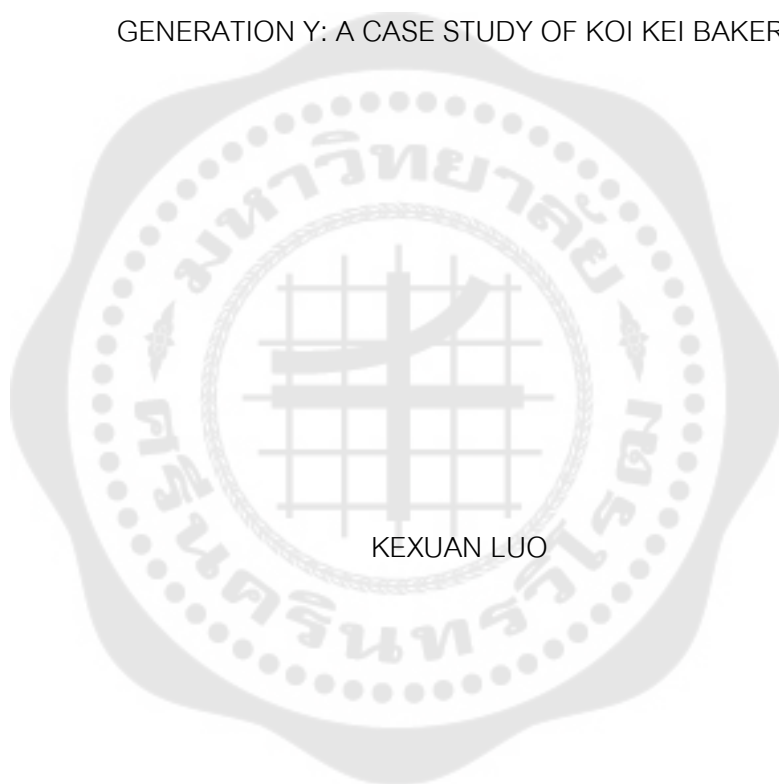




DESIGN AND DEVELOPMENT SOUVENIR SNACK PACKAGING DESIGN FOR
GENERATION Y: A CASE STUDY OF KOI KEI BAKERY



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2024

การออกแบบและพัฒนาบรรจุภัณฑ์ขนมของฝาก สำหรับเจนเนเรชั่นวาย กรณีศึกษาร้าน Koi Kei
เบเกอรี่



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DESIGN AND DEVELOPMENT SOUVENIR SNACK PACKAGING DESIGN FOR
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An Master's Project Submitted in Partial Fulfillment of the Requirements
for the Degree of MASTER OF ARTS
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College of Social Communication Innovation, Srinakharinwirot University

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THE MASTER'S PROJECT TITLED
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BY
KEXUAN LUO

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This study aims to analyze the Koi Kei Bakery souvenir snack packaging; to study the satisfaction and demand of Generation Y regarding Koi Kei Bakery souvenir snack packaging; and to develop and design new style of souvenir snack packaging that meets the preferences of Gen Y consumers for Koi Kei Bakery. A mixed-methods approach was used, combining quantitative surveys of 400 Gen Y consumers and expert interviews to identify design shortcomings and suggest improvements. The analysis revealed significant gaps compared to competitors like Yeng Kee and Choi Heong Yuen, particularly in blending traditional and contemporary design elements and using color for brand recognition. Survey results showed satisfaction with materials but indicated neutrality regarding color, shape, and font size as factors influencing purchasing decisions. Expert interviews suggested more vibrant, eco-friendly, and modern designs, with improvements in color, material, and font styles. Based on these findings, new packaging designs were developed to better align with Gen Y expectations and enhance brand identity. This study highlights the need for Koi Kei Bakery to update its packaging to better appeal to Generation Y consumers. Current packaging fails to integrate modern and traditional elements and lacks brand differentiation. Consumer feedback and expert insights provide opportunities to improve color, shape, material, font styles, and printed information. The new packaging designs offer a more modern, eco-friendly, and visually appealing approach, strengthening Koi Kei Bakery's market position.

Keyword : Koi Kei Bakery, Generation Y, Consumer Preference, Packaging Design

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KEXUAN LUO

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CHAPTER 1

INTRODUCTION

Background

In the context of globalization, Generation Y (typically referring to individuals born between 1981 and 1996) has emerged as a significant force in the consumer market. Compared to previous generations, Generation Y exhibits distinct consumption patterns and cultural preferences (Zhang & Cheng, 2023). Growing up in the digital era, they have been profoundly influenced by the internet and social media, leading to a preference for personalization and interactivity, along with unique expectations regarding brand loyalty (Jayatissa, 2023). This generational characteristic stems from their unique upbringing; as the first digital natives, Generation Y reached consumer maturity in an environment where smartphone penetration exceeded 78%, directly shaping their cognitive patterns and information processing habits (GlobalWebIndex, 2023). These consumers place a high value on consumption experiences and emotional resonance, expecting more from product design, quality, and the narratives behind brands. Research suggests that Generation Y relies more on emotional value when making purchasing decisions compared to Generation X (Djamasbi et al., 2010). Furthermore, Generation Y demonstrates a heightened concern for environmental protection and sustainable development, favoring brands and products that exhibit social responsibility during production. According to the Deloitte Global Millennial Survey (2019), 29% of millennials are concerned about and actively try to protect the environment from harm. In terms of product and packaging design, Generation Y particularly favors designs that not only showcase individuality and convey brand values but also embody environmental concepts (Sharma & Srivastav, 2023). This multifaceted demand has given rise to a new trend known as "sustainable aesthetics," which seeks to balance visual appeal, functionality, and environmental friendliness.

In today's highly competitive market, product packaging design plays a crucial role in attracting and guiding consumers' purchasing decisions (Chen et al., 2024). However, poor packaging design can cause a product to fade into the background on

store shelves and fail to capture consumer attention (Ahmad et al., 2012). For example, if a product's packaging design lacks creativity, has poorly coordinated colors, or includes spelling mistakes and unclear information, consumers may develop concerns about the product's quality and opt for competitors' products instead. Packaging design is an integral part of a company's brand image. A well-designed package can convey the company's values, style, and quality. Conversely, poor packaging design may give an impression of unprofessionalism and shoddy workmanship, thereby affecting the company's brand image (Duarte et al., 2024). Consumers may associate poor packaging with low product quality and unreliable service. This negative perception can extend to the entire brand, leading to decreased sales and loss of market share (Rodriguez Parada et al., 2024). Consumer reactions to poor packaging design can directly impact product sales and brand reputation. Studies show that most consumers scrutinize product packaging before making a purchase. If the packaging design is subpar, they may question the product's quality and whether it meets their expectations and needs. Additionally, poor packaging design may raise concerns about usability, safety, or environmental harm. These issues can prompt consumers to choose other brands, reducing sales (Waheed et al., 2018).

Among various consumer product categories, souvenir snacks hold a significant position within the tourism and cultural industries. As travel becomes increasingly accessible and integrated into everyday consumption, Generation Y consumers exhibit a strong preference for souvenirs that embody cultural authenticity and provide unique experiences (Yang, 2023). According to Elphick (2024), Generation Y spends significantly more time traveling annually compared to other generations, a trend that has directly contributed to the premiumization of locally distinctive food products. Within this context, snacks—particularly those featuring regional specialties or nostalgic flavors—have emerged as a key purchase category among Generation Y consumers. Notably, the nostalgic consumption patterns of Generation Y demonstrate distinct characteristics of generational reconstruction. This demographic not only favors products that evoke childhood memories or cultural identity but also places heightened

emphasis on product quality, packaging aesthetics, and ethical production standards (Green Analysis and Packaging, 2024). In this regard, the "shareability" of packaging has become a critical determinant of purchase decisions. With the increasing influence of social media, visually appealing, uniquely designed, and socially engaging packaging plays a pivotal role in shaping consumer perceptions. By 2024, packaging is no longer merely a functional protective layer; rather, brands have recognized its potential as a powerful marketing tool that enhances customer engagement, conveys brand narratives, and stimulates consumer interest and purchasing behavior (Social Media Today, 2024). Therefore, a comprehensive understanding of and alignment with Generation Y's consumption preferences are not only essential for gaining a competitive edge in the market but also serve as a catalyst for integrating traditional cultural elements with contemporary design principles.

Koi Kei Bakery, as a representative of traditional souvenir brands in Macau, has accumulated a rich history and cultural heritage in its products and brand image (Zhou & Wang, 2021). However, its packaging design has increasingly diverged from contemporary aesthetics, particularly in addressing the market demands of Generation Y. Market data reveals that Koi Kei Bakery's overall sales performance has shown a fluctuating downward trend over the past five years (TVB Drama Review, 2023). In 2018, Koi Kei's sales reached MOP 9.106 billion, with a market share as high as 76%. However, as Generation Y emerged as a significant consumer group with evolving preferences, the brand's market share and sales began to decline. By 2019, market share had dropped to 65%, with sales decreasing to MOP 8.554 billion. The data of 2020 further exacerbated this decline, with sales falling to MOP 6.274 billion and market share dropping to 55%. Although it recovered slightly in 2022, it dropped below 50% to 48% in 2023 (see Figure 1.1).

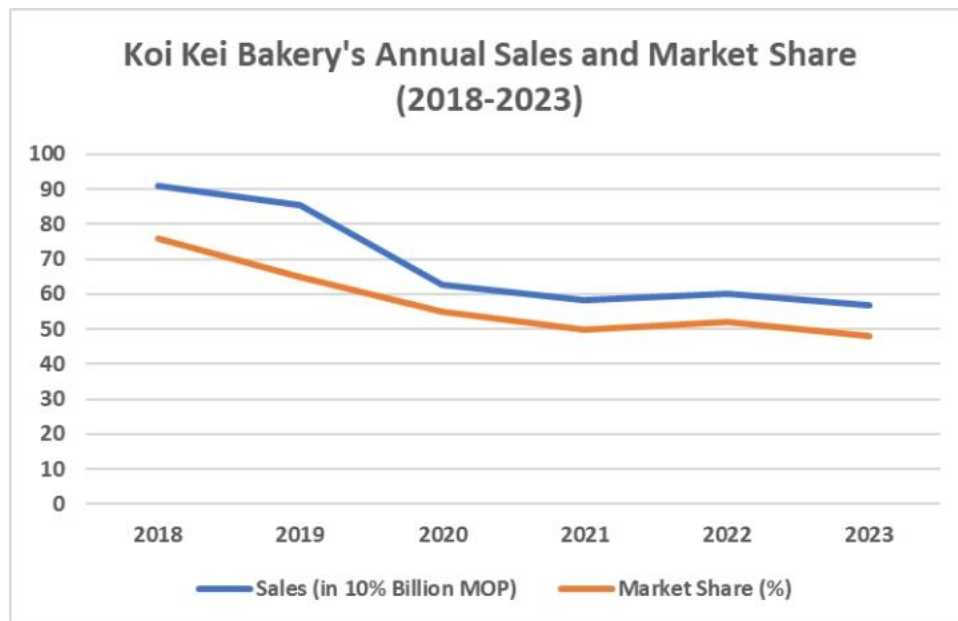


Figure 1 Koi Kei Bakery's Annual Sales and Market Share (2018-2023)

Source: TVB Drama Review. (2023, June 19). All companies withdraw from Hong Kong! Previously sponsored TVB dramas, netizens: The end of an era. NetEase. <https://www.163.com/dy/article/I7KMGO150517SNLE.html>

Research and data indicate that the purchasing decisions of Generation Y consumers are one of the key factors contributing to the decline in sales at Koi Kei Bakery (Bing, 2022; Sharma & Srivastav, 2023). As illustrated in Figure 1.2, from 2018 to 2023, spending by Generation Y consumers at Koi Kei Bakery has shown a continuous downward trend. This generational shift exhibits a clear age-progressive characteristic: in 2018, the primary purchasing group was the 28-37 age range, while by 2023, the core consumer group had shifted to the 38-43 age range, indicating that the brand has failed to successfully attract younger consumers (Macao Consumer Insights, 2023). In 2018, this group's purchasing amount was MOP 950 million, but by 2019, it dropped to MOP 740 million, and further decreased to MOP 550 million in 2020. Notably, during the same period, competitor Choi Heong Yuen saw an annual sales growth of 9% within the Generation Y segment, demonstrating that market demand exists, but there has been a shift in brand allegiance (Macau Statistics and Census Service, 2019). The figures

continued to decline, with sales falling to MOP 430 million in 2021 and MOP 440 million in 2022, and further dropping to MOP 380 million in 2023. This trend suggests that Generation Y's interest in Koi Kei products is diminishing, and the brand's connection with this consumer group is increasingly weakening.

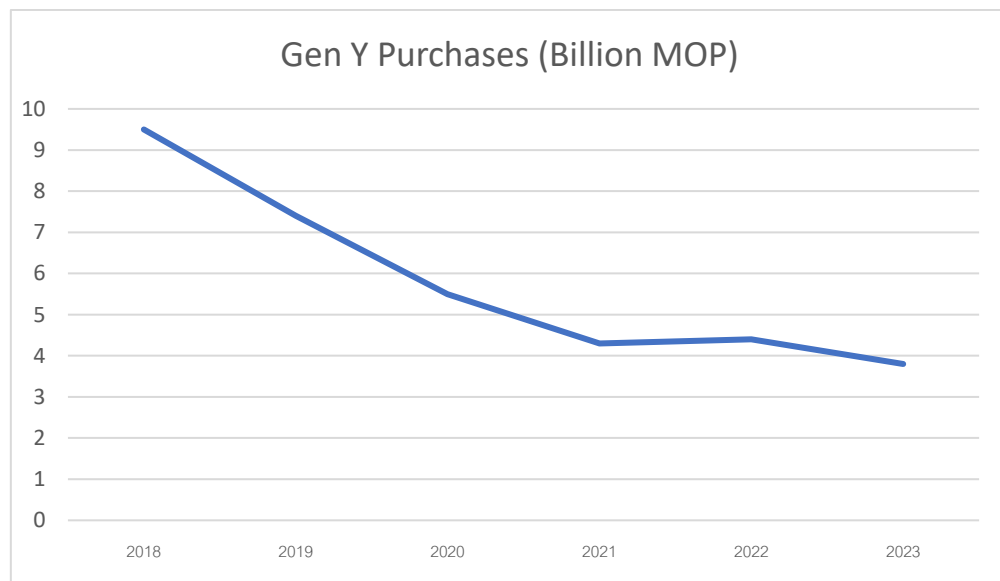


Figure 2 Gen Y Purchases towards Koi Kei Bakery

Source: Yang, D. J. (2023). The application of urban cultural elements in the design of Macau tourist food packaging. *Beauty and Times*, (07), 82-86.

Despite Koi Kei Bakery's packaging style retaining its traditional characteristics, there are still significant challenges in attracting young consumers and stimulating their purchase desire. The packaging design exhibits a clear "temporal disconnect" as it continues to use 1990s-era gold-embossing techniques and full-pattern designs, which clash with the Generation Y preference for negative space designs and dynamic visual language (Ren, 2018). Generation Y consumers are more focused on personalized and innovative packaging while also valuing the social value that brands convey, yet Koi Kei's current packaging design fails to fully meet these expectations. In contrast, innovative examples from Kao and Watsons demonstrate the use of AI technology to

create interactive experiences between consumers and product packaging. This not only enhances consumers' intuitive perception of the product features but also fosters emotional resonance with younger consumers, thereby deepening brand impressions and increasing purchase intent (Digitizing, 2024). Koi Kei Bakery's disconnect not only limits its growth potential in the younger market but also hinders its ability to innovate in its existing packaging designs. Internal interviews reveal that Koi Kei's design department still follows a linear "design-printing" process, while competitors have widely adopted an agile development model that involves consumer co-creation (Yang, 2023). The survey on Generation Y consumers' perspective towards Koi Kei Bakery products (See Figure 1.3) reveals that the most significant issue is outdated or unappealing packaging design, cited by 41% of respondents. Other notable concerns include a lack of healthier or modern ingredient options (19%) and non-environmentally friendly packaging (16%). Price perceptions (13%) and product availability (11%) also affect purchasing decisions. Additionally, 10% of respondents mention other reasons such as taste and brand unfamiliarity. Addressing these issues, particularly packaging and ingredient options, could help Koi Kei Bakery better appeal to this demographic.

Therefore, exploring ways to adapt Koi Kei Bakery's product packaging to better align with the aesthetic preferences of Generation Y has become a critical topic for both research and practical application. As a prominent bakery brand in Macau known for its traditional Chinese pastries, Koi Kei Bakery is currently facing significant challenges in the market. Despite its established reputation, the bakery has experienced a decline in sales and has been forced to close all of its outlets in Hong Kong (TVB Drama Review, 2023). This decline can be partially attributed to increasing competition and the evolving expectations of consumers. Competitors have embraced innovative packaging designs that not only capture consumer interest but also effectively convey product quality and brand values. These modern design elements have enabled competitors to gain a competitive edge, securing a substantial share of the market that was once dominated by Koi Kei Bakery (Zhou & Wang, 2021).

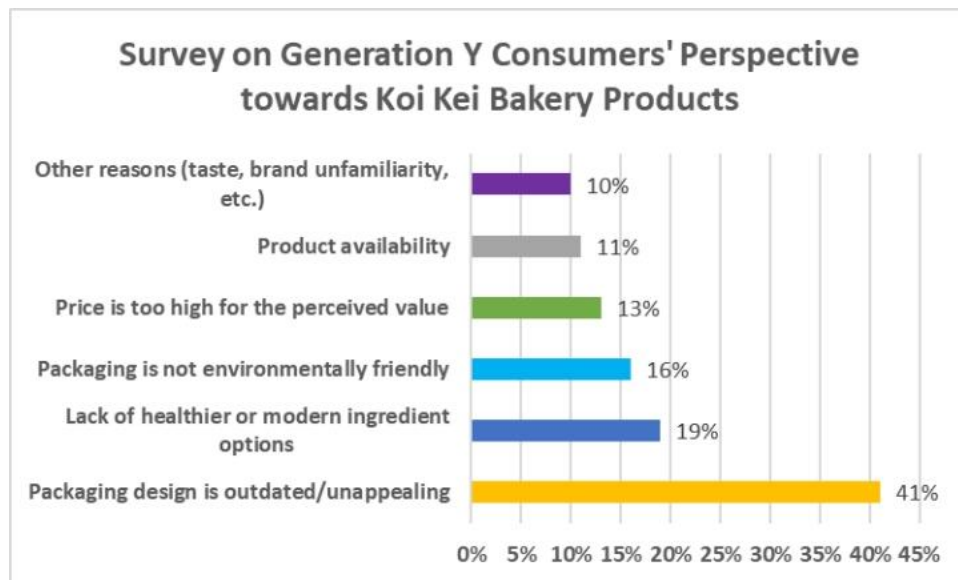


Figure 3 Survey on Generation Y Consumers' Perspective towards Koi Kei Bakery Products

Source: Gu, R. K. (2023). Research on the application of local characteristics of Macao in souvenir packaging. *Journal of Southeast University (Philosophy and Social Sciences Edition)*, 25(S2), 165-168.

The significance of this study lies in its exploration of the development and innovation of traditional product packaging design at Koi Kei Bakery, with a specific focus on addressing the unique preferences and consumption behaviors of Generation Y consumers. This generation, often defined by its heightened affinity for digital connectivity, personalization, and social responsibility, presents new challenges and opportunities for brands like Koi Kei. As part of this study, consumer research will be conducted in Macau and surrounding markets to gain a deep, nuanced understanding of Generation Y's aesthetic orientations, values, and packaging design needs. The goal is to provide both theoretical foundations and practical guidance for Koi Kei Bakery's packaging innovation efforts. By bridging traditional brand elements with modern design concepts, the study aims to create innovative packaging solutions that resonate with the evolving expectations of younger consumers. In doing so, the research will contribute to

the development of packaging that not only encapsulates the cultural essence and heritage of Koi Kei Bakery but also appeals to the aesthetic and ethical preferences of the Generation Y demographic. This approach will help the brand maintain its authenticity while appealing to a broader, younger audience.

This study seeks to offer new perspectives and actionable strategies for Koi Kei Bakery's packaging development, enabling the brand to modernize its design and effectively navigate the competitive landscape in the Generation Y market. By ensuring that its packaging reflects both innovation and tradition, the bakery can secure its resurgence and enhance its competitive positioning in an increasingly globalized and design-driven market. This research not only aims to contribute to Koi Kei Bakery's success but also provides insights that could be applied across other traditional brands seeking to engage a younger, more dynamic consumer base.

Statement of the Problem

Effective packaging design is increasingly recognized as a critical factor in influencing consumer behavior and enhancing brand competitiveness. Numerous studies have shown that packaging design significantly impacts consumer perceptions and purchasing decisions. For example, research indicates that visually appealing packaging can capture consumers' attention and create a positive first impression in a highly competitive market. Conversely, poor packaging design may diminish a product's appeal and lead to negative perceptions of product quality (Guo et al., 2022).

Despite these insights, many brands, such as Koi Kei Bakery, continue to face challenges with packaging designs that fail to meet Generation Y consumer expectations. The existing literature identifies common issues with Product Packaging Design, including a lack of innovation, poor color coordination, and insufficient informational content (Gu, 2023; Su & Wang, 2024). These issues can result in decreased young consumer purchase intention and reduced brand loyalty, as Gen Y consumers often associate poor packaging with low-quality products (Jayatissa, 2023; Wang & Ab Gani, 2022).

Koi Kei Bakery's current packaging has been criticized for lacking creativity and failing to keep up with modern design trends according to the survey of Gen Y. Research suggests that such design deficiencies can lead to a diminished brand image and negatively impact Gen Y consumer perceptions (Raheem et al., 2014). As competitors introduce more attractive and functional packaging solutions, Koi Kei Bakery risks losing market share to these more innovative rivals. This situation highlights the need for a thorough investigation into the effectiveness of the current packaging design and the development of strategies to address its shortcomings (Bing, 2022).

Furthermore, research underscores the importance of aligning packaging design with Gen Y consumer preferences to enhance its effectiveness. For instance, packaging that resonates with Gen Y consumer values and expectations is more likely to drive purchase intentions and foster brand loyalty (Bing, 2022; Sharma & Srivastav, 2023). However, there is limited research specifically addressing how Koi Kei Bakery's packaging can be redesigned to better meet the preferences of Gen Y. This study aims to fill this gap by examining Gen Y consumer perceptions of Koi Kei Bakery's current packaging and developing innovative design solutions that align with contemporary Gen Y consumer preferences. By addressing these issues, the research seeks to provide actionable recommendations for improving packaging design and enhancing brand performance.

Objectives of the Study

1. To analyze the Koi Kei Bakery souvenir snack packaging.
2. To study the satisfaction and demand of Generation Y on Koi Kei Bakery souvenir snack packaging.
3. To develop and design new style of souvenir snack packaging that meets the preferences of Gen Y consumers for Koi Kei Bakery.

Significance of the Study

This study is significant from both practical and theoretical perspectives. Practically, it addresses the urgent need for Koi Kei Bakery to adapt its packaging

design to better meet the preferences of Generation Y. By focusing on this demographic's specific expectations and incorporating modern, innovative design elements with traditional brand values, the study provides actionable recommendations that could help the brand enhance its market competitiveness, attract a younger consumer base, and reverse its declining sales. The practical insights gained will support the development of packaging solutions that resonate with contemporary consumer trends, improving both consumer engagement and brand performance.

Theoretically, this research contributes to the existing body of knowledge by addressing a significant gap in the literature concerning Generation Y's packaging preferences for snack foods. While prior studies have explored general consumer trends and packaging design, this study provides a focused examination of how these preferences manifest specifically in the snack category and for culturally significant products. By integrating theoretical principles of consumer behavior and design with practical applications through a case study approach, the research offers a comprehensive framework for understanding and addressing the packaging needs of Generation Y. This theoretical contribution not only deepens the academic understanding of consumer behavior in relation to packaging but also serves as a foundation for future research in this area, expanding the application of related theories in the field of packaging design.

Scope of the Study

The primary aim of this research is to develop new design concepts for Koi Kei Bakery's souvenir snack packaging, focusing on enhancing its appeal to Generation Y consumers. The study has three specific objectives: (1) To analyze the Koi Kei Bakery souvenir snack packaging; (2) To study the satisfaction and demand of Generation Y on Koi Kei Bakery souvenir snack packaging; (3) To develop and design new style of souvenir snack packaging that meets the preferences of Gen Y consumers for Koi Kei Bakery.

The research is organized into four key steps. The first step involves analyzing Koi Kei Bakery's current souvenir snack packaging by comparing it with successful

competitors' packaging, such as Yeng Kee Bakery and Choi Heong Yuen Bakery. The analysis covers key packaging elements like color, shape, font styles, material, and printed information, and uses a case study approach grounded in perceived value, information processing, and user experience design theories.

In the second step, the study focus on understanding Generation Y's satisfaction and demand regarding the packaging. This is divided into two sub-steps. The first sub-step, a questionnaire survey, will gather data from 400 respondents (Generation Y consumers aged 28-43) to explore their satisfaction and demand with the packaging and perceptions of its characteristics. Statistical analysis using SPSS will summarize the results, providing insights into the preferences for color, shape, font styles, material, and printed information. The second sub-step involves expert interviews with six professionals (three packaging designers and three experts in consumer behavior) to understand the reasons behind Generation Y's dissatisfaction and to gather design recommendations.

The third step will focus on developing design drafts based on the insights from Steps 1 and 2. The design targets five underperforming souvenir snack categories: almond cookies, candies, gift boxes, Chinese pastries, and cookies.

Finally, in Step 4, the new packaging designs are refined based on experts' feedback. This iterative process will ensure that the final design aligns with market trends and consumer expectations. The feedback will guide adjustments to the color, shape, font styles, material, and printed information, ensuring that the new packaging enhances both the market competitiveness of Koi Kei Bakery and its appeal to Generation Y consumers.

Definition of Terms

Koi Kei Bakery

Koi Kei Bakery is a renowned traditional pastry brand that quickly gained prominence in Macau and the Greater China region. Famous for high-quality traditional Chinese pastries such as almond cookies and candies, Koi Kei was the top-selling brand in Macau for 15 consecutive years.

Generation Y

Generation Y, also referred to as Millennials or Gen Y, represent the demographic group that succeeds Generation X and precedes Generation Z (Schneider, 2020). This cohort is generally defined by birth years starting in the early 1980s and ending in the mid-1990s to early 2000s, typically encompassing individuals born between 1981 and 1996.

Packaging Color

Packaging color refers to the specific hue and shade used in the design of product packaging, which influences the visual appeal and can affect consumer perceptions and purchasing decisions.

Shape of Packaging

The shape of packaging refers to the physical form or structure of a product's container, which influences both its functionality and visual appeal.

Font Styles

Font styles refers to the particular designs and visual characteristics of the characters within a typeface.

Packaging Materials

Packaging materials refers to materials which can safeguard products against damage or loss.

Printed Information

Packaging information is defined as the details and content presented on a product's packaging. This includes both emotional and factual elements aimed at communicating with consumers and offering pertinent information about the product.

Conceptual Framework

The conceptual framework of this study is based on three key theories: the Theory of Perceived Value, Information Processing Theory, and User Experience Design Theory. These theories collectively inform the analysis of the current packaging design of Koi Kei Bakery, focusing on Gen Y's satisfaction and demand for the bakery's

souvenir snack packaging. The insights gained will then be used to develop a new packaging style specifically tailored to Gen Y consumers.

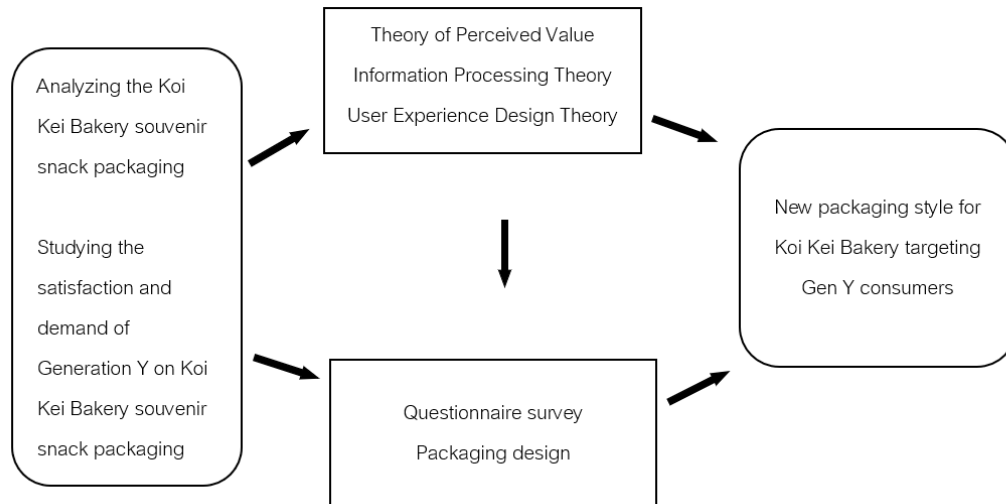


Figure 4 Conceptual Framework

CHAPTER 2

REVIEW OF THE LITERATURE

This chapter includes the introduction of Koi Kei Bakery and its Product Packaging Design, the introduction of generation Y and their consumer behavior towards packaging design, the theoretical background, the factors related to packaging design, and the studies that relate to Product Packaging Design, which is as follows:

2.1 Background of Koi Kei Bakery

2.1.1 History of Koi Kei Bakery

2.1.2 Product Packaging Design of Koi Kei Bakery

2.2 Generation Y

2.2.1 Definition of Generation Y

2.2.2 Consumer Behavior of Generation Y

2.2.3 Preferred Product Packaging of Generation Y

2.3 Theoretical Foundation

2.3.1 Theory of Perceived Value

2.3.2 Information Processing Theory

2.3.3 User Experience Design Theory

2.4 Factors Related to Packaging Design

2.4.1 Packaging Color

2.4.2 Shape of Packaging

2.4.3 Font Styles

2.4.4 Packaging Material

2.4.5 Printed Information

2.5 Related Research in China and Abroad

2.1 Background of Koi Kei Bakery

2.1.1 History of Koi Kei Bakery

Koi Kei Bakery, founded in Macau in 1997, is a well-known traditional pastry brand that has quickly gained prominence in both Macau and the Greater China region. It is famous for its high-quality products, including traditional Chinese pastries like almond cookies and egg rolls. Koi Kei has been the top-selling brand in Macau for five consecutive years, holding a market share of over 60%. In 2018, its main business revenue was approximately MOP 9.1 billion (Bing, 2022). According to data published by the Macau Statistics and Census Service (2018), the average expenditure per tourist on souvenir food items in Macau was MOP 248 in 2018, representing 27.1% of total tourist shopping expenses. This spending has become a significant driver of Macau's tourism economy. Among the souvenir brands, Koi Kei Bakery has dominated the market since 2002, holding the top sales position for 15 consecutive years (as of 2017) and commanding over 70% of the souvenir market share in Macau (Koi Kei Bakery, 2017).

