradition, region, society, and trends, lays a solid foundation for the brand's success in the market.

The label designs of cigarette labels carry both rich historical significance and establish profound emotional connections. These designs not only provide visual enjoyment but also serve as representatives of past experiences and emotions. They become significant symbols of nostalgia for bygone eras and specific cultural memories. The amalgamation of historical, emotional, and societal identification aspects within the design patterns of the "HUANGHELOU" cigarette label endows them with a unique social collectable value.

Contemporary popular culture plays a crucial role in cigarette label design, profoundly influencing consumers' aesthetics and purchase decisions. Cigarette labels have gradually become a medium for expressing popular culture, presenting diverse and personalized features by incorporating fashion elements, artistic trends, and social hot topics. The impact of popular culture on cigarette labels is manifested in patterns, colours, and forms, reflecting contemporary societal values and aesthetic pursuits. Brands, by staying in tune with trends and keenly capturing cultural pulses, successfully create cigarette labels that are both timely and attractive, establishing a closer emotional connection with consumers. This mutually influential relationship injects more cultural connotations into cigarette labels, shaping brand image, and also guides consumers in their recognition and acceptance of cultural symbols.

Marketing strategy is not only a crucial means of brand promotion but also a key factor in creating a competitive advantage in the market. Cigarette label, through ingenious marketing strategies, becomes a prominent representative of brand image, influencing consumers' purchase decisions and loyalty. In cigarette label design, marketing strategies are applied through brand positioning, precise targeting of the market, and communication in advertising, making the label more market-oriented and attractive. Brands convey product characteristics and cultural connotations through labels, using unique pricing, promotional methods, and advertising to establish differentiation in competition, enhancing brand competitiveness. Simultaneously,

through innovative marketing strategies, brands can better adapt to changes in market demand and attract diverse consumer groups.

### 5.1.3 Conclusion

This research employed research methods such as literature analysis, field investigation, and case analysis to delve into the evolution of the “HUANGHELOU” cigarette label, its artistic styles, influencing factors in label design, and cultural reflections. The design of the “HUANGHELOU” cigarette label is intricately shaped by a synthesis of regional culture, traditional values, societal perspectives, contemporary trends, and marketing strategies. Simultaneously, the label of “HUANGHELOU” cigarette exerts a sustained impact on society.

Based on research objective one, in the process of researching the cultural value of “HUANGHELOU” cigarette labels in Wuhan, Hubei, China, a thorough analysis of the label design evolution from 2004 to 2023 was conducted. The research highlighted the consistency of brand identity and innovation in label design, including the evolution of the brand, the utilization of cultural symbols, the regeneration of design elements, and the reflection of contemporary social trends. This historical evolution not only demonstrates the unique contributions of “HUANGHELOU” cigarettes in the field of label design but also showcases the brand's adept integration of traditional culture and modern aesthetics.

Based on Research Objective Two, this research explores the sustained impact of the “HUANGHELOU” cigarette label on society from a socio-cultural perspective. It is evident that the “HUANGHELOU” cigarette label has closely intertwined with societal and cultural transformations across different epochs. By incorporating traditional cultural elements and catering to contemporary trends, the label has effectively endowed the product with profound cultural significance. This sustained impact extends beyond a mere visual impact, reflecting the brand of keen understanding of societal values, aesthetic ideals, and the psychological needs of consumers. In the ever-evolving social milieu, the “HUANGHELOU” cigarette label,

through its distinctive cultural expressions, consistently shapes and guides the trends in societal culture.

In summary, this research found that some of contemporary design are based on a combination of the contemporary lifestyle of the society, and traditional culture. Therefore, design and art are inseparable, and design and culture pages are inseparable. The historical evolution of the "HUANGHELOU" cigarette label design pattern not only shows the unique contribution to the field of label design but also reflects the clever integration of design with art, culture and life.

