



RESEARCH AND DEVELOPMENT FOR PET FUNERAL SERVICE BRAND FOR MIDDLE
CLASS WOMEN IN SHANGHAI



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RESEARCH AND DEVELOPMENT FOR PET FUNERAL SERVICE BRAND FOR MIDDLE
CLASS WOMEN IN SHANGHAI



ZHANG SHU

An Master's Project Submitted in Partial Fulfillment of the Requirements
for the Degree of MASTER OF ARTS
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THE MASTER'S PROJECT TITLED
RESEARCH AND DEVELOPMENT FOR PET FUNERAL SERVICE BRAND FOR MIDDLE CLASS
WOMEN IN SHANGHAI

BY
ZHANG SHU

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This study focused on Middle-class women in Shanghai as the core research group, exploring their preferences and demands for pet funeral brands. It aimed to integrate traditional cultural elements with modern consumer needs to create a brand image in the pet funeral industry tailored to this demographic. The research adopted a mixed-methods approach, structured as follows: First, a literature review systematically examined Chinese trends in the pet funeral market, consumption characteristics of Middle-class women, and brand-building theories. Second, a case study analysis evaluated existing pet funeral brands in China. Then a questionnaire survey empirically investigated Shanghai Middle-class women's brand preferences and emotional needs in pet funeral services. Based on these findings, a customized pet funeral brand image was designed. Four Key findings revealed: (1) Women aged 25–45 demonstrated strong emotional ties to pet funerals, yet the market lacked female-oriented branding and awareness. (2) The most common pets among this group are cats, rabbits, hamsters, and birds, with smaller pets being preferred. (3) While 41.67% of owners expressed intense grief after pet loss, 35.19% appeared outwardly calm—though research suggested this may conceal deeper distress, warranting further study. (4) Core demands included emotionally resonant branding, an "understated luxury" aesthetic, and sustainable, culturally infused funeral products. Finally, the proposed brand design offered a serene, high-end pet funeral experience priced at 600–4,000 RMB. Inspired by traditional Chinese rebirth narratives, it framed pet afterlife as a peaceful journey, providing emotional solace to owners. This method not only met the needs of Shanghai middle-class women for pet funerals, but also brought practical significance to the growing pet funeral industry.

Keyword : Shanghai Middle-class women, Pet funeral brands, Brand image.

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ZHANG SHU

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CHAPTER 1

INTRODUCTION

Research Background

The pet economy is a promising global market with huge business opportunities (Salzman, 2000). Even during the epidemic, and against the backdrop of global economic downturn, the pet market size continued to expand (Zhang et al., 2022). As shown in figure 1, data show in Common Thread's "2022 Pet Industry Report", the global pet care market size were \$261 billion In 2022, expected to soar to \$350 billion by 2027 (Roberts, 2022). The United States is the largest pet market in the world (XYZResearch, 2024).

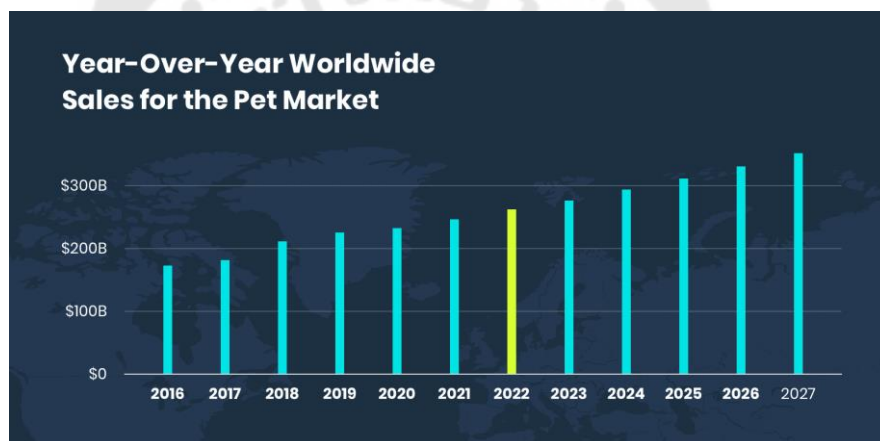


Figure 1 Year-over-year worldwide sales for the pet market

Source: Roberts (2022)

China is the second largest pet market in the world, second only to the United States (Wezonet, 2024). Looking at the rising trend in Figure 2, we can see that Chinese pet mark.

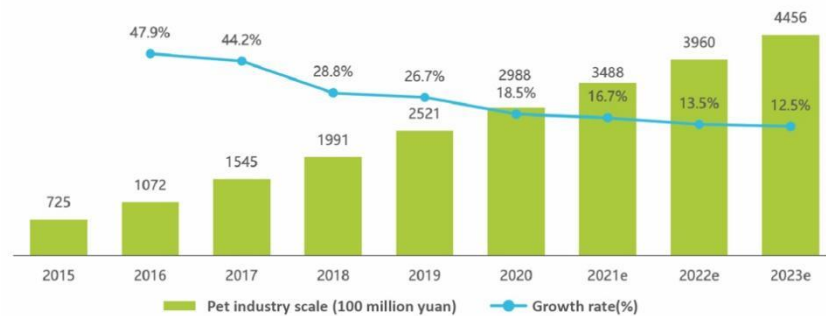


Figure 2 Scale and Forecast of Chinese Pet Industry from 2015 to 2023

Source: Chinabgao (2023a)

Why is the pet economy booming? The reason for the economic outbreak is through social changes, the value of pets has changed from traditional caregivers to be family members, become companion animals. The attachment between people and pets is increasing, Studies have shown that urban residents regard pets as an important family role (Albert & and Bulcroft, 1987). In addition, due to the accelerated urbanization process, the expanding size of the Middle-class and the changing population structure, more and more people choose to keep pets and are willing to invest a lot of time and money in them (Sha, 2018). Especially in big cities and among young people, loneliness is more serious, and they are more willing to keep pets. Scholars have shown that having a companion animal can alleviate an individual's loneliness and anxiety (Hongyan Chen, 2023), as same, Jradi Kassem believes that pet owners who have a stronger attachment to their companion animals have a greater sense of individual happiness (Jradi Kassem et al., 2023). And pets serve as a connection point to promote social connections between pet owners and other people (Wenbo, 2022). The emotional and social functions of pet keeping have jointly driven the growth of demand for pet keeping.

The continuous expansion of pet-raising needs has enabled pet services to shift from daily pet survival needs to anthropomorphic and personalized services (Chunyu, 2020). Different types of pets have different needs in terms of growth habits, feeding environment, nutritional needs, etc., which drives pet owners to have more

refined needs. At the same time, pet owners need to accompany their pets through the complete life cycle of birth, old age, illness, and death. The death of a pet brings as much pain to pet owners as the loss of a human being (Carmack, 1985). Therefore, pet funeral services came into being and gradually entered the field of vision of pet owners. When EO Think Tank predicted the four major trends in emerging services in the pet industry(shared life with pets, pet-friendly environment, elderly pet care and smart pet equipment),it mentioned pet funeral services (Jinglun, 2024). As one of the downstream industries of the pet industry, the market scale continues to develop and the pet life cycle industry system is improved.

The global pet funeral services market is expected to reach US\$195 million in 2024 (Healthcare, 2023). At present, the pet funeral industry in some foreign countries is in a mature stage. The United States is the developed country with the best development in the pet funeral industry in the world. It mainly establishes pet cemeteries, the most famous of which is Hartsdale Pet Cemetery. Figure 2 shows its entrance and tombstones. It has served more than 80,000 pets (Taiwanfuneral, 2012). In 2012,there were about 700 pet "aftercare" agencies in the United States (Today, 2012). Choose tombstones, urns, coffins, and even buy pet funeral clothes for pet owners who have lost their pets; in the UK, the market size of the pet funeral service industry has reached US\$100 million in 2019.In addition to conventional cremation, the UK has extended many unusual ways of paying tribute; Russia has laws and regulations specifically for pet funeral management-the Animal Protection Law, which requires that animals must be cremated and placed in an urn before they can be buried (Jiuchao et al., 2019). In addition to European and American countries, some pet funeral services are also popular in other countries.



Figure 3 Hartsdale Pet Cemetery

Source: MELISSA (2017)

In Asia, Japan and South Korea are the countries with the best development of pet funeral services. Kenney pointed out that in Japan, where the culture of death prevails, pet services are more sophisticated, with not only pet cremation, pet funerals, and pet cemeteries, but even temples that specialize in holding pet funeral ceremonies (Kenney, 2004). As shown in Figure 4, Hwang et al. conducted a study on the pet funeral market in South Korea and found that pet owners are positive about pet funerals, but the policies and industry planning for pet funerals are still unclear and need to be further strengthened (Hwang et al., 2015).