Since 2018, however, sales of Koi Kei Bakery have begun to decline. By 2019, Koi Kei Bakery's market share had declined to 65%, with sales dropping to MOP 8.554 billion. The situation worsened in 2020, as sales fell further to MOP 6.274 billion and market share decreased to 55%. While there was a slight recovery in 2022, the market share continued to decline, falling below 50% to 48% in 2023 (TVB Drama Review, 2023). This decline can be attributed in part to increasing competition and the evolving expectations of consumers. Competitors have embraced innovative packaging designs that not only capture consumer interest but also effectively communicate product quality and brand values. These modern design elements have allowed competitors to gain a competitive edge, capturing a substantial share of the market that was once dominated by Koi Kei Bakery (Zhou & Wang, 2021).

In conclusion, despite Koi Kei's leadership in the traditional market, it faces significant challenges in the evolving marketplace. These include shifts in consumer preferences, particularly among young generation, competition with competitors, and market saturation.

2.1.2 Product Packaging Design of Koi Kei Bakery

Koi Kei Bakery offers a wide variety of products, including traditional almond cookies, egg rolls, and Chinese pastries, as well as Western-style pastries and candies. They also provide preserved fruits, dried meat, braised delicacies, sauces, and seasonal items like mooncakes for the Mid-Autumn Festival. In addition, Koi Kei sells gift boxes and other specialty products, catering to a broad range of consumer tastes (Koi Kei Bakery, 2024). Below are some specific packaging design illustrations.



Figure 5 Black Sesame Almond Cookie Packaging

Source: Koi Kei Bakery. (2024). KOIKEI. <http://www.koikei.com/sc/index.php>

Koi Kei Bakery's Black Sesame Almond Cookie packaging successfully recreates the traditional cookie-making process of Macau through simplified design, line drawings, and exaggerated forms (Koi Kei Bakery, 2024).



Figure 6 Peanut Brittle Packaging

Source: Koi Kei Bakery. (2024). KOIKEI. <http://www.koikei.com/sc/index.php>

The packaging for Koi Kei Bakery's Black Sesame Peanut Crisps integrates famous Macau landmarks, streets, and the historic "Koi Kei street stall" (Li, 2020), as depicted in Figure 6



Figure 7 Portuguese Cookies Packaging

Source: Koi Kei Bakery. (2024). KOIKEI. <http://www.koikei.com/sc/index.php>

Macau's urban colors are also deeply influenced by the Portuguese color scheme. For example, Koi Kei Bakery's canned cookie gift box packaging, shown in Figure 2.3, uses a design inspired by Macau's street signs and Portuguese tile art. The

packaging features a white background with blue text, a color combination that not only enhances the visual appeal of the packaging through its decorative patterns and text but also reflects the diverse cultural and artistic influences of Macau (Li, 2020).

Koi Kei Bakery, established in the late 19th century, is a distinguished name in the pastry industry, renowned not only for its high-quality products but also for its innovative packaging design. Over the years, Koi Kei has developed a reputation for its distinctive and carefully crafted packaging, which serves as both a protective layer and a key marketing tool. The design is characterized by its simplicity, elegance, and creativity, with a strong focus on using high-quality materials to ensure the integrity of the products during transportation and display. Each packaging design is meticulously aligned with the product and brand image, effectively communicating the unique features and identity of Koi Kei Bakery. The impact of Koi Kei's packaging design extends beyond its own product line, influencing the broader pastry industry. By setting a high standard in packaging aesthetics and functionality, Koi Kei has enhanced product recognition and competitiveness in a crowded market. This has not only strengthened Koi Kei's position but also spurred other pastry manufacturers to elevate their packaging strategies, contributing to the overall advancement of the industry (Ren, 2018).

However, competitors (e.g., Yang Kee Bakery and Choi Heong Yuen Bakery) have embraced innovative packaging designs that not only capture consumer interest, especially that of Generation Y consumers, but also effectively communicate product quality and brand values. These modern design elements have allowed competitors to gain a competitive edge, capturing a substantial share of the market that was once dominated by Koi Kei Bakery (Zhou & Wang, 2021).

In summary, addressing these challenges through packaging innovative design and development is critical for Koi Kei Bakery to regain its competitive position and enhance its brand image. A strategic overhaul of the packaging design can help the bakery better align with contemporary consumer preferences and differentiate itself from competitors.

2.2 Definition of Generation Y

2.2.1 Generation Y

Generation Y, also referred to as Millennials or Gen Y, represent the demographic group that succeeds Generation X and precedes Generation Z (Schneider, 2020). This cohort is generally defined by birth years starting in the early 1980s and ending in the mid-1990s to early 2000s, typically encompassing individuals born between 1981 and 1996. Many Millennials are the offspring of Baby Boomers and older members of Generation X, while they themselves are frequently the parents of Generation Alpha (Kaur, 2023).

Generation Y (Gen Y) constitutes a crucial demographic with distinct consumer behaviors and preferences. Their purchasing choices are shaped by a range of factors, including sustainability, digital engagement, and social interactions. Gen Y are showing a growing preference for sustainable products, influenced by their attitudes, digital skills, and eco-friendly behaviors. Studies suggest that their purchasing decisions are driven by factors such as perceived behavioral control and social norms, with environmental awareness playing a critical role in their consumption habits. As digital natives, Gen Y have developed specific online shopping patterns, including a focus on "fashion-hunting" and "deal-hunting." They frequently use social media to gather product information and enjoy a seamless online-offline shopping experience, reflecting their ease with technology. In the food industry, Gen Y prioritize innovative Product Packaging Design, placing emphasis on both appearance and sustainability. They tend to seek advice from trusted sources from social media like blogs and livestreaming, showcasing their reliance on social validation in making purchasing decisions. Although Gen Y are often perceived as a forward-thinking consumer group, their preferences can vary widely depending on cultural and regional influences, which significantly impact their overall buying behavior (Agrawal, 2023).

In summary, Generation Y, or Millennials, born between 1981 and 1996, represent a significant demographic with distinct consumer behaviors shaped by sustainability, digital engagement, and social interactions. As digital natives, they show a growing preference for sustainable products influenced by environmental awareness

and social norms. Their online shopping habits include "fashion-hunting" and "deal-hunting," with a strong reliance on social media for product information and a desire for a seamless online-offline experience. In the food industry, they prioritize innovative and sustainable packaging and seek recommendations from social media influencers. Despite their forward-thinking image, Millennials' preferences are highly variable, influenced by cultural and regional factors.

2.2.2 Consumer Behavior of Generation Y

Generation Y exhibits distinct consumer behaviors that are influenced by various factors including fashion trends, economic conditions, and technological advancements. This demographic allocates nearly 70% of their spending to fashion and apparel, making them a significant market segment in the fashion industry. Their financial capability allows them to influence the purchasing habits of their parents, highlighting their importance to marketers (Lee Taylor & Cosenza, 2002).

Generation Y's strong focus on fashion and their economic background make them a key player in the market. Fashion trends change rapidly, and this generation's tastes and styles frequently evolve. Therefore, understanding their swift changes is crucial for apparel retailers (North et al., 2003).

Generation Y demonstrates a strong inclination towards sustainable consumption, driven by their environmental awareness and digital literacy (Agrawal, 2023). They are highly engaged with digital platforms, utilizing online shopping and social media as primary channels for information and purchase decisions. Their purchasing behavior is also influenced by their psychological and economic contexts, leading to impulsive buying tendencies shaped by emotional and personalized needs (Oczachowska, 2020).

Additionally, cultural influences play a significant role in shaping Generation Y's preferences, with a notable emphasis on culturally relevant advertising. Despite the impact of social media, fashion trends have a more pronounced effect on their consumption behavior. This generation navigates a complex decision-making process influenced by social groups, economic conditions, and lifestyle choices, reflecting their

desire for authenticity and social responsibility in their purchasing decisions (Grantas, 2018).

Moreover, Generation Y values work-life balance and flexibility, preferring engaging and developmental job opportunities over traditional long hours (Socha, 2018). They also demonstrate a trend towards economic sharing and prioritizing lifestyle over material status. The internet plays a crucial role in their shopping habits, with the majority of their purchasing activities occurring online, facilitated by the rapid access to information and the use of mobile apps (Nast, 2017).

In summary, Generation Y allocates a significant portion of their spending to fashion and exhibits strong preferences for sustainable products, driven by their environmental awareness and digital engagement. Their purchasing behavior is influenced by rapid fashion trends, cultural factors, and a preference for online shopping. Additionally, they value work-life balance and flexible job opportunities, reflecting their desire for authenticity and social responsibility.

2.2.3 Preferred Product Packaging of Generation Y

Generation Y represents the largest segment of online consumers and holds more purchasing power compared to other generations. Despite their significant spending capability, they are highly discerning about their purchases (Jayatissa, 2023). Their extensive online connectivity allows them to quickly assess the quality of products, services, and whether brands meet their expectations, leading to lower brand loyalty compared to earlier generations. This demographic values convenience in both products and packaging, and they prefer that product purposes are straightforward and easily comprehensible. Regarding packaging design, Generation Y favor minimalistic approaches and are attracted to designs that are shareable, create a memorable unboxing experience, and are aligned with current trends. It is also crucial to recognize the cultural diversity within this group, which influences their varied preferences (Nast, 2017).

Based on past literature, Gen Y's preferred product packaging styles are as follows.

Stylish and Eye-Catching Design

Generation Y, is particularly drawn to packaging that is both stylish and visually appealing. They favor designs that are in tune with current trends and aesthetics. For souvenir snack shops, this implies creating packaging that incorporates contemporary, attention-grabbing features. This might include vibrant colors, sleek minimalistic designs, and innovative shapes that stand out on the shelves and cater to Generation Y's design preferences. The packaging should not only look good but also reflect the product's modern and unique character (Oluyemi et al., 2021).

Customization and Personal Touch

Generation Y has a strong desire for personalization and customized products. In the realm of souvenir snacks, this preference translates into packaging that offers personalized or unique elements tailored to individual tastes. Customizable labels, interactive design features, or packaging that allows for personal messages can enhance the appeal of these products. Personalized packaging can deepen the consumer's connection with the product and make it a more special and memorable item. Offering customization options can significantly attract Millennial customers looking for unique keepsakes (Eroğlu, 2021).

Sustainable and Eco-Friendly Materials

Generation Y places a high value on environmental sustainability. They are inclined to support brands that use eco-friendly and sustainable practices. For souvenir snack shops, this means opting for packaging materials that are recyclable, biodegradable, or derived from renewable sources. Choosing sustainable packaging not only aligns with Gen Y values but also appeals to their preference for brands that contribute positively to environmental efforts (Ghouse et al., 2024). Options like compostable wrappers or recyclable containers can make a strong impression on environmentally conscious Millennial consumers and enhance the brand's image (Hill & Lee, 2012).

Practical and Convenient Design

Convenience and functionality are key considerations for Generation Y. Packaging for souvenir snacks should be designed with practicality in mind, featuring

elements that make it easy to open, reseal, and transport. Features such as carry handles, resealable closures, or sections that keep different snack items separate can add to the functionality of the packaging. Clear and informative labeling about the product's ingredients, origin, and benefits can also improve the overall consumer experience. A well-designed, functional package can influence Generation Y's purchasing decisions by offering ease of use (Wang et al., 2023).

Cultural and Authentic Design

Generation Y is attracted to products with cultural significance and authenticity. For souvenir snacks, packaging that includes elements reflecting local culture, traditions, or artisanal techniques can create a more meaningful connection with consumers. This might involve designs that showcase traditional patterns, local artwork, or cultural themes. Authentic packaging can make the product more appealing as a souvenir and resonate with Millennials who value genuine and culturally rich experiences. Highlighting the product's story or local craftsmanship can further enhance its attractiveness (Giovannini et al., 2015).

Interactive and Engaging Features

Generation Y is drawn to interactive and engaging packaging experiences. Incorporating features like QR codes leading to exclusive content, augmented reality elements, or collectible designs can make the packaging more appealing. For souvenir snacks, adding interactive components can enhance the unboxing experience and make it more memorable. Engaging packaging not only adds value to the product but also creates an opportunity for consumers to interact with the brand in a creative and innovative way (Sthapit et al., 2022).

The above is about the product packaging style preferred by Generation Y, and the researchers believe that it is necessary to improve the product packaging design of Koi Kei Bakery to meet the demands of Generation Y.

2.3 Theoretical Foundation

2.3.1 Theory of Perceived Value

The notion of perceived value in product packaging originates from the theory of Consumer Perceived Value, which suggests that customers' perceived value depends on their belief that a brand fulfills or surpasses their expectations. Consumers derive this value from direct experiences (such as purchasing and using) and indirect sources (such as social recommendations) (Duarte et al., 2024). These interactions enable them to distinguish value differences among brands or products (Agrawal et al., 2015). These distinctions may pertain to the product's quality and functionality, brand reputation, design and aesthetics, and environmental impact of the packaging (Lane, 1993).

The study of Tassawa and Khumhome (2023) is grounded in the theory of perceived value and explores the role of packaging design in enhancing product competitiveness. Perceived value theory suggests that consumers' purchasing decisions are influenced by their perception of the value offered by a product, particularly how this value is communicated through packaging design. The research specifically examines how various elements of souvenir packaging design—such as logos, colors, graphics, and text—affect consumers' perceived value, price fairness, and willingness to purchase.

Therefore, building on the theory of perceived value and prior research attempts, this study investigates how Generation Y consumers evaluate the value of color, design, material, font styles, and printed information on souvenir snack packaging from Koi Kei Bakery. By examining the perceived value associated with these aspects, the study aims to understand the reasons behind this demographic group's dissatisfaction with the packaging of Koi Kei product.

2.3.2 Information Processing Theory

Information processing theory is essential for understanding consumer behavior, as it focuses on the cognitive processes involved in decision-making. This theory underscores the significance of how consumers handle information at various stages, such as eliminating alternatives and making choices, which greatly affects their

behavior. It posits that consumer responses to information are typically arranged along a continuum of ordered alternatives, reflecting the magnitude of the consideration involved (Wyer, 2019). Additionally, the theory addresses the limited capacity of consumers to process information and the influence of various factors on their decision-making processes, highlighting the complexity and dynamic nature of consumer behavior. By integrating information processing theory into consumer research, we can gain a more thorough understanding of how individuals interpret and respond to information in the marketplace, ultimately shaping their purchasing decisions and preferences (Sandova & Ferdaous, 2015).

Based on information processing theory, van de Sand et al. (2020) addressed the issue of high similarity in traditional product packaging by proposing a data-driven approach to personalized packaging design. Information processing theory posits that various factors influence how consumers process and respond to product information, making it crucial to understand consumer perceptions and preferences regarding packaging elements for effective design. The study begins by gathering consumer preference data and employing clustering analysis to identify preferred packaging elements. This information is then used to achieve precise product positioning. The packaging features are described through images, text, and color, with the setting of packaging elements completed accordingly. Finally, suitable packaging materials are selected based on the product characteristics to finalize the packaging design.

Based on information processing theory, this study can better elucidate how packaging design research optimizes design variables (such as color, material, size, and information) to influence consumer purchase intentions through information processing theory. Information processing theory provides a framework that enables us to understand the cognitive processes consumers undergo when encountering different packaging designs, thereby facilitating the creation of packaging that more effectively enhances purchase intentions.

2.3.2 User Experience Design Theory

User Experience Design (UX Design) is an interdisciplinary field dedicated to crafting meaningful and valuable experiences for users by incorporating theories, methodologies, and practices from diverse scientific disciplines. It encompasses user-centered design activities, including identifying user requirements, developing design solutions, and assessing designs throughout the design process. To enhance user experience, it is essential to consider the total user experience by integrating aspects such as user viewpoints, environmental viewpoints, and lifecycle viewpoints. Tools like the User Experience Design (UED) Studio can facilitate this integration. Additionally, Experience Design focuses on creating or enabling experiences by interweaving actions, feelings, and thoughts during interactions with products, highlighting the importance of designing experiences rather than merely products (Marcus, 2011).

Based on user experience design theory, Feng et al. (2017) explored the application of user-centered design principles in agricultural product packaging. Despite Bauhaus's emphasis on focusing design on human experience rather than the product itself, advancements in science and technology have led many contemporary designs to deviate from this ideal. The concept of "user experience", introduced by economists B. Joseph Pine and James H. Gilmore within the framework of the Experience Economy, emphasizes meeting user needs and prioritizing user-centered design. This paper investigates how various elements—such as text, graphics, color, material, and structure—affect consumer psychological experiences with agricultural product packaging.

Drawing on user experience design theory, Alervall and Saied (2013) investigate how various packaging elements—including color, shape, and patterns—affect consumer emotions and purchasing behavior. Their study examines the influence of these design features on user experience and decision-making processes. The study emphasizes how these visual elements contribute to enhancing the conveyance of brand messages and their role in shaping user experience. They also compared the perspectives of designers and marketers through interviews. Designers focus on how

design can enhance sensory experiences and effectively communicate the brand narrative, while marketers are concerned with the marketability and commercial value of the packaging. This comparison reveals how both professionals, through their distinct viewpoints, contribute to optimizing user experience and packaging effectiveness.

Therefore, based on user experience design theory and its application in previous research, this study will analyze the packaging design of Koi Kei Bakery from the consumer's perspective. It will also evaluate the current shortcomings in Koi Kei Bakery's packaging design from the expert's viewpoint. By integrating both internal and external perspectives, the research aims to identify how to design packaging that enhances the user experience.

2.4 Factors Related to Packaging Design

One function of product packaging is to protect the product from damage. However, an often-overlooked function is its role in promotion (Raheem, 2014a). Previous research has demonstrated that the design, quality, color, and printed information of packaging significantly influence consumer purchase intentions (Raheem, 2014b). With a myriad of snack food packaging options available on the market, consumers find it challenging to assess product quality directly. Consequently, packaging becomes a crucial factor in determining both the perceived quality of the product and the decision to make a purchase. This study focused on various aspects of food packaging design, including packaging color, packaging design, font styles, packaging material, and printed information (Ahmad et al., 2012).

2.3.1 Packaging Color

Packaging color refers to the specific hue and shade used in the design of product packaging, which influences the visual appeal and can affect consumer perceptions and purchasing decisions (Ahmad et al., 2012). Packaging color aids consumers in visualizing and distinguishing between competing brands. In a supermarket setting, where a wide array of products with various packaging colors are presented, consumers are more likely to choose products whose packaging colors stand out and attract their attention (Waheed et al., 2018).

Product packaging often uses color to convey information about the product to consumers. For instance, colors can indicate flavor, with red typically signifying spiciness and blue suggesting a cooling effect. Similarly, packaging colors can reflect product characteristics; green is commonly used for green tea products, while brown is associated with coffee. Colors play a crucial role in differentiating brands, such as the distinctive colors of Pepsi and Coca-Cola. As a marketing tool, color can have a significant impact by attracting attention, soothing the eyes, and contributing to the product's success. Overall, packaging color has a notable influence on consumer perceptions of the product (Wei et al., 2012).

Previous research has revealed the relationship between packaging color and consumer purchase intentions. Yadav (2024) discovered that packaging color has a substantial impact on consumer perceptions, which in turn affects purchase intentions. Consumers link specific colors to product attributes, influencing their judgments about quality, healthiness, and overall appeal. Su and Wang (2024) also found that packaging color affects consumer purchase intentions, with warm colors increasing intent for indulgent foods and cool colors enhancing intent for healthier options.

2.3.2 Shape of Packaging

The shape of packaging refers to the physical form or structure of a product's container, which influences both its functionality and visual appeal. The shape of packaging plays a critical role in product design and consumer perception. Unlike other design elements such as typography and color schemes, the shape of the packaging directly influences both the functionality and visual appeal of a product. Packaging shapes can enhance brand identity and affect consumer purchase decisions by making products more recognizable and memorable (Grossman & Wisenblit, 1999).

In the food sector, the shape of packaging can significantly impact consumer choice, especially for low involvement products where consumers may not carefully scrutinize every attribute of the product. Unique and innovative packaging shapes can attract attention and potentially spur impulse buying behavior. Research has shown that different consumer groups, including children and the elderly, have distinct

preferences regarding packaging shapes (Gan, 2024; Zhang, 2018). Therefore, creating distinctive and functional packaging shapes is essential for differentiating products, reinforcing brand identity, and influencing consumer purchasing decisions.

The shape of packaging plays a critical role in shaping consumer purchase intentions by influencing product perception and evaluation (Ren & Tengku Anuar, 2024). Deng and Yang (2024) found that unique and innovative packaging shapes positively affect purchase intentions by catering to specific consumer needs, enhancing brand equity, and shaping consumer attitudes. Additionally, packaging shapes that reflect contemporary design trends and sustainability can further boost purchase intentions by resonating with consumer values and preferences. Overall, well-thought-out packaging shapes are essential for capturing consumer interest and encouraging purchase behavior.

2.3.3 Font Styles

Font styles denote the particular designs and visual characteristics of the characters within a typeface (Waheed et al., 2018). Deliya and Parmar (2012) argue that font is a crucial aspect of packaging that captures consumer attention. However, the way packaging information is presented can sometimes have adverse effects. For instance, small fonts and densely written text may lead to misleading or inaccurate information on the package.

According to Mutsikiwa and Marumbwa (2013), selecting the appropriate font style and arranging it effectively can enhance the prominence of a product among competitors. Additionally, the text on the product serves as a bridge for communication between the product and the consumer, necessitating the use of correct content and suitable font styles. Font style is considered to have a greater impact on consumer purchase intentions compared to packaging color or shape. Previous research has identified that different font styles are used for different types of products, such as Garamond for luxury products, Century Bold for economy products, and italic for health-related products (Akpoyomare et al., 2012). Lewis and Walker (1989) found that

consumers respond more quickly to products where the font style aligns with the product information.

Font styles are pivotal in shaping consumer purchase intentions. Previous studies underscored the importance of font styles in packaging design and consumer behavior (Waheed et al., 2018). Shah et al. (2015) found that font style emerged as a crucial factor influencing purchase intentions, alongside other elements such as packaging color, material, design, and printed information. Similarly, Pelet and Taieb (2017) highlighted how font characteristics impact behavioral intentions, particularly on mobile phone websites, showing that ease of use and font design play a significant role in how consumers process brand information and make purchasing decisions. These studies highlight the need for deliberate font style choices in food packaging design to enhance consumer attention, perception, and purchase behavior.

2.3.4 Packaging Materials

Packaging materials refers to materials which can safeguard products against damage or loss (Waheed et al., 2018). Typically, products are encased in materials such as cardboard, glass, or plastic.

As the initial point of contact between the product and the consumer, packaging materials significantly influence the perceived quality and image of the product (Alhamdi, 2020). Research has shown that when consumers encounter packaging made from low-quality materials, they often infer that the product itself is of inferior quality. Consequently, consumers are more inclined to buy products that are packaged in higher-quality materials. In the past, most consumers were generally insensitive to the materials used in product packaging. However, with the growing emphasis on sustainable development, there is now a heightened awareness and concern among consumers regarding the environmental friendliness of packaging materials (Gross & Kalra, 2002). Moreover, research has shown that consumers have specific preferences for packaging materials depending on the product. For example, when it comes to beverages, consumers tend to favor glass packaging over plastic or cardboard containers (Holt et al., 2004).

The material used in packaging has a significant impact on consumer purchase intentions, as evidenced by various studies. Ren and Tengku Anuar (2024) highlight that both the quality and environmental sustainability of packaging materials are crucial in motivating consumers to choose a product preferentially. For instance, Hasibuan and Nuraeni (2023) found that packaging materials is a key factor influencing Gen Y's purchase intentions, with glass being particularly favored. These findings collectively emphasize the need to select appropriate packaging materials to boost consumer confidence and drive purchasing behavior.

2.3.5 Printed Information

Packaging information is defined as the details and content presented on a product's packaging. This includes both emotional and factual elements aimed at communicating with consumers and offering pertinent information about the product. The relevance of this information may differ based on the product and the consumer's specific needs and level of involvement in the purchasing decision (Mruk-Tomczak et al., 2019).

Printed information on packaging is pivotal in shaping consumer behavior and trust. As a vital component of marketing communication, it supports brand recognition and helps consumers make informed decisions, especially in the food industry where reliance on packaging information is high. Clear and accurate printed information not only builds consumer confidence but also sets a product apart from its competitors, enhancing its appeal. Consequently, well-designed and informative packaging can improve the overall perception of a product and streamline the purchasing decision process (Mruk-Tomczak et al., 2019). Thus, the printed information on packaging significantly impacts consumer behavior, trust, and purchasing decisions.

Printed information on packaging significantly influences consumer purchase intentions. Ren and Tengku Anuar (2024) that labels and information on packaging are crucial in shaping consumer perceptions and purchase decisions. The completeness and clarity of information provided can significantly affect consumers' intentions, particularly when choosing between similar products. Additionally, Deng and

Yang (2024) found that green packaging design including information about environmental friendliness, can positively impact green purchase intentions by enhancing brand equity and improving consumer attitudes toward the brand. Therefore, businesses should carefully consider the information displayed on their packaging, ensuring it effectively communicates product attributes to guide consumer behavior and boost purchase intentions.

2.5 Related Research in China and Abroad

Both within China and internationally, research on packaging design and snack packaging design spans a broad range of topics. The following section highlights some of the most recent studies in this field.

Sun and Xu (2024) investigate the application of the "fit concept" in the packaging design of Be&Cheery seafood snacks, highlighting its potential to enhance consumer engagement and brand differentiation. The current packaging lacks interactivity and creativity, failing to meet the expectations of young target consumers who seek more playful and unique experiences. To address these issues, the study introduces biomimetic packaging structures for crab sticks, small yellow fish, and squid snacks, designed to align with the product's shape and add fun, interactive elements. These redesigns enhance user experience by encouraging playful interaction with the packaging, such as pulling "crab legs" or "fish tails" to retrieve the snacks. Additionally, visual elements were upgraded with vibrant colors and whimsical illustrations, moving away from traditional packaging designs.

Rodriguez Parada et al. (2024) aims to address the challenge of reducing the environmental impact of packaging by exploring alternative, sustainable materials. It focuses on the creation of biodegradable packaging using algae-based beta-materials through a thermoforming process. The study provides insights into the material's behavior and effectiveness in packaging design. Results from this study are crucial for advancing sustainable packaging solutions and offer important information for further development of eco-friendly packaging materials.

Liu and Liu (2023) examine the packaging design of snack foods targeted at university students, a key consumer demographic in the rapidly growing snack market. Drawing on the economic expansion and evolving consumer preferences, the paper identifies existing gaps in packaging designs that cater to this group. Through a review of industry trends and literature on packaging design both domestically and internationally, the research highlights the need for innovation in packaging to enhance consumer engagement. The study focuses on design approaches for various snack categories, including meat-based, dried fruit, puffed, and seafood snacks. It suggests strategies to improve visual appeal, meet personalized aesthetic preferences, and reinforce brand identity, ultimately aiming to enhance the purchasing experience for university students.

Ab Gani (2023) explores how various packaging design characteristics impact consumer purchase decisions in the snack food market. Utilizing the Decision-Making Trial and Evaluation Laboratory (DEMATEL) method, the research involved 25 design professionals and 121 students to assess the significance of design elements. Findings reveal that color, shape, image, line, and typography are the key factors influencing consumer choices, with image being the most critical. Contrary to expectations, materials and technology were found to have minimal effect on purchasing behavior. The study underscores the importance of focusing on these primary design elements to enhance consumer engagement and boost snack food sales.

The study of Chang and Naeim (2023) uses experimental methods to investigate how colors impact children's psychological responses and preferences. It finds that vibrant and attention-grabbing colors are effective in attracting children's interest and stimulating their curiosity. The research highlights that thoughtful and engaging color combinations in children's food packaging can enhance product appeal and drive sales.

The study of Prathisara and Masdukia (2023) aims to evaluate whether the packaging design of Bakpiapia Djogja plays a dominant role in market competition or if other factors are at play. It examines the role of packaging in modern snack products,

emphasizing that packaging serves not only as a protective measure but also as a medium for communication and promotion. Using Bakpiapia Djogja in Yogyakarta as a case study, the research highlights how the brand differentiates itself from competitors through innovative packaging designs to enhance consumer awareness. They analyze how Bakpiapia Djogja targets young people and tourists through its visually appealing packaging and integrates packaging design into its marketing strategy from the outset. Additionally, it addresses the generally limited marketing of traditional Bakpia products and demonstrates how Bakpiapia Djogja's unique packaging strategy has contributed to strengthening its brand image.

The study of He (2023) explores the impact of modern illustration on beverage packaging design, with a focus on Nongfu Spring. It demonstrates how Nongfu Spring uses detailed visual illustrations to enhance packaging, attract consumer attention, and communicate product attributes. The research highlights the rapid development of China's beverage industry, driven by higher living standards and shifting consumer preferences towards healthier options, which has led to more innovative and diverse packaging designs. The study underscores the significance of illustration in creating an emotional connection between products and consumers, enhancing brand recognition and sales, and setting a benchmark for packaging innovation.

Wang et al. (2023) investigate how various characteristics of snack food packaging influence consumer purchase decisions. With the growing variety in snack foods, appealing packaging has become crucial in attracting consumer attention and influencing their choices. The research involved 25 design professionals and 121 students, using the Decision-Making Trial and Evaluation Laboratory (DEMATEL) method to assess the impact of different design elements. The findings reveal that color, shape, image, line, and typography are the most important factors affecting consumer behavior, with image having the most significant impact. In contrast, materials and technology were found to have minimal influence on consumer decisions. Enhancing these key design characteristics can improve consumer engagement with snack packaging and boost sales. The study highlights the importance of effective packaging

design in differentiating products and communicating brand values, emphasizing that visual elements play a crucial role in shaping consumer perceptions and purchase behavior.

The study of Nemat et al. (2023) investigates how packaging design can influence consumers' sorting behavior to support sustainable waste management. By applying "design for sustainable behavior" (DfSB) strategies—namely "match," "steer," and "force"—the research aims to improve cream packaging to facilitate better waste sorting. Using prototypes and conducting circular interviews with two participant groups in Karlskrona, Sweden, the study assesses how these design strategies impact sorting practices. Results reveal that the interaction between consumers and packaging during use plays a critical role in encouraging proper sorting. The findings suggest that a user-centered design approach is effective in addressing challenges faced by consumers and enhancing sorting behavior. Key design elements—such as packaging form, color, and tactile features—are identified as influential in guiding sorting practices, emphasizing the potential for packaging design to actively support and improve consumer sorting efforts.

Guo et al. (2022) examine the increasing prevalence of foods designed specifically for children and its impact on household expenditures, highlighting the growing share of children's snacks in family meals. It emphasizes the rising concern over food safety, particularly regarding packaging materials, which has gained attention from both the media and the public. The International Food Packaging Association's vice president and secretary-general has noted that, despite the concept of "food packaging being equivalent to food" gaining traction, regulatory and market oversight on the safety of packaging materials for children's products remains insufficient. Moreover, the study highlights the significance of graphic design elements on food packaging. These elements serve as a primary means of communication with consumers. Research by Neeley and Petricone has shown that children typically do not read nutritional information on packaging unless they are otherwise uninterested in the product, which

underscores the importance of understanding which design aspects may mislead young consumers.

Wang and Ab Gani (2022) investigate the role of emotional design in children's food packaging. It highlights the challenge of creating packaging that not only reflects the food's characteristics but also engages children emotionally. By integrating emotional and sensory design principles, the research aims to enhance children's connection with food packaging. The study surveyed 300 primary school students and found that packaging meeting children's emotional needs can boost their interest and desire to buy. The findings suggest that effective packaging should include vibrant visuals, interactive elements, and emotional appeal to capture children's attention and add value.