Cigarette label design has exerted a profound impact on individuals from the perspective of art and aesthetics. It amalgamates traditional Chinese cultural symbols with contemporary artistic elements, showcasing exquisite artistic techniques and unique aesthetic charm. These designs not only delight visually but also innovate and uphold traditional culture, demonstrating a harmonious fusion of the zeitgeist and cultural connotations. Through its patterns, the "HUANGHELOU" cigarette label provides individuals with artistic enjoyment, deeply resonating with their emotions. It stands as a masterpiece of the integration of art and aesthetics, setting a new benchmark for cigarette label design.

The cigarette label designs in China often integrate traditional cultural elements such as loongs, phoenixes, and landscapes, alongside the application of auspicious colours like red and gold. Furthermore, some designs incorporate current events, thereby endowing the cigarette label with cultural significance and to some extent transforming them into collectible items or gifts. In contrast, the cigarette label designs in Thailand prioritize warning against the health hazards of smoking, typically featuring unappealing and repulsive images and warning texts, reflecting the government's concern for public health. Consequently, Thai cigarette label emphasizes the dangers of smoking rather than cultural or scenic representations. In the Western regions, cigarette label designs may include repulsive images, yet some also adopt minimalist and contemporary designs, emphasizing brand identity and the use of high-quality label materials. Such designs prioritize visual impact and brand recognition.



Based on the findings of this research, it is evident that Chinese cigarette label, due to their pattern selection and integration with current events, possesses a certain degree of collectable value. For instance, the limited edition "Xin Hai 100" released to commemorate the centennial of the 1911 Revolution sparked public interest due to its restricted availability, thereby fostering a desire for collection. In contrast, Thai cigarette label, characterized by unattractive and repulsive designs, lacks inclination towards collection. Similarly, cigarette label in the Western regions, although sometimes featuring minimalist designs, primarily serves to enhance brand recognition and may contain health warning imagery, thus rendering them less favoured by collectors.

The aforementioned research analysis underscores the diverse cultural reflections evident in cigarette label designs across different countries. While some nations perceive cigarettes as integral to social culture, emphasizing their close association with daily life in their label design, others employ cigarette labels to underscore health consciousness, aiming to raise awareness of health risks. Additionally, certain countries prioritize the creation of highly distinctive cigarette label designs to enhance brand image and market competitiveness. These disparities reflect varying cultural perceptions and attitudes towards cigarettes, further highlighting the cultural diversity inherent in cigarette label design. Consequently, it is imperative to foster understanding and respect for cultural differences among nations to facilitate cross-cultural exchange and collaboration.

## **5.2 Results and Discussion**

Through an exploration of the historical significance and cultural value of the "HUANGHELOU" cigarette label, this research not only contributes to the industry development but also presents a unique case analysis of the interplay between cultural expression and commerce. It offers valuable insights for future brand construction and label design, providing beneficial guidance for the intricate relationship between culture and business.

### 5.2.1 Relevance of Research Results

Through an in-depth analysis of the historical significance and cultural value of the “HUANGHELOU” cigarette label, we can uncover a close correlation between the research question and the research outcomes. Firstly, concerning the historical significance of the “HUANGHELOU” cigarette label, the results may reveal the evolutionary process of the brand label design, reflecting shifts in Chinese societal culture across different historical periods. The historical significance embedded in cigarette labels might be linked to specific socio-political and cultural events of the time, making the label a witness and recorder of history. The application and evolution of different cultural elements in label design, along with the embodiment of cultural values, may originate from symbols, patterns, colors, and other elements used in the label. These elements are influenced by societal culture, showcasing specific cultural expressions in label design.

Regarding the impact of social culture on cigarette label patterns, the research results reveal variations in label design across different periods and societal cultural backgrounds. The style, themes, and elements of label patterns undergo changes influenced by various factors such as regional culture, traditional culture, and societal values. Additionally, cigarette label also influences the psychological and emotional aspects of consumer behaviour. Therefore, through the research of these changes, we can gain a deeper understanding of the role of social culture in shaping cigarette labels.

By researching the historical significance and cultural value of the “HUANGHELOU” cigarette label, as well as the impact of social culture on its patterns, researchers can gain a more comprehensive understanding of the relationship between labels and social culture. This provides robust support for exploring the specific manifestations of cultural value in label design.