Figure 4 The abbot of Kofukuji Temple, Fumi Oi is performing rituals for Aibo dog, Japan

Source: <https://www.ycwb.com>

The pet funeral industry market in China is still in its early stages, with a relatively small market size, but great market potential. The market will grow by 16.6% year-on-year in 2021 (as shown in Figure 5). By 2023, the market size will reach 1.825 billion yuan, and there is a trend of continued growth. Currently, there are nearly 9,000 companies in China whose business scope covers pet funeral, pet burial, animal harmless treatment and other businesses. According to the survey, the current pet funeral market in China is mainly divided into two categories: one is offline pet cemeteries and pet funeral homes, and the other is online funeral service platforms (Chinabgao, 2023b).

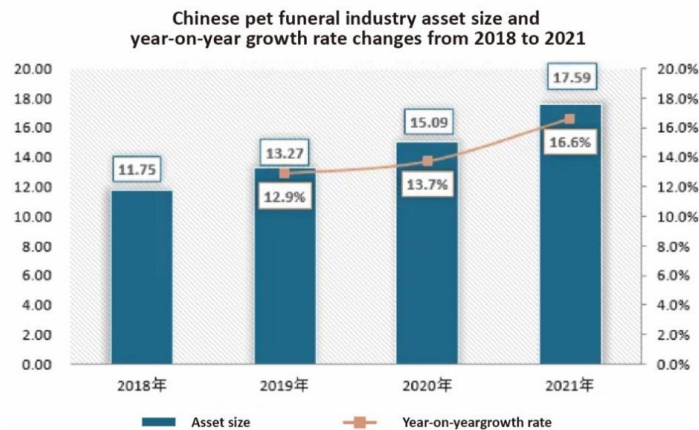


Figure 5 Chinese pet funeral industry asset size and year-on-year growth rate changes from 2018 to 2021

Source: (Chinabgao, 2023b)

However, although the demand for pet funeral services in China is higher than that in Europe and the United States, the penetration rate is far lower than that in other countries, at only 3.6% (Pingzhou, 2024). There are problems such as imperfect laws and regulations, lack of awareness of pet funerals among Chinese people, and profit-oriented pet funeral industry (Chengyi & Juan, 2019). Pet owners also complained that pet funeral services are expensive, and most pet owners are facing the problem of not being able to afford burial. Pet funeral services have become a high-end luxury product. Take the Chinese high-end luxury brand Tianpet as an example. Its pet products are beautifully designed and its pet services have a complete high-end customization system, but they are only for high-spending groups and cannot fully meet the needs of the majority of pet owners for pet funeral services (Yuqian, 2021).

In addition, there are many problems with Chinese pet funeral brands, such as weak brand awareness, failure to consider the personalized needs of users in brand design, imperfect brand systems, unclear brand concepts, and lack of uniqueness of brand products (Li, 2019). The chaos of pet funeral brands, big and small, affects pet

owners' consumption decisions. How to include a wider range of pet owners in the pet funeral market is an issue that the Chinese pet funeral market needs to pay attention to.

According to Figure 6, 89.5% of pet owners in China are women. Women score higher in the dimension of the relationship between pet owners and companion animals (Dotson & Hyatt, 2008), They are more willing to spend money on their pets. In recent years, pet owners are becoming younger, have higher incomes, and are more urbanized. This portrait coincides with the typical portrait of Chinese young Middle-class (Yuer & Xuran, 2023), Therefore, it can be inferred from the above data that the largest group of pet owners in China and those with a strong desire to consume pets are Middle-class women.

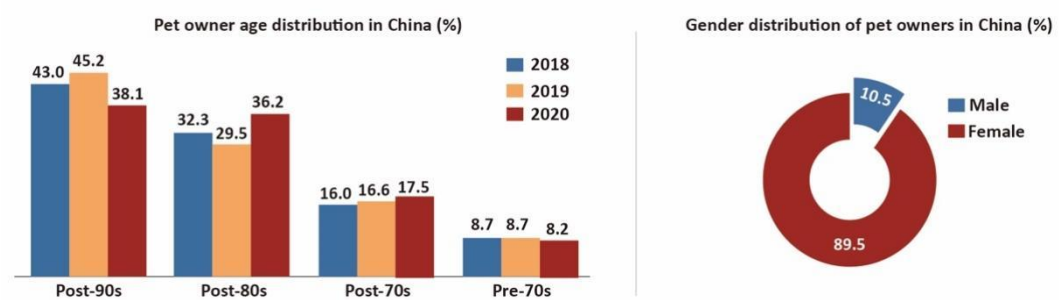


Figure 6 Pet owner age distribution in China (%) & Gender distribution of pet owners in China (%)

Source: www.pethadoop.com, 2021

The "China Middle-class Women Consumption Report" points out that Chinese main consumer force is the Middle-class with a population of more than 400 million, and Middle-class women are the most important consumer force among the Middle-class (36kr, 2019). At the "2019 WISE Super Evolution" conference, Wang Shu, managing partner of "Zhenghe Huitong ", believed that the relevant market size of "She Economy" in 2019 was about 4.5 trillion yuan, of which the Middle-class female group accounted for 11.3% of the total female population, about 77.46 million people, representing the most active consumer power. He also believed that the first focus of the entrepreneurial

opportunities in the "She Economy" should be the pet market (Junhan, 2019). Many Middle-class women spend their days at home working and shopping. Women need spiritual companionship due to loneliness, so the demand in the pet market is growing.

Among them, pet market in Shanghai is the largest pet market in China. In terms of the number of pets, Shanghai ranks first in terms of pet population, according to Shanghai People's Congress representative Bai Wanqing (Junhan, 2019), The number of dogs in China has exceeded 10 million; in terms of pet consumption, according to the data of the White Paper on Chinese Pet Industry, the consumption scale of the pet (dog and cat) market in Shanghai reached 19.7 billion yuan in 2019, ranking first in Chinese pet consumption scale; in terms of the number of pet stores, public data as of July 2023 showed that Shanghai is the city with the largest number of pet stores in China, with 4,153 pet stores. The Middle-class in Shanghai is also becoming the main consumer in the Shanghai market (Qing, 2005), Supporting the development of the pet economy (Pet-House, 2024). However, Chinese scholars currently lack research on the awareness and needs of Middle-class female groups regarding pet funerals, making it difficult to predict demand and develop branded services related to pet funerals for them.

In conclusion, this article discusses the pet funeral needs of Middle-class women group in Shanghai, develops and designs a pet funeral brand, and provides comprehensive funeral services for their pets by establishing a perfect brand image, helping female pet owners to face the death of their pets calmly, respect life, and enhance the value of pets and pet owners.

Research Questions

1. High demand but low market penetration in China's pet funeral industry.
2. Premium brands serve only high-income groups, neglecting mainstream consumers.
3. Middle-class women lack awareness of pet funeral brands.

Research Objectives

The overall purpose of this study is to study the pet funeral service brand targeting the Middle-class female group in the Chinese cultural context. It focuses on studying the awareness and demand of the Middle-class female group for pet funeral.

1. To conclude pet funeral brands in China.
2. To Identify the awareness and demand for pet funeral services among Middle-class women in Shanghai, uncovering their brand preferences.
3. To design and develop a pet funeral brand targeting Middle-class women in Shanghai.

Scope of the study

1. Population and Sample

Population: Middle-class Women in Shanghai

Sample: 200 Middle-class Women in Shanghai

Total: 200 persons

This study aims to explore pet funeral brands targeting Shanghai Middle-class women as the consumer group, but the focus of this study population is 200 Middle-class women pet owners in Shanghai. The screening criteria are as follows:

Annual income is between 100,000-500,000 yuan.

Get bachelor's degree or above.

Lived in Shanghai

2. Contents

The research scope covers pet funeral brands and the needs of Middle-class women for pet funeral.

Theoretical research is 4 key components:

1. Pet funeral market and services
2. Middle-class women
3. Design thinking theory
4. Brand theories

Case Study: 3 best pet funeral brands in China: Tianpet in Guangzhou, Rainbow Planet in Beijing, Rehug in Shanghai.

Questionnaire: 200 Middle-class women in Shanghai

Benefits of the study

The results of this study will provide two partial benefits:

Practical benefits: Supplement research on the actual needs of the pet funeral segment, especially Middle-class women. Expanding the pet funeral market. Promote scientific awareness of pet burials and reduce land pollution caused by improper burials.

Theoretical value: Provide some reference data and ideas for the future design of similar pet funeral brands and service products for Middle-class women. Pay attention to the mental health problems of Middle-class women and help them improve their happiness in life.

Definition of terms

1: Pet owners: This article refers to the person's custody of a specific animal, the establishment of an emotional attachment relationship with the animal that goes beyond instrumental value, and the care of the animal throughout its life cycle, including hospice care and companionship.

2: Middle-class women: This article refers to women in cities, with an annual income of 100,000-500,000 yuan, and a bachelor's degree or above.