Gavilan and Fernández-Lores (2021) investigate the influence of packaging design on consumer expectations and purchase decisions for healthy snacks in an online shopping context. Through a 2x2 factorial online experiment involving 221 Spanish participants, the research assesses how variations in packaging background color and ingredient information affect sensory and hedonic expectations. The findings indicate that these packaging elements can significantly shape consumer perceptions and increase purchase intentions. Moreover, individual differences in design sensitivity were found to moderate these effects. This research highlights the critical role of packaging design in online food marketing and offers practical recommendations for healthy snack brands to optimize their packaging strategies for enhanced consumer engagement and sales.

Nur Amira et al. (2020) investigate the impact of packaging design elements on youth's intention to purchase junk food. Focusing on factors often overlooked in prior research, the study evaluates how various packaging components—color, graphics, size, and labels—affect purchase intentions among young consumers. Data were gathered from 322 respondents, primarily students from Universiti Teknologi MARA, Penang, using a questionnaire. The results indicate that packaging color, graphics, size, and labels significantly influence purchase intentions, while packaging materials do not

have a significant effect. This research highlights the importance of these design elements in shaping consumer behavior towards junk food.

Summary

While existing research provides valuable insights into packaging design for various snack categories and consumer demographics, there is a notable lack of focused studies on the specific packaging preferences of Generation Y (Millennials) in relation to snack foods. Most previous studies, such as those by Liu and Liu (2023) and Ab Gani (2023), address general trends and consumer preferences but do not delve deeply into how these preferences manifest in specific snack categories. This gap highlights the need for a targeted examination of Generation Y's expectations and desires in snack food packaging, particularly in the context of traditional and culturally significant products. Additionally, while previous studies offer insights into general packaging design trends and consumer preferences, there is a lack of case study-based research that integrates these insights with practical design applications. Therefore, A focused case study on Koi Kei Bakery's snack food packaging can provide a comprehensive understanding of how theoretical design principles are applied in practice and how they can be tailored to meet the specific needs and preferences of Generation Y consumers.

CHAPTER 3

METHODOLOGY

The research is conducted to find out new design concepts for Koi Kei Bakery and the research objectives are: 1. To study the shortcoming of Koi Kei Bakery souvenir snack packaging. 2. To examine the reasons behind Gen Y consumers dissatisfaction with Koi Kei Bakery's current packaging and propose specific design recommendations to address these concerns. 3. To develop and design new style of souvenir snack packaging that meets the preferences of Gen Y consumers for Koi Kei Bakery.

The research is divided into four key steps. First, the study identifies shortcomings in Koi Kei Bakery's souvenir packaging design by comparing it with competitors. Second, it examines Generation Y's satisfaction and demand through a questionnaire survey and expert interviews. Third, new packaging designs are developed based on these findings. Finally, expert interviews are conducted to finalize the new packaging design.

Research Content

Research Steps/ Procedures

This study focuses on analyzing and improving Koi Kei Bakery's souvenir snack packaging design, with a particular emphasis on addressing the preferences of Generation Y consumers. The research is divided into five key steps as shown in the Figure 3.1 below:

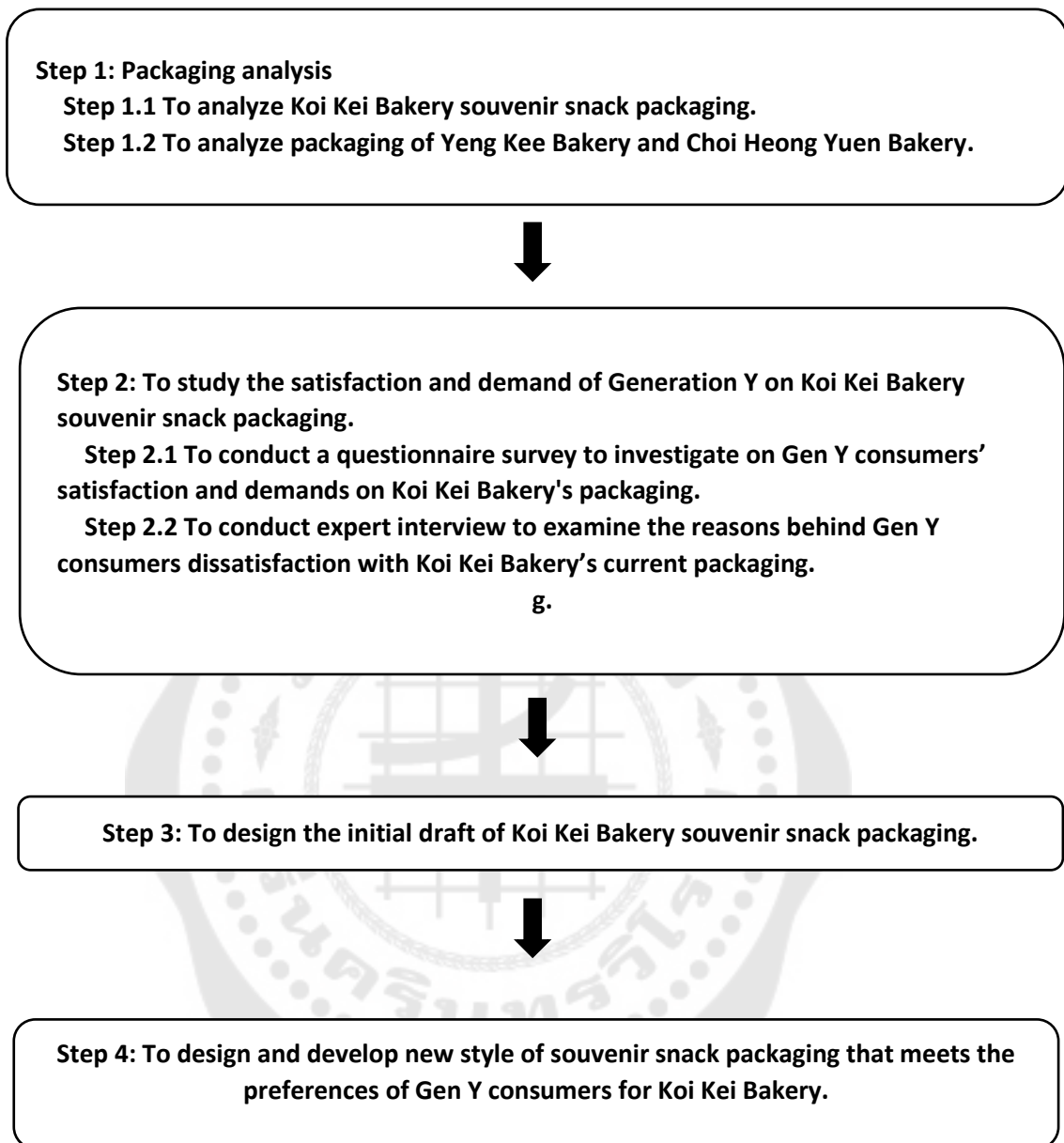


Figure 8 Research Design

3.1 Step 1: Packaging analysis

Step 1.1: Analysis of Koi Kei Bakery's packaging design

This study begins with step 1.1 by examining the characteristics of Koi Kei Bakery's current product packaging. A case analysis approach will be employed to comprehensively assess its souvenir snack packaging. Grounded in perceived value theory, information processing theory, and user experience design theory, the analysis

will focus on key packaging design elements, such as color, shape, font styles, material, and printed information.

Step 1.2: Analysis of competitors' packaging (Yeng Kee Bakery and Choi Heong Yuen Bakery)

Following the assessment of Koi Kei Bakery, the study will analyze the successful souvenir snack packaging of its high-performing competitors in step 1.2, Yeng Kee Bakery and Choi Heong Yuen Bakery. By comparing Koi Kei's packaging with that of high-selling product categories from these competitors, the study aims to identify the packaging characteristics that most effectively attract consumers in today's souvenir food market. Through content analysis, the research seeks to determine which design elements contribute most significantly to consumer appeal.

3.2 Step 2: To study the satisfaction and demand of Generation Y on Koi Kei Bakery souvenir snack packaging

Step 2.1 Questionnaire survey

The objective of step 2.1 is to conduct a questionnaire survey to investigate on Gen Y consumers' satisfaction and demands on Koi Kei Bakery's packaging.

The target population for this step comprises Generation Y consumers who are familiar with Koi Kei Bakery. Specifically, the sample will include individuals aged 28 to 43, corresponding to the birth years of Generation Y, which range from 1981 to 1996. The target sample size is 400 respondents. The following part is the calculation process of sample size.

In this case, the sampling method for calculating the sample size is Roscoe (1969)'s sample size method. The Sample Size's Formula is as followed

$$n = zz = z\text{-score}$$

$$e = \text{the error of } 5 \%$$

$$n = z^2/4e^2$$

$$n = (1.96)^2/4 \times (0.05)^2$$

$$= 384.16$$

$$= 385 \text{ respondents}$$

For the unknown population, the value of z is 1.96 according to z -score of 95% confidence level putting in the formula which will get the result of 385 sample size. The researcher set the sample size at 400 in order to mitigate incomplete and non-response questionnaires and enhance the quality and reliability of the data.

For the questionnaire survey, a combination of purposive sampling and convenience sampling will be employed. The study will hire five professional researchers to distribute questionnaires near Koi Kei Bakery stores in Macau. Before respondents fill out the questionnaire, researchers will ask if they are familiar with Koi Kei Bakery products, and if they are between the ages of 28 and 43.

For the quantitative data collected from the questionnaire survey, statistical analysis will be performed using SPSS software. The researcher will summarize demographic information and overall Generation Y's satisfaction and demand regarding Koi Kei Bakery's packaging design through descriptive statistics, including means, frequencies, and percentages. The specific rating scale is shown in Table 1

Table 1 Rating details for five-point Likert scale

Rating	Score Range
Strongly Disagree	1 - 1.8
Disagree	1.81 - 2.6
Neutral	2.61 - 3.4
Agree	3.41 - 4.2
Strongly Agree	4.21 - 5

This study employs a questionnaire designed based on **Theory of Perceived Value**, **Information Processing Theory**, and **User Experience Design Theory** to comprehensively examine consumer perceptions and evaluations of product packaging. The alignment of specific items with these theoretical frameworks is detailed below:

1. Perceived Value Theory

Perceived Value Theory emphasizes consumers' evaluation of the packaging and material quality and its relationship to the overall perceived value of the brand. Relevant items include:

Association between packaging quality and brand perception:

- I like this brand because of its quality packaging material. (Reflects consumer value perception on the quality)
- The quality of the packaging material suggest that the products are of higher quality. (Implies quality through packaging material)
- The quality of the packaging materials is important to me. (Focus on perceived importance of quality)

Packaging attractiveness:

- The packaging of these products attracts me. (Packaging as an element of value perception).

2. Information Processing Theory

Information Processing Theory explores how consumers form cognition and memory about a brand or product through cues such as packaging information and colors. Relevant items include:

Color as an informational cue:

- The color of the packaging can influence my decision to purchase these products. (Impact of color on decision-making)
- I can recall this brand when I see a similar color. (Color and brand memory linkage)
- I can associate the color of these products' packaging with the brand images. (Color and brand recognition)

Readability and evaluation of packaging information:

- I can read the printed information on the packaging of these products. (Information readability)
- I can use the printed information to evaluate these products when making a purchase. (Information as a decision-making tool)

- The product information on the packaging is important to me.

(Importance of information)

Typography's role in memory:

- The font size on the packaging helps me remember these products.

(Typography as a memory aid)

3. User Experience Design Theory

User Experience Design Theory focuses on the subjective experiences of consumers in interacting with packaging elements, such as design, color, and typography, and their influence on aesthetics, functionality, and brand association.

Relevant items include:

Color and shape design experience:

- I like the color of the packaging for these products. (Aesthetic experience of color)
- I like the shape design of these products packaging. (Importance of shape design)
- The shape design of these products packaging motivates me to purchase. (Shape design's influence on purchase behavior)
- The shape design of these products packaging creates a perception of these products in my mind. (Brand perception through shape design)

Attractiveness and creativity of typography:

- The font styles used on the packaging of these products are appealing. (Typography aesthetics)
- I like the creative font style used on the packaging of these products. (Typography creativity)

Brand awareness:

- I believe these products are well-known due to their packaging. (Packaging's role in enhancing brand recognition)

Based on the findings of step 2.1, Gen Y consumers' satisfaction and demands on Koi Kei Bakery's packaging will be summarized. And the results will be summarized into five parts (color, shape, font styles, material and printed information). It

will also provide valuable insights for promoting visibility and attractiveness of Koi Kei Bakery's souvenir snack packaging design.

Step 2.2: Expert interview

In step 2.2, the researcher will conduct expert interview to examine the reasons behind Gen Y consumers dissatisfaction with Koi Kei Bakery's current packaging and propose specific design recommendations to address the shortcomings of Koi Kei Bakery's current packaging to meet the Gen Y consumers preferences.

The participants include three packaging design professionals and three industry experts specializing in consumer behavior and souvenir snack packaging. Total of 6 experts (See in Table 3.2). Six experts will participate in semi-structured interviews design by the researcher. These experts will include three packaging design professionals and three industry experts specializing in consumer behavior and souvenir snack packaging. The interviews will be conducted either in person or via online platforms, depending on the availability of the experts. Each interview will last 25 to 35 minutes and follow a flexible interview guide, allowing for deeper exploration based on the experts' responses. The interviews will be recorded, transcribed, and analyzed thematically to extract key insights and suggestions for improving the new packaging design. These qualitative findings will help finalize the new packaging design for Koi Kei Bakery products.

Based on the findings of step 2.2, specific design recommendations to address the shortcomings of Koi Kei Bakery's current packaging to meet the Gen Y consumers preferences will be summarized. It will also provide valuable insights for promoting visibility and attractiveness of Koi Kei Bakery's souvenir snack packaging design.

Table 2 Expert list

No.	Role	Specialization	Affiliation
Expert 1	Packaging	Packaging Design, Branding	University of Macau
	Design Professional		
Expert 2	Packaging	Graphic Design, Packaging Innovation	Macau University of Science and Technology
	Design Professional		
Expert 3	Packaging	Sustainable Packaging Materials	Institute for Tourism Studies Macau
	Design Professional		
Expert 4	Industry Expert	Consumer Behavior, Snack Packaging Trends	City University of Macau
		Souvenir Packaging Design, Consumer Preferences	
Expert 5	Industry Expert	Consumer Behavior, Marketing and Packaging	Macau Polytechnic Institute
Expert 6	Industry Expert		University of Shanghai

3.3 Step 3: To design the initial draft of Koi Kei Bakery souvenir snack packaging

In Step 3, this study focuses on creating the initial draft for the new design of Koi Kei Bakery's souvenir snack packaging. The process involved determining the design scope, establishing the design concept, and selecting key design elements such as color, shape, font styles, material, and printed information. Additionally, insights gained from consumer survey and expert interview will guide the draft design.

The primary goal of this step is to generate design sketches and gradually develop a new packaging design scheme for Koi Kei Bakery products. This step

synthesizes insights from earlier stages (Steps 1 and 2) to ensure that the design aligns with consumer preferences and market trends.

The packaging redesign will target five underperforming souvenir snack categories: almond cookies, candies, gift boxes, Chinese pastries, and cookies. The objective is to create visually appealing and functional packaging that resonates with Gen Y consumers and enhances Koi Kei Bakery's brand identity.

3.4 Step 4: To determine final design of Koi Kei Bakery souvenir snack packaging

The objective of step 4 is to determine the final design of Koi Kei Bakery souvenir snack packaging through expert interview.

By conducting expert interviews with 6 experts in step 2.2 to finalize the new packaging design for Koi Kei Bakery. A set of targeted interview questions is prepared to elicit detailed feedback on various aspects of the design, including its color, shape, font styles, material and printed information. Scheduling and conducting these interviews will facilitate an open dialogue, allowing experts to evaluate the design sketches and provide valuable insights based on their professional experience. This approach ensures that the design aligns with market trends and consumer expectations.

Following the interviews, the collected feedback will be thoroughly analyzed to identify specific design elements for improvement in the packaging design. This systematic process not only enhances the quality of the final design but also strengthens the Koi Kei Bakery's connection with Gen Y consumers, ultimately driving sales and brand identity.

CHAPTER 4

FINDINGS

4.1 Results of Step 1 Packaging analysis

4.1.1 Results of Step 1.1 Analysis of Koi Kei Bakery's packaging design

In the step 1.1, this study selected six series of Koi Kei Bakery souvenir snack packaging for analyzing the characteristics of current packaging design of Koi Kei Bakery, the six series and pictures are shown in Table 3

Table 3 Koi Kei Bakery souvenir snack packaging
















Series	Pictures				
Almond Cookies					
Candies					
Chinese pastry					

Table 3 (Continued)

Gift Boxes					
Cookies					

Integration of Tradition and Modernity

Koi Kei Bakery's packaging design is an impressive fusion of traditional Chinese elements and modern minimalist style, allowing the brand to visually convey its cultural heritage while catering to contemporary design sensibilities. This blending of old and new is effective in that it reinforces the authenticity of the brand and appeals to modern consumers' desire for simplicity and elegance. However, the integration of traditional motifs such as ink wash art and calligraphy fonts might be problematic for some consumer segments, particularly those unfamiliar with Chinese culture. While these elements are deeply rooted in Chinese heritage, they could be perceived as complex or inaccessible by younger, international audiences who may not have a strong understanding of the cultural significance behind these motifs. Additionally, the use of intricate, traditional designs may not always align with the fast-paced, minimalist preferences of modern consumers who value simplicity and clarity. The challenge for Koi Kei Bakery lies in making traditional elements more accessible and relevant to contemporary customers, ensuring that the design resonates with both those who appreciate the cultural significance and those who seek more modern aesthetics. In order to address this, the brand could explore incorporating simplified, more universal traditional elements or providing brief, engaging explanations of the motifs to make them more understandable.

Color Coding and Brand Recognition

Koi Kei Bakery employs a strategic color-coding system that aims to enhance product differentiation and brand recognition. For instance, the green and brown color scheme used for almond cakes is associated with nature, health, and wholesome qualities, while the bright purple and green tones of the candy series are intended to convey liveliness and excitement. This strategic use of color undoubtedly helps products stand out on the shelves, and its purpose is to evoke specific emotions and associations with the product. However, this color strategy may not always yield the desired results, particularly in diverse global markets. Color perception varies greatly between cultures, and what works for one group of consumers might not work for another. In some cultures, the color green may symbolize freshness and health, while in others, it could be associated with immaturity or even envy. If Koi Kei Bakery plans to expand its market beyond its domestic and regional customers, it is important to conduct more thorough cultural research to ensure that the colors chosen align with the values and preferences of international consumers. Ignoring cultural differences in color perception could lead to negative associations with the brand and hurt its overall marketability. Additionally, while vibrant and bold colors often attract attention, they could potentially overwhelm the product's simplicity or message if not carefully balanced. As such, the brand must continuously test and refine its color schemes to resonate with target audiences globally, ensuring that colors work cohesively with other design elements to convey the right messages.

Clear Product Imagery and Information Conveyance

Clear product imagery plays a central role in the packaging design of Koi Kei Bakery, with photographs that clearly display the shape and form of the products. This helps create a direct, intuitive understanding of the product and allows customers to quickly identify what they are purchasing. However, while clarity in product images is crucial, it is equally important to ensure that these images do not come across as too basic or uninspired. In a crowded marketplace where consumers are bombarded with a wide range of options, basic images might fail to capture the consumer's attention. In an era when consumers often seek packaging that tells a story or evokes an

emotional response, simple product photos could be seen as unremarkable, especially when compared to competitors who use creative or unique imagery that elicits a connection with the consumer. There is a risk that Koi Kei Bakery's reliance on straightforward, clear images might limit its ability to stand out in a competitive market where packaging has become an art form in itself. The challenge for the brand lies in balancing clarity with creativity to engage consumers. While clear product photos are undoubtedly important for simplifying purchasing decisions, Koi Kei Bakery should explore adding innovative, interactive, or artistic elements to their imagery to foster a deeper connection with their target market and set their products apart from others.

Brand Identity and Font Design

Koi Kei Bakery's focus on brand identity is evident in the prominent placement of its logo and the use of classical fonts in its packaging design. This strategy reinforces brand recognition and projects an image of tradition and quality. However, there is a potential downside to relying heavily on traditional fonts and logos, especially in a market where consumer preferences are shifting toward more contemporary and dynamic designs. Younger consumers, in particular, may find the classical design elements outdated or uninspiring, particularly if they are accustomed to more trendy, modern aesthetics seen in other successful brands. The use of traditional fonts, which evoke a sense of heritage, could inadvertently alienate consumers who value innovation and freshness. Furthermore, the logo's prominence could sometimes overshadow other elements of the packaging, making it feel rigid and less flexible in a marketplace that values versatility and variety in design. To ensure that the brand remains relevant to a wider consumer base, Koi Kei Bakery needs to carefully balance the traditional aspects of its logo and font design with more contemporary visual elements that appeal to younger and trend-conscious audiences. The brand could experiment with incorporating more modern, minimalist fonts, while maintaining a touch of traditional elements to reflect its cultural heritage. By doing so, it can ensure that its packaging feels fresh and dynamic, appealing to a broader range of consumers without compromising its identity.

Portable Design and Diversified Offerings

The square design of Koi Kei Bakery's gift box series offers clear advantages in terms of portability and suitability for gifts, making it appealing for customers seeking high-end products or souvenirs. However, this design may not always be ideal for every consumer. While it excels in convenience for special occasions, it could be seen as excessive for customers simply looking for everyday products. The upscale packaging might make the product appear overly luxurious, pushing the price point higher and potentially alienating budget-conscious buyers. For customers who are not specifically looking for a gift box, this design could seem cumbersome or unnecessary, especially for simple purchases like cookies.

Additionally, the diverse packaging across different product lines may create inconsistency in the brand's image. While the gift box series features upscale, premium packaging, the minimalist design of the cookie series could make the brand appear fragmented. Consumers may not associate the cookie packaging with the same level of quality, potentially leading to confusion about the overall brand identity. Maintaining a balance between these differing designs while ensuring cohesive brand messaging becomes crucial for Koi Kei Bakery to retain customer trust and recognition.

Material Selection and Quality Perception

The use of high-quality materials in Koi Kei Bakery's gift boxes and packaging adds to the perception of luxury and enhances the brand's image. Sturdy cardboard, premium finishes, and attention to detail in the packaging help elevate the product's perceived value, promoting a sense of trust and quality among consumers. However, while these high-end materials certainly create a luxurious experience, they also contribute to higher production costs, which can lead to higher retail prices. In an increasingly competitive market, the extra cost for premium packaging may be a deterrent for customers who prioritize affordability over luxury. Additionally, in today's environmentally conscious consumer landscape, excessive use of non-recyclable or wasteful packaging materials could prompt backlash from customers who are sensitive to sustainability issues. Consumers are increasingly demanding eco-friendly products and packaging, and Koi Kei Bakery's focus on premium packaging materials may

unintentionally alienate environmentally conscious consumers. The brand must evaluate the environmental impact of its packaging choices and explore more sustainable alternatives that still reflect its premium image. If Koi Kei Bakery can find a way to balance high-quality packaging with environmentally friendly practices, it could enhance both its brand appeal and its credibility among a growing segment of eco-conscious consumers.

Table 4 Summary of Step 1.1

Packaging Element	Strengths	Challenges
Integration of Tradition and Modernity	Combines traditional Chinese motifs (e.g., ink wash art, calligraphy) with modern minimalism; reinforces brand authenticity and elegance.	May appear complex or inaccessible to younger or international consumers unfamiliar with Chinese culture; might not suit minimalist design preferences.
Color Coding and Brand Recognition	Uses distinct color schemes to differentiate product lines and evoke emotions	Cultural differences in color perception may hinder global appeal; bold colors can overwhelm simplicity.
Clear Product Imagery	Uses clear, direct product photos to help consumers easily recognize and understand the product.	Basic imagery may seem uninspired and fail to stand out in a competitive market; lacks emotional storytelling.

Table 4 (Continued)

Packaging Element	Strengths	Challenges
Brand Identity and Font Design	Strong brand recognition through prominent logo and classical fonts that emphasize heritage and quality.	Classical fonts and rigid layout may seem outdated to younger consumers; logo might overshadow other design elements.
Portable Design and Diversified Offerings	Gift box design is portable and gift-friendly, suitable for high-end positioning.	Might seem excessive or too premium for everyday buyers; inconsistent packaging across product lines may confuse brand perception.
Material Selection and Quality Perception	Premium materials enhance luxury perception and brand trust.	High costs and environmental concerns from using non-recyclable materials may alienate price-sensitive and eco-conscious consumers.

In conclusion, according to table 4.2, Koi Kei Bakery's packaging design demonstrates a number of clear strengths, including its thoughtful integration of traditional Chinese aesthetics with modern minimalism, effective use of color coding for product differentiation, strong brand identity through classical fonts and logo placement, and high-quality materials that enhance the perception of luxury. These elements collectively contribute to a compelling brand image that honors cultural heritage while appealing to contemporary sensibilities. However, the brand also faces several pain points. Its traditional design motifs may not fully resonate with younger or international

consumers unfamiliar with Chinese culture, while color strategies risk misinterpretation across different cultural contexts. The use of straightforward product imagery, though clear, can lack creativity or emotional engagement. Additionally, inconsistencies across product lines, reliance on premium packaging, and sustainability concerns present further challenges.

4.1.2 Results of Step 1.2 Analysis of competitors' packaging strategies

In Step 1.2, the researcher conducted an analysis of Koi Kei Bakery's competitors' packaging, aiming to identify the specific design elements that contribute to their strong consumer appeal and market performance. Yeng Kee Bakery and Choi Heong Yuen Bakery were selected for analysis because they represent strong competitive forces that have successfully challenged Koi Kei Bakery's market dominance. As noted by Zhou and Wang (2021), these competitors have adopted innovative packaging designs that not only attract consumer attention—particularly among Generation Y—but also effectively convey product quality and brand values. Their use of modern design elements has enabled them to capture a significant portion of the souvenir snack market, reflecting a strategic packaging approach that resonates with today's consumers. Studying their packaging allows this research to identify the specific design features that contribute to their competitive advantage and provides a valuable benchmark for evaluating Koi Kei Bakery's packaging effectiveness.

Table 5 Yeng Kee Bakery and Choi Heong Yuen Bakery Souvenir snack packaging
(Almond cookies)

Series	Pictures				
Almond Cookies (Yeng Kee Bakery)					
Almond Cookies (Choi Heong Yuen Bakery)					

Table 5 presents the Yeng Kee Bakery and Choi Heong Yuen Bakery Almond Cookies packaging. Yeng Kee Bakery's packaging design features a hexagonal box, which is relatively uncommon in cookie packaging, showcasing a level of innovation. The choice of colors and patterns reflects the brand's modernity and uniqueness. In contrast, Choi Heong Yuen Bakery's design is more diverse, incorporating traditional red and yellow alongside modern cartoon imagery and minimalist designs, representing a form of innovation in itself. While Yeng Kee's hexagonal box may offer convenience in carrying and storage, the ease of opening and resealing requires further evaluation. Choi Heong Yuen's round tin design is easy to carry and has good sealing properties, enhancing practicality.

Yeng Kee's packaging may abandon some traditional Chinese cultural elements in its colors and patterns, the overall style leans towards modern minimalism. Conversely, Choi Heong Yuen's design clearly incorporates more cultural elements, such as traditional colors and cartoon imagery, which resonate with consumers. Visually, Yeng Kee's packaging showcases a modern minimalist aesthetic that appeals to those favoring simplicity, while Choi Heong Yuen's design offers greater visual appeal through

rich colors and intricate patterns, attracting a diverse age group. Ultimately, Yeng Kee's packaging communicates a modern, high-end image, whereas Choi Heong Yuen conveys diversity and approachability while reflecting its cultural heritage.

In comparison to the pain points faced by Koi Kei Bakery, Yeng Kee and Choi Heong Yuen each exhibit distinct characteristics in their packaging design. Yeng Kee demonstrates strength in modern minimalist aesthetics; however, it may lack cultural representation and clarity in information conveyance. In contrast, Choi Heong Yuen excels in cultural expression and visual appeal, yet its use of multiple design elements may result in less structured information presentation. This comparison highlights the need for Koi Kei Bakery to strike a more effective balance between modernity and cultural representation in its packaging design, while also ensuring that its color strategy aligns with diverse market preferences and that product information remains clear and engaging.

Table 6 Yeng Kee Bakery and Choi Heong Yuen Bakery Souvenir snack packaging
(Candies)

Series	Pictures				
Candies (Yeng Kee Bakery)					
Candies (Choi Heong Yuen Bakery)					

Table 6 presents the Yeng Kee Bakery and Choi Heong Yuen Bakery Candies packaging. Yeng Kee Bakery's packaging design conveys a high-end and

fashionable brand image through modern typography and vibrant colors like orange and yellow, enhancing consumers' perceived value. Its simple square design facilitates portability, while clear product information, such as "0 additives," helps consumers make quick and healthy choices, enriching their user experience. In contrast, Choi Heong Yuen Bakery's packaging combines traditional and modern elements, using culturally significant colors like red and gold along with cute virtual imagery to enhance emotional engagement and brand recognition. The diverse packaging shapes and easily understandable information, conveyed through images and concise text, attract attention on the shelves and elevate user satisfaction and purchase intention. High-quality packaging materials not only protect the products but also build consumer trust, further facilitating purchasing decisions.

Yeng Kee Bakery's design allows consumers to quickly identify and process product information through clear images and straightforward text, increasing purchase intent. Choi Heong Yuen Bakery's packaging effectively conveys product information through a combination of visuals and text, alongside thoughtful use of color, helping consumers swiftly recognize and choose products among numerous options. At the same time, Yeng Kee Bakery's modern minimalist style offers a premium user experience, enhancing satisfaction through the practicality and convenience of the packaging. In contrast, Choi Heong Yuen Bakery enriches the user experience by incorporating cultural elements and emotional factors. Its diversity and innovation in packaging cater to varying consumer needs, fostering greater brand loyalty.

In comparison to the pain points faced by Koi Kei Bakery, Yeng Kee and Choi Heong Yuen demonstrate distinct approaches in their candy packaging. Yeng Kee emphasizes a high-end, modern aesthetic with vibrant colors and clear product information, facilitating quick decision-making and enhancing consumer trust. However, this minimalist approach may lack the cultural depth that resonates with tradition-oriented consumers. Conversely, Choi Heong Yuen integrates both traditional and modern elements, using culturally significant colors and engaging visuals to strengthen emotional connections and brand recognition. While this strategy enhances cultural

appeal and consumer engagement, the diverse packaging elements may risk overwhelming consumers with excessive visual information.