### 5.2.2 Comparison with Existing Literature

From the perspective of cigarette label design. The in-depth analysis of the history of the "HUANGHELOU" cigarette label reveals its special historical value in terms of brand heritage and visual element evolution. In contrast to the existing applied

research results with the same theme of this case, the focus of this research focuses on the formation of a new theoretical conceptual framework by means of analysing the cultural value of the "HUANGHELOU" motif, it is continuing impact and literature analysis, which provides a new perspective for the research of the perceived historical value of the cigarette label culture and the continuing impact of the social aspects. Nowadays, cigarette label design is influenced by various factors in society. This research starts from the timeline of cigarette labels, expanding the depth and width of the research. Scholar Liu Yingfei's research, the analysis of the "HUANGHELOU" cigarette label part of the pattern, the use of label aesthetics, the concept of environmentally friendly design to create a cigarette label pattern reflecting the national character (Yinfei, 2011). Li Miao, in his research, analyses the cultural elements in the design of the label pattern of "HUANGHELOU" cigarettes, through the combination of city attractions and cigarette label pattern design, in order to enhance the soft power of the brand of "HUANGHELOU" cigarettes (Miao, 2020). Scholar Chen Yan believes that the core of cigarette label design is human-centred, based on the sensory experience of cigarette labels, behavioural experience, and emotional experience of cigarette label design applications (Ran, 2015). This research expands the depth and breadth of the research by looking at the timeline of cigarette labels. We take a socio-cultural perspective. In scholar Cao Lin's research, he classified the existing cigarette label. patterns identified the meanings of the cultural elements in the current cigarette label. design analysed the shortcomings of the existing cigarette label. design in detail, and proposed the key elements in the cigarette label design (Lin, 2015). In a research by scholar Wu Sitong, the impact of traditional culture on consumer psychology is analysed; the diversification of consumer behaviour allows consumer psychology to be differentiated, and social aspects of values, lifestyles, customs and habits all impact consumer behaviour (Sitong, 2020). Scholars Yang Lu, Quan Faxiang, Cheng Liang, and Tang Xishu research, cigarette companies need to fully understand and analyse the actual needs of consumers and psychological preferences and other factors, can be more reasonable and efficient development of the marketing strategy of cigarettes, the brand's marketing

strategy affects the consumer's purchasing behaviour (Lu, Faxiang, Liang, & Xishu, 2023). The cigarette label designs disseminate traditional Chinese culture, possessing cultural value, which aligns with the viewpoint of this research. However, this paper focuses more on analyzing the cultural value of "HUANGHELOU" and delving into the historical significance of cigarette label culture, providing a new perspective for understanding cigarette label design and its societal impact. The continuing impact of the "HUANGHELOU" cigarette label is analysed in depth. Through the cultural integration and innovation of label design in different periods, as well as the sensitive response to social values, we have deeply explored the complex relationship between cigarette label and social and cultural interaction. This aspect of the research enriches the theoretical framework of the existing literature on the cultural impact of cigarette labels, providing a more comprehensive understanding of the relationship between cigarette labels and social culture. Practical applications are discussed in depth, especially the practical contributions in terms of cultural transmission, social identity and marketing.

In terms of Chinese social etiquette. In PR culture, smoking seems to have become a basic etiquette, through the use of the social meeting gift is cigarettes, On this occasion, refusing others to smoke, or not smoking and not carrying cigarettes on social occasions, will be considered lack of social experience, people do not go along with the eccentric people. This cultural awareness of smoking is shared by almost the vast majority of people (Zhengmao, 1990). Smoking serves as an indispensable means of social interaction, acting as a bond to maintain public relations, while cigarette label design simultaneously satisfies consumers' psychological needs. These align with the viewpoints of Zhang Wei(Wei, 2010) in his research in 2010. However, this paper further analyzes the mutual impact and interaction between cigarette label design and societal aspects. Cigarettes cause brain shrinkage, and the damage is irreversible(Xia, 2023). Globally, more than 6 million people die each year from infectious and chronic diseases caused by tobacco exposure. Smoking also causes another health problem: cellular ageing (He, 2023). Even though several studies have clearly shown the dangers

of cigarettes, they are still an integral part of people's daily lives in China. It is because of these factors that the culture of smoking in China has led to a thriving cigarette industry.