3: Brand image: This article refers to the emotional image of the brand in the minds of users. The brand builds a comprehensive equipment system through visual symbols, service experience and cultural concepts to convey brand concepts and emotions and establish market-oriented differentiated cognition between rational functions and emotional values.

Research Framework

This illustrates shows that the conceptual framework of the research framework on " Design and development of pet funeral brand for Middle-class women in Shanghai", which is divided into five parts: theoretical basic research, research on Middle-class women, Pet funeral market and services, Based on Middle-class women in Shanghai pet funeral brand prototype, evaluation plan and final brand design plan.

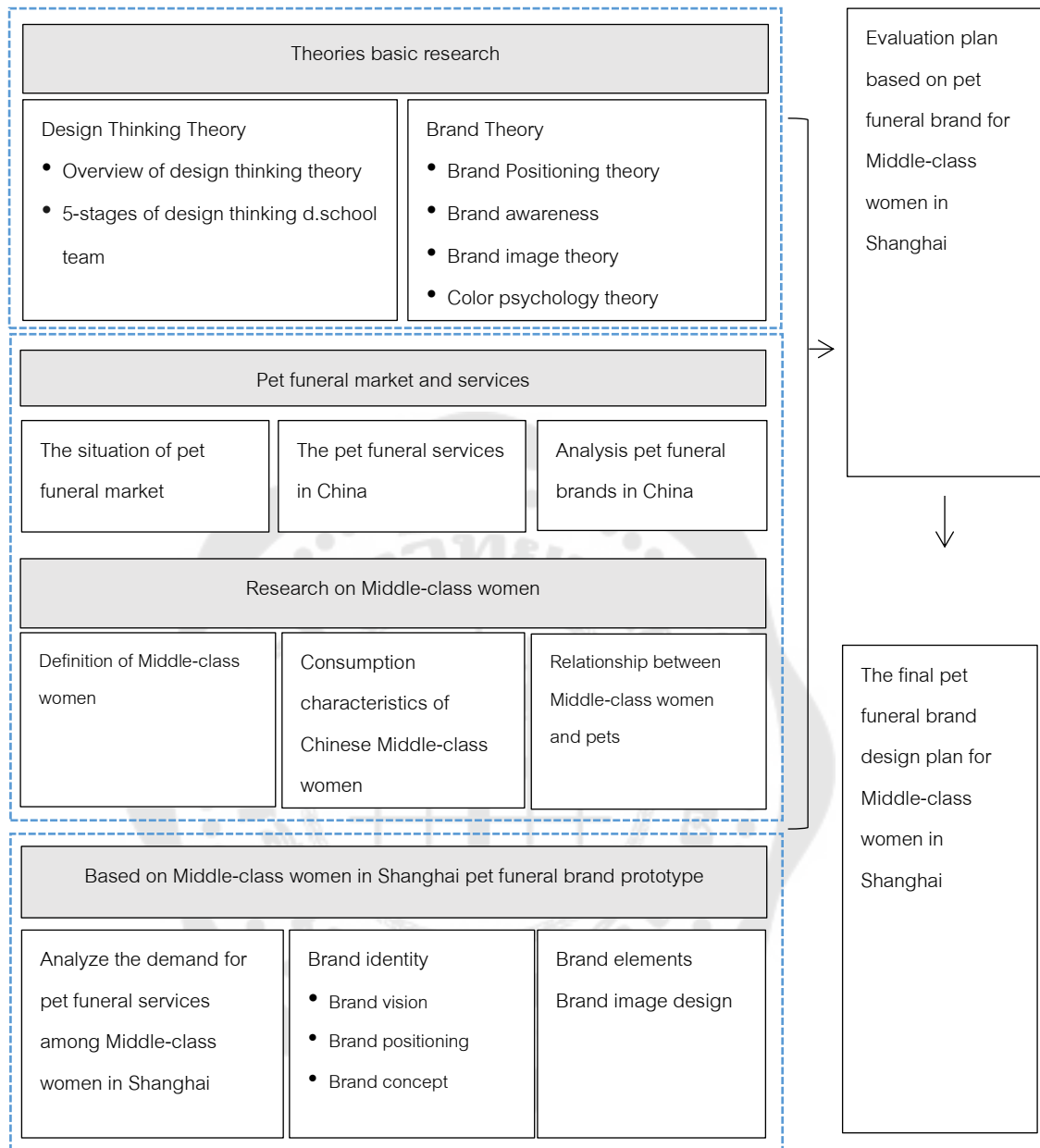


Figure 7 Conceptual framework

Source: Created by the author

CHAPTER 2

LITERATURE REVIEW

This chapter includes relevant theoretical content and research literature on pet funeral brand design based on Middle-class women in Shanghai. After reviewing the literature, it can be divided into five aspects: pet funeral market and services, Middle-class women, design thinking theory, brand theories, and research articles are as follows:

1. Pet funeral market and services
 - 1.1 The situation of pet funeral market
 - 1.2 The pet funeral services in China
2. Middle-class women
 - 2.1 Definition of Middle-class women
 - 2.2 Consumption characteristics of Chinese Middle-class women
 - 2.3 Relationship between Middle-class women and pets
3. Design thinking theory
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5. Research articles
 - 5.1 Pet funeral market and services
 - 5.2 Middle-class women
 - 5.3 Related articles

1 Pet funeral market and services

This chapter summarizes Chinese pet funeral market and services from two aspects: the definition and status of the pet funeral market and services.

1.1 The situation of pet funeral market

Aboard: pet funeral services are mature and complete. Yi Zhu & Min Liu (2012) analyzed that the pet funeral industry chain in foreign countries is already quite complete, Scientific burial already has regulations clearly in many developed countries, such as Japan, the United Kingdom and France have clear legal regulations. After the death of pets in these countries, people are more likely to choose an institution that integrates pet burial and cemetery. There are many pet funeral institutions (including pet cemeteries) in Japan, the United Kingdom, and France. From the figure 8, Japan has the largest number of pet funeral institutions, with a total of 1112 in 2022 (Aoying et al., 2022).

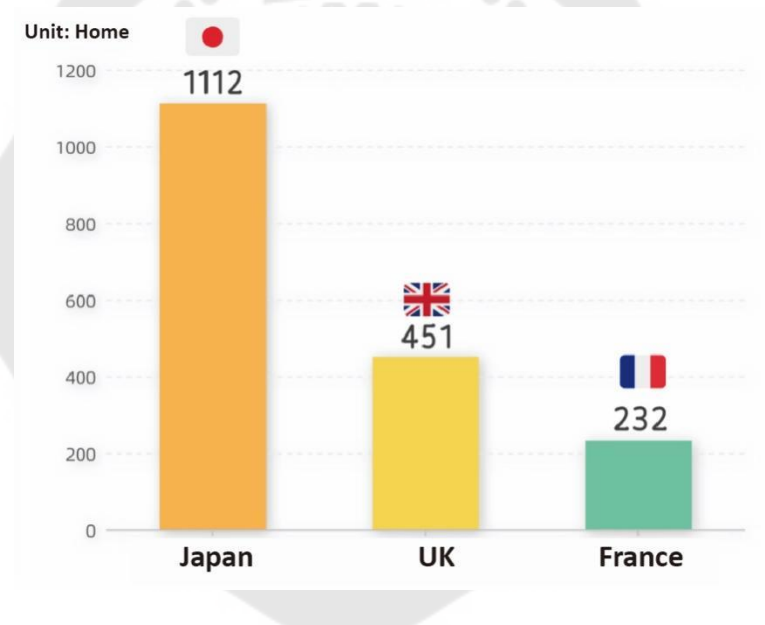


Figure 8 Pet funeral agencies (including pet cemeteries) in Japan, UK, France

Source: www.petsougi.net

According to Common Thread "2022 Pet Industry Trends", 67% of pet owners in the United States belong to the millennial and X-generation (Collective, 2022). Younger groups are more accepting of pet burials.

China: Pet funeral services in China are in the development stage, huge market potential (Chinasihan, 2023).

Nearly 3 million pets die in China every year, creating a large demand for pet funeral services. This has promoted the rapid expansion of the emerging pet funeral service industry and has become a new economic growth point for the pet economy. In 2023, the market size of my country's domestic pet funeral service industry will reach 1.825 billion yuan (IntelligenceResearchGroup, 2024). Tianyancha data shows that from 2012 to 2021, the annual registration growth rate of "pet funeral" related companies in China has stabilized at around 30% (Ru, 2022).

In the figure 9, pet owners in first- and second-tier cities, have a strong scientific awareness of pet care, and pets have a higher status in psychology of pet owners. Beijing, Guangdong and Shanghai rank among the top three cities in terms of number of pet funeral companies. As of 2022, there are 87 pet funeral companies in Shanghai (Aoying et al., 2022).