Table 7 Yeng Kee Bakery and Choi Heong Yuen Bakery Souvenir snack packaging (Chinese pastry)

Series	Pictures				
Chinese pastry (Yeng Kee Bakery)					
Chinese pastry (Choi Heong Yuen Bakery)					

Table 7 presents the Yeng Kee Bakery and Choi Heong Yuen Bakery Chinese pastry packaging. Yeng Kee Bakery's packaging design for its Chinese pastries combines modern colors with traditional typography, which may enhance consumers' perception of the product's value, suggesting it offers both traditional flavors and a contemporary feel. In contrast, Choi Heong Yuen Bakery's packaging incorporates traditional design elements that may attract consumers seeking an authentic and classic experience with Chinese pastries. Both brands effectively utilize clear product names and images to facilitate quick recognition and processing of product information. Yeng Kee Bakery's packaging may cater more to the needs of modern consumers who prioritize swift recognition, while Choi Heong Yuen Bakery's design emphasizes conveying cultural and traditional messages.

Overall, the packaging designs of both brands reflect a deep understanding of their target consumer groups and utilize different design strategies to meet their needs and expectations. Yeng Kee Bakery's design may appeal more to

younger consumers or those pursuing a modern lifestyle, whereas Choi Heong Yuen Bakery's design may attract those who appreciate traditional culture or are in search of unique gifts. Both packaging designs for Chinese pastries successfully address diverse consumer demands, securing their positions in the market.

In comparison to Koi Kei Bakery's pain points, Yeng Kee and Choi Heong Yuen adopt distinct strategies in their Chinese pastry packaging. Yeng Kee integrates modern color schemes with traditional typography, striking a balance between contemporary appeal and heritage. This approach aligns with the preferences of younger consumers or those seeking a fusion of tradition and modernity. However, it may lack the depth of cultural authenticity that some consumers expect in traditional pastry packaging. Conversely, Choi Heong Yuen emphasizes cultural heritage by incorporating classic design elements, effectively appealing to consumers who value authenticity and tradition. While this strengthens cultural resonance, the traditional aesthetic may limit its appeal to consumers who favor modern, minimalist packaging.

Table 8 Yeng Kee Bakery and Choi Heong Yuen Bakery Souvenir snack packaging (Gift Boxes)

Series	Pictures				
Gift Boxes (Yeng Kee Bakery)					
Gift Boxes (Choi Heong Yuen Bakery)					

The images from table 9 showcase the gift box packaging designs of Yeng Kee Bakery and Choi Heong Yuen Bakery. Each brand features several distinct gift box designs. Yeng Kee Bakery's packaging is characterized by a variety of styles, including boxes with cartoon characters, minimalist designs, and those adorned with traditional patterns. Typically, these boxes include product images and brand logos, as well as decorative elements. The Snoopy co-branded gift box with its beautiful appearance and cartoon design more attractive to young consumers.

In contrast, Choi Heong Yuen Bakery's gift box design leans more towards tradition, utilizing colors rich in Chinese cultural significance, such as red and gold, alongside traditional patterns and fonts. The product names featured on the boxes, like "Eight Points", "Pineapple Cake", and "Time Commemoration Gift Box", are rendered in Chinese calligraphy, conveying the cultural background and flavors of the products.

Overall, both brands' gift box packaging designs reflect a deep understanding of their target consumer demographics, employing different strategies to meet their specific needs and preferences. Yeng Kee Bakery's design may resonate more with younger consumers or those seeking a modern lifestyle, while Choi Heong Yuen Bakery's design may appeal to those who appreciate traditional culture or are looking for unique gifts. Both packaging approaches effectively address diverse consumer demands, securing their places in the market.

Compared to Koi Kei Bakery's packaging pain points, Yeng Kee emphasizes modern appeal with diverse styles, including minimalist and cartoon-themed designs, attracting younger consumers but potentially lacking cultural depth. In contrast, Choi Heong Yuen focuses on tradition, using symbolic colors, patterns, and calligraphy to convey authenticity, though it may have limited appeal to modern-oriented consumers. To optimize its packaging, Koi Kei should balance tradition and modernity, ensuring cultural richness while enhancing visual appeal for diverse market segments.

Table 9 Yeng Kee Bakery and Choi Heong Yuen Bakery Souvenir snack packaging
(Cookies)

Series	Pictures				
Cookies (Yeng Kee Bakery)					
Cookies (Choi Heong Yuen Bakery)					

Table 9 presents the Yeng Kee Bakery and Choi Heong Yuen Bakery cookies packaging. Yeng Kee Bakery's cookie packaging features a variety of designs, including round tins and square boxes, with vibrant colors such as pink, orange, blue, and red. The packaging is adorned with product images, brand logos, and decorative patterns or text, enhancing its appeal and recognizability. In contrast, Choi Heong Yuen Bakery offers a more diverse range of packaging designs, with some boxes featuring traditional patterns while others showcase modern designs with bold color graphics. Some packaging incorporates Chinese calligraphy and traditional elements, while others utilize contemporary graphic designs.

Both brands' cookie packaging designs reflect a deep understanding of their target consumer groups. Yeng Kee Bakery's design, with its bright colors and playful patterns, may enhance consumers' perceived value, suggesting that the products are both high-quality and innovative. Choi Heong Yuen Bakery, on the other hand, attracts consumers seeking authentic experiences by combining traditional and modern design elements, thereby also catering to contemporary aesthetic preferences. Their packaging effectively communicates cultural backgrounds and flavor characteristics, satisfying diverse consumer needs.

Compared to Koi Kei Bakery's packaging pain points, Yeng Kee Bakery emphasizes modern aesthetics with vibrant colors and playful patterns, enhancing product appeal but potentially lacking cultural depth. In contrast, Choi Heong Yuen Bakery blends traditional and modern elements, appealing to consumers seeking authenticity while maintaining contemporary visual appeal. To optimize its packaging, Koi Kei should balance cultural heritage with modern design, ensuring both recognizability and strong market appeal.

In conclusion, Yeng Kee Bakery's design may be more appealing to younger consumers or those pursuing a modern lifestyle, while Choi Heong Yuen Bakery's packaging may attract consumers who appreciate traditional culture or are looking for unique gifts.

Summary

Table 10 summarizes the packaging design characteristics of Ying Kee Bakery and Choi Heong Yuen Bakery across various souvenir snack categories. It highlights each brand's strategic use of form, color, cultural elements, and modern design to enhance consumer appeal, brand recognition, and market competitiveness. Step 1.2 provides Koi Kei Bakery with specific ideas for repackaging design, offering insights into how to effectively balance traditional and modern elements, enhance visual appeal, and strengthen brand identity based on the packaging strategies of Ying Kee and Choi Heong Yuen.

Table 10 Summary of competitors packaging design features and insights for Koi Kei Bakery

Product Type	Brand	Design Features	Strengths	Insights for Koi Kei Bakery
Almond Cookies	Yeng Kee Bakery	Hexagonal box, modern color schemes and patterns	Innovative shape, strong modern aesthetic, convenient for carrying	Consider adopting innovative shapes and minimalist style to enhance modern appeal
	Choi Heong Yuen Bakery	Traditional red and yellow with modern cartoon elements and minimalist design	Rich cultural expression, strong visual appeal across age groups	Needs to balance cultural richness with clarity in packaging information
Candies	Yeng Kee Bakery	Square packaging, vibrant orange/yellow, modern typography, clear labels like “0 additives”	High-end and trendy image, clear information facilitates decision-making	Effective use of information clarity can be emulated; cultural storytelling can be strengthened

Table 10 (Continued)

Product Type	Brand	Design Features	Strengths	Insights for Koi Kei Bakery
	Choi Heong Yuen Bakery	Mix of red and gold, cute virtual imagery, diverse packaging forms	Strong emotional engagement, cultural resonance, enhances trust	Visual-text integration is effective for conveying value and brand identity
Chinese Pastry	Yeng Kee Bakery	Modern color palette with traditional typography	Appeals to those seeking a fusion of tradition and modernity, quick product recognition	Can adopt the font style and modern-traditional blend to expand appeal
	Choi Heong Yuen Bakery	Traditional design elements and fonts	Strong cultural appeal, resonates with tradition-seeking consumers	Reinforcing traditional aesthetics may enhance brand depth
Gift Boxes	Yeng Kee Bakery	Variety of styles (cartoon, minimalist, traditional), includes product images and logos	Strong youth appeal, diversified style offering	Multiform packaging strategy can meet varied market needs

Table 10 (Continued)

Product Type	Brand	Design Features	Strengths	Insights for Koi Kei Bakery
	Choi Heong Yuen Bakery	Red and gold, traditional patterns, calligraphy, culturally themed product names	Rich cultural symbolism, suitable for gifting	Can strengthen cultural storytelling through symbolic visuals and naming
Cookies	Yeng Kee Bakery	Round tins and square boxes with vibrant colors and playful patterns	Enhances perceived value, appeals to modern consumers	Color and pattern strategies can be adapted to increase playfulness and marketability
	Choi Heong Yuen Bakery	Blend of traditional and modern graphic designs, calligraphy usage	Balances cultural and modern appeal, communicates flavor and background	Integrating traditional symbols with modern layouts can optimize both form and function

In summary, Ying Kee Bakery's packaging design highlights a modern and minimalist style, featuring hexagonal boxes, vibrant color palettes, and clear product labeling for immediate recognition. The use of contemporary typography and structured layout conveys a high-end, fashionable brand image that resonates with consumers who prefer clean and trendy aesthetics. Its square and portable packaging

adds convenience for both everyday use and gifting, while the use of premium materials enhances consumer trust and strengthens purchase intent.

Choi Heong Yuen Bakery emphasizes rich traditional cultural elements through the use of red and gold tones, traditional patterns, and Chinese calligraphy, effectively showcasing the brand's cultural heritage. The combination of classical design with modern graphic elements creates a visual language that appeals across age groups and evokes emotional resonance, particularly in gift-giving scenarios. Its diverse packaging formats, such as round tins and elegantly structured boxes, enhance functionality while reinforcing its cultural narrative.

In contrast, Koi Kei Bakery's packaging tends to adhere more conservatively to traditional forms, with limited innovation in structure and visual language. This affects its ability to communicate a distinctive brand identity and resonate with younger consumers seeking contemporary appeal. While Koi Kei incorporates traditional aesthetics, it lacks the fusion of modern minimalism and symbolic cultural elements seen in the packaging of Ying Kee and Choi Heong Yuen. This integration of tradition with modern design language allows the latter brands to balance cultural depth and current market trends more effectively, enhancing both brand differentiation and consumer connection.

Furthermore, in terms of visual identity and color usage, Koi Kei's approach remains relatively uniform. In contrast, the strategic use of color by Ying Kee and Choi Heong Yuen—such as green and brown for almond cookies, or vibrant purples and oranges for candies—enhances product distinction and strengthens brand recognition. This deliberate differentiation enables consumers to quickly identify products and deepens their impression of the brand. In a competitive market that values personalization and efficiency in information processing, Koi Kei has substantial room to grow in developing packaging strategies that elevate its brand identity and optimize the user experience.

4.2 Results of Step 2: To study the satisfaction and demand of Generation Y on Koi Kei Bakery souvenir snack packaging

4.2.1 Results of Step 2.1 Questionnaire survey

In step 2, this study investigated the satisfaction and demand of Generation Y on Koi Kei Bakery souvenir snack packaging through questionnaire survey. The results were divided into two parts as follows:

Part I: Demographic data

Table 11 Demographic data

Variable	Category	Frequency	Percentage (%)
Gender	Female	216	53.33
	Male	189	46.67
Education	University or higher	104	25.68
	High school or equivalent	103	25.43
	Middle school	77	19.01
	Technical or vocational school	71	17.53
	Primary school	45	11.11
	No formal education	5	1.23
Monthly Allowance	5001 - 10000 CNY	152	37.53
	Less than 5000 CNY	147	36.3
	10001 - 15000 CNY	65	16.05
	More than 15000 CNY	41	10.12

According to Table 11, a total of 405 valid responses were collected for this study. The demographic characteristics of the respondents were analyzed in terms of gender, educational background, and monthly allowance. In terms of gender, the sample showed a relatively balanced distribution, with a slight predominance of female participants. Specifically, 216 respondents (53.33%) identified as female, while 189

respondents (46.67%) identified as male. This balanced representation ensures that insights drawn from the data reflect perspectives across genders, which is essential for analyzing potential gender-based differences in consumer preferences.

Regarding educational attainment, the respondents exhibited a wide range of academic backgrounds. The largest proportion reported having completed university or higher education (25.68%), followed closely by those who completed high school or an equivalent level of education (25.43%). These two groups together comprise over half of the sample, indicating that the majority of participants possess at least a secondary education. Additionally, a substantial number of respondents had completed middle school (19.01%) or technical and vocational education (17.53%), suggesting that the sample includes individuals with both academic and skills-based learning experiences. A smaller percentage of respondents had completed only primary school (11.11%), and a minimal proportion (1.23%) reported having no formal education. This educational diversity provides a broad foundation for understanding consumer behavior across different knowledge and literacy levels.

In terms of monthly allowance, the data indicate that the majority of respondents fall within a moderate spending range. The highest proportion of participants (37.53%) reported receiving a monthly allowance between 5,001 and 10,000 CNY, followed closely by 36.3% who reported receiving less than 5,000 CNY. These two groups combined account for over 73% of the sample, reflecting a predominantly middle-income respondent base. Moreover, 16.05% of participants received between 10,001 and 15,000 CNY, while a smaller segment (10.12%) received more than 15,000 CNY per month. The presence of this higher-income subgroup may indicate a niche market segment that is open to premium or customized product offerings.

Part II: The satisfaction and demand of Generation Y on Koi Kei Bakery souvenir snack packaging

In Part II, based on the Theory of Perceived Value, Information Processing Theory, and User Experience Design Theory, an analysis of five aspects of Koi Kei Bakery souvenir snack packaging (color, shape, material, printed information

and font styles) was conducted. The purpose was to understand the satisfaction and demand of Generation Y on Koi Kei Bakery souvenir snack packaging, and the results are as follows:

Table 12 Color of packaging (n = 405)

Items	Mean	Standard Deviation	Interpretation
I like the color of the packaging for these products.	3.42	1.12	Agree
The color of the packaging can influence my decision to purchase these products.	3.55	0.97	Agree
I can recall this brand when I see a similar color.	3.39	1.05	Neutral
I can associate the color of these products' packaging with the brand images.	3.13	1.23	Neutral
Total	3.37	1.09	Neutral

Table 12 presents the respondents' perceptions regarding the color of packaging. Overall, the total mean score was 3.37 with a standard deviation of 1.09, which falls within the "Neutral" interpretation range. This suggests that, on average, participants held moderate views about the impact of packaging color on their purchasing decisions and brand perceptions.

Specifically, the item "I like the color of the packaging for these products" received a mean score of 3.42 (SD = 1.12), while "The color of the packaging can influence my decision to purchase these products" scored slightly higher with a mean of 3.55 (SD = 0.97). Both items were interpreted as "Agree," indicating that color plays a somewhat positive role in shaping consumers' purchasing preferences. These

results imply that visually appealing colors can enhance the attractiveness of the product and positively affect purchase intentions. However, the remaining two items—"I can recall this brand when I see a similar color" ($M = 3.39$, $SD = 1.05$) and "I can associate the color of these products' packaging with the brand images" ($M = 3.13$, $SD = 1.23$)—both received "Neutral" interpretations. These findings suggest that although color may influence immediate purchase decisions, its effectiveness in aiding brand recall or association is less certain among the respondents. This indicates a potential area for improvement in packaging design, particularly in enhancing brand-color consistency and reinforcing visual identity to improve long-term brand recognition. The results highlight the importance of not only selecting attractive colors but also ensuring that such colors are consistently and strategically aligned with the brand image to strengthen consumers' cognitive associations.

Table 13 Shape of packaging (n = 405)

Items	Mean	Standard Deviation	Interpretation
I like the shape design of these products packaging.	3.42	0.99	Agree
The shape design of these products packaging motivates me to purchase.	3.32	0.88	Neutral
The shape design of these products packaging creates a perception of these products in my mind.	3.25	1.07	Neutral
The shape design of these products packaging attracts me.	3.22	1.11	Neutral
Total	3.30	1.01	Neutral

Table 13 illustrates respondents' perceptions of the shape design of product packaging. The overall mean score was 3.30 with a standard deviation of 1.01, falling within the "Neutral" range. This suggests that, on average, respondents did not express particularly strong opinions—either positive or negative—regarding the impact of packaging shape on their purchasing behavior or brand perception.

Among the individual items, the statement "I like the shape design of these products' packaging" received the highest mean score of 3.42 (SD = 0.99), interpreted as "Agree." This indicates a generally favorable attitude toward the aesthetic appeal of the packaging shape. However, the other three items received slightly lower mean scores and were all interpreted as "Neutral." These include "The shape design of these products' packaging motivates me to purchase" (M = 3.32, SD = 0.88), "The shape design of these products' packaging creates a perception of these products in my mind" (M = 3.25, SD = 1.07), and "The shape design of these products' packaging attracts me" (M = 3.22, SD = 1.11). These results imply that while respondents may appreciate the shape design on a superficial level, it may not significantly influence deeper cognitive associations or purchasing motivation.

The generally neutral responses indicate that the current shape designs may lack distinctiveness or functional appeal strong enough to leave a lasting impression or significantly drive consumer behavior. This highlights an opportunity for design innovation. More unique, ergonomic, or culturally meaningful packaging shapes could potentially enhance consumer engagement, product memorability, and emotional attachment, particularly among Generation Y consumers who tend to value both aesthetics and brand experience.

Table 14 Materials of packaging (n = 405)

Items	Mean	Standard Deviation	Interpretation
I like this brand because of its packaging material.	3.72	0.95	Agree
The quality of the packaging material suggest that the products are of higher quality.	3.82	0.79	Agree
The quality of the packaging material is important to me.	3.88	0.82	Agree
Total	3.81	0.85	Agree

Table 14 presents the respondents' perceptions regarding the materials used in product packaging. The overall mean score was 3.81 with a standard deviation of 0.85, which falls within the "Agree" interpretation range. This indicates that participants generally held positive attitudes toward packaging materials and recognized their importance in shaping brand perception and purchase behavior. Among the individual items, the highest mean score was observed for the statement "The quality of the packaging material is important to me" ($M = 3.88$, $SD = 0.82$), reflecting a strong consumer preference for high-quality materials. This is followed closely by "The quality of the packaging material suggests that the products are of higher quality" ($M = 3.82$, $SD = 0.79$), suggesting that respondents often use packaging material as a cue to infer the overall value and credibility of the product. The item "I like this brand because of its packaging material" also received a relatively high score ($M = 3.72$, $SD = 0.95$), further indicating that packaging material can contribute to brand affinity and consumer satisfaction.

These findings highlight the significant role that packaging material plays in influencing consumer attitudes and behaviors. High-quality materials not only enhance the physical protection of the product but also serve as a symbol of product

excellence and brand reputation. For brands like Koi Kei Bakery, investing in premium and eco-conscious materials may enhance perceived product value, strengthen brand loyalty, and differentiate the brand in a competitive market—especially among Generation Y consumers, who tend to be both quality-sensitive and environmentally aware.

Table 15 Printed information of packaging (n = 405)

Items	Mean	Standard Deviation	Interpretation
I believe these products are well-known due to their packaging.	3.39	0.99	Neutral
I can read the printed information on the packaging of these products.	3.37	1.01	Neutral
I can use the printed information to evaluate these products when making a purchase.	3.23	1.05	Neutral
The product information on the packaging is important to me.	3.13	1.11	Neutral
Total	3.28	1.04	Neutral

Table 15 illustrates respondents' perceptions regarding the printed information on product packaging. The overall mean score was 3.28, with a standard deviation of 1.04, falling within the "Neutral" interpretation range. This suggests that, on average, respondents did not express strong agreement or disagreement about the significance or utility of printed information on the packaging. Individually, all items in this section received mean scores within the neutral range. The statement "I believe these products are well-known due to their packaging" had the highest mean ($M = 3.39$, $SD = 0.99$), indicating a moderate perception that packaging contributes to brand visibility or recognition. The item "I can read the printed information on the packaging of

these products" followed closely ($M = 3.37$, $SD = 1.01$), suggesting that while most respondents are able to access the information, this does not necessarily translate into strong engagement or influence. Lower scores were observed for "I can use the printed information to evaluate these products when making a purchase" ($M = 3.23$, $SD = 1.05$) and "The product information on the packaging is important to me" ($M = 3.13$, $SD = 1.11$), which further implies that the printed content is not a major factor driving consumers' decision-making processes. These findings indicate that although the information is generally accessible, it may not be perceived as compelling or informative enough to influence purchase intentions or enhance product evaluation.

The results highlight a potential gap between information availability and its effectiveness. To increase the impact of printed packaging content, brands may need to enhance clarity, relevance, and design appeal. For Generation Y consumers—who often seek both convenience and authenticity—well-organized, visually engaging, and meaningful product information could serve as a key differentiator and foster stronger brand trust.

Table 16 Font styles of packaging (n = 405)

Items	Mean	Standard Deviation	Interpretation
The font styles used on the packaging of these products are appealing.	3.22	1.11	Neutral
I like the creative font style used on the packaging of these products.	3.01	1.15	Neutral
The font size on the packaging helps me remember these products.	3.33	1.01	Neutral
Total	3.19	1.09	Neutral

Table 16 presents Gen Y's perceptions of the font styles used on product packaging. The overall mean score was 3.19, with a standard deviation of 1.09, placing it within the "Neutral" interpretation range. This indicates that, on average, respondents did not hold strong opinions—either favorable or unfavorable—regarding the font styles used in the packaging design.

All three individual items in this category also fell within the neutral range. The highest-rated statement was "The font size on the packaging helps me remember these products" ($M = 3.33$, $SD = 1.01$), suggesting that font size may have some modest impact on product recall, though not to a significant extent. Meanwhile, the statement "The font styles used on the packaging of these products are appealing" received a mean score of 3.22 ($SD = 1.11$), indicating a moderately positive but still neutral perception of the fonts' aesthetic value. The lowest-scoring item was "I like the creative font style used on the packaging of these products" ($M = 3.01$, $SD = 1.15$), which reflects a minimal level of engagement or appreciation for font creativity.

These findings suggest that font style, while a visible component of packaging design, may not play a critical role in influencing consumer attitudes or purchase decisions among the sampled participants. The generally neutral responses imply that current font choices are perceived as neither particularly innovative nor distracting. However, given that typography can subtly affect brand perception and product memorability, especially among visually driven consumers such as Generation Y, there remains an opportunity to explore more distinctive and brand-aligned typographic choices to strengthen visual identity and consumer recall.

Summary of questionnaire survey

In the questionnaire survey, an analysis of five aspects of Koi Kei Bakery souvenir snack packaging (color, shape, material, printed information and font size) was conducted. The results highlight several areas for improvement (the overall is shown in Table 4.15).

While Gen Y slightly agrees that packaging color influences their purchasing decisions (mean = 3.55), overall, they have a neutral perception (mean =

3.37). The color is not strongly associated with the brand, indicating a need for better alignment with brand identity. The shape of the packaging received a neutral response (mean = 3.30). Although some respondents recognize the design, it does not strongly motivate purchases or create a clear product perception. Enhancing the shape to be more visually appealing and distinctive could improve engagement. Packaging materials received the highest satisfaction (mean = 3.81), with respondents recognizing the materials as high quality and associating them with product value. While positive, the brand should explore innovations in sustainable and premium materials to further strengthen consumer approval. The clarity and usefulness of printed information were rated as neutral (mean = 3.28). Respondents found the information somewhat helpful for recognizing the brand but did not consider it a major factor in purchase decisions. Improving readability and the relevance of product details could enhance consumer engagement. The appeal and creativity of the font size were also rated as neutral (mean = 3.19). Although font size slightly aids product recall (mean = 3.33), the design does not significantly attract or engage consumers. A more distinctive and visually engaging font choice may enhance brand recognition.

Table 17 Satisfaction and demand of Generation Y on Koi Kei Bakery souvenir snack packaging

Packaging Aspect	Mean	SD	Interpretation	Key Insights from consumers
Color	3.37	1.09	Neutral	Slight influence on purchasing decisions but weak brand recall. Needs better alignment with brand identity.

Table 17 (Continued)

Packaging Aspect	Mean	SD	Interpretation	Key Insights from consumers
Shape	3.30	1.01	Neutral	The shape is accepted by some respondents, but does not significantly drive purchases or create a strong product image.
Materials	3.81	0.85	Agree	Recognized as high quality, contributing positively to brand perception. Room for sustainable innovation.
Printed Information	3.28	1.04	Neutral	Limited impact on purchase decisions; readability and relevance could be improved.
Font Size	3.19	1.09	Neutral	Minimal influence on brand engagement; more distinctive and appealing font choices recommended.

4.2.2 Results of Step 2.2 Expert interview

To better understand the market acceptance and potential improvements for Koi Kei Bakery's new product packaging design, we conducted in-depth interviews with three packaging design experts (A, B and C) and three industry experts (D, E, F). The discussions focused on key design elements, including color, shape, materials, printed information, font size, user experience, and branding strategy. Below is a detailed summary and analysis of the interviews. The researcher divided the interview summaries into seven parts.

1. Color Design

Summary: Experts suggested leveraging vibrant and diverse color schemes that appeal to Gen Y's preferences while strengthening the use of signature brand colors to enhance recognition. Aligning the color palette with product characteristics and brand identity is also crucial for building a cohesive visual strategy.

Experts Insights:

Product Design Expert A noted that the vibrant colors of the new packaging effectively attract young consumers, particularly Gen Y, who prefer dynamic and diverse visual designs.

Product Design Expert C highlighted that color should not only capture attention but also align with the product's characteristics, such as the yellow packaging for the Chinese pastry, which conveys freshness and vitality.

Industry Expert E emphasized that the branding function of color can be further optimized by leveraging distinctive brand hues to strengthen consumer recognition.

Industry Expert F also highlighted the importance of enhancing the branding function of color by expanding the palette of signature brand hues to foster deeper consumer recognition.

2. Shape Design

Summary: Experts recommended incorporating minimalistic and modern elements into the shape design, blending traditional and modern aesthetics to create a unique identity. While the minimalist design is practical, it should be refined to evoke emotional resonance and stand out in the market.

Experts Insights:

Product Design Expert A suggested integrating more brand storytelling elements into the shape design, such as combining traditional pastry box designs with a modern aesthetic.

Industry Expert D observed that while the simple shapes provide advantages in logistics and display, there is room for improvement in creativity and differentiation.

Industry Expert F remarked that the minimalist and modern design of the packaging aligns with current market trends but has limited direct impact on consumer purchasing motivation.

3. Material Selection

Summary: Experts emphasized the importance of eco-friendly materials, aligning with Gen Y's values, while also exploring innovative options that balance sustainability and premium appeal. These choices can solidify the brand's commitment to environmental responsibility and quality.

Experts Insights:

Packaging Design Expert A recommended exploring more innovative material choices, such as biodegradable or recycled materials, to further showcase the brand's commitment to sustainability.

Packaging Design Expert B stated that the use of eco-friendly materials aligns with market trends and resonates strongly with Gen Y consumers.

Industry Expert D and E both stressed that packaging materials should not only be environmentally friendly but also convey a sense of premium quality and durability.

4. Printed Information

Summary: Experts advised enhancing the printed information by using creative visuals and concise messaging to improve appeal. Clear branding and product differentiation through text and icons could further attract and engage consumers.

Experts Insights:

Industry Expert D highlighted that the clarity and readability of printed information were well-received, but the content's appeal could be further enhanced.

Packaging Design Expert C suggested using more creative designs for printed information, such as icons and concise messaging, to improve communication effectiveness.

Industry Expert E pointed out that the current design lacks sufficient reflection of the brand's uniqueness.

5. Font Styles

Summary: Experts suggested adopting artistic, modern and minimalistic font size and styles to increase visual appeal and brand memorability which caters Gen Y's preferences while maintaining readability. Balancing traditional and contemporary elements in typography can reinforce brand positioning and memorability.

Experts Insights:

Packaging Design Expert A noted that the current font design is functional but lacks significant visual appeal and brand memorability which seemed too complicated.

Packaging Design Expert B emphasized balancing traditional and modern elements in font styles to reflect the brand's positioning.

Industry Expert F and E both recommended adopting more artistic and minimalistic fonts that align with Gen Y's preferences.

Summary of expert interviews

Table 18 summarizes expert insights on Koi Kei Bakery's packaging, highlighting the need for improvements across five key design elements. Experts recommend adopting vibrant colors aligned with brand identity, blending traditional and modern aesthetics in shape design, using eco-friendly materials, enhancing printed information with creative visuals and concise messaging, and selecting artistic yet legible fonts. These suggestions aim to create packaging that resonates with Generation Y, strengthens brand identity, and improves market competitiveness.

Table 18 Summary of expert interviews

Design Element	Summary of Expert Insights	Suggestions for New Packaging Design
Color Design	Vibrant and diverse colors attract Gen Y; aligning colors with brand and product characteristics enhances recognition.	Use dynamic color schemes that resonate with Gen Y and expand the use of signature brand hues for better visual identity and recognition.
Shape Design	Minimalist designs are practical but lack emotional appeal; opportunity exists to blend traditional and modern aesthetics.	Combine traditional shapes with modern aesthetics and brand storytelling to enhance uniqueness and emotional connection.
Material Selection	Eco-friendly materials align with Gen Y values and boost premium perception.	Explore biodegradable or recycled materials that balance sustainability and a high-quality image.
Printed Information	Current layout is clear but lacks uniqueness; visual creativity and concise messaging are needed.	Use icons, creative layouts, and succinct messaging to increase engagement and better reflect brand personality.
Font Styles	Functional but lacks artistic appeal and brand memorability; Gen Y prefers modern, minimalistic styles.	Adopt clean, artistic fonts that strike a balance between tradition and modernity while maintaining readability.

Conclusion

In conclusion, step 2 of this study investigates Generation Y's satisfaction with and demand for Koi Kei Bakery's souvenir snack packaging through a two-pronged approach, involving a questionnaire survey and in-depth expert interviews. The research focuses on key design elements, including color, shape, material, printed information, and font styles, to understand how each contributes to consumer perception and purchase decision.

The questionnaire survey results reveal that, while packaging color slightly influences purchasing decisions, its contribution to brand recall and identity remains limited, as indicated by generally neutral ratings. Similarly, the shape design receives a moderately positive response in terms of aesthetic appeal; however, it does not significantly motivate purchases or convey a distinct product image. In contrast, the packaging material is perceived more favorably, reflecting a positive association with product quality. Meanwhile, the effectiveness of printed information and the appeal of the font design are both rated neutrally, suggesting that these elements are underutilized in creating a compelling and memorable brand presence.

The expert interviews provide deeper insights and strategic recommendations for enhancing the packaging design. Experts advocate for the use of vibrant, diverse color schemes that are closely aligned with the brand's signature hues to reinforce recognition and appeal among Gen Y consumers. In terms of shape design, they recommend integrating modern minimalist aesthetics with traditional design elements to evoke emotional resonance and distinctiveness. Moreover, experts emphasize the importance of selecting eco-friendly and sustainable materials, which not only cater to contemporary consumer values but also enhance the perception of product quality. For printed information and typography, suggestions include adopting creative visuals, concise messaging, and artistic yet legible font styles to improve clarity and brand differentiation.

Both quantitative and qualitative findings indicate that while certain aspects of the current packaging—particularly material quality—are viewed favorably,

there is substantial room for improvement in the areas of color, shape, printed information, and font design. To better engage Generation Y consumers, future packaging strategies should integrate modern aesthetic trends with a strong brand narrative and sustainable practices. This holistic approach is expected to strengthen brand identity, enhance consumer satisfaction, and ultimately boost market competitiveness for Koi Kei Bakery.

Based on the packaging analysis conducted in Step 1 and the findings from the questionnaire survey and expert interviews in Step 2, the researcher developed conceptual sketches for five underperforming product packaging series of Koi Kei Bakery, as illustrated below.

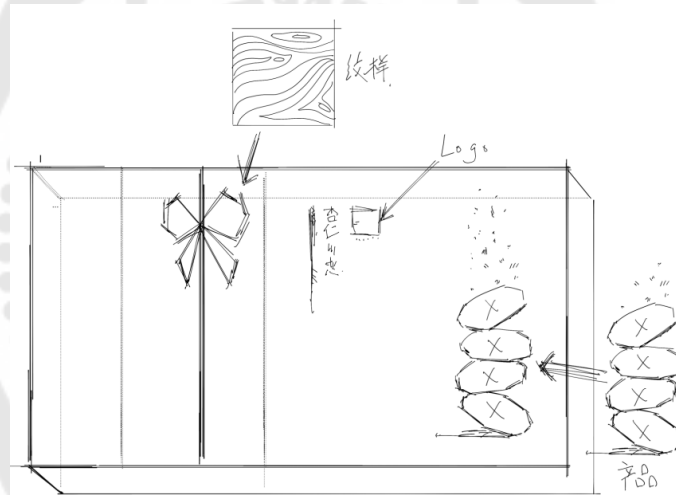


Figure 9 Hand-drawn Sketch of Almond Cookies 1

The hand-drawn sketch (Figure 9) features a packaging concept for almond biscuits that emphasizes simplicity, naturalness, and elegance. Designed for quality-conscious consumers, it uses clean lines and annotated elements to clearly communicate product features. The layout is organized into key zones: the center displays the logo, product name, and essential information in a balanced manner; the right side features a biscuit image to draw attention, while the left includes a decorative pattern and a bow to enhance visual layering and gift-like appeal. Natural textures, such

as wood grain, are incorporated to convey a rustic and organic feel, reinforcing the product's healthy and natural image.

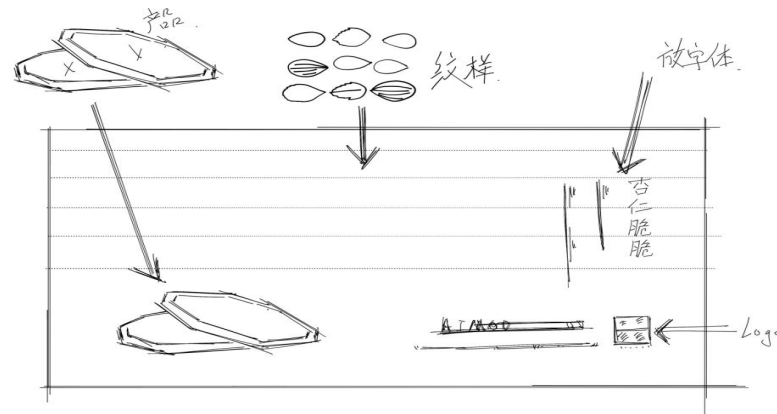


Figure 10 Hand-drawn Sketch of Almond Cookies 2

The hand-drawn sketch for Almond Cookie 2 (Figure 10) outlines an initial packaging concept that emphasizes clarity, visual engagement, and brand consistency. Key elements include the strategic placement of the product image in the lower left corner to enhance consumer connection, and the use of decorative patterns at the top to add visual richness. The typography is simple and legible, supporting quick recognition and effective communication. Annotations indicate the placement of key phrases like “Almond Crunch” and product information, while the logo is integrated with textual content to reinforce a cohesive and recognizable brand identity.

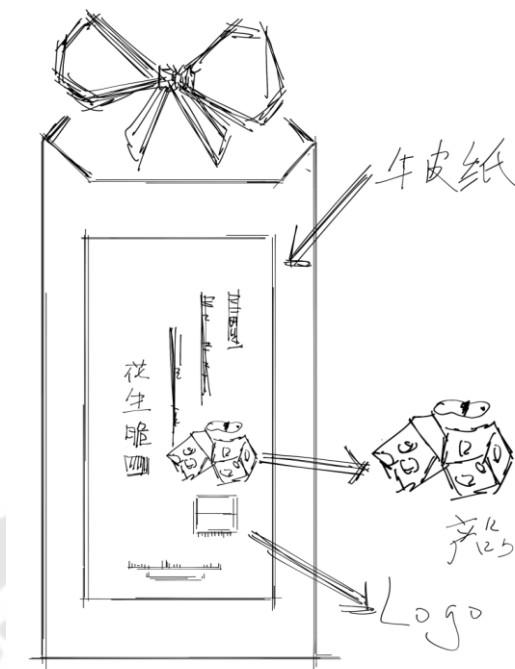


Figure 11 Hand-drawn Sketch of Candies 1

The hand-drawn sketch for Peanut Brittle (Figure 11) illustrates an early conceptual design emphasizing eco-friendliness, portability, and clear communication. Key features include the suggested use of kraft paper to convey a natural, sustainable image, aligning with the product's organic positioning. A bow at the top adds decorative charm and a gift-like feel. The text "Peanut Brittle" is centrally featured, with a vertically arranged typographic layout that places the logo beneath the brand name to reinforce clarity and brand recognition. Additionally, a designated space at the bottom for English product information enhances accessibility for international consumers.

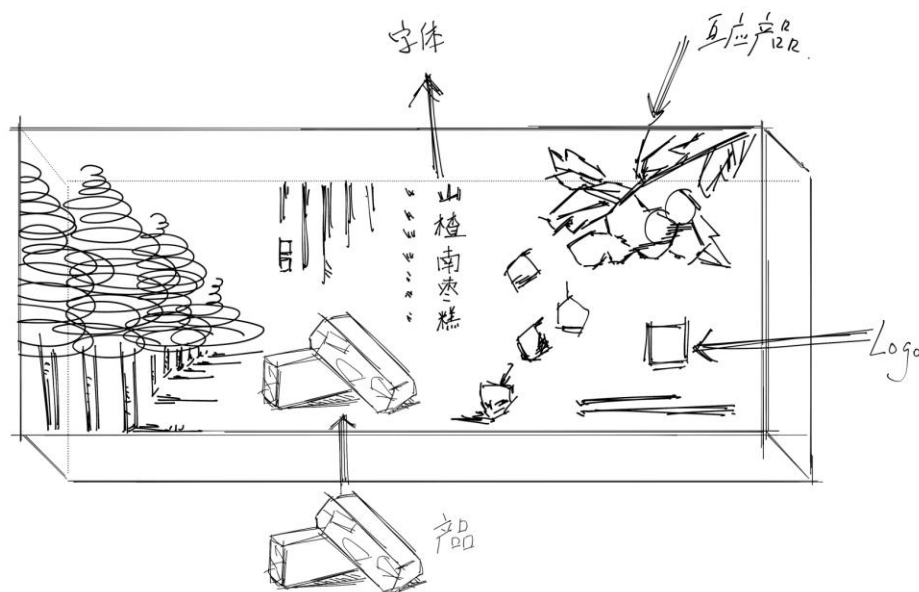


Figure 12 Hand-drawn Sketch of Candies 2

The hand-drawn sketch in Figure 12 presents a detailed preliminary concept that integrates structural layout, decorative elements, and typographic planning to enhance both functionality and visual impact. It outlines the front, side, and top panels of the packaging, offering a comprehensive view of the design. Visual interest is heightened by illustrated trees on the left and fruit and leaf motifs in the upper right, which contribute to a natural and vibrant aesthetic. Typography is strategically considered, with annotations highlighting the designer's intentional use of distinctive Chinese and Japanese fonts to convey brand identity and product character. The logo is placed in the bottom right corner, visually aligned with the natural motifs, while the product is featured beneath the central text area, reinforcing its prominence and ensuring strong consumer visibility.

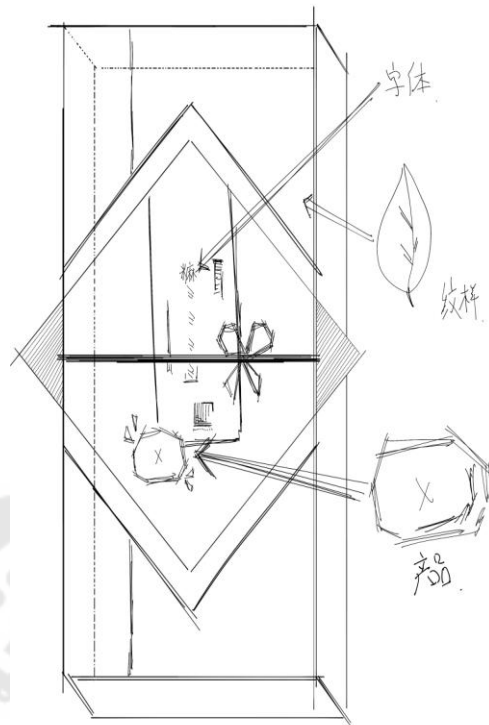


Figure 13 Hand-drawn Sketch of Chinese Pastry 1

The hand-drawn sketch in Figure 13 presents a structured and culturally resonant concept for the Chinese pastry packaging design, incorporating key visual and functional elements. A patterned background featuring leaf motifs underscores the designer's intent to evoke a natural and traditional aesthetic. Central to the design is a diamond-shaped area that organizes the product name, logo, and related information in a vertically aligned layout. This arrangement utilizes a Chinese-style font to enhance cultural authenticity and ensure clear brand communication. The product image is placed to the left of the logo, drawing immediate consumer attention. Additionally, bow tie elements are introduced as lace decorations, adding charm while emphasizing the portability of the packaging. This sketch effectively establishes both the visual identity and the functional framework for the final design.

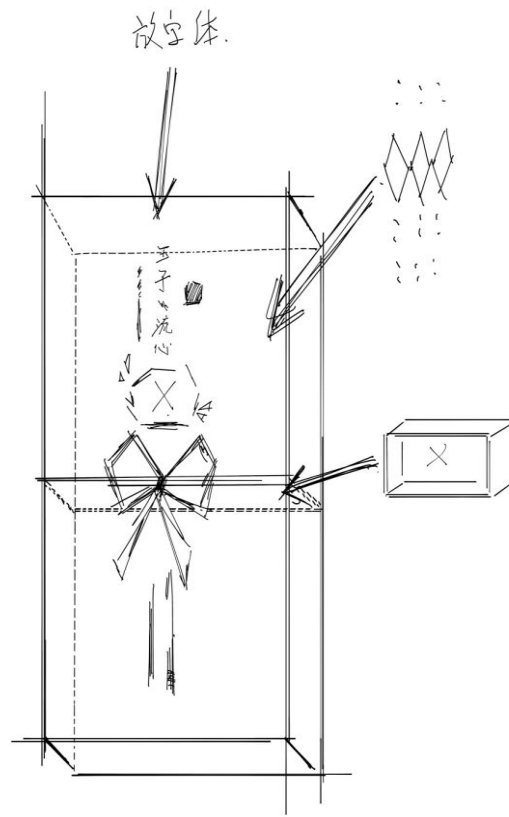


Figure 14 Hand-drawn Sketch of Chinese Pastry 2

The hand-drawn sketch in Figure 14 outlines a comprehensive preliminary concept for the packaging design, emphasizing typographic design, background patterns, logo positioning, and product display. Typography and product information are placed at the top center, blending traditional Chinese fonts with international typefaces to reflect both cultural heritage and a modern brand identity. The logo is positioned on the right, adjacent to the product name, to reinforce brand visibility. A diamond-shaped background motif is introduced to visually differentiate this product from other traditional Chinese pastries within the same series. The product itself is centrally placed beneath the text, enhancing visibility and consumer engagement. Additional product information is included below, adding depth to the visual narrative. The rectangular packaging structure includes two internal compartments, while ribbon ties enhance its gift-like and portable characteristics. Collectively, the sketch establishes a strong structural and conceptual foundation for the final packaging design.

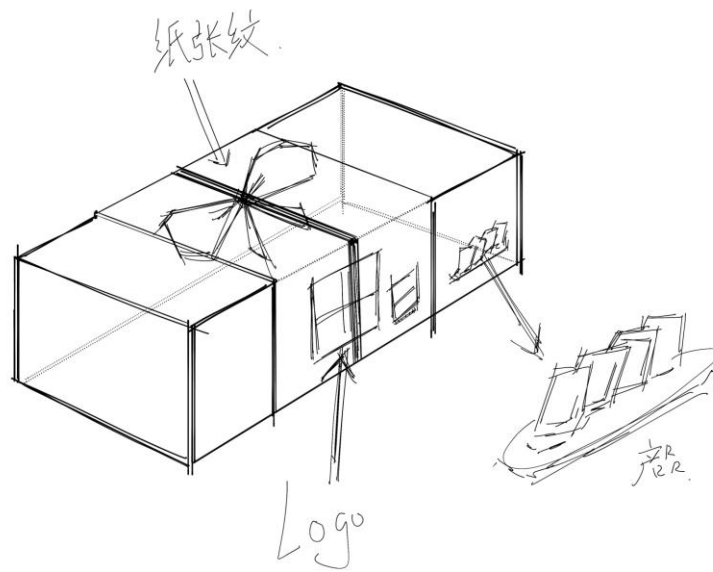


Figure 15 Hand-drawn Sketch of Gift Box 1

The hand-drawn sketch in Figure 15 presents the initial concept for Gift Box Series 1, emphasizing a minimalist and structured design approach. The sketch outlines a basic three-dimensional rectangular box form to depict the overall packaging structure. Four main design elements are featured: the product image is positioned on the right side of the box; a patterned satin band wraps around the center to enhance visual appeal and uniqueness; the product logo is prominently displayed on this satin strip to reinforce brand identity; and a ribbon bow is used as the bundling method, maintaining a consistent and elegant packaging style across the product line.

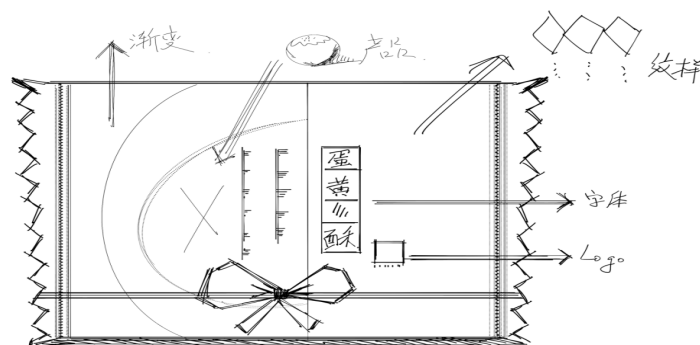


Figure 16 Hand-drawn Sketch of Gift Box 2

The hand-drawn sketch in Figure 16 presents the initial packaging design concept, focusing on key elements such as font selection, logo placement, color scheme, product imagery, and background pattern. The design aims to incorporate culturally inclusive typefaces that reflect the brand identity and product features. The logo is positioned on the right side of the product information, ensuring prominent brand recognition. A gradient color scheme is noted to enhance visual depth and appeal. The packaging layout is divided into two sections: the right half features diamond-shaped patterns for an elegant effect, while the left half displays the product image, ensuring clear visibility and immediate product recognition. This arrangement strikes a balance between functionality and aesthetics, providing a solid foundation for further design development.

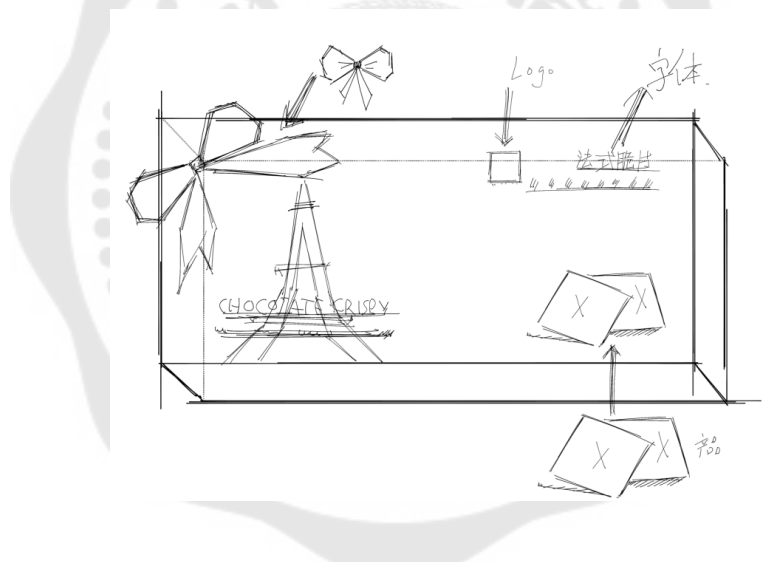


Figure 17 Hand-drawn Sketch of Cookies 1

The sketch in Figure 17 presents the preliminary concept of the packaging design, showcasing the three-dimensional structure and key front-facing design elements. It includes a detailed depiction of the packaging's front, side, and top layouts, offering a comprehensive view of the overall design. Decorative elements such as a bow in the top left corner and an image of the Eiffel Tower beneath it are included to emphasize the French inspiration behind the product, aligning with the French-style crisp theme. Typography is thoughtfully placed, with the text "French Crisps" highlighted to emphasize the product's characteristics. The logo is positioned next to the product

name on the left side, ensuring prominent brand visibility. A product image is located in the bottom right corner, enhancing the structural balance and unity of the packaging design.

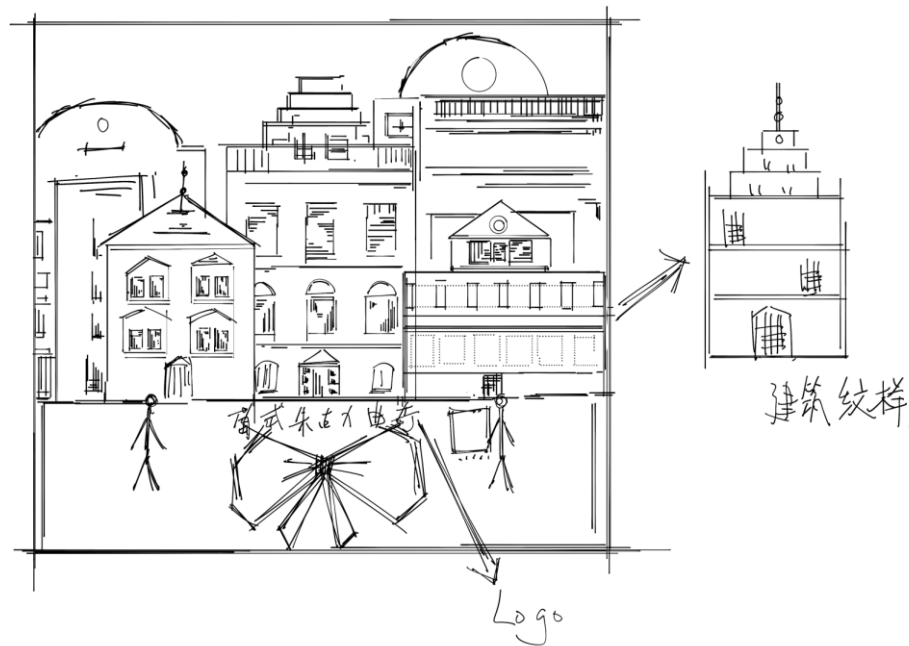


Figure 18 Hand-drawn Sketch of Cookies 2

The sketch in Figure 18 presents the initial concept for the packaging design of Cookie 2, detailing the three-dimensional structure, decorative elements, typography layout, and logo placement. The packaging's spatial arrangement is clarified through front, side, and top views. The background features a Portuguese architectural pattern, enhancing the packaging's cultural richness with regionally inspired motifs. The product name, written in Chinese as “Portuguese-style Chocolate Cookie,” is positioned below the architectural pattern, reflecting the designer’s choices in font selection and information presentation. The logo is placed beside the product name, ensuring brand identity is clearly communicated. A bow design is positioned beneath the product name to add visual appeal, while two Portuguese-style figures are planned to be placed on either side of the bow, reinforcing the design’s symmetry and aesthetic coherence.

4.3 Results of Step 3: To design the initial draft of Koi Kei Bakery souvenir snack packaging

Based on the results from step 1 and step 2, the researcher designed and developed souvenir snack packaging of Koi Kei Bakery (hand-drawn sketch version and first draft version), and also conducted expert interview to ask for the improvement recommendation from experts, the results were shown as following.

4.3.1 Almond Cookies Series Design 1

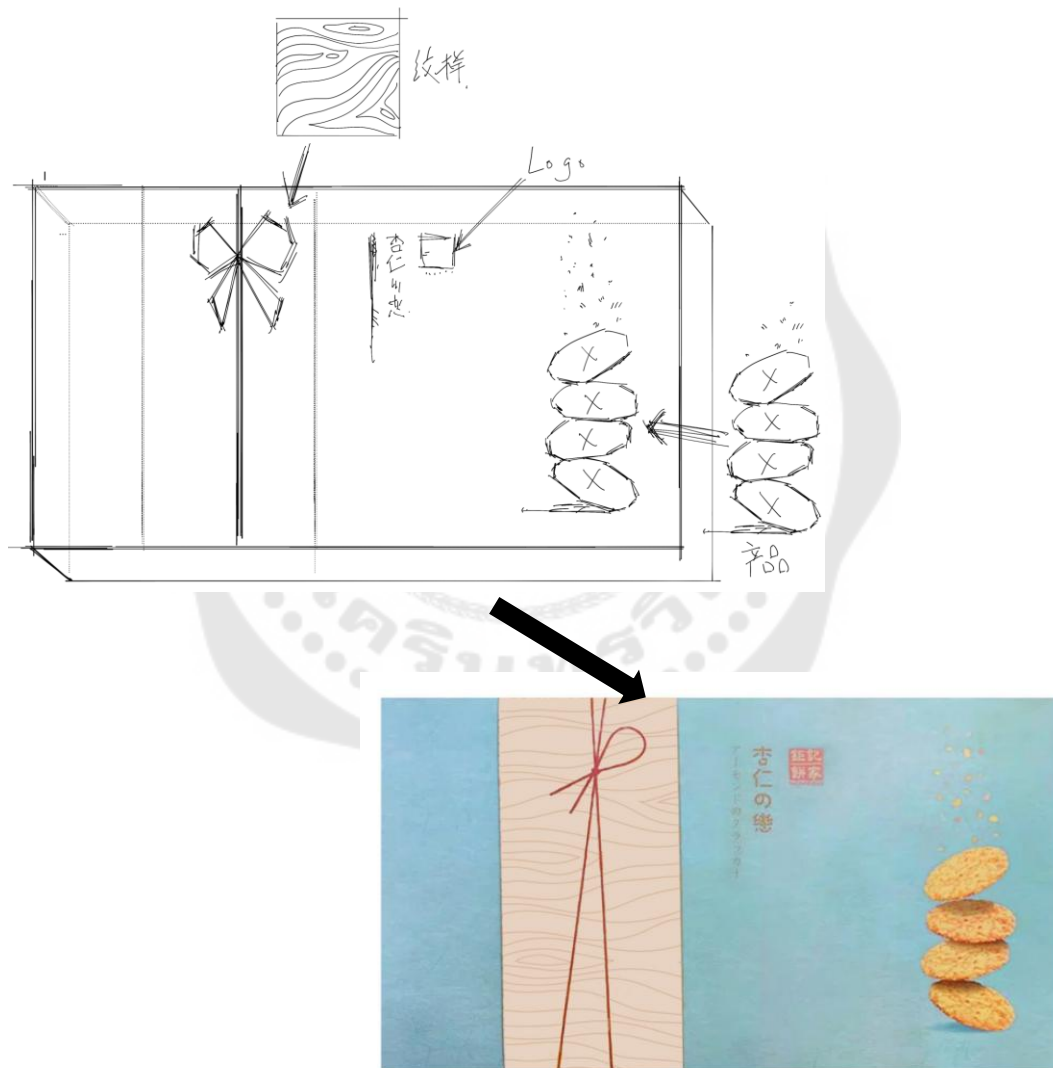


Figure 19 Hand-drawn Sketch → Initial Draft (Almond Cookies 1)

Figure 19 presents the process of hand-drawn sketch design to the first draft of Almond Cookies 1. The specific design idea is based on product analysis, questionnaire survey and expert interview. The results are presented below.

4.3.1.1 Hand-drawn Sketch

Regarding the Hand-drawn Sketch (see Figure 4.1a), the primary objective of the design is to efficiently capture the product's core attributes and to convey its functional elements through simple lines and clear annotations. This packaging design is intended for an almond biscuit product, targeting consumers who value quality and a sense of naturalness. Consequently, the overall design approach aims to communicate a brand image that is fresh, natural, and elegant, while effectively emphasizing the product's defining characteristics.

In terms of functional layout, the sketch divides the packaging structure into several key zones. The central area is designated for the display of the logo, product name, and essential product information, arranged to establish a visually stable and balanced composition. The logo is designed to be minimalist yet highly recognizable, allowing for quick identification and strong brand recall. Core visual elements, such as an image of the biscuits, are positioned on the right side to attract attention and highlight the product itself. The left side incorporates a decorative pattern to enrich visual layering and is complemented by a bow, which enhances the aesthetic appeal and imparts a gift-like quality to the packaging.

For the selection of decorative patterns, a separate annotation in the sketch highlights the use of organic textures. Wood grain or similar natural patterns are employed to emphasize the tactile and visual naturalness of the packaging. This design choice evokes a warm and rustic atmosphere, reinforcing the product's image as a healthy and natural food item.

4.3.1.2 Initial Draft Design

As the design progressed to the initial draft stage, the focus shifted to materializing the conceptual ideas and refining specific elements to enhance visual attractiveness. In terms of color, the primary palette consists of light blue and beige. Light blue conveys a sense of freshness and softness, while beige reflects the natural

qualities of the product. Together, these colors create a calm, elegant, and comfortable visual environment.

In the refinement of decorative elements, the organic texture sketched earlier is translated into a defined wood grain pattern in the draft, applied to the left side of the packaging. This enhances visual depth while reinforcing associations with naturalness and premium quality. The bow is visualized as a red ribbon in the draft, adding a visual highlight and communicating warmth and festivity, thereby further emphasizing the packaging's suitability as a gift.

Regarding product presentation, the right side features a realistic image of the biscuits, enhanced with a floating or dynamic effect to convey lightness and deliciousness. This visual strategy is intended to attract consumer attention while simultaneously expressing key product features.

In terms of brand communication, the logo is rendered in red to ensure visual prominence. The product name and relevant information are presented using a combination of Chinese and Japanese, paired with a playful, rounded typeface. This typographic choice contributes to a friendly and engaging brand image. The coordinated use of language, color, and style serves to strengthen overall brand recognition and impression.

4.3.1.3 Final Version Design

Before finalizing the design of Almond Cookies 1, the researcher conducted another round of expert interviews to finalize the details of the final version design. By collating the experts' opinions on the draft, the final version is presented as shown in Figure 4.11b. The specific details are as follows.



Figure 20 Final Version (Almond Cookies 1)

In the final version of the design, a series of refinements were implemented based on recommendations derived from expert interviews, with particular emphasis on adjustments to color and pattern. One of the most notable changes involved the modification of the background color: the original light blue was replaced with a deeper blue tone, intended to convey a more mature and stable visual impression, while also enhancing the overall coherence and balance of the design.

The right-side background was also revised, transitioning from a light brown tone to a composition featuring yellow floral patterns. This change aimed to elevate the design's artistic quality and enrich its aesthetic complexity. While the red bow and its connecting line were retained to preserve the packaging's decorative and symbolic value, the introduction of floral elements contributed to a more unified and refined visual composition.

It is worth noting that the image of the almond biscuit remained unchanged. However, the logo and product information were repositioned lower on the layout, with the original area repurposed to accommodate expanded product details. Despite the increase in textual content, the use of the yellow floral background enhanced the prominence of both the image and the accompanying text, thereby improving visual hierarchy and focus. Additionally, the red seal pattern was preserved in

the final design to maintain consistency in brand identity and reinforce brand recognition.

4.3.2 Almond Cookies Series Design 2

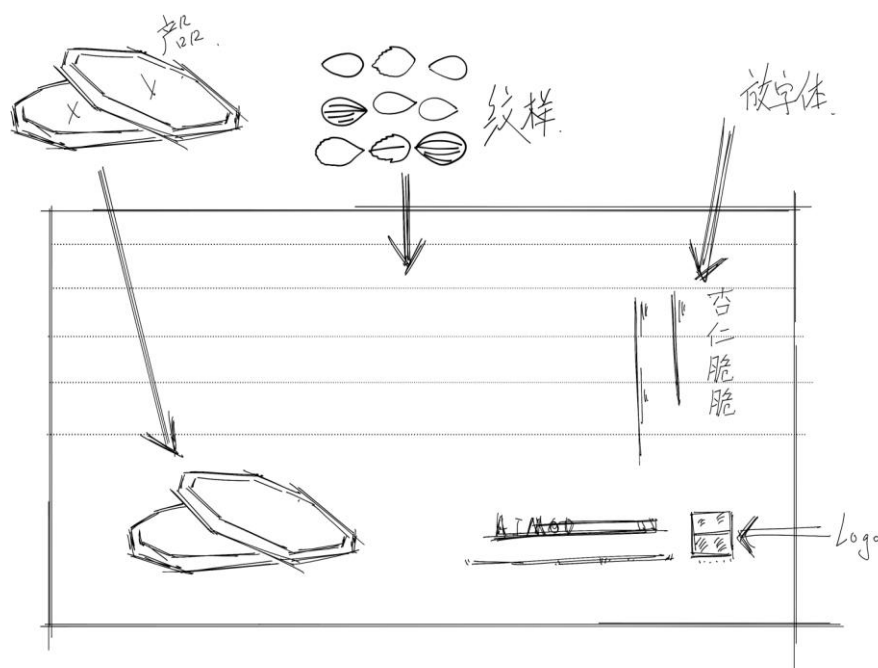


Figure 21 Hand-drawn Sketch → Initial Draft (Almond Cookies 2)

Figure 21 presents the hand-drawn sketch and the first draft of Almond Cookies 2. The specific design idea is based on a comprehensive analysis of the product, insights gathered from consumer questionnaires. In designing the packaging for Almond Biscuit 2, a consistent design philosophy was maintained in line with that of Almond Biscuit 1, while certain elements were refined and optimized to create a package that is both aligned with the brand identity and uniquely appealing. The detailed results of this design process are as follows.

4.3.2.1 Hand-drawn Sketch

The sketch stage of the Almond Cookie 2 (see Figure 4.2a) packaging presents the initial design concept, with a clear depiction of the overall layout and annotations highlighting key visual elements. The layout includes the placement of the product, decorative patterns on the top section, font selection and positioning, as well as the arrangement of the logo and product information. The product is positioned in the lower left corner of the package, allowing consumers to visually engage with the actual item. The addition of decorative patterns continues the design philosophy of Almond Cookie 1, aiming to enrich visual layering through ornamental elements. Regarding textual content, the sketch includes annotations for phrases such as “Almond Crunch” and indicates the intended placement of product-related information. The typography leans towards simplicity and legibility to ensure rapid identification and communication of brand and product features. The logo is integrated with the product information, ensuring the clarity and consistency of brand identity.

4.3.2.2 Initial Draft Design

In the initial draft stage (see Figure 4.12a), the design further materializes the conceptual ideas from the sketch through detailed visual representation, enhancing the overall packaging effect. The color scheme adopts a soft background tone, complemented by multicolored leaf-shaped patterns to create a warm and natural atmosphere. The arrangement of these patterns is carefully designed to maintain visual balance while conveying a modern and fashionable aesthetic. In terms of typography, the “Almond Crunch” label is rendered in a clean Chinese font and placed on the right side of the packaging. Additionally, the brand slogan, “Handmade cookies

with whole heart,” is included to reinforce the brand message. The logo is presented in a vertical format, with its color scheme harmonizing with the overall palette to enhance brand recognition. A realistic image of the almond cookie is added to the lower left corner, accompanied by a floating effect that conveys lightness and deliciousness, attracting consumer attention and highlighting the product's key attributes.

The overall design approach continues to reflect the brand's core values of nature, health, and high quality. Through the use of color, pattern, and layout, the visual identity of the packaging is effectively communicated. The leaf-shaped patterns not only enrich the visual layering but also evoke a warm and natural ambiance that emphasizes the product's premium qualities. By incorporating the cookie image and contemporary patterns, the packaging is positioned as a gift-worthy item, increasing its appeal as a present. Throughout the design process, particular attention was given to maintaining consistency within the brand identity system—from the logo style to the overall color scheme. Furthermore, the packaging design balances functionality (such as information display and product protection) with aesthetic appeal, using visual strategies to enhance the desirability of the product, particularly among Generation Y consumers.

4.3.2.3 Final Design

Based on the initial draft design of Almond Cookie 2, the researcher conducted expert interviews and subsequently revised the packaging design according to the feedback received. The final version of the design (see Figure 4.12b) reflects these expert suggestions. The specific design modifications are outlined as follows.



Figure 22 Final Version (Almond Cookies 2)

According to the insights of experts, the researcher made several refinements to the design. The background dots were subtly adjusted in terms of color, adopting warmer and more vibrant tones to create a visually balanced and harmonious backdrop that better supports the overall aesthetic. The product information in Chinese and Japanese was also redesigned using a matching color palette and repositioned to the right side of the patterned area for improved clarity and integration. Additionally, the cookie image was enlarged and relocated to the lower right corner to achieve a more cohesive layout alongside the multilingual product names and details. Experts also recommended placing the English product name, description, and logo in the newly vacated lower left corner, thus creating a more structured and visually balanced composition.

These adjustments were made with the goal of enhancing product visibility, improving textual communication, and achieving a cohesive visual hierarchy, thereby increasing the packaging's appeal to Generation Y consumers. As a result, the final design exudes a warmer, more inviting atmosphere, effectively combining aesthetic sophistication with clear branding communication.

4.3.3 Candies Serie Design 1

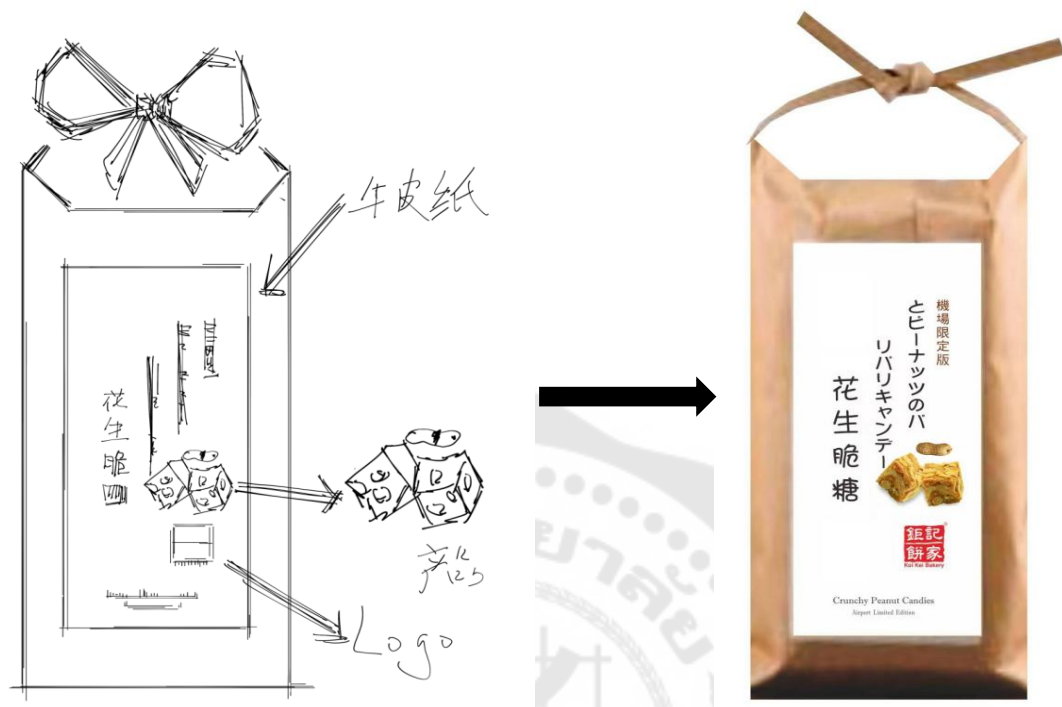


Figure 23 Hand-drawn Sketch → Initial Draft (Candies 1)

Figure 23 illustrates the transition from a hand-drawn sketch to the initial draft of the packaging design for Crunchy Peanut Candies (Candies 1). This design evolution reflects thoughtful consideration of analysis of the product, insights gathered from consumer questionnaires.

4.3.3.1 Hand-drawn Sketch

The hand-drawn sketch presents (see left side in Figure 4.13a) the preliminary conceptualization of the packaging design, outlining key elements such as product placement, material selection, typographic layout, and the positioning of the logo. In terms of materials, the sketch includes a label indicating the use of kraft paper, suggesting the designer's preference for natural and environmentally friendly packaging to align with the product's organic attributes. A bow is incorporated at the top of the packaging, depicted with simple lines to convey a sense of portability and decorative appeal. The text "Peanut Brittle" appears in the sketch, indicating the intention to communicate brand and product information. The preliminary layout of the text is also

suggested, with a vertical arrangement of the logo placed beneath the brand name and related information to ensure clarity in brand communication. Additionally, a designated space at the bottom of the packaging is reserved for English product information, enhancing international readability.

4.3.3.2 Initial Draft Design

In the first draft, the conceptual ideas from the sketch are further developed and translated into specific visual elements, enhancing the packaging's overall appeal. Kraft paper is adopted as the primary material, and its natural texture and eco-friendly qualities reinforce the product's connection to nature. The bow is rendered as a brown ribbon, harmonizing with the kraft paper's color palette and contributing to a unified visual identity while reinforcing the gift-like presentation. The textual elements, such as "Peanut Brittle," are presented vertically in both Japanese and Chinese on the right side of the packaging, which adds depth and strengthens brand recognition. The logo also follows a vertical orientation and is placed beneath the bilingual text, with a color scheme that maintains consistency with the overall design. At the bottom, English product information is clearly displayed, ensuring visual coherence and accessibility. For product representation, the draft incorporates a realistic image of the candy, enhanced with a floating effect to convey lightness and deliciousness, thereby increasing visual appeal and product recognition.

4.3.3.3 Final Version Design

Figure 4.13b depicts the progression from the first draft to the final version of the packaging design for Candies 2 according to the insights from experts. This transformation highlights the refinement of visual elements to improve the product's appeal in the market and increase Gen Y consumer engagement.



Figure 24 Final Version (Candies 1)

The final version design, shown on the right side of the image, builds on the first draft by incorporating several new elements. While the Japanese text remains, additional features are introduced to enhance engagement. A cartoon character is added to the top of the label, representing the brand's mascot or personality. This character brings a friendly and approachable image to the design, potentially appealing to a wider audience, especially younger consumers. The image of the peanut candies is preserved, but the overall label layout is slightly adjusted to accommodate the cartoon character while maintaining a balanced and visually appealing arrangement. The red seal and English text are retained, ensuring consistency in branding and reinforcing the limited-edition nature of the product.

Several key changes are made in the transition from the first draft to the final version. The addition of the cartoon character enhances the packaging's visual appeal and introduces a playful tone that aligns with the brand's personality. This change also helps humanize the product, allowing consumers to form emotional connections. The layout is refined to integrate all elements harmoniously, ensuring that

the design remains cohesive and effective. This design process reflects how a basic concept can be developed into a well-rounded and engaging packaging design. The final version of the Candies 1 packaging combines informative content with attractive visuals and branding consistency, resulting in a package that is both eye-catching and consumer-friendly.

4.3.4 Candies Serie Design 2



Figure 25 Hand-drawn Sketch → Initial Draft (Candies 2)

4.3.4.1 Hand-drawn Sketch

The hand-drawn sketch on the left side of the Figure 4.14a presents the preliminary concept of the packaging design, clearly outlining the arrangement of the product, typographic layout, logo placement, and the overall structural composition. In terms of layout, the sketch illustrates a comprehensive plan of the packaging structure, including the front, side, and top panels. Additionally, it incorporates decorative elements, such as trees on the left side and fruits and leaves in the upper right corner, enriching the overall visual appeal. Regarding typography and product information, the sketch features a note labeled "font" at the center, accompanied by explanatory text, indicating that the designer has made deliberate choices in both the typeface and the presentation of information. The intention is to convey the brand identity and product characteristics through distinctive Chinese and Japanese typefaces. The logo is positioned at the bottom right corner of the front panel, as indicated in the sketch, designed to visually correspond with the fruit and leaf motifs. In terms of product placement, the sketch shows the product located below the main text information, emphasizing the product itself and enhancing its visibility for consumers.

4.3.4.2 Initial Draft Design

In the draft stage, the design concepts outlined in the sketch are further developed and translated into tangible visual elements, resulting in a refined packaging solution. For color and background, the design employs a soft, pale-yellow tone, complemented by watercolor-style illustrations of autumn trees and fruits. This combination creates a warm and natural visual atmosphere, while simultaneously conveying a sense of quality and authenticity. The color palette not only emphasizes the product's natural attributes but also enhances the overall aesthetic appeal of the packaging.

In terms of typography, the draft follows the initial concept, presenting the product name and related information in vertically arranged Chinese and Japanese text on the front panel. This vertical layout adds visual depth and strengthens brand recognition. The logo retains its original placement and design, positioned at the bottom right, and its red color harmonizes with the color scheme of the illustrated fruits above,

ensuring visual consistency across the design. For product display, the draft includes realistic illustrations of the product, presented with a floating dynamic effect to suggest lightness and deliciousness, thereby attracting consumer attention. Moreover, the packaging integrates watercolor-style trees and fruit motifs, which not only enrich the visual layering but also contribute to a sense of natural quality.

In the packaging design for Candy Series 2, the primary objective was to concretize the conceptual elements from the sketch through visual representation and refine specific details to enhance the overall attractiveness of the packaging. Firstly, in terms of naturalness and perceived quality, the use of watercolor-style trees and fruit motifs serves to communicate the product's natural ingredients and premium quality. The soft background color further reinforces this natural theme, helping to build consumer trust. Secondly, to highlight the gift-like nature and appeal of the product, the design incorporates a visually striking candy illustration and a contemporary typographic layout, positioning the product as a suitable gift choice, particularly attractive to Generation Y consumers. Finally, with regard to brand consistency, the design maintains a cohesive visual identity across the logo, typography, and overall color palette, ensuring clear communication of the brand message and enhancing brand recognition.

4.3.4.3 Final Design

Figure 4.14b illustrates the transition from the initial draft to the final version of the packaging design for Candy 2. The final design concept was determined based on the researcher's approach to product analysis and questionnaire survey, as well as the results of expert interviews.



Figure 26 Final Version (Candies 2)

The revisions from the initial draft to the final version are reflected in several refined design details. The illustrations of trees, hawthorn berries, and leaves have been rendered with greater precision and more vivid colors, enhancing the overall visual appeal while highlighting the product's natural qualities. The product image has also been updated, now depicting two candies tied together with a brown string, which creates a more cohesive integration with the overall illustration style. Adjustments have been made to the typography to improve readability and visual impact—both the color and size of the font have been optimized to ensure that the product name and description are more prominent. The red seal and accompanying text have been retained to maintain brand consistency and recognizability. Through these enhancements, the final packaging design for Candy Series 2 presents a visually unified and appealing identity that effectively communicates the product's core characteristics and resonates with its target audience, particularly consumers from Generation Y.

4.3.5 Chinese Pastry Series Design 1

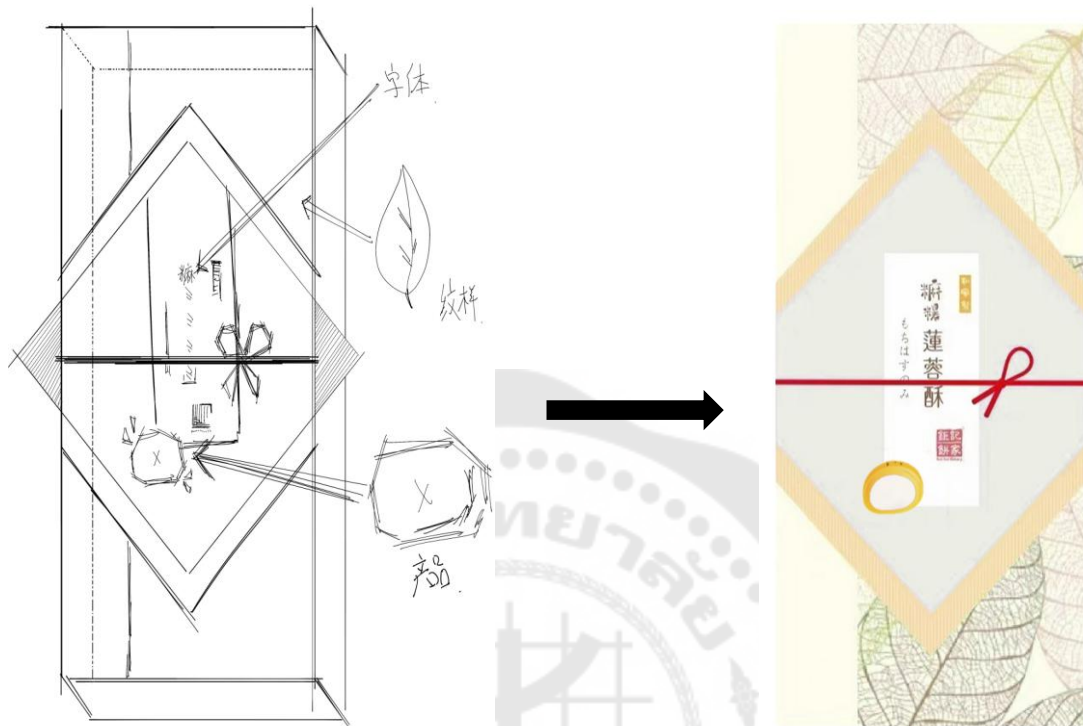


Figure 27 Hand-drawn Sketch → Initial Draft (Chinese Pastry 1)

Figure 27 shows the hand-drawn sketch of Chinese Pastry 1, and the evolution of the hand-drawn sketch to the initial draft. The details are shown in the following sections.

4.3.5.1 Hand-drawn Sketch

The hand-drawn sketch (as shown on the left side of Figure 4.15a) illustrates the preliminary concept for the packaging design, including font selection, pattern design, logo placement, and product positioning. The Chinese pastry series adopts a patterned background design, where the sketch presents leaf motifs to reflect the designer's intention of using natural elements to create a traditional and organic aesthetic for the product. A diamond-shaped central area is designed to accommodate essential elements such as the product name, information, and logo. The product name and relevant information are arranged vertically, with an initial preference for a Chinese-style font to convey cultural authenticity. The logo is placed directly beneath the product

name and description, maintaining a vertical alignment to ensure clear communication of the brand identity. In terms of product display, the sketch positions the product to the left of the logo, allowing the product image to be more visually prominent and readily noticeable to consumers. Finally, the researchers adopted the design of bow ties as the laces, enriching the elements of the packaging and also highlighting the portability feature of the product packaging. Overall, the sketch provides a structural foundation and directional guidance for the final packaging design.

4.3.5.2 Initial Draft Design

The first draft (as shown on the right side of Figure 4.15a) builds upon the sketch by translating conceptual ideas into a concrete visual design. In terms of color, soft yellow and pale blue tones are used as the background, accompanied by subtle leaf patterns to reinforce a sense of nature and tradition. This color palette not only communicates the product's natural qualities but also enhances visual appeal. The font style continues the concept from the sketch, featuring vertically arranged Chinese characters paired with Japanese-style fonts. The typeface adopted has a playful and charming quality, which resonates with Gen Y consumers while adding visual layers to the design. The logo incorporates a traditional red stamp element, positioned at the lower right of the product name and information, further emphasizing cultural heritage and brand identity. The product image is rendered using actual photographs and includes a floating visual effect to convey a sense of lightness and delicacy, effectively capturing consumer attention. Additionally, the decorative leaf patterns are fully integrated into the layout, contributing both to the visual richness and the overall impression of natural quality. Finally, the red bow ties along the straps maintain the red color design, making the overall color coordination of the packaging more harmonious.

In the packaging design of the Chinese pastry series 1, the researcher's approach is to visualize and refine the initial sketch concepts in order to enhance the overall appeal of the packaging. The use of soft background colors and elegant leaf patterns conveys the product's natural qualities and high-end positioning. These natural elements align with the traditional nature of the product, thereby fostering consumer

trust. To further enhance giftability and market appeal, the design incorporates a realistic pastry image and contemporary typographic layout, targeting consumers who may purchase the product as a gift. In terms of brand consistency, the logo, typography, and color scheme are kept stylistically coherent throughout the design to ensure a clear transmission of brand identity. The use of vertical text and a minimalist logo further strengthens brand recognition. Finally, the application of floating imagery adds an element of visual interest and playfulness, making the packaging more attractive and competitive in the marketplace.

4.3.5.3 Final Version Design

Figure 28 illustrates the transition from the initial draft to the final version of the packaging design for Chinese Pastry 1. This progression was based on the experts' insights, which involves refining the design elements to enhance the product's appeal and ensure it effectively communicates with Gen Y consumers.



Figure 28 Final Version (Chinese Pastry 1)

The final version design, shown in Figure 29 refines the first draft with several enhancements. The rhombus shape is preserved, ensuring consistency in the design. The beige background with leaf patterns remains, maintaining the natural and elegant theme. Notably, the central diamond-shaped background has changed from a light cyan color in the first draft to a rich purple in the final version, which enhances the design's visual impact and adds a sense of sophistication. The central white label continues to feature Chinese and Japanese text, which has been adjusted for better readability and impact. The red seal and yellow circle are retained, ensuring brand consistency and visual interest. A realistic image of the Chinese pastry is added to the label, providing consumers with a clear view of the product inside the packaging. The red ribbon graphic is maintained, adding a touch of elegance and tradition to the design.

The transition from the first draft to the final version involves several refinements. The addition of a realistic image of the Chinese pastry makes the product the focal point, which is crucial for attracting consumers' attention. The Chinese and Japanese text on the label is optimized for clarity and legibility, ensuring that the product name and description are easily readable and acceptable for Gen Y consumer.

This detailed design process shows how initial concepts are developed and refined into a cohesive and attractive packaging design that effectively represents the product and appeals to Gen Y consumers. The final version of the packaging design incorporates detailed illustrations, clear product imagery, consistent branding elements, and a refined color scheme, resulting in a package that is both informative and visually appealing.

4.3.6 Chinese Pastry Series Design 2

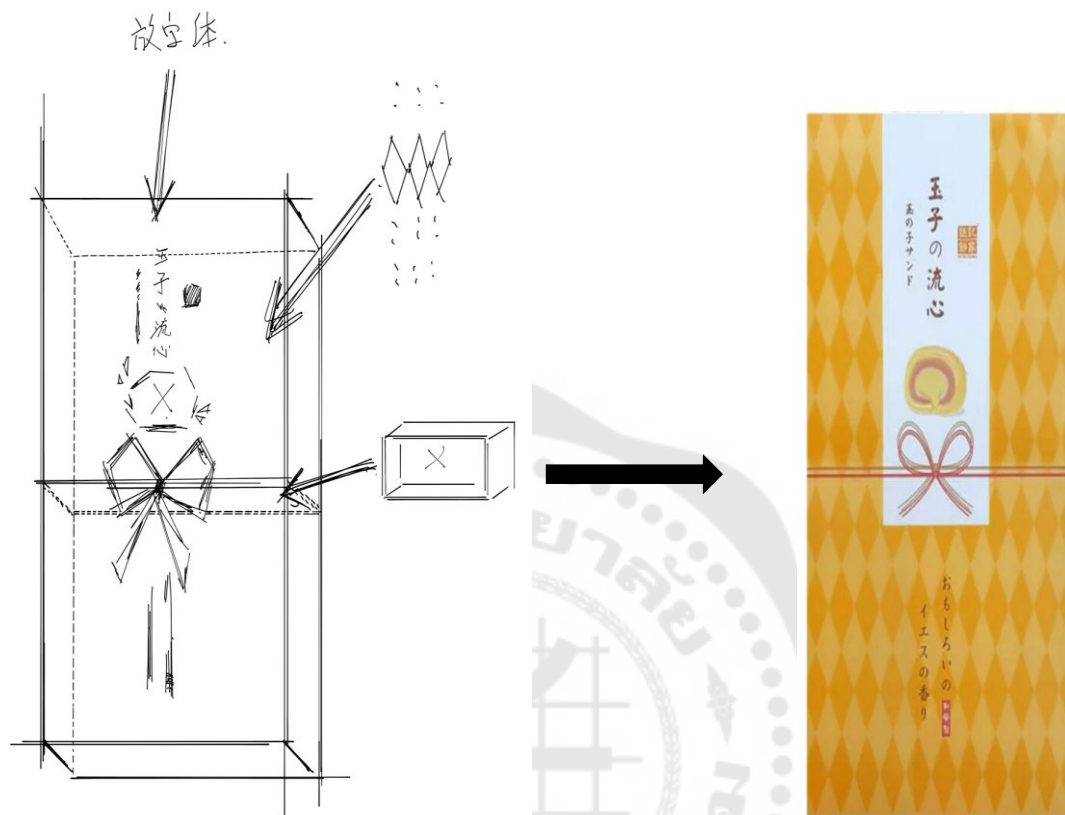


Figure 29 Hand-drawn Sketch → Initial Draft (Chinese Pastry 2)

Figure 29 illustrates the changes from a hand-drawn sketch to the first draft of the packaging design for Chinese Pastry 2.

4.3.6.1 Hand-drawn Sketch

The hand-drawn sketch on the left side of the Figure 4.16a presents a preliminary concept of the packaging design, encompassing the selection and design of typography and product information, the background pattern, the logo placement, and the product display method. From the sketch, the overall layout of the packaging can be observed, with key design elements clearly marked. In terms of typography and product information, the researcher positioned these elements at the top center of the packaging, continuing the use of traditional Chinese typography styles in combination with fonts from other cultures to convey both brand identity and product characteristics. Additionally, the logo is placed on the right side, alongside the product name and

information, to ensure clear communication of the brand. For the background pattern, a diamond motif is used to distinguish this product from traditional Chinese pastries. The researcher aims to use varying patterns to differentiate product types within the same series. As for product placement, the sketch positions the product beneath the product name, centrally located within the packaging to enhance visual impact and allow consumers to directly see the product. Furthermore, some supplementary product information is provided beneath the packaging, enriching the visual effect of the overall product packaging. The overall shape of the packaging is rectangular, internally divided into two compartments. The exterior continues to use ribbon ties, symbolizing its gift-like and portable attributes. Overall, the sketch provides a structural foundation and directional guidance for the packaging design.

4.3.6.2 Initial Draft Design

The initial draft further visualized the conceptual ideas outlined in the sketch, resulting in a more refined and concrete packaging design. In terms of color and background, the draft utilized a soft yellow backdrop complemented by elegant diamond-shaped patterns, creating a visual atmosphere that feels both traditional and rustic. This design approach not only conveys the product's Chinese cultural identity but also enhances the overall visual appeal of the packaging. Regarding typography, the product name and relevant information marked in the sketch were implemented in the draft as vertically arranged Chinese and Japanese fonts, placed respectively at the top and bottom of the front side, contributing to a sense of visual cohesion. The logo was also designed in a vertical text format, abandoning the previously used red tone in favor of a yellow hue consistent with the background, thereby maintaining visual harmony. Below the logo, Japanese text describing the product was added, along with a red stamp element, further reinforcing the traditional cultural atmosphere. In terms of product presentation, the actual product was illustrated in a cartoon style and enhanced with a floating effect, giving the pastry a light and appealing appearance intended to attract the attention of Generation Y consumers.



Figure 30 Final Version (Chinese Pastry 2)

Figure 30 illustrates the progression from the first draft to the final version of the packaging design, emphasizing the refinement of design elements according to experts insights, aimed at creating a more polished and effective package that appeals to consumers.

4.3.6.3 Final Version Design

The final version design, displayed in Figure 4.16b, refines the first draft with several enhancements. The yellow background and diamond pattern are retained, preserving the dynamic and eye-catching appearance; however, the color has shifted from a darker yellow to a brighter yellow, aligning more closely with the vibrant color preferences of Gen Y consumers. Additionally, the final version introduces additional design elements in the background, making it more visually complex and less monotonous.

The transition from the first draft to the final version primarily involves subtle adjustments to the overall layout and color scheme to ensure the seamless

integration of all design elements, maintaining a cohesive design. This detailed design process demonstrates how the initial concept was developed and refined into a packaging design that effectively showcases the product and attracts Gen Y consumers. The final version of the packaging for Chinese Pastry 2 incorporates vibrant colors, clear product imagery, consistent branding elements, and a refined layout, resulting in a package that is both informative and visually appealing.

4.3.7 Gift Box Series 1

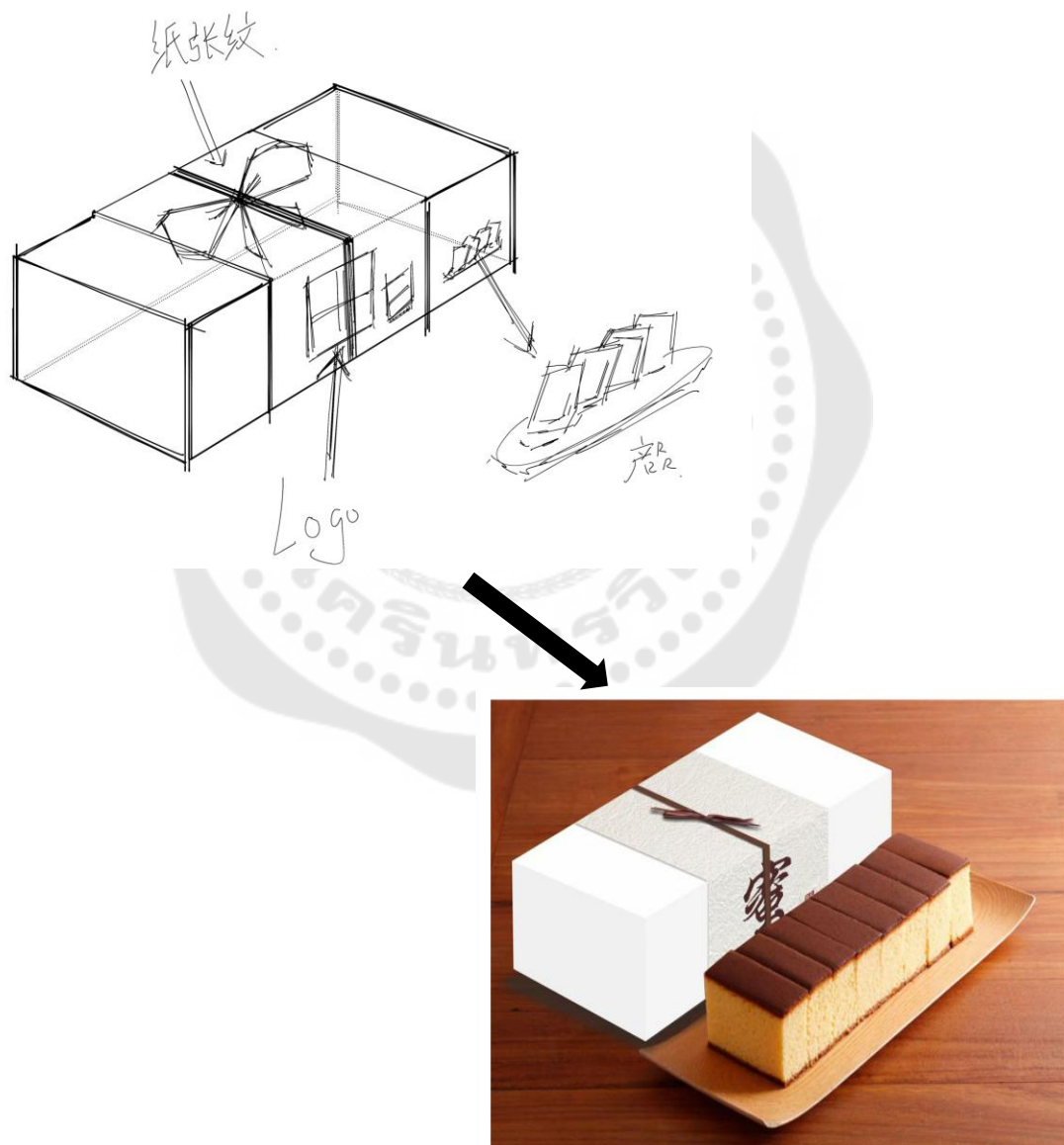


Figure 31 Hand-drawn Sketch → Initial Draft (Gift Box 1)

Figure 31 illustrates the evolution from a hand-drawn sketch to the initial draft of the packaging design for Gift Box 1. This process transforms a conceptual idea into a tangible and visually appealing design that effectively presents the product.

4.3.7.1 Hand-drawn Sketch

The hand-drawn sketch in the upper left corner of the Figure 4.17a provides an initial visual representation of the gift box. The packaging design for gift box series 1 adopts a minimalist approach, incorporating the basic three-dimensional form of the gift box to illustrate its shape and structure. The sketch includes four key design elements. First, the product image is presented on the right side of the three-dimensional rectangular box. In addition, the researcher selected patterned satin paper to wrap around the middle section of the rectangular form, highlighting the uniqueness of the packaging design. The product logo is also displayed on the satin band. For the packaging bundling method, the design continues the use of a ribbon tied in a bow, maintaining consistency in the product's bundling style.

4.3.7.2 Initial Draft Design

The first draft design on the bottom right of the image refines the sketch into a more detailed and polished packaging concept. It features a translucent white box with a clean, minimalist design, conveying elegance and simplicity. The box is wrapped in textured cyan satin, secured with a brown ribbon, adding depth and dimension to the design. The place where the product logo was originally intended to be placed was abandoned by the researcher. The Chinese character "蜜" is printed on the satin, representing the flavor of the product. Next to the box, a photograph of the product—a slice of cake or dessert—is displayed, indicating what the gift box contains.

The transition from the hand-drawn sketch to the first draft design involves several key changes. The translucent white box, satin wrapping, and brown ribbon create a striking contrast, enhancing the box's visual appeal. The addition of the product photograph helps consumers visually understand what they will receive, an important element for gift items. The wooden surface adds a touch of elegance, suggesting the product is suitable for special occasions or as a premium gift.

This detailed design process shows how initial concepts are refined and developed into a cohesive and attractive packaging design that effectively showcases the product and appeals to consumers. The first draft of the Gift Box 1 packaging design incorporates minimalist aesthetics, clear product imagery, and a refined presentation, resulting in a packaging solution that is both informative and visually appealing.



Figure 32 Final Version (Gift Box 1)

Following the completion of expert interviews, and based on both the experts' feedback and the original draft design, Figure 32 presents the final packaging design for Gift Box Series 1.

4.3.7.3 Final Version Design

The final version of the design incorporates adjustments based on expert feedback. The word "蜜" was removed from the satin ribbon and replaced with smaller text that decorates the ribbon, introducing specific product names and information in both Chinese and Japanese. This modification enhances the design's multicultural appeal and aligns it with the preferences of a broader market.

This design process demonstrates the refinement of initial concepts through thoughtful adjustments, ensuring the packaging design effectively communicates product information while appealing to the target consumer. The final

version combines clear product imagery, minimalistic aesthetics, and detailed presentation, resulting in a packaging design that is both informative and visually attractive.

4.3.8 Gift Box Series 2

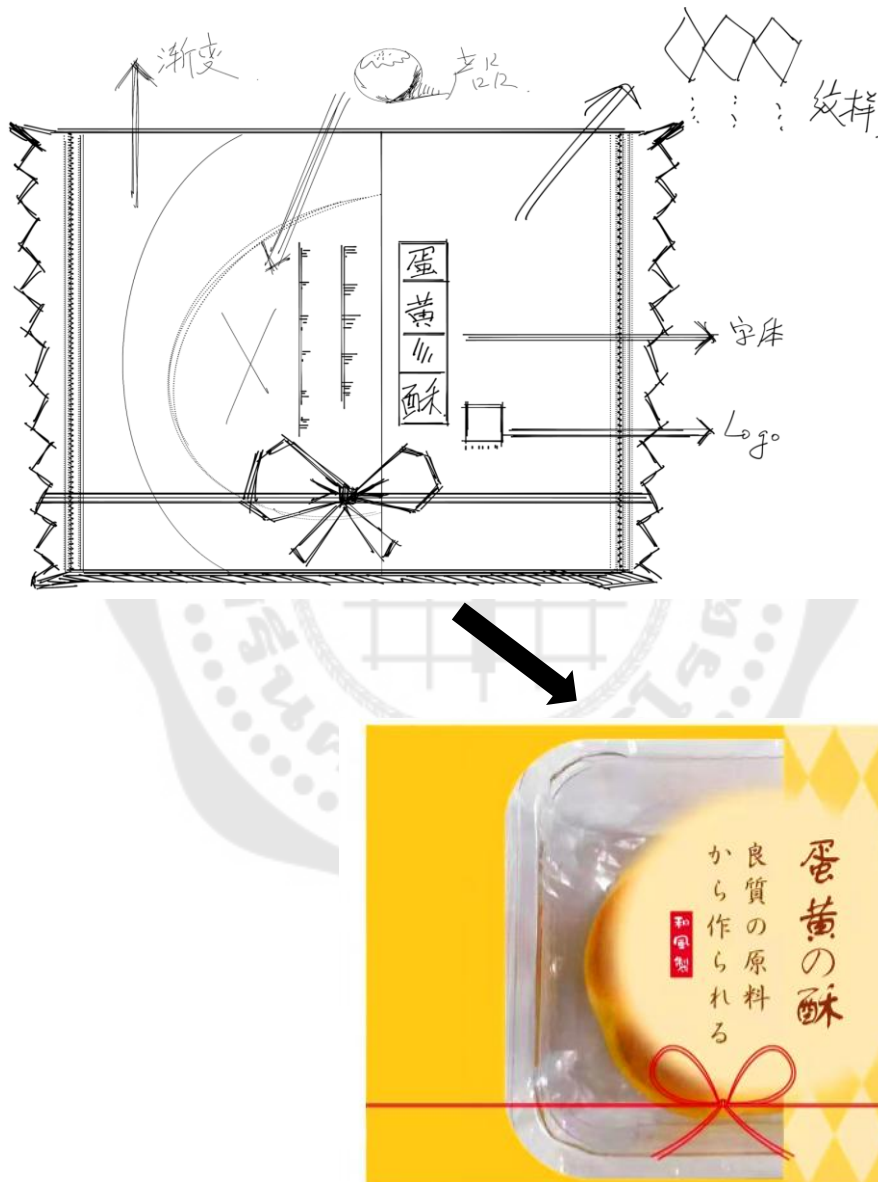


Figure 33 Hand-drawn Sketch → Initial Draft (Gift Box 2)

Figure 33 illustrates the hand-drawn sketch and the evolution of the packaging design for Gift Box 2 from a hand-drawn sketch to the Initial draft.

4.3.8.1 Hand-drawn Sketch

The sketch section (as shown in the upper left part of Figure 4.8a) presents the initial concept of the packaging design, including font selection, logo placement, color scheme considerations, product imagery, and background pattern design. The sketch clearly illustrates the overall layout of the front of the packaging and marks the positions of key design elements.

In terms of font style and printed information, the designer—consistent with previous packaging designs—intends to incorporate typefaces that reflect stylistic features of different languages. This approach aims to convey brand identity and product characteristics in a more fashionable and culturally inclusive manner.

The position of the logo is also clearly marked in the sketch, placed to the right of the product information. This layout enhances brand visibility and ensures that consumers can immediately recognize the brand at first glance.

Regarding visual effects, the sketch includes the notation “gradient,” indicating the designer’s intention to use color gradients to add visual depth and increase the packaging’s overall appeal.

For the pattern design, the sketch features a vertical line dividing the packaging into two parts. The right half incorporates decorative diamond-shaped patterns to create a refined and elegant visual atmosphere. The left half is designated for the display of the product image, aiming to present the product clearly and intuitively, allowing consumers to quickly grasp the type and features of the item. This layout not only enhances the visual balance of the packaging but also achieves an effective integration of function and aesthetics, providing a clear visual foundation for the subsequent design development.

4.3.8.2 Initial Draft Design

Moving to the right side of Figure 4.18a, the first draft design transforms the sketch into a more detailed and visually appealing packaging. The box maintains the clear window to showcase the product, which appears to be a pastry. The background

is now a vibrant yellow with a diamond pattern, adding a lively and attractive element to the design. The Chinese characters are replaced with Japanese text, expanding the potential market reach of the product. A red ribbon graphic is included at the bottom, adding a touch of elegance and reinforcing the gift-like nature of the box.

The transition from the sketch to the draft involves several changes. The color scheme is updated to a more dynamic yellow, and the text is localized to Japanese, making the product more accessible to a broader audience. The decorative ribbon is retained, but its position is adjusted to enhance the overall aesthetic of the design. The clear window is kept to allow potential buyers to view the product directly, which is an important feature for gift items.

Overall, the first draft design for Gift Box 2 is a refined version of the initial sketch, with a focus on visual appeal, market accessibility, and product presentation. The design elements are carefully chosen to create an attractive and effective packaging that communicates the product's quality and suitability as a gift.

4.3.8.3 Final Version Design



Figure 34 Final Version (Gift Box 2)

Figure 34 shows the final version design of gift box 2, the design shows the transition from initial draft to final according to the opinions from experts.

The transition from the first draft to the final version of the packaging design involves several key changes, including a modification of the font style and enhancements to the overall visual elements. The font style change likely resulted from expert feedback and aims to appeal to the target consumers, particularly younger groups or those focused on the product's appearance, by adopting a more playful and engaging font.

The final version, however, introduces several refinements based on experts' insights. The yellow background is softened to a lighter yellow, adding a more subtle and refined look. Additionally, the left yellow area is enhanced with a diamond pattern, making the design more dynamic and less monotonous. The font style is adjusted to a cuter, rounder, and softer design, giving the packaging a friendly and approachable feel. This change, likely based on expert advice, is intended to better capture consumer attention and align with the brand image. The transparent window continues to display the product, and the decorative red ribbon at the bottom retains its role in reinforcing the gift-like quality of the packaging.

These changes—particularly the addition of the diamond pattern in the yellow area and the font style adjustment—serve to make the design more visually appealing and engaging. The retention of key elements such as the yellow background, transparent window, and red ribbon ensures continuity in the design while enhancing its overall aesthetic. Through these refinements, the final version of the packaging design achieves a more balanced, dynamic look, combining visual interest with a more friendly, inviting feel. This evolution reflects the design team's sensitivity to market trends and Gen Y consumer preferences, helping the product stand out in a competitive market.

4.3.9 Cookies Series Design 1

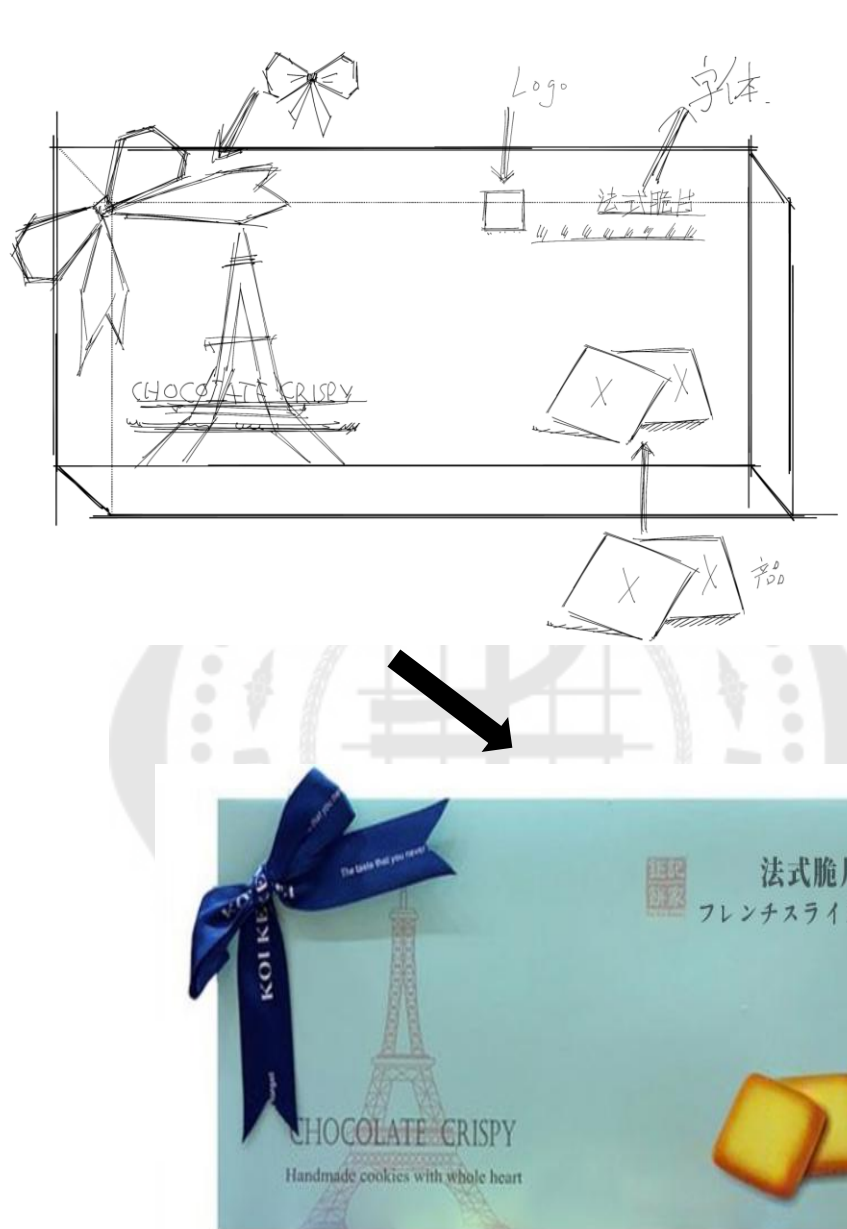


Figure 35 Hand-drawn Sketch → Initial Draft (Cookies 1)

Figure 35 illustrates the hand-drawn sketch and the evolution of the packaging design for Cookies 1 from a hand-drawn sketch to the Initial draft. The overall design concept is inspired by the product, French-style crisps, with the style leaning towards European aesthetics while highlighting French characteristics.

4.3.9.1 Hand-drawn Sketch Design

The sketch in the Figure 4.9a presents the preliminary concept of the packaging, including the three-dimensional structure, front packaging design elements, typography, and logo placement. The sketch provides a detailed depiction of the three-dimensional structure, including the front, side, and top layouts, offering a clearer overall design concept. On the front of the packaging, in terms of decorative elements, the sketch features a bow design in the top left corner, with an image of the Eiffel Tower beneath it, highlighting French elements in alignment with the French-style crisp product. This combination aims to enhance the packaging's appeal through these decorative elements. In terms of typography, the sketch annotates the "font" and "logo" placement in the top right corner, clarifying the designer's choices regarding text style and information presentation, particularly the text "French Crisps," which emphasizes the product's characteristics. The logo is also annotated in the sketch next to the product name on the left side, ensuring the brand information is prominently and clearly communicated. In the bottom right corner, the researcher decided to incorporate the product image, enhancing the overall structural coherence and unity of the front packaging design.

4.3.9.2 Initial Draft Design

The initial draft further refines the concepts from the sketch, presenting a more detailed design proposal. In terms of color, a light blue background was chosen to convey a fresh and elegant atmosphere, aligning with the characteristics of the cookie product. Regarding decorative elements, the bow design was transformed into a deep blue ribbon, enhancing the packaging's gift-like quality and visual appeal. In terms of typography, the text design from the sketch was developed into a layout featuring Chinese, English, and Japanese, ensuring clear and accurate communication of the information. The logo is positioned on the front of the packaging, near the top, to ensure the prominence of the brand image. For product presentation, the packaging incorporates a realistic image of the cookies, enhanced with a floating effect to convey their lightness and deliciousness, effectively capturing the consumer's attention.

4.3.9.3 Final Version Design



Figure 36 Final Version (Cookies 1)

In Figure 36 the packaging for the French-style crisp has undergone minor adjustments, with expert feedback leading to only a few small changes. The background color has been modified to a lighter blue, enhancing the subtle and elegant style. The positions of the blue ribbon and the Eiffel Tower remain unchanged; however, the clarity of the colors and text has been improved. A more significant change is seen in the layout of the product name, information, and product image. In the final version, the researcher, based on expert suggestions, consolidated these elements and positioned them in the lower-right corner of the packaging design, resulting in a more compact and cohesive layout. This adjustment enhances the overall aesthetic appeal and clarity of information.

4.3.10 Cookies Series Design 2

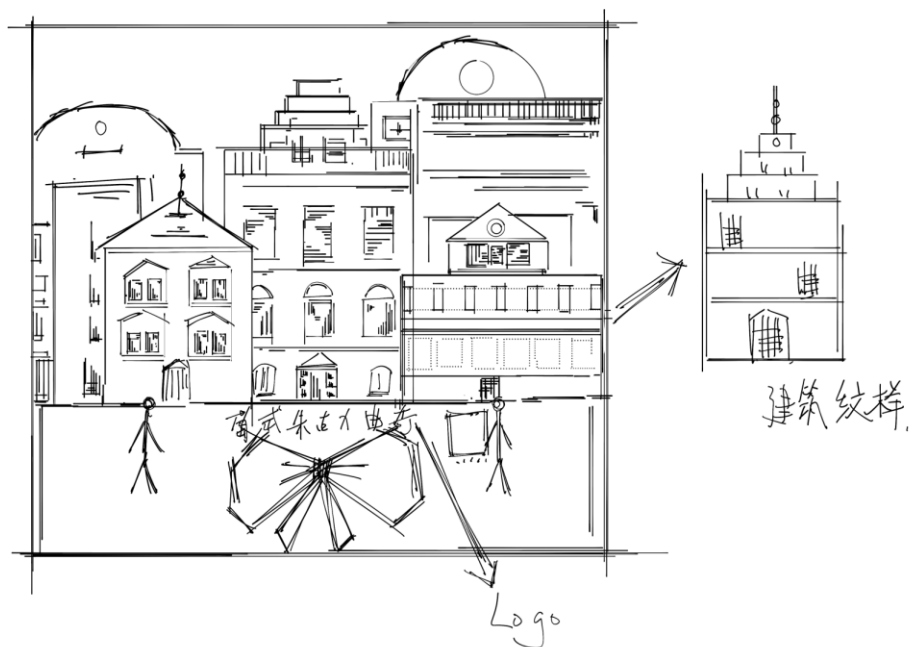


Figure 37 Hand-drawn Sketch → Initial Draft (Cookies 2)

Figure 37 illustrates the development process of the packaging design for Cookies 2, tracing its evolution from a hand-drawn sketch to the initial draft. The overall design concept is inspired by the product itself—Portuguese-style chocolate chip cookies—and adopts a European aesthetic while emphasizing distinctive Portuguese cultural elements.

4.3.10.1 Hand-drawn Sketch Design

The sketch in Figure 4.20a presents the initial concept for the packaging design of Cookie 2, including the three-dimensional structure, decorative elements, typography layout, and logo placement. The sketch clearly illustrates the three-dimensional configuration of the packaging, outlining the front, side, and top views to clarify the overall spatial arrangement. In terms of decorative elements, the background of the sketch features a Portuguese architectural pattern with a European aesthetic, reflecting the designer's intention to enhance the packaging's cultural richness and visual appeal through regionally inspired motifs. Regarding typography, the product name—written in Chinese as “Portuguese-style Chocolate Cookie”—is placed below the architectural pattern, indicating the designer's preliminary considerations in font selection and information delivery. The logo is also clearly marked beside the product name to ensure clear visual communication of the brand identity. Additionally, a bow design is incorporated beneath the product name to enhance the overall visual aesthetics. Finally, the researcher plans to place two Portuguese-style figures on either side of the bow, emphasizing the overall symmetry of the design.

4.3.10.2 Initial Draft Design

The initial draft (on the down right side of Figure 4.10a) further develops the initial ideas presented in the sketch, transforming abstract concepts into a comprehensive packaging design through visual representation. In terms of color, the draft adopts a soft, warm palette that creates a cozy and elegant atmosphere, aligning with the tone and character of cookie-based desserts. Regarding decorative elements, the architectural patterns have been refined into a series of colorful architectural illustrations, enhancing the cultural depth and visual richness of the overall design. For typography, the annotations from the sketch have been translated into a concrete font

combination, incorporating English, Japanese, and Chinese translations to ensure accurate and clear communication of product information. The logo remains unchanged, retaining the traditional red logo of the Koi Kei Bakery brand. Notably, the bow design from the sketch has been completely replaced by textual elements. Additionally, the two small figures in the sketch have been visualized as characters dressed in traditional Portuguese soldier uniforms, waving flags—an element that effectively draws consumer attention.

4.3.10.3 Final Version Design



Figure 38 Final Version (Cookies 2)

In Figure 38, the researcher made minor adjustments to the product packaging design based on expert feedback. The experts had few suggestions regarding the packaging design for Cookie 2, but they unanimously recommended replacing the warm color scheme with a cooler palette. This change was intended to give the architectural motifs and character illustrations a more formal and dignified appearance, thereby enhancing the overall visual coherence and cultural resonance of the design.

4.4 Results of Step 4: To determine final design of Koi Kei Bakery souvenir snack packaging

The purpose of step 4 was to determine final design of Koi Kei Bakery souvenir snack packaging.

Based on the Theory of Perceived Value, Information Processing Theory, and User Experience Design Theory, the researcher conduct a questionnaire survey targeting Gen Y consumers. The analysis results reveal that Generation Y's satisfaction and demand with Koi Kei Bakery souvenir snack packaging varies across different aspects. While the packaging materials are well-received for their perceived quality, other elements such as color, shape, printed information, and font design elicit neutral responses, indicating limited appeal and effectiveness in enhancing brand recognition or influencing purchase decisions. To address these gaps, the brand should focus on optimizing visual identity through cohesive color schemes, innovative shapes, engaging font designs, and clearer printed information, while further leveraging sustainable, high-quality materials to meet consumer expectations and strengthen market differentiation.

Moreover, the expert interviews underscore the importance of a holistic approach to packaging design, one that seamlessly integrates cultural identity, consumer preferences, and functional innovation. Koi Kei Bakery's new packaging design should focus on creating a cohesive visual strategy by leveraging vibrant yet brand-consistent color schemes that appeal to Gen Y while maintaining its traditional aesthetic roots. Incorporating minimalistic yet culturally resonant shapes, eco-friendly

materials with a premium feel, and creative yet concise printed information can further elevate consumer appeal and align with current market trends.

Additionally, the design must enhance user experience through youth-oriented visual design and versatile features, such as incorporating cartoon-style visualizations and reusable closures, which reflect both practicality and commemorative significance. By embedding storytelling elements that highlight Koi Kei Bakery's rich cultural heritage within a modern branding framework, the packaging can serve as a bridge between tradition and innovation. This approach will not only deepen consumer emotional engagement but also ensure the brand's sustained competitiveness and relevance in an increasingly dynamic market.

After completing the initial draft designs, we conducted a second round of expert interviews with the aim of finalizing the packaging design for Koi Kei Bakery's products, specifically targeting Generation Y. In the second round of expert interviews, the experts unanimously agreed that the new packaging for Koi Kei Bakery largely meets the expectations and preferences of Generation Y. Additionally, Experts provided valuable insights into the design drafts, emphasizing the need for color adjustments, font modifications, and enhanced product information to better appeal to Generation Y consumers. A recurring theme across the feedback was the importance of using lighter colors, particularly yellow, to align with consumer preferences. Additionally, experts highlighted the necessity of balancing layout elements, replacing cartoon illustrations with realistic images where appropriate, and incorporating more dynamic visual effects. These refinements aim to improve product recognition, engagement, and overall packaging appeal.

Through two rounds of expert interviews and the integration of consumer survey results, this study developed the final version of the packaging design for Koi Kei Bakery souvenir snacks. The final designs of the Koi Kei Bakery souvenir snack packaging are as follows.

4.4.1 Almond Cookies 1



Figure 39 Final Design of Almond Cookies 1

The packaging design for Almond Cake 1 (see Figure 39) integrates visual, textual, and material elements to create an appealing and culturally resonant presentation aimed at Generation Y consumers. In terms of color, the packaging primarily adopts a combination of yellow and light blue. The yellow portion is adorned with floral patterns that evoke warmth and delicacy, while the light blue background introduces a sense of calm and freshness. This color palette not only aligns with consumer preferences for lighter tones, as suggested by expert feedback, but also complements the golden-brown hue of the biscuits themselves.

The shape of the packaging is a standard cuboid, providing a clean and practical form that facilitates stacking, display, and portability. This structure supports both visual clarity and product protection.

For the font style, the design employs Japanese-style calligraphic fonts. These fonts are characterized by their elegance and fluidity, imbuing the packaging with a sense of tradition and craftsmanship. The choice of typography reflects a fusion of cultural elements, aiming to resonate with consumers who value both aesthetic refinement and cultural narrative.

The material used is high-quality paper, likely recycled, aligning with current trends in eco-friendly packaging. The material provides a premium tactile experience while supporting sustainability goals.

In terms of printed information, the packaging features Japanese text, including key phrases such as “Almond Love” and “Koi Kei Bakery”, which add a layer of storytelling and cultural depth. These textual elements serve to reinforce the artisanal and nostalgic qualities of the product, while also enhancing brand identity and product differentiation in the market.

4.4.2 Almond Cookies 2



Figure 40 Final Design of Almond Cookies 2

The final packaging design for Almond Cookies 2 (Almond Crispy) features a teal background adorned with multicolored elliptical patterns in shades of yellow, orange, pink, purple, and brown, creating a vibrant and dynamic visual appeal. The cookie itself is depicted as brown with a natural textured appearance, emphasizing its authentic and handmade quality.

The shape of the packaging is a cuboid, offering a practical and uniform structure for display and storage. The font style is a blend of simple English and

Japanese fonts. The English font is more rounded, contributing to a soft, approachable feel, while the Japanese font adopts a traditional style, evoking a sense of heritage and craftsmanship.

The material of the packaging is high-quality paper, possibly recycled, aligning with sustainability principles while providing a premium tactile experience.

In terms of printed information, both English and Japanese texts are included. The English text reads “ALMOND CRISPY Handmade cookies with whole heart,” which emphasizes the product’s artisanal quality and heartfelt craftsmanship. The Japanese text features “Almond Crisp” and “Koi Kei Bakery”, reinforcing both the product name and the brand identity.

4.4.3 Candies 1



Figure 41 Final Design of Candies 1

The final packaging design for the Candies 1 (Crunchy Peanut Candies) in Figure 4.23 features a brown kraft paper bag, which gives a natural and eco-friendly feel, aligning with current sustainable packaging trends. The label on the bag is

primarily white, with red and black text, complemented by yellow and brown cartoon images and product pictures, which enhance the visual appeal and help convey the product's characteristics. The packaging itself is rectangular, with the top tied using a string to form a handle, making it both practical and aesthetically pleasing. The label is also rectangular with neat edges, ensuring a clean and professional presentation.

In terms of font style, the design uses a mix of traditional Chinese, Japanese and English fonts. The Japanese font is more traditional, reflecting the cultural authenticity of the product, while the English font is modern and straightforward, offering clarity and ease of understanding for a broader audience. The packaging bag is made from high-quality kraft paper, contributing to its eco-friendly nature and rustic charm, while the label is printed on high-quality coated paper, adding durability and a polished look to the design.

The printed information on the label includes both Japanese and English product names and descriptions, such as “Crunchy Peanut Candies” and “Koi Kei Bakery”, ensuring clear communication of the product's identity and characteristics to diverse consumers.

4.4.4 Candies 2



Figure 42 Final Design of Candies 2

The final packaging design of Candies 2 (see Figure 4.24) uses a soft and warm overall color palette, with shades of yellow, orange, and red. The background showcases a gradient transition from yellow to orange, evoking a warm and natural feel that aligns with the product's wholesome and authentic nature. The illustrations of hawthorn and jujube fruits are rendered in red and green, emphasizing the natural ingredients of the product and creating a vibrant, fresh visual appeal.

The shape of the packaging is cuboid, providing a practical and sleek form for storage and display. The design utilizes a traditional Chinese and Japanese calligraphy font, which adds an elegant and classical touch. The fluid and expressive typography complements the overall aesthetic, enhancing the cultural resonance of the product.

The packaging is made of high-quality, possibly recycled, paper material, which not only ensures durability but also reflects a commitment to sustainability. The printed information on the label includes Chinese text that describes the product's features and the brand name. Key information includes the product name, "Hawthorn and Jujube Cake", followed by a detailed product description: "Sweet and sour, soft and chewy, endless delicious combination, crystal clear, extremely interesting, carefully crafted, rich fruit flavor, extremely healthy, ultimate delicacy." The brand name, "Koi Kei Bakery", is also prominently displayed, reinforcing the product's identity.

4.4.5 Chinese Pastry 1



Figure 43 Final Design of Chinese Pastry 1

The final packaging design of Chinese Pastry 1 features a light purple background with a gradient that transitions into a cream color toward the edges. The leaf patterns, rendered in shades of green, contribute to a natural and organic feel, reflecting the freshness and authenticity of the product. The shape of the packaging is cuboid, providing a clean and functional form that enhances both storage and display.

The font style used for the product name and other text is a combination of traditional Chinese and Japanese characters, adding a cultural depth and elegance to the design. This choice of typography complements the overall theme of the packaging and enhances the product's premium feel.

The material of the packaging is high-quality paper with a matte finish, offering a smooth and refined texture. The leaf patterns are printed using offset or letterpress methods, giving them a textured appearance that stands out against the smooth background, adding visual interest and tactile appeal.

The printed information on the packaging includes the product name, “Lotus Crisp”, in both Japanese and Chinese characters, ensuring clear communication

with a broad audience. Additionally, the brand name, “Koi Kei Bakery”, is prominently displayed, reinforcing the identity of the brand and its association with quality.

This design merges traditional aesthetics with modern printing techniques, creating an elegant and appealing packaging solution that reflects the cultural heritage and high quality of the product.

4.4.6 Chinese Pastry 2



Figure 44 Final Design of Chinese Pastry 2

The packaging design of Chinese Pastry 2 (see Figure 4.26) is predominantly yellow, featuring a pattern of white and lighter yellow diamonds. This color scheme creates a bright and cheerful impression, evoking the rich, golden flavor of egg yolk, which is central to the product. The packaging is cuboid, offering a practical and visually pleasing form for storage and display.

The fonts used are a mix of traditional Chinese and Japanese characters, blending cultural authenticity with modern appeal. This typographic choice adds to the elegant yet approachable nature of the packaging design.

The material is likely glossy paper or light cardboard, commonly used for high-quality packaging. This choice enhances the durability and appearance of the packaging, giving it a premium feel while also ensuring that it stands out on the shelf.

The printed information prominently displays the product name “玉子流心” and Japanese version in large characters, making it easy for consumers to identify. Additionally, smaller text is included, likely describing the product or providing brand information, ensuring that essential details are communicated clearly and effectively.

This packaging design balances aesthetic appeal with functional communication, effectively conveying the quality and flavor of the product through its color scheme, typography, and material choice.

4.4.7 Gift Box 1



Figure 45 Final Design of Gift Box 1

The packaging design for Gift Box 1 is primarily white, incorporating a glowing material that conveys a clean and elegant appearance, lending the design a refined and modern aesthetic. The cuboid shape provides a simple and practical form, facilitating storage and display.

In terms of font style, traditional Chinese and Japanese fonts are used, which imbue the design with cultural authenticity and an elegant, classic feel. This choice of font complements the minimalist design style, further enhancing the product's high-end appeal.

The material used is high-quality, possibly recycled paper, which aligns with sustainable practices while maintaining durability and a refined texture. Additionally, the inclusion of textured satin wrapping and a brown ribbon elevates the overall tactile quality and surface finish, contributing to the packaging's overall elegance.

The printed information is simple and clear, with the product name “Honey Cakes” presented in both Chinese and Japanese. This straightforward approach ensures clarity and readability, while maintaining a clean and uncluttered design that highlights the premium quality of the product.

This design combines simplicity with elegance, creating a packaging solution that emphasizes the product's high-end, eco-friendly qualities and cultural heritage.

4.4.8 Gift Box 2



Figure 46 Final Design of Gift Box 2

The final packaging design of Gift Box 2 features a bright yellow background adorned with a pattern of white diamonds, creating a vibrant and cheerful appearance. A clear window on the packaging reveals the golden-brown color of the pastry, inviting consumers to visually appreciate the product inside.

The shape of the packaging is cuboid, offering a practical and visually appealing form that facilitates easy storage and display.

Fonts and Font styles on the packaging combines traditional Chinese and Japanese styles. The product name, “蛋黄の酥” (Egg Yolk Crisp), is prominently displayed in a larger font, while additional product details and branding information are presented in smaller text, ensuring clear communication without overwhelming the design.

The material of the packaging is likely recycled paper or cardboard, providing an eco-friendly solution, with the addition of a clear plastic window that enhances the product's visibility. The pastry itself is contained within a plastic container, which is tied with a red ribbon, contributing a decorative touch and enhancing the overall presentation.

The printed information includes the product name in both Chinese and Japanese, with additional Japanese text likely providing further product details and branding information. This simple yet effective design draws attention to the product's key features while maintaining a clean and visually appealing aesthetic.

4.4.9 Cookies 1



Figure 47 Final Design of Cookies 1

The final design of Cookies 1 primarily features a light blue color, complemented by white and gold text and designs, which creates an elegant and fresh atmosphere. The dark-blue satin ribbon harmonizes with the overall color scheme, adding a touch of sophistication to the design.

The shape of the packaging is cuboid, offering a practical and attractive form that enhances both storage and presentation.

The typography combines English, Chinese, and Japanese styles. The product name "CHOCOLATE CRISPY" and the tagline "Handmade cookies with whole heart" are prominently displayed in English, while the Chinese text "法式脆片" (French Crispy) and the Japanese text "クリスピーチョコ" (Crispy Choco) are also included.

(French-style Crispy) and Japanese text (Crispy Chocolate) further communicate the product's identity to a broader audience.

The packaging is made from high-quality cardboard, ensuring durability and a premium feel. The dark-blue satin ribbon adds a soft and luxurious touch, tying the packaging together while enhancing its aesthetic appeal.

Printed information includes both English and Chinese descriptions, along with the brand name "KOI KEI" displayed on the ribbon. This design effectively combines elegance with practicality, presenting the product in a visually appealing manner while emphasizing its high-quality and handmade nature.

4.4.10 Cookies 2

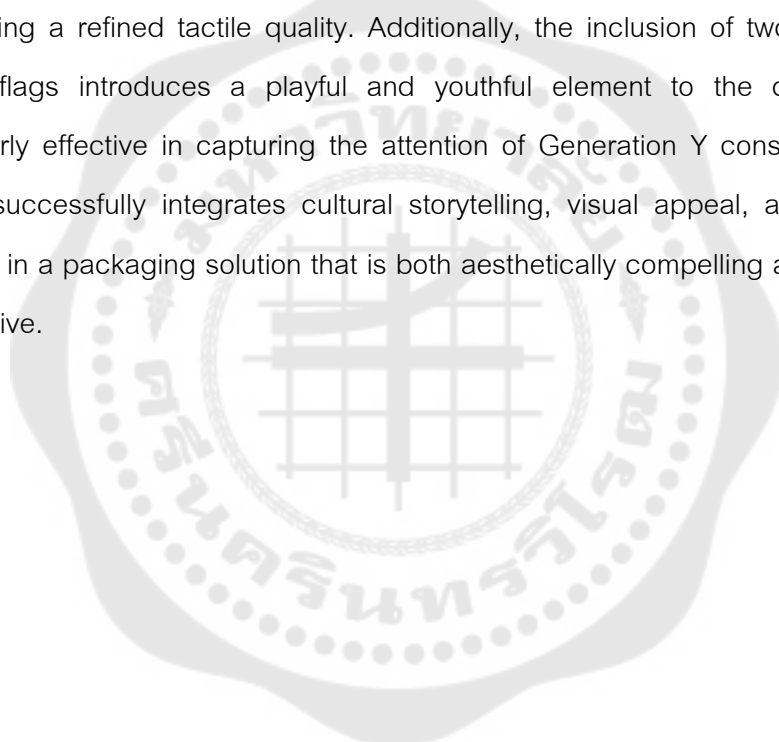


Figure 48 Final Design of Cookies 2

The final packaging design for Cookie 2 features a soft pink background complemented by vibrant illustrations of European-Portuguese architecture. These architectural elements are rendered in lively and warm hues of green, blue, yellow, and red, creating a visually engaging and energetic atmosphere. The packaging adopts a cuboid structure with clean lines, making it both practical for storage and aesthetically streamlined for display.

The font style integrates English, Chinese, and Japanese styles, reflecting a cross-cultural design philosophy that enhances the international appeal of the product. The printed information includes the product name “Portuguese Style Chocolate Cookies”, the brand name “Koi Kei Bakery”, and the Japanese term for chocolate cookies. This multilingual presentation not only increases brand recognition but also strengthens the product’s connection with diverse consumer groups.

The packaging is made of high-quality paper, incorporating environmentally friendly recycled materials. This approach aligns with sustainable design trends while maintaining a refined tactile quality. Additionally, the inclusion of two cartoon figures waving flags introduces a playful and youthful element to the design, which is particularly effective in capturing the attention of Generation Y consumers. This final design successfully integrates cultural storytelling, visual appeal, and sustainability, resulting in a packaging solution that is both aesthetically compelling and commercially competitive.



CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATION

5.1 Conclusion

This study aimed to analyze the Koi Kei Bakery souvenir snack packaging, to study the satisfaction and demand of Generation Y on Koi Kei Bakery souvenir snack packaging, and to develop and design new style of souvenir snack packaging that meets the preferences of Gen Y consumers for Koi Kei Bakery.

To achieve the three research objectives, the study was conducted in four major stages, each involving specific participants to ensure a comprehensive and practically relevant research process.

5.1.1 Conclusion of First Stage

In the first stage, to identify the design shortcomings of Koi Kei Bakery's existing souvenir snack packaging, the research team employed a case analysis approach. The first stage was divided into 2 steps. This involved a detailed examination of Koi Kei Bakery's current packaging features (**Step 1.1**) and a comparative analysis with the packaging of two key competitors—Yeng Kee Bakery and Choi Heong Yuen Bakery (**Step 1.2**). Led by the researchers, this stage was grounded in the theories of Perceived Value, Information Processing, and User Experience Design. A content analysis was conducted across five key design elements: color, shape, typography, material, and printed information, to identify areas where the current packaging fails to appeal to Generation Y consumers.

Conclusion of Step 1.1

Step 1.1 highlights both the strengths and challenges of Koi Kei Bakery's packaging design. On the positive side, the brand effectively combines traditional Chinese aesthetics with modern minimalism, utilizing color coding for product differentiation and strong brand identity through thoughtful font choices and logo placement. The use of high-quality materials also enhances its luxury appeal. However, Koi Kei faces several challenges. Its traditional design motifs may not resonate with younger or international consumers who are unfamiliar with Chinese culture, and its

color strategies could potentially be misinterpreted across different cultural contexts. The packaging's straightforward product imagery lacks creativity and emotional engagement, and there are inconsistencies across product lines. Additionally, reliance on premium packaging materials and concerns over sustainability present significant hurdles that the brand must address to stay competitive.

Conclusion of Step 1.2

The conclusion drawn from Step 1.2 suggests that Ying Kee Bakery's packaging successfully integrates modern design elements with vibrant colors and a minimalist style, which appeals to consumers who favor trendy aesthetics. Its use of hexagonal boxes and premium materials enhances its appeal and market position, offering both convenience and luxury. Choi Heong Yuen Bakery, by blending traditional cultural symbols with modern graphic design, creates an emotional connection across age groups, especially in gift-giving contexts, and its varied packaging formats strengthen its cultural narrative.

However, Koi Kei Bakery's packaging lags behind in terms of innovation and differentiation, relying heavily on traditional forms without adapting to modern trends or addressing the preferences of younger consumers. While its use of traditional elements resonates with cultural heritage, it does not combine these with modern minimalism or dynamic visual elements, limiting its ability to stand out in a competitive market. The contrast in color usage and design strategy between Koi Kei and the other two bakeries highlights areas where Koi Kei could improve to elevate its packaging and enhance its brand identity.

5.1.2 Conclusion of Second Stage

The second stage focused on assessing Generation Y consumers' satisfaction and demands regarding Koi Kei Bakery's packaging. This stage consisted of two subcomponents.

Conclusion of Step 2.1

The first (Step 2.1) was a questionnaire survey targeting Generation Y individuals aged between 28 and 43 who are familiar with Koi Kei Bakery products. Five trained surveyors were hired to distribute questionnaires using purposive and

convenience sampling near Koi Kei Bakery stores in Macau. A total of 400 valid responses were collected. The survey was designed based on the aforementioned three theoretical frameworks, and statistical analysis was conducted using SPSS to extract consumers' evaluations and expectations across the five packaging elements.

The conclusion from Step 2.1 indicates several areas where Koi Kei Bakery's packaging design can be improved based on the questionnaire survey results. Key findings include:

Color: While color has a moderate influence on purchasing decisions (mean = 3.55), it is not strongly associated with the brand (mean = 3.37), suggesting that better alignment between packaging color and brand identity is needed.

Shape: The shape of the packaging received a neutral response (mean = 3.30), implying that while it is somewhat recognized, it does not strongly motivate purchases or create a clear product perception. Enhancing the shape to be more visually appealing and distinctive could improve engagement.

Material: Packaging materials received the highest satisfaction (mean = 3.81), with respondents recognizing their high quality and associating them with product value. However, there is room for innovation, especially in terms of sustainability and premium materials, to further strengthen consumer approval.

Printed Information: The clarity and usefulness of the printed information were rated as neutral (mean = 3.28). While the information helps recognize the brand, it is not a major factor in purchasing decisions. Improving readability and making the product details more relevant could enhance consumer engagement.

Font Styles: The appeal and creativity of the font size were also rated neutrally (mean = 3.19), with only slight aid in product recall (mean = 3.33). A more distinctive and visually engaging font choice could enhance brand recognition and attract more consumer attention.

In summary, Koi Kei Bakery's packaging performs well in terms of material quality, but improvements are needed in color alignment, shape appeal, printed information, and font creativity to better engage consumers and enhance brand recognition.

Conclusion of Step 2.2

The second subcomponent (Step 2.2) involved expert interviews aimed at further analyzing the root causes of Generation Y consumers' dissatisfaction with the current packaging and generating concrete suggestions for improvement. Six experts were invited to participate, including three professionals in packaging design and three industry experts specializing in consumer behavior and souvenir snack packaging. Each expert took part in a semi-structured interview lasting 25 to 35 minutes, either in person or online. The interviews covered all five design dimensions and were thematically analyzed to extract actionable insights that would inform the next stage of packaging redesign.

Step 2.2, based on expert insights, provides several key recommendations for improving Koi Kei Bakery's packaging design:

Color Design: Experts suggest using vibrant and diverse colors that resonate with Generation Y and align with the brand identity. By expanding the use of signature brand hues, the packaging could achieve better visual recognition and a stronger brand identity.

Shape Design: While minimalist designs are seen as practical, experts recommend combining traditional and modern aesthetics. This blend would enhance the uniqueness of the packaging and foster a stronger emotional connection with consumers.

Material Selection: Experts emphasize the importance of using eco-friendly materials to align with Gen Y values and boost the premium perception of the product. Incorporating biodegradable or recycled materials could enhance sustainability without sacrificing quality.

Printed Information: The current layout is seen as clear but lacking uniqueness. Experts recommend incorporating creative visuals, icons, and concise messaging to better reflect the brand personality and engage consumers more effectively.

Font Styles: The fonts used in the current packaging are functional but lack artistic appeal and brand memorability. Experts advise adopting clean, modern, and artistic fonts that balance tradition and modernity while maintaining readability, aligning with Gen Y's preference for minimalistic designs.

In summary, expert recommendations focus on revitalizing the color, shape, material, printed information, and typography to create packaging that resonates more strongly with Generation Y, strengthens brand identity, and enhances market competitiveness.

5.1.3 Conclusion of Third Stage

In the third stage, the research team began developing the draft design for Koi Kei Bakery's souvenir snack packaging based on the findings from the previous two stages. This phase focused on five underperforming product categories: almond cookies, candies, gift boxes, Chinese pastries, and cookies. The researchers defined the design scope, established the design concept, and created initial sketches addressing core elements such as color, shape, font styles, material, and information. The aim was to create packaging that is visually appealing, functionally effective, and resonates with Generation Y consumers, thus enhancing the brand image.

5.1.4 Conclusion of Fourth Stage

Finally, in the fourth stage, the finalized packaging design was determined through a second round of expert interviews with the same six experts from Stage Two. These interviews provided in-depth evaluation and feedback on the draft designs, focusing on each design element. The feedback was thoroughly analyzed and used to refine and finalize the packaging design. This final validation process ensured that the design met both aesthetic and practical expectations in line with current market trends and the preferences of Generation Y consumers.

Through this systematic four-stage research process, the study successfully identified and addressed the key design issues in Koi Kei Bakery's souvenir packaging and proposed a new design solution that aligns with the aesthetic preferences and functional needs of Generation Y. The findings provide valuable support for enhancing product appeal and strengthening the brand image of Koi Kei Bakery.

Based on an analysis of existing packaging designs, consumer surveys, and expert interviews, the study concludes that Koi Kei Bakery's packaging design for Gen Y consumers should optimize five key dimensions: color, shape, material, font style, and printed information. Gen Y values color schemes that balance subtlety with boldness, preferring tones that evoke emotional resonance—soft, sophisticated hues alongside vibrant, energizing contrasts. Additionally, natural tones and culturally themed color combinations that reflect heritage resonate strongly with this demographic.

Packaging shapes should emphasize practicality and simplicity, with a preference for reusable and multifunctional designs. Minimalist shapes, such as cuboids, align with their preference for both functionality and clean aesthetics. Material selection should prioritize sustainability, with eco-friendly options like recycled paper and biodegradable materials, while incorporating tactile elements to enhance the sensory experience. Font styles should blend modern simplicity with cultural heritage, using a mix of traditional and contemporary typography to maintain clarity and visual appeal. Printed information should be concise, highlighting key product features and incorporating emotional storytelling to foster a connection. Finally, adding interactive elements such as QR codes can enrich consumer engagement. Overall, the packaging design should blend cultural heritage with modern minimalism, focusing on sustainability and functionality, and enhancing the user experience through clear, engaging communication.

5.2 Discussion

This study analyzes the pain points of the packaging design of Koi Kei Bakery's snack souvenirs, conducts consumer surveys targeting Generation Y consumers, and incorporates expert interview findings.

The findings showed that Koi Kei Bakery's packaging design reveals a strong emphasis on cultural symbolism and visual sophistication; however, when examined from the perspective of Generation Y consumers, several design-related pain points become evident. This consumer cohort, known for its global exposure, digital literacy, and preference for clear, emotionally resonant visuals, may not fully connect with packaging strategies that are overly rooted in traditionalism or lack intercultural accessibility.

In terms of integrating traditional and modern design, Koi Kei's packaging successfully fuses elements such as ink wash paintings and calligraphic fonts with modern minimalism. While this reflects the brand's heritage and aesthetic sensibility, the intricate traditional motifs may feel inaccessible or overly complex to younger or non-Chinese audiences. These consumers might struggle to decode cultural references or feel alienated by designs that prioritize heritage over immediacy of understanding.

Regarding color usage and visual identity, the brand's strategic color-coding helps differentiate products and support recognition. However, color symbolism varies across cultures, and certain tones may not elicit the intended emotional responses among international or younger consumers. Overly vibrant palettes, if not well balanced, may also detract from a sense of simplicity and harmony that many Gen Y buyers find visually appealing.

Although product imagery on the packaging is clear and functional, allowing consumers to easily identify the contents, such straightforward representation may fall short in evoking emotional engagement. In an oversaturated marketplace, packaging that lacks creativity or storytelling potential risks blending into the visual background, especially for a generation driven by aesthetics and experiential value.

Koi Kei's brand identity is communicated through prominent logos and traditional fonts, reinforcing a sense of authenticity and quality. Yet this reliance on classical typography and static branding elements may appear outdated or rigid to Gen Y consumers, who often prefer dynamic, evolving brand expressions and visual freshness.

While the gift box designs are portable and well-suited for premium gifting purposes, the upscale presentation may inadvertently signal exclusivity, discouraging everyday purchases among more budget-conscious buyers. Moreover, inconsistency across product lines in packaging form and style may undermine brand coherence and dilute consumer recall.

Lastly, the use of high-quality materials in packaging enhances perceived value but introduces sustainability concerns. Gen Y consumers, who often place importance on environmental responsibility, may view non-recyclable or overly lavish packaging as misaligned with their values, despite its luxury appeal.

In response, this study proposes a new design strategy aimed at enhancing the packaging of Koi Kei Bakery's souvenir snacks to better appeal to Generation Y consumers. The strategy is developed through a comprehensive analysis across five key dimensions—color, shape, material, typography, and printed information. It integrates the findings from an evaluation of the brand's existing packaging, consumer satisfaction and demand analysis, as well as insights gathered from expert interviews. These findings emphasize the importance of aligning visual and functional packaging features with the values and preferences of Gen Y—particularly their focus on aesthetic appeal, cultural identity, environmental consciousness, and emotional connection. The specific discussions are as follows.

First, in terms of color, effective packaging designs achieve a balance between subtlety and boldness. Several samples, such as “Almond cookies 1” (Figure 5.1) and “Gift Box 2” (Figure 5.2), utilize vibrant yellow tones to convey festive warmth, while “Chinese Pastry 1” (Figure 5.3) adopts subdued hues to communicate elegance and nature. This reflects Gen Y's appreciation for emotionally resonant color schemes, consistent with Agrawal's (2023) findings on the role of color in consumer emotional engagement. Moreover, color combinations that include natural tones—green, beige, light brown—paired with energizing accents like yellow or orange, evoke perceptions of health and sustainability, resonating with Gen Y's eco-friendly priorities (Liu et al., 2022). The integration of culturally themed palettes, such as Chinese red and gold or Japanese

blue and white, further reflects this generation's desire for cultural richness and identity (Ahmad et al., 2012).



Figure 49 Almond Cookies 1



Figure 50 Gift Box 2



Figure 51 Chinese Pastry 1

Second, regarding packaging shape, the study reveals that practicality and simplicity are key. Most designs adopt geometric forms like cuboids, which enhance ease of storage and handling, as seen in “Gift Box 2” (Figure 5.2) and “Candies 1” (Figure 5.4). Such minimalist and functional forms align with Gen Y’s busy lifestyles and demand for convenience (Sharma & Srivastav, 2023). Additionally, multifunctional and reusable packaging—such as gift boxes or sturdy paper bags—not only adds value but also reduces waste, reflecting the sustainable consumption behaviors of this cohort (Sun & Xu, 2024). Liu and Chen (2019) similarly highlight that straightforward, easy-to-store shapes cater to both practical and aesthetic preferences.



Figure 52 Candies 1

Third, in terms of material, Gen Y consumers value sustainability without compromising on quality. The use of recyclable or biodegradable materials in “Candies 2” (Figure 5.5), “Almond Cookies 1” (Figure 5.1), and “Chinese Pastry 1” (Figure 5.3) reflects this dual focus. This approach aligns with Nur Amira and Harun Rashidi (2020), who emphasize the importance of sustainability in modern packaging design. At the same time, tactile features—such as embossed finishes, matte textures, or satin ribbons—add sensory appeal and a sense of premium craftsmanship. The incorporation of mixed materials, including paper, fabric, and transparent elements, enhances both visual depth and functional versatility (Ren & Tengku Anuar, 2024).



Figure 53 Candies 2

Fourth, regarding font styles, the findings underscore a preference for designs that blend cultural heritage with modern clarity. Many samples feature a mix of Chinese, English, and Japanese text, such as “Cookies 2” (Figure 5.6) and “Chinese Pastry 2” (Figure 5.7), where traditional calligraphy is juxtaposed with minimalist sans-serif fonts. This combination helps convey craftsmanship while supporting brand clarity—a strategy endorsed by Pelet and Taieb (2017), who argue that typography should reinforce brand identity to aid recognition. Clear headline fonts are used to emphasize product names and brand messages, while simpler body text avoids visual clutter. Furthermore, the use of multilingual packaging not only reflects global reach but also adds narrative and cultural depth (Yang, 2023).



Figure 54 Cookies 2

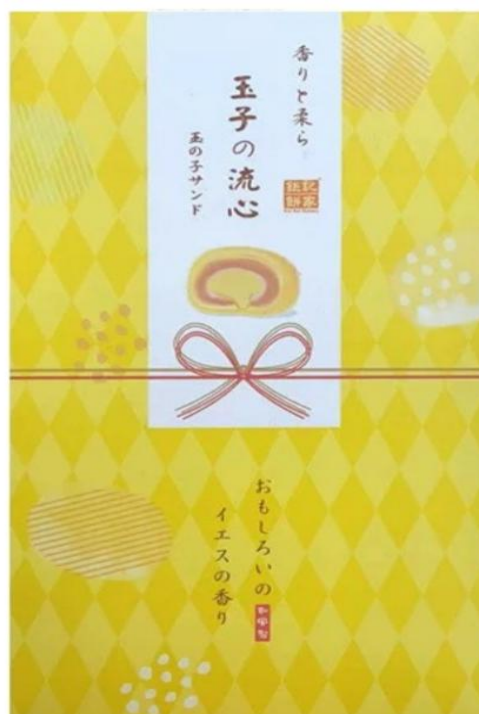


Figure 55 Chinese Pastry 2

Fifth, printed information plays a critical role in both functionality and emotional appeal. Across the samples, concise yet expressive messaging is used to communicate product features and brand values. For example, “Candies 2” (Figure 5.5) and “Cookies 2” (Figure 5.6) effectively combine product descriptions with warm, story-driven language. This approach supports Mruk-Tomczak et al.’s (2019) conclusion that clear yet engaging communication enhances user experience in traditional packaging design. In addition, interactive features—such as QR codes linking to brand stories or mini-games—contribute to deeper consumer engagement and emotional attachment, as emphasized by Liu and Liu (2023).

In summary, successful packaging strategies for Generation Y integrate aesthetic cohesion, cultural sensitivity, environmental responsibility, and emotional storytelling. Koi Kei Bakery’s diverse packaging examples demonstrate that appealing to Gen Y requires a multifaceted approach—one that harmonizes tradition and modernity, functionality and style, global and local identities. Future packaging innovation may benefit from further exploring digital interactivity, cross-cultural aesthetics, and sustainable materials to foster stronger emotional resonance and brand loyalty among this influential consumer group.

5.3 Recommendation

To optimize the packaging design of Koi Kei Bakery for Generation Y, this study recommends focusing on five key elements. First, adopt color schemes that balance subtlety with boldness, incorporating soft tones for elegance, vibrant contrasts for dynamism, and natural or culturally rich palettes to highlight sustainability and modernization. Second, use simple yet functional packaging shapes, such as reusable or multifunctional designs, to align with Gen Y’s minimalist aesthetic and practical needs. Third, prioritize sustainable materials like recyclable or biodegradable options, enhanced by tactile features such as matte finishes or textured surfaces, to cater to their environmental consciousness and sensory preferences. Fourth, integrate font style that balances traditional and modern styles, using clear, multilingual fonts to reinforce cultural and global appeal for Gen Y. Lastly, ensure printed information is concise and

engaging, using a clear hierarchy and interactive elements to enhance user experience and deepen consumer connections. These strategies aim to elevate Koi Kei Bakery's brand appeal while meeting the expectations and values of this key demographic.

The limitations of this study primarily lie in the sample size and the research methods employed. First, the study is based on an analysis of the packaging design of a limited number of souvenir snack products from Koi Kei Bakery, which may not fully represent the trends in packaging design across other brands or markets. Second, while consumer surveys and expert interviews provided valuable insights, they are subject to potential biases, and future research could incorporate more diverse methods, such as field observations or behavioral experiments, to validate the generalizability of the findings.

Future research could be expanded in several directions. First, increasing the sample size to include a broader range of brands and product categories would allow for a more comprehensive exploration of how packaging design influences different consumer groups. Additionally, future studies could integrate other theoretical frameworks, such as brand image theory or consumer behavior theory, to further investigate the role of packaging design in brand formation and consumer decision-making. Furthermore, with the advancement of technology, emerging technologies such as augmented reality (AR) or virtual reality (VR) could be explored in packaging design, as these technologies may offer new interactive experiences and sensory stimulation, thereby enhancing consumer engagement with the packaging.

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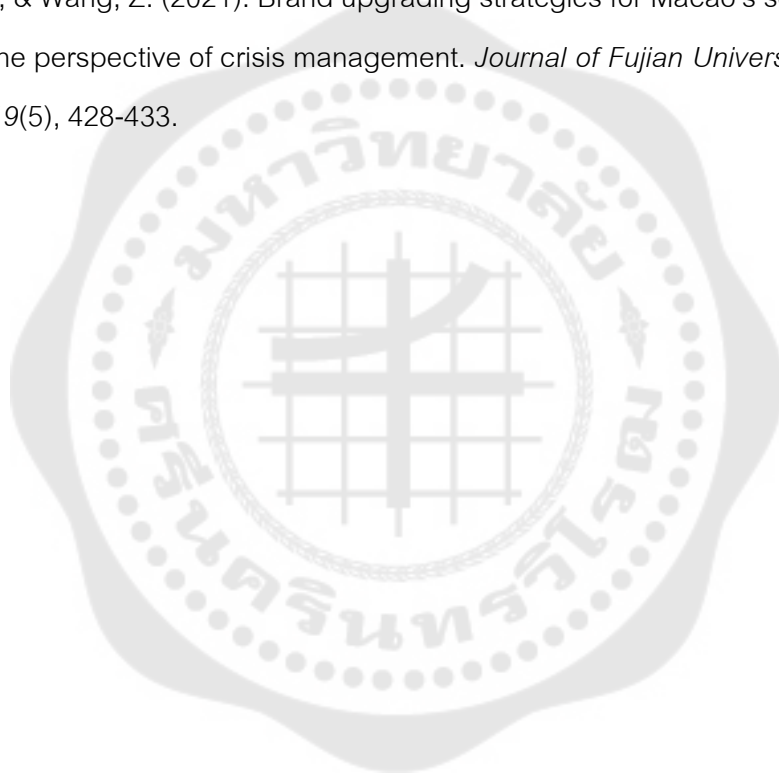
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APPENDIX

Appendix A
Questionnaire



Questionnaire for Academic Purpose (English Version)

Dear Sir/Madam,

This questionnaire is part of a Master's thesis in Business Design at Srinakharinwirot University. The research aims to explore the product packaging design of Koi Kei Bakery and provide practical recommendations for optimizing its food packaging based on the survey results.

Explanation

This research questionnaire is expected to take 5-10 minutes to complete and is organized into two sections:

Part 1: General Information about the Respondents

Part 2: Factors Relevant to the Study

Please rate your perception of celebrity endorsement and brand credibility according to the following criteria, using the scale provided:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Your participation is voluntary, and you may withdraw at any time without providing any reason. Any information you provide will be treated with strict confidentiality and used exclusively for academic research. By continuing with the survey, you confirm that you have read and agreed to the terms outlined in this consent

form. Thank you very much for answering this questionnaire. If you have any questions, please contact 1435677089@qq.com.

Master candidate, Master of Commercial Design, Srinakharinwirot University

Part 1 General information

1.1 Please specify your gender

- ☐ Male
- ☐ Female

1.2 What is your educational background?

- ☐ No formal education
- ☐ Primary school
- ☐ Middle school
- ☐ High school or equivalent
- ☐ Technical or vocational school
- ☐ College or higher degree

1.3 Please specify your monthly allowance

- ☐ Less than 5000 CNY
- ☐ 5001 - 10000 CNY
- ☐ 10001 - 15000 CNY
- ☐ More than 15000 CNY

Part 2 Factors involved in the study



Relating to your perception on the following questions, please specify your level of agreement or disagreement with the following rating scales (Strongly Disagree 1 – Strongly Agree 5)

No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
2.1	I like the color of the packaging for these products.					
2.2	The color of the packaging can influence my decision to purchase these products.					
2.3	I can recall this brand when I see a similar color.					
2.4	I can associate the color of these products' packaging with the brand images.					
2.5	I like the shape design of these products packaging.					
2.6	The shape design of these products packaging motivates me to purchase.					

2.7	The shape design of these products packaging creates a perception of these products in my mind.					
2.8	The shape design of these products packaging attracts me.					
2.9	I like this brand because of its packaging material.					
2.10	The quality of the packaging material suggest that the products are of higher quality.					
2.11	The quality of the packaging material is important to me.					
2.12	I believe these products are well-known due to their packaging.					
2.13	I can read the printed information on the packaging of these products.					
2.14	I can use the printed information to evaluate these products when making a purchase.					
2.15	The product information on the packaging is important to me.					
2.16	The font styles used on the packaging of these products are appealing.					
2.17	I like the creative font style used on the packaging of these products.					
2.18	The font size on the packaging helps me remember these products.					

Questionnaire for Academic Purpose (Chinese Version)

尊敬的女士/先生,

本问卷是诗纳卡琳威洛大学商业设计硕士学位论文的一部分。该研究旨在探讨
钜记饼家的产品包装设计，并根据调查结果为其提供优化食品包装的实际建议。

非常感谢您的参与！

解释说明

本研究问卷预计需要5-10分钟完成，共分为两个部分：

第一部分：受访者的基本信息

第二部分：与研究相关的问题

请根据以下标准对名人代言和品牌可信度的感知进行评分，使用提供的量表：

1 = 强烈不同意

2 = 不同意

3 = 中立

4 = 同意

5 = 强烈同意

您的参与是自愿的，您可以随时退出，无需提供任何理由。您所提供的所有信息将被严格保密，仅用于学术研究。继续填写问卷即表示您确认已阅读并同意本知情同意书中的条款。如有任何疑问，请联系 2411972307@qq.com。

第一部分 基本信息

1.1 性别

☐ 男性

☐ 女性

1.2 您的教育背景是什么？

☐ 未接受正规教育

☐ 小学

☐ 初中

☐ 高中或同等学历

☐ 技术或职业学校

☐ 大学或更高学历

1.3 请注明您的月生活费

- () 小于 5000 元
 () 5001 - 10000 元
 () 10001 - 15000 元
 () 多于 15000 元

第二部分 与研究相关的问题



关于您对以下问题的看法，请根据以下评分标准（1 = 强烈不同意，5 = 强烈同意）勾选您的同意或不同意程度。

序号	问题	非常不同意	不同意	中立	同意	非常同意
		1	2	3	4	5
2.1	我喜欢这些产品包装的颜色。					
2.2	包装的颜色会影响我购买这些产品的决定。					
2.3	当我看到类似的颜色时，我可以回想起这个品牌。					
2.4	我可以将这些产品包装的颜色与品牌形象联系起来。					
2.5	我喜欢这些产品包装的形状设计。					
2.6	这些产品包装的形状设计激励我购买。					
2.7	这些产品包装的形状设计在我心中创造了对这些产品的感知。					
2.8	这些产品包装的形状设计吸引了我。					
2.9	我喜欢这个品牌，因为它的包装材料质量好。					
2.10	包装材料的质量暗示这些产品质量较高。					
2.11	包装材料的质量对我来说很重要。					

2.12	我认为这些产品因其包装而知名。					
2.13	我能阅读这些产品包装上的印刷信息。					
2.14	我可以使用包装上的印刷信息在购买时评估这些产品。					
2.15	包装上的产品信息对我来说很重要。					
2.16	这些产品包装上使用的字体风格很吸引人。					
2.17	我喜欢这些产品包装上使用的创意字体风格。					
2.18	包装上的字体大小帮助我记住这些产品。					



VITA