### 5.2.3 The Impact of Research Results

The implications of the findings are manifold. By digging deeper into the historical and regional culture behind cigarette brands, it helps to pass on and preserve traditional Chinese culture. Cultural research scholars and cigarette label designers unanimously agree that the "HUANGHELOU" cigarette label design contains traditional Chinese culture and has a spread of traditional Chinese culture. researching consumers' perceptions and usage habits of different brands of cigarettes can contribute to the construction of cultural identity and identity. By researching the historical evolution of "HUANGHELOU" cigarette label, we are able to gain an in-depth understanding of the expression of social culture in consumer product design, providing a useful reference for the development of the brand.

On the theoretical front, this research delves into the cultural interpretation of cigarette labels, exploring the fusion of visual elements, traditional cultural symbols, and modern aesthetics. It provides a new perspective on cultural studies and design theory. The relevance of the research is evident in its insights across multiple disciplines such as culture, design, and consumption, offering rich material and thought paths for academic research and practical applications in related fields. The significance of this research lies not only in its in-depth examination of the specific field of cigarette labels but also in its valuable insights into societal culture and design theory. By deepening our understanding of cultural value, we are better equipped to address the challenges posed by contemporary societal and cultural transformations, providing valuable references and support for brand management, design innovation, and cultural heritage.

### 5.3 Prospects

This research delved deeply into the analysis of the "HUANGHELOU" cigarette label, revealing profound cultural connotations in its design patterns and demonstrating historical significance and sustained societal impact within the context of Chinese

culture. Based on the current research findings, this section puts forth several recommendations for advancing the depth and breadth of future research on cigarette labels.

### **5.3.1 Recommendations of This Research**

Traditional cultural aspects. Further exploration and promotion of traditional cultural elements in cigarette label design are recommended. In the current landscape, with societal development and diverse consumer aesthetic demands, continuous innovation and elevation are essential for cigarette label design. It is suggested that designers intensify their research and understanding of traditional Chinese culture, integrating it into label design to propel the inheritance and innovation of traditional culture.

Psychological aspects of consumers. Future research can delve deeper into analyzing consumers' cognition and emotional responses to cigarette labels during the purchasing process to comprehensively understand the impact of labels on consumer psychology. Through more detailed surveys and interviews, insights into the actual impact of label design on consumers when purchasing cigarettes can be gained. This will help uncover the precise role of cigarette labels in brand selection, purchasing behavior, and the formation of consumer attitudes. Additionally, analyzing consumers of different ages, genders, and cultural backgrounds will provide a more comprehensive understanding of different groups' perceptions and preferences for cigarette labels.

### **5.3.2 Recommendations for Future Research**

Through this research, researchers may consider turning to other cigarette brands or different types of labelling combinations to dig deeper into the historical and regional cultural connotations carried by the brand. Cigarette label design of foreign brands can also be studied. A systematic analysis of these products can help pass on and promote different cultures. As daily consumer products, the cultural elements behind commodities are worth digging deeper into. First, by analysing the historical origin, production process and label design of commodity brands, we can reveal the regional cultural characteristics they represent and their historical inheritance. Secondly, from the perspective of consumers, researching different social groups' perceptions of



cigarettes, their usage habits and their connection with cultural traditions will help us understand the status and function of products in social life. In addition, the impact and feedback relationship of the cigarette industry on the local economy, social structure and cultural patterns can be explored from the multidisciplinary perspectives of economics, sociology and cultural anthropology. In conclusion, in-depth research of cigarette brands and their label collections not only helps us to fully understand and grasp the connotations of culture but also provides concrete and feasible paths and methods to promote the protection and inheritance of cultural heritage.



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APPENDIX

## APPENDIX

### "HUANGHELOU" Cigarette Label Interview Questions

#### 1. Interview Questions for Label Designer

Q1. Can you share your experience of being involved in designing cigarette labels? Were you involved in the design of a cigarette label for the "HUANGHELOU" brand? What was the original intention of the design?