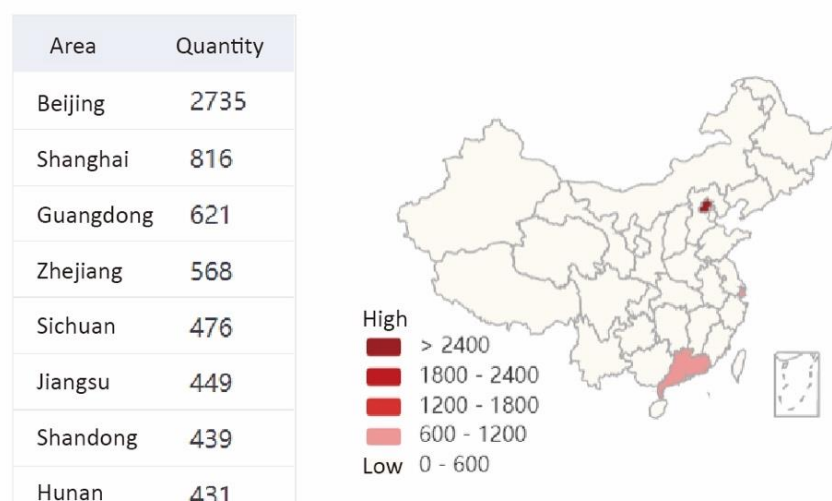


Figure 9 Regarding pet funeral mention areas, sorted by number of mentions

Source: Metaverse, 2021

Metaverse data shows that when searching "pet funeral" term on social media, as shown in Figure 17, ranked by the number of mentions, the top three are Beijing,

Shanghai, and Guangdong, which is positively related to the distribution of the number of pet funeral companies (Dr.Q, 2021).

On Chinese social media, research scholar crawled the text related to "pet funeral eulogies" and get the top 100 high-frequency word relationship network about "pet funeral eulogies", Companion is the most frequently occurring word ,divided the high-frequency words into three categories are (Aoying et al., 2022):

Category 1: Pet owners express their wishes for their pets: planet, happiness, heaven, hope.

Category 2: Pet owners' express gratitude to their pets: thanks, encounter, healing.

Category 3: represents the relationship between pet owners and pets: mother, family.

It can be seen from the above high-frequency words that pet owners personify their pets and project all the desire to take care of others that they lack because they have no children or partners onto their pets. Pets gradually become spiritual sustenance. Pet funerals can fit certain emotional needs of pet owners. After a pet dies, pet owners who are highly attached to their pets may suffer from invisible pain. A good pet funeral process can relieve pet owners' confusion, despair and other emotions (Aoying et al., 2022).

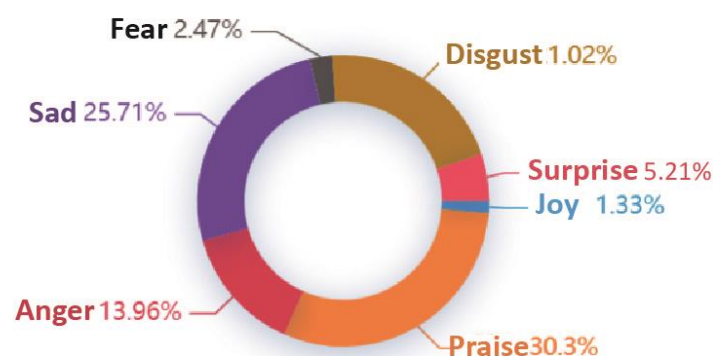


Figure 10 People emotions towards "pet funerals"

Source: Metaverse,2021

When people mention "pet funeral", they have many emotions, as shown in Figure 10. When searching "pet funeral" term related topics on social media, 36.38% of positive emotions account for the majority (Dr.Q, 2021). Negative emotions are mainly related to the regulations of the pet funeral industry.

Although China has a huge market space, the market penetration rate is only 3.6%. According to the People Daily Online Public Data Center, about 220,000 pets die in Beijing every year, but less than 9.4% of pet owners choose cremation (Chongyejia, 2023). Pet owners lack awareness of scientific burial of pets. In China, there are no clear regulations regarding pet funerals and pet funerals (Chengyi & Juan, 2019).

Market supervision is also a blank area, it has led to confusion in pet funeral pricing, and there is no corresponding pet funeral education major in China, nor corresponding qualification certificates for examinations and training, resulting in uneven professionalism and quality of pet funeral directors (Wan, 2022). Some pet funeral shops disrespect pets. Some discard pet bodies at will, and some throw them into garbage incinerators for burning. They refuse pet owners to watch the funeral process in person on the grounds that the pet funeral location is far away from the urban area (Huan, 2022). Causing pet owners to distrust pet funeral businesses.

In summary, Complete pet funeral services abroad, the pet funeral market in China continues to expand, and most of it is concentrated in second-tier cities, especially Beijing, Guangzhou, and Shanghai. Pet owners have mostly positive emotions about "pet funeral "related words. Pet funeral services can ease sad emotions of pet owners after losing pets; but the negative emotions of fairy tales, apart from t(Ziyi et al., 2023)he lack of awareness of scientific burial among pet owners, one reason is that the pet funeral industry is not standardized, and the other reason is that the negative news about pet funeral stores leads to distrust among pet owners themselves.

1.2 The pet funeral services in China

Pet funeral services are a part of the downstream pet economy. The general process of pet funeral services includes cleaning and tidying up, covering with cotton

quilts, sending flowers away, pet incineration, bone ash wrapping, electronic mourning halls (Ziyi et al., 2023).

Pet funeral master Li Chao believes that there are several services for pet aftercare, including deep burial, cremation, specimen preparation, customization, and online memorial (Si & Zhe, 2016). As shown in figure 11 (bjpaitefu, 2024), Li Chao is performing a farewell ceremony for his pet.



Figure 11 Pet undertaker Li Chao and his staff perform a pet farewell ceremony

Source: www.bjpaitefu.com

Wei Liu stated that in addition to cremation, pet funerals also include earth burial, tree burial, and wall burial (Huan, 2022). Pet funeral master Hui Shi introduced that in addition to a dignified farewell, pet owners also want pet souvenirs to commemorate their pets, such as pet hair pendants, photo frames, ornaments, bone ash crystals, plaster statues, etc. And during Tomb-sweeping Day or special holidays, visit them (Ziwen & Xiaoqing, 2022).

In summary, according to the literature review, pet funeral services are divided into four major categories, the first category is pet clean, the second category is pet

funeral ceremony, the third category is pet cremation, and the fourth category is pet memorial products.

2 Middle-class Women

Chinese Middle-class women are the research population of this article. The researchers will study this group from three aspects: the term "Middle-class", the consumption characteristics of Middle-class women, and the relationship between Middle-class women and pets.

2.1 Definition of Middle-class

Before discussing the Chinese Middle-class women, we need to understand the relationship between the two terms "Middle-class group" in the West and "middle-income group" in China. Foreign scholars often use the research concept of "Middle-class", while Chinese scholars generally use the vague term "middle-income class" to refer to this group (Fang, 2004), (Hongyan, 2017). The researchers in this article will study the two terminology research groups at home and abroad as a single group and acknowledge the controversial nature of the term (Drabble et al., 2015).

2.1.1 The term "Middle-class" internationally

The term "Middle-class" first appeared in Europe in the 19th century. International scholars define the "Middle-class" based on absolute income measurement standards. As research deepens, it is found that absolute income measurement has limitations, and different scholars have different views on the measurement standards. American sociologists Gilbert and Carr proposed a nine-variable system including occupation, income, property, etc. (Gilbert & Kahl, 1992). Banerjee & Duflo believe that the definition of the Middle-class from an occupational perspective is mainly that they have stable, high-paying jobs (Banerjee & Duflo, 2008). Pandey further studied these different occupational groups and found that they also differed in income, education, family background, ideology, and group participation (Pandey, 2009).

The definition of the term "Middle-class" is highly heterogeneous in different countries or regions. In the study of the Middle-class population in developing countries, the Middle-class can be defined based on several important parameters: economic status, status, caste background, lifestyle, consumption level of goods and services,

education and career aspirations, and political contributions as intellectuals (Jha, 2014). As a developing country, the definition of the Middle-class in China can be used as a reference.

2.1.2 The term "Middle-income Group" in China

In the international context, the term "Middle-class" is often used by most Chinese scholars and experts, and there is also heterogeneity. The most common definition in China is the range set by the National Bureau of Statistics (NBS), which defines the "middle-income group" as those with an annual income of RMB 100,000 to 500,000. Based on this definition, Ning Jizhe, former director of the National Bureau of Statistics, said that in 2017, Chinese middle-income group exceeded 400 million people (Arendse Huld, 2023). Li Qiang and Xu Ling (2017) estimated that the proportion of urban middle-income households is 27.1%.

Sociologists are accustomed to calling the people in the middle of the social structure the middle class. Zhou Xiaohong (2005) criteria include a monthly income of 5,000 yuan, a white-collar occupation, and a bachelor's degree or above from a regular university. According to the 2006 China Social Survey (CGS S2006), Li Peilin and Zhang Yi (2008) divided China into the bottom, middle and upper classes based on income, occupation, and education. 25.8% of the social members were classified as the broadly defined Middle-class. Based on this definition, Li Hongyan (2017) further subdivided Chinese contemporary Middle-class into the core Middle-class, the semi-core Middle-class and the marginal Middle-class. Li Chunling (2009) summarized the four commonly used definition criteria as: having a high and stable income, engaging in a professional or management occupation, having received higher education, and being able to afford a comfortable living standard. Céline Bonnefond (2015) divides the Middle-class into four groups based on employment and education: the elderly and inactive Middle-class, the old Middle-class, the marginal Middle-class and the new Middle-class. Scholar Wang Kai (2010) added defining factors such as culture and subjective identity. Fu Kun (2022) further added defining factors such as housing situation and consumption standards.

In summary, according to the definition standards of the above scholars, although there are different definition standards due to different purposes, income and education are commonly used by scholars. The income factor is defined in China by the National Bureau of Statistics. The annual income is 100,000. -500,000 yuan per year; for educational factors, refer to the classification basis of Zhou Xiaohong scholars, and refer to those who have obtained bachelor's degree or above from a regular university.

2.1.3 Middle-class Women

The number of the global Middle-class is on the rise. With the steady growth of Chinese GDP, the size of Chinese middle-income group continues to expand, with urban residents accounting for the majority (Gustafsson et al., 2020). The size of the urban female group is growing. As of 2018, there are about 77.46 million Middle-class women in the country, accounting for about 11.3% of the total number of women (CCUD, 2019).

As shown in Figure 12, the Middle-class female consumer market is diverse. The Middle-class in first- and second-tier cities is mainly concentrated under the age of 29, accounting for 48.2%. In third- and fourth-tier cities, Middle-class women are mostly between 30 and 39 years old (Team, 2019).

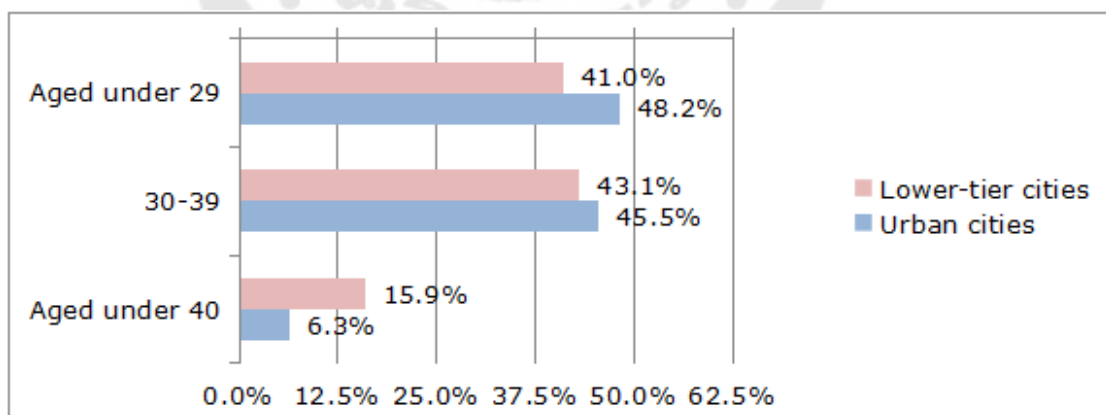


Figure 12 Survey on the age of Middle-class Women consumers in Urban cities and Lower-tier cities

Source: www.ecommercestategychina.com

According to the "China Middle-class Women Consumption Report", Middle-class women in first- and second-tier cities are divided into the following three types (Miao, 2019):

1. "10% Miss Top" is a typical Middle-class woman in first- and second-tier cities, mostly unmarried, financially independent, self-aware, and self-pleasing.

2. "City Ladies" are a fan of social media, people with extremely high quality of life and aesthetic requirements.

3. "Middle-class mothers" are over 30 years old women basically, a relatively anxious group, and have the right to purchase and spend for the family.

As shown in Figure 13 (CCUD, 2019), they pursue identity recognition and class transition, insist on being themselves in life attitude and pursue freedom and comfort in life attitude.

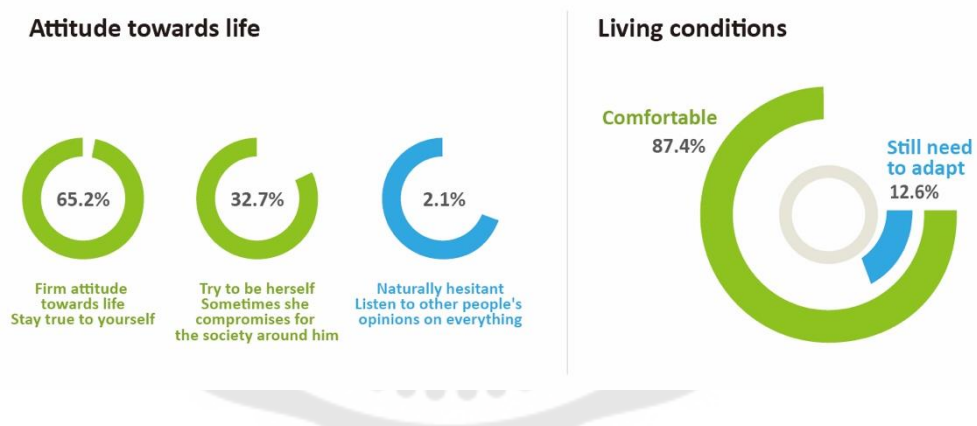


Figure 13 Life attitudes of Chinese Middle-class women in 2018

Source: www.iresearch.com

In summary, based on the above-mentioned economic development situation in China and multiple literature studies, taking income and education as the definition criteria, Middle-class women living in cities have an annual income of 100,000-500,000 yuan, with bachelor's degree or above.

2.2 Consumption characteristics of Chinese Middle-class women

The Nielsen report pointed out in the "China Consumer Trends Index Report for the first quarter of 2019" that the new middle-income female consumer trend index performance reached 130 points, far higher than the national average of 115 points (Org, 2019). The consumption concept of the Chinese Middle-class is influenced by both traditional Chinese culture and Western culture, showing diversified consumption characteristics. In the modern consumer society, the Chinese Middle-class defines themselves through consumption, which is actually consuming identity (Lia, 2012).

Chinese Middle-class women's consumption pursues class identity while maintaining rationality. Di Zhu's (2016) research shows that Chinese Middle-class consumption has two dimensions: one is self, that is, personal interests and self-improvement, and the other is society, such as family commitment and Chinese frugality. From the perspective of consumption power, Zhou Cheng (2017) believes that the middle-income group pays more attention to self-display and the pursuit of status. The purpose of consumption is strong, but it still retains some rationality. To explore the reasons behind this, their consumption tendency is a reconciliation of personal pleasure and comfort orientation (Zhu, 2016). Some scholars hold the opposite view, as shown in Figure 14, believing that among the many factors that affect the purchasing decisions of middle-income women, the relationship between performance and price is the primary consideration (Team, 2019), this also indirectly shows that this group's consumption is rational.



Figure 14 Factors that affected the buying decisions of Chinese middle-income women in 2018

Source: www.ecommercestategychina.com

Chinese Middle-class women pay more attention to personalized emotional experience in their consumption. Women's self-awareness is awakening, and consumption is more enjoyable for themselves. McKinsey shows that the Middle-class born after 1980 are more willing to try new things, pursue better taste and higher status to seek emotional satisfaction (McKinsey, 2013). When Jun Gao and other scholars summarized the consumption characteristics of cross-border tourism among young Middle-class groups, one of the consumption characteristics was a strong aesthetic dimension, emphasizing their obsession with visual aesthetics (Gao et al., 2022). Many scholars have also confirmed this view (Hong, 2008), moreover, the consumption of the new Middle-class for their own development and enjoyment accounts for a large proportion of their daily consumption. Fashion, individuality and new trends have become important concepts in their consumption needs (Zhang, 2020). Standardized products can no longer meet their personalized needs. They care more about the personalization and emotional connection of products and pay attention to the stories behind the brands (Team, 2019). Intangible consumption is more important than tangible products (CCUD, 2019).

The Chinese Middle-class can consume correctly and fashionably. The consumption value of a product is the importance of the product or service attributes perceived by consumers (Sin & Yau, 2001). Young Middle-class people are beginning to buy goods that reflect modern Chinese design, with the cheongsam and other ethnic costumes becoming more popular again (Chua, 2003). They also like to engage in leisure activities that are for individuals rather than large groups, such as hiking, camping and other outdoor activities (Elfick, 2011), Women's independent travel has increased significantly, and more than half of the tourism market is dominated by women

(Zhang & Hitchcock, 2014), this is partly due to their increased focus on self-care and personal well-being (Arendse Huld, 2023).

In summary, there are three characteristics of Middle-class consumption: first, they pursue class identity while retaining rationality, and attach importance to experiential consumption that expresses and pleases themselves under certain economic consumption conditions; second, they focus on personalized emotional experience. In an information-based society, visual beauty is a symbol of the pursuit of higher taste and higher status. The Middle-class is willing to consume aesthetics to gain emotional satisfaction; third, they can consume correctly and fashionably, recognize Chinese brands, and are willing to consume sustainably. Understanding the main characteristics of Middle-class consumption can better serve the needs of Middle-class women.

2.3 Relationship between Middle-class women and pets

The continuous expansion of Chinese pet market stems from the continuous growth of Chinese Middle-class, especially in large cities and among young people. Women are the main body of Chinese pet market. The 2018 "China Pet Industry White Paper" reported that 89% of cat owners are women, most of whom are college students born in the 1980s or later (Tan, 2021). According to the "Pet Consumption Survey Report (2022)" by the Nandu Poll Center, the portrait of young, urbanized, and high-income pet owners overlaps with the portrait of the urban Middle-class. The pet owners with a monthly income of 30,001-50,000 yuan and 50,001 yuan or more accounted for 81.48% and 88.89% respectively (Yuer & Xuran, 2023). The average annual spending of Chinese people on pets is 6,436 yuan. They are willing to spend money on their pets. The following shows the daily life of a female pet owner (Sha, 2018):

"Fang Fang, a mother of one and the director of the Beijing Angel Choir, takes meticulous care of her pets, just like she would treat her family. Every day, Fang Fang lives with five adopted cats, a 16-year-old dog, three hamsters and a full tank of fish, and she spends at least 4,000 yuan a month on these pets".

She invests a lot of time, energy, and love in her companion animals. In a research interview with urban Middle-class women in their 30s, many participants treated their companion pets like children, and some even claimed to respect the autonomy of their pets. There are three reasons behind this: first, raising expensive animals is a symbol of status; second, pets give them a sense of companionship without affecting their plans and life aspirations. Third, pets are an extension of their self in the virtual network. Raising pets provides them with social media materials daily and is also a friendly topic for meeting and connecting with friends. Companion animals help Chinese Middle-class, especially single urban women, to jointly construct the meaning of their urban life (Tan, 2021).

In summary, based on the above literature, this chapter studies and analyzes the close relationship between the Middle-class and pets from the perspectives of Chinese Middle-class women pet-keeping portraits, pet-keeping behaviors, pet-keeping consumption, and the reasons behind them.

3 Design thinking theory

This chapter will describe the overview of design thinking and the 5-stages of design thinking by d.school team, focusing on the five steps of d.school team design thinking, learn user-centered design methods.

3.1 Overview of design thinking theory

Tim Brown (2008), CEO of DEO, proposed in his article "Design Thinking "that design thinking is a people-oriented approach to innovation and problem solving. Scholars have extended the Process of design thinking models with 3-7 different stages. The following focuses on three commonly used models: 7 stages of design thinking by Herbert A. Simon, 4 stages of design thinking by Srikant Datar, and 5 stages of design thinking by d.school team.

Nobel Prize winner Herbert A. Simon (1996) first outlined the design thinking process model in his book "The Sciences of the Artificial". Herbert A. Simon's model includes 7-stages: define, research, ideate, prototype, select, execute, learn. The design thinking process is then extended or simplified on this basis. Srikant Datar, dean

of Harvard Business School, created 4-stages framework, the stages are clarify, ideate, develop, and implement (Han, 2022).

The d.school team at Stanford University created 5-stages, which are highlighted in the next section.

3.2 5-stages of design thinking by d.school team

The d.school team at Stanford University developed 5-stages design thinking process model: empathy, define, ideate, prototype, and test (as shown Figure 15). It is also the first institution to promote design thinking as a scientific method (Lewrick & Xinying, 2020).

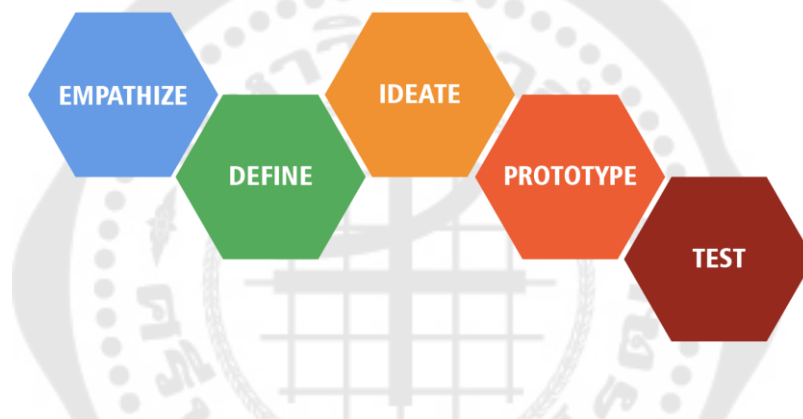


Figure 15 5-stages of design thinking by d.school team.

Source: www.dschool.stanford.edu

5-stages of design thinking by d.school team, details are as follows:

Empathize is the study of user needs, that is understanding user needs, motivations and behaviors, and how they interact with products or services to find and solve current problems (Control, 2023).

Define is the clear formulation of the problem statement. Based on the information collected from the previous stage, analyze information, and identify the core brand problem, create a user-centric problem statement.

There are many different methods for the define, such as clustering and themes, and typical activities such as problem statement. In order to properly formulate of the problem statement, designers need to answer the following questions (Control, 2023):

1. What is the problem?
2. Who has the problem?
3. Where is the problem?
4. Why is it important?

Ideate is the process of brainstorming innovative solutions for the problem statement. Designers work at this stage usually involves typical methods such as brainstorm, mind map and SCAMPER (replace, combine, adjust, modify, purpose, eliminate, reverse) to help them come up with innovative solutions. Designers will evaluate all solutions and ultimately determine the 1-3 solutions for the next stage (Control, 2023).

Prototype involves creating an initial model of the product or service. This includes typical activities such as creating a vision board, rapid prototyping (sketching visual drawing, 3D printing, digital prototyping). The prototype can be shared and tested in the team, in other departments, or with a small group of people outside the design team. Then, based on the feedback from testers, accept, improve or reject the design prototype, to develop the optimal solution that meets user needs (Control, 2023).

Test is about getting user feedback. Designers show prototypes to users, collect their feedback, and revise and improve the prototypes. Through two typical activities, observation testing and iterative testing, designers can ensure that their solutions meet user needs to the greatest extent possible (Dam, 2024).

At the same time, design thinking is a nonlinear, repeatedly process. And many visual elements are used in the process, so design thinking has also extended a new point based on the specific stages, which is Visual Thinking. Robert McKim's (1980) book "Experiences in Visual Thinking" talks about the importance of visualization in the design process, This provides important theoretical support for brand design.

In summary, the article is guided by the 5-stages of design thinking proposed by d.school team. With the increasing complexity of market demand, single design thinking is no longer sufficient to meet market challenges. Therefore, design thinking needs to be combined with other theories to bring better brands, services. The next section will combine brand theory, to help researcher designing brand.

4 Brand theories

This chapter will study brand theory from three aspects: brand positioning theory, brand image theory, and color psychology theory.

4.1 Brand positioning theory

In the early 1970s, competition in the American market was fierce and brand homogeneity was serious. In order to solve this problem, Al Ries and Jack Trout (2001) proposed the Positioning theory, advocating that companies should look for psychological differences and occupy a unique market positioning in the minds of consumers. After the positioning theory was proposed, it was gradually applied to the brand, resulting in brand positioning. "Brand positioning" refers to the position that a brand occupies in the minds of customers (Harris, 2021).

Brand positioning can help companies identify strengths and weaknesses and find unique selling points of brand. The core of brand positioning lies in brand differentiation, then positioning the brand. In order to clearly describe the brand positioning, scholars usually use Brand Positioning Maps with two dimensions and four quadrants (Vaught, 2024).

Brand Positioning Maps is a tool for analyzing brand differentiation. It is divided into 6 stages:

Define target users: Understand market trends and customer perceptions. Gain information such as how users view your brand? how potential customers view competitors? Understand user needs and desires (Vaught, 2024).

Find competitors: Understand the competitive environment of the market, through market research, customer feedback, social media, etc. You can follow the following steps (Harris, 2021):

- List competing brands.

- Analyze the perception of their brand with market research.
- Understand competing brands associations and brand positioning.

Determine axes and variables: Focus on the variables that influence consumer perceptions and purchasing decisions. select variables that differentiate brand attributes. Determine the position of brand and competitors with the variables (Vaught, 2024).

Map out brand positioning: Consider brand recognition and goals the company wants to achieve and define the ideal territory for the brand.

Map competitor positioning: Based on brand positioning, analyze their market share, and brand perception map position, map the location of brand competitors(Vaught, 2024).



Figure 16 Analyzing the U.S. chain restaurant market using price and flavors as variables

Source: www.beloved-brands.com

Identify market gaps: Analyze brand positioning map. Look for market gaps in desirable areas. As Figure 17, which shows brand positioning map of American chain restaurants using price and flavor as variables, there is a big market gap between

high-price international tastes and mid-to-high-price traditional American tastes. and low-price restaurant brands in the United States are confusing (Robertson, 2012).

In summary, through the 6 stages, develop a brand positioning map to show the position of brand and competitors in the minds of consumers, determine brand positioning, and clarify the main characteristics of the brand. Provide theoretical support for the next stage of brand image design.

4.2 Brand awareness theory

Brand awareness serves as the cornerstone of brand equity building, which - as emphasized by marketing gurus Kotler and Keller - reflects consumers' brand identification capability, with its level typically exhibiting a positive correlation with brand information exposure (Keller, 2016). According to branding authority Aaker's theory, brand awareness significantly influences consumers' purchase decision-making process (Aaker, 2015). Furthermore, according to Aaker's Brand Loyalty Pyramid, the hierarchy of brand awareness consists of four levels: Zero Awareness, Brand Recognition, Brand Recall, and Top-of-Mind (Osborn, 2021).

High brand awareness serves as the pivotal element in establishing brand differentiation, characterized by widespread consumer familiarity and distinct brand recognition (Gustafson & Chabot, 2007). Moreover, high brand awareness fosters more positive psychological expectations among consumers toward the brand - a fundamental manifestation of brand value, while consumers' externalized brand awareness constitutes brand image.

4.3 Brand image theory

This section explains the brand image theory from three aspects: introduction of brand image, brand image model, and brand image design strategy.

4.3.1 Introduction of brand image

In 1955, The first mention of brand image theory was by scholars Gardner, B and Levy.S (1999), who published " The Product and the Brand " in the Harvard Business Review, proposed creatively to distinguish Product and Brand from theoretical concepts. In the same year, David Ogilvy (1980) first clearly explained the concept of Brand Image in his speech on "Brand and Image" at the American Marketing

Association (AMA), "the brand image is the picture people carry around in their heads of a brand, it is the intangible sum of a product 's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised". In sum, the theory of brand image demonstrates feelings and perceptions of consumers toward a brand.

4.3.2 Models of brand image

Many scholars have proposed different brand image models from their respective research perspectives. The following are 4 classic models for a deeper understanding of brand image theory.

David A. Aaker (2011) believes that brand image is part of brand equity. Timmerman believes that brand image includes both physical and psychological factors. The physical factors are the physical characteristics of the brand, including logo, brand name, packaging design, product function and practicality; the psychological factors include emotions, beliefs, values, and personality shaping (Wijaya, 2013). Keller (2013) believes that brand association basically reflects the brand image, and evaluates the brand image by analyzing the structure of brand association, which includes attributes, benefits and attitudes. Biel brand image model includes three images: company image, user image and product image. Each image is divided into two attributes: "soft" and "hard". The so-called "hard" attributes are the tangible or perceptions of functional attributes, while "soft" attributes reflect the emotional benefits of the brand (Biel, 1992).

Based on the above research, brand image theory is mostly used for applied research in a certain product field or a summary and review of issues such as brand equity and brand image. However, there is a lack of empirical research on the connotation and structure of brand image, and there is definition ambiguously (Xiaoyong et al., 2003).

4.3.3 Brand Image Design Strategy

Brand image is the customer perception of brand recognition; while brand recognition is the benchmark for guiding brand image construction, and a distinct brand image is created by building a brand recognition system (Shaohua, 2008). The most

famous of these is the Kapferer brand identity model (Kapferer, 1994), used to guide brand image. as shown in Figure18, this model divides brand recognition into six levels: Physique, Personality, Culture, Relationship, Reflection, and Self-image.

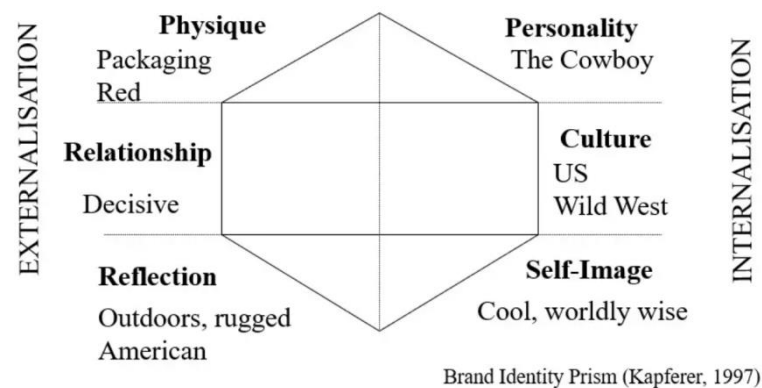


Figure 17 Brand identity prism by Kapferer

Source: Kapferer, 1997

Construct a brand image based on the brand identity model. Harada, a well-known Japanese designer, summarized the three stages of corporate branding: First, determine the brand identity, that is, the value of the company's existence; second, establish brand elements; third, maintain the corporate brand (Harada, 2003). Before brand identification, it is necessary to collect market research, competitor analysis, consumer interviews and other information.

The first step: determine brand identity and build brand values

1. Brand vision: the goal of corporate development. What kind of company will we become in the future and what kind of services will we provide to our customers(Javen, 2022).

2. Brand positioning: the brand's unique position in the hearts of target users (Beamy, 2022).

3. Brand concept: Brand concept is a concept that can attract consumers and build brand loyalty, thereby creating a brand (and market) advantageous position for customers (Vicky, 2023).

The second step: Establishing Brand Elements (Min, 2012).

4. Brand name: concisely reflects the corporate philosophy.

5. Corporate statement: reflect the corporate philosophy in one line of text.

6. Brand logo: A collection of key elements related to the brand, which is a graphic representation of the brand image.

The third step: maintaining corporate brand

7. Brand image design based on the brand logo: mainly expressed through visual elements and value propositions, including basic and application elements (DesignerPeople, 2024).

8. The brand guideline is finally formed, which explains the meaning of the logo, the company's standard font selection, standard colors, brand name, Chinese and English combinations of logo and brand name, etc., as well as other unfolding materials extended application, such as envelopes, business cards, paper bags, packaging and posters (Chen Yunzhi & Chen, 2020).

9. Brand promotion plan: Make an excellent brand marketing plan. The visual image and design style in the later brand promotion and maintenance process will be based on the previously designed LOGO and VI (Superman, 2012). Reflect the corporate philosophy and agree on employee code of conduct and enlightenment: the image, behavior, and language of employees must reflect the brand concept.

In summary, through the above scholarly literature, brand image is the emotional image in the minds of consumers. There are 4 classic models. Brand identity is the benchmark for brand image construction. Susumu Harad summarized the three stages of branding and showed how to build a brand. Because the theory of Susumu Harad not only includes brand image, but also brand publicity. Therefore, the reference process is simplified into three stages: the first step: determining the brand identity; the second step: establishing brand elements; the third step: brand image design.

4.4 Color psychology theory

Color psychology is a discipline that studies how color affects perception and behavior. This section will explain color psychology, color-emotion, and brand color. This section mainly focuses on understanding color psychology, using the right colors, and establishing an emotional connection with users to create a recognizable brand image.

4.4.1 Color psychology theory

Color is the way the eye and brain perceive light waves of different lengths. Color psychology is a discipline that studies the psychological reactions of humans to color. In his book "Goethe Theory of Colours", Goethe invented the color wheel, and the theory of color and psychological functions has already appeared. In his book, he combined color categories with emotional reactions (Goethe, 1840). For example, yellow, reddish yellow, and yellowish red are associated with warmth and excitement. Elliot and Maier proposed the color situation theory, which believes that the impact of color on an individual's psychology and behavior depends on the individual's situation, among which red receives more attention (Elliot et al., 2007). Most subsequent theories treat color as an independent rather than a dependent variable; however, many situational and personal factors may also influence color perception (Elliot, 2015).

4.4.2 Color-Emotion

Establish general principles for the relationship between color and emotion (Kumar, 2017), as Figure 19, Color psychology is based on the accumulation of human color experience over a long period of time and obtains the psychological norms of color. Generally speaking, warm colors will stimulate active emotions, while cool colors will make people calm (Levy, 1984). Color test Psychologist Max Luscher (1969) analyzed the theory of color and personality. People have different reactions to different colors, and different colors can also be used to adjust emotions, As the best visual language to express emotions, color not only has the function of conveying information, but also has a potential guiding role (Grigoryan, 2023).

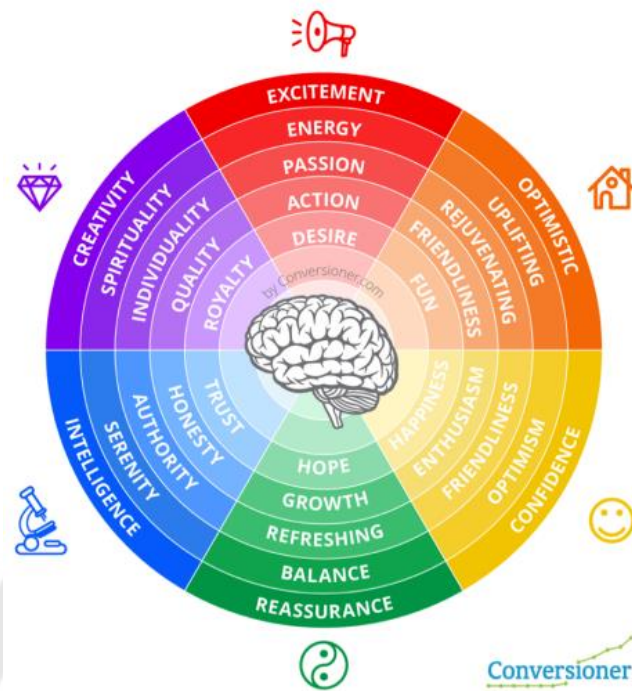


Figure 18 The emotional Triggers of color

Source: www.conversioner.com

The meaning and symbolism of colors is a long-standing subject of research. A single color has different meanings (Clarke & Costall, 2008). Different studies have shown that certain colors trigger specific emotions. By understanding color psychology, you can create an emotional connection with your consumers.

Red represents passion, warmth, and sexiness. For example, people choose red roses as a gift of love. It is also a color that represents danger, violence, and aggression. For example, prohibition signs are usually red. Red can stimulate our emotions and confidence (Braam, 2024g).

Orange is a vibrant color that represents passion, creativity, and warmth. Orange is used in design to convey a sense of fun and energy. The logo color of Taobao, a Chinese e-commerce platform, is a gradient orange (Braam, 2024e).

Yellow is related to the color of the sun, representing optimism, happiness, and enlightenment, but also hypocrisy, cowardice, and betrayal. Yellow brings creativity

and optimism, but excessive use of yellow can lead to anxiety, impulsiveness, and emotional fragility. For example, the bright yellow of McDonald's brand logo gives users a friendly and youthful feeling (Braam, 2024c).

Both green and blue are associated with lower anxiety levels and comforting and soothing qualities (Wexner & B., 1954).

Green is the dominant color in nature. It symbolizes harmony, tranquility and peace, and promotes optimism, hope and balance. It is considered the most soothing and relaxing color on the color wheel. Green symbolizes environmental protection. Using green in a brand can show the company's commitment to environmental issues, thereby attracting environmentally conscious consumers, such as Starbucks (Braam, 2024d).

Blue is the color of the sky and the ocean, represents tranquility, order, and peace. It is the exact opposite of red. As the most popular color, some of the world's most influential websites, such as Facebook, Twitter, and Foursquare, have always used blue color schemes because blue is seen as a symbol of trustworthiness, solidity, and reliability. In addition, blue also has a calming, relaxing, and healing effect (O'Connor, 2011). French artist Yves Klein created the "International Klein Blue" (IKB) (Braam, 2024b).

Purple embodies a sense of luxury, mystery, and sophistication, deep and energetic. Purple is also a representative color of women and was used by the women's suffrage movement. Brands can use purple to convey a sense of uniqueness and sophistication, and symbolize bravery, courage and inspiration. The Yahoo! website logo uses purple, suggesting that users can get inspiration and inspiration when they visit Yahoo! (Lin & Chen, 2018).

Pink is a soft color that represents sweetness, romance, and femininity. It symbolizes gentleness, kindness, and nurturing (Braam, 2024f). Pink is often used in prison cell compartments to effectively reduce abnormal behavior (05plus, 2018). Pink is usually a popular choice for female users. For example, the lingerie brand Victoria's Secret uses pink as its logo background (Barker, 2021).

Black represents authority and power, a color that symbolizes strength and discipline. It also has the meaning of being low-key, unknown, mysterious, and has negative connotations of evil. It is often used to represent villains in movies and TV shows. In Western culture, black is a color associated with death and mourning, reflecting the severity of the loss and pain people feel (Braam, 2024a).

White is the lightest color and symbolizes purity, innocence, and integrity. It has the properties of bringing peace, comfort, and hope. Too much white can make people feel empty and isolated. In some cultures, white is used as the main color for funerals (Braam, 2024h).

Gray symbolizes wisdom and knowledge. It gives people a sense of classic and timeless, yet fashionable and elegant. Gray is a serious, conservative and weighty color (05plus, 2018).

Cultures	Red	Black	Blue	Green	Yellow
Western	Love Danger Action 	Intimidation Death Mourning 	Depression Trust Calm 	Luck Jealousy Greed 	Happiness Joy Caution 
Far Eastern	Property Good Fortune Vitality 	Health Prosperity Stability 	Healing Relaxation Feminine 	Fertility Hope Life 	Sacred Royalty Masculinity 
Middle Eastern	Danger Caution Evil 	Mystery Mourning Rebirth 	Heaven Spirituality 	Strength Hope 	Happiness Prosperity 
Indian	Beauty Wealth Power 	Evil Darkness Negativity 	Sports Strength 	Harvest Hope Virtue 	Sacred Auspicious 

Figure 19 Different regions' cultural backgrounds have different perceptions of different colors

Source: www.wordstream.com

Not only does the same color have different meanings, but different cultures also react differently to colors (as shown Figure 20). A color that is considered positive in one culture may be considered negative in another. For example, a bride in the West wears a white wedding dress to represent purity, while in China, white is associated with death. Researchers need to consider all aspects of the user to determine the color combination that best suits the brand's potential users (Barker, 2021).

In summary, based on the above literature, we can know that the meaning of color is related to the universal meaning of color, personal experience, cultural background, and gender. Only by understanding the specific characteristics of consumers can we better match them with corresponding brand colors. Please refer to the next section for details.

4.4.3 Brand Color

In brand image promotion, color psychology mainly studies how color affects consumers' impression of brands and whether color can persuade consumers to consider a specific brand or make a purchase (Ciotti, 2024). Color helps users identify brands. Studies have shown that when users see a brand, the first thing they notice is the color of the logo. And researchers found that people make subconscious decisions within 90 seconds of their first interaction with a product, and approximately 62-90% of purchasing decisions are based on color alone (Singh, 2006). Color is the source of information, so understanding the theory of color psychology and using the right colors is half the battle for a brand.

Color is not only a tool for brand differentiation (Arabi, 2017), It is also a factor that influences consumers' emotional attitudes (Singh, 2006), Brand logos, products, and packaging, etc., will all influence consumers' purchasing decisions because of color. The correct use of color plays a vital role in brand image positioning. The color of the logo will affect the recognition of the brand image. Figure 21 shows the correct use of logo colors:



Figure 20 Successful brand identity with different color areas

Source: www.canva.com

Niki Hynes's research shows that users have strong opinions on which colors are suitable for different types of brand images. Brands that choose the wrong logo color will project the wrong signal to users, resulting in reduced brand acceptance (Hynes, 2009). When the color of the brand logo matches the product personality and consumer attributes, the logo will attract more attention from users. For example, the Victoria's Secret brand uses a lot of pink (Kumar, 2017). According to a case study from the Moz platform, an online slot machine website changed the button containing the call-to-action (CTA) text from green to yellow, which led to a 187.4% increase in the website's conversion rate. There are no one-size-fits-all rules for using color psychology in such tests (Bearodactyl, 2015).

In summary, according to the above literature, in color psychology, there is a fixed color pattern between color and emotion, but different cultural backgrounds and personal experiences can also lead to different color emotions. Applying the principles of color psychology to brand design and correctly using the color of the brand logo can increase the emotional connection between the brand and the user and improve brand

recognition. This is instructive for studying how to design brands that alleviate the sadness of Middle-class women.

5. Research articles

This chapter organizes the paper from three aspects: Middle-class women, pet funeral market and services/pet market, and pet funeral related design cases.

5.1 Pet funeral market and services

Elmer Veldkamp (2016), *The Emergence of “Pets as Family” and the Historical Development of Pet Funerals in Japan*: This study aims to explore the changing status of pets in modern Japanese families by analyzing the meanings behind animal funerals and pet graves in modern history. The research examines how pets became family members in the early 20th century and the evolution of their posthumous care. It finds that while modern pet funerals resemble human ones, spiritual elements regarding animals persist. After WWII, urbanization increased the demand for pet cemeteries, and pet funerals shifted from prayers for animal souls to expressions of grief by owners (Veldkamp, 2009).

Zheng Qian (2023), *Research on consumption behavior of pets and its influencing factors —Take pet dogs for example*: This study explores the rise of pet consumption as a leisure and entertainment trend with improving living standards. Using pet dog owners in Wuhan as a case study, it analyzes their consumption behavior and influencing factors through semi-structured interviews and non-participant observation. Findings reveal that most pet owners follow a "pragmatic