Q2. What major changes have occurred in the design of the "HUANGHELOU" cigarette label between 2004 and 2023? What are the special historical backgrounds or cultural considerations behind these changes?

Q3. Have you been inspired by specific historical events or cultural elements in your cigarette label design process? Please share some specific examples.

Q4. What do you think are the prominent socio-cultural influences on the design of the "HUANGHELOU" cigarette label? How does it reflect the cultural characteristics of Wuhan, Hubei, China?

Q5. How does the label design of cigarettes as a consumer product interact with the cultural identity and aesthetic tendencies of consumers?

Q6. Is the design of the "HUANGHELOU" cigarette label influenced by market trends and consumer feedback? What kind of influence will there be?

Q7. What do you think of "HUANGHELOU" cigarette label design? Which cigarette label design pattern makes a deep impact on you? Why?

Q8. Which of the "HUANGHELOU" cigarette labels do you think best reflects Chinese culture? How does the designer reflect it? How do you interpret such a design.

Q9. Do you think the change in culture can be reflected in the change in the label of "HUANGHELOU" cigarettes? Why?

Q10. What reasons lead to the design of cigarette label with special significance?

#### 2. Interview Questions for Consumers

Q1. Do you usually buy "HUANGHELOU" cigarettes? What is your impression of the "HUANGHELOU" cigarette label?

Q2. Has the "HUANGHELOU" cigarette label gone through changes in your memory? Have these changes had an impact on your consumption choices?

Q3. Do you think the "HUANGHELOU" cigarette label is representative for Wuhan, Hubei? Do you think it reflects the unique culture of Wuhan, Hubei?

Q4. What role does the label "HUANGHELOU" cigarettes play in your life? Have you ever chosen or avoided a purchase because of the label design? Why?

Q5. Do you think there is an influence between cigarette label design and society and culture? What kind of influence?

Q6. Which product graphic design of "HUANGHELOU" cigarettes had a deep impact on you and why?

Q7. How do you feel about the different cigarette label patterns? Which one do you like? Why?

Q8. Which one do you usually buy regularly? Why?

Q9. Do you choose different products labelled "HUANGHELOU" cigarettes for different places you attend?

Q10. Would you specifically purchase and collect certain editions? If so, what would be the reasons?

### **3. Interview Questions for Socio-culture Personnel**

Q1. Do you see any changes in culture or any big historical events between 2004 and 2023?

Q2. Do you understand the various patterns on the label of "HUANGHELOU" cigarettes? What do you think is the significance of these elements?

Q3. Do you think big social events and text changes have an impact on the label design industry? What kind of impact?

Q4. Does the "HUANGHELOU" cigarette label reflect traditional Chinese culture? What kind of symbolism do the different patterns wear?

Q5. In your opinion, does the use of different cultural symbol patterns in label design have an impact on society? What impacts do you think there will be?

Q6. Have you ever had a profound impact on the "HUANGHELOU" cigarette label comparison? What is the reason for the profound impact?

Q7. "HUANGHELOU" cigarette labels are more varied, do you think there are any changes in the design? "HUANGHELOU" cigarette label design patterns and cultural interactions between what?

Q8. Do you believe that patterns with special significance on cigarette packaging are considered to have collectable value?

#### **4. Interview Questions for "HUANGHELOU" Cigarette Brand Company Staff**

Q1. What is the positioning of "HUANGHELOU" cigarettes as a brand for its own brand?

Q2. How many models of cigarettes are there in the period 2004-2023. How many are categorized by design? What are the reasons for the design of these products?

Q3. What kind of approach and marketing strategy will the "HUANGHELOU" brand adopt for the sales of cigarettes?

Q4. There are many categories of "HUANGHELOU" cigarettes, which ones are selling better now? What do you think might be the reason for the good sales?

Q5. What is the history of the "HUANGHELOU" brand?

Q6. What impact do you think "HUANGHELOU" cigarettes have on consumers?

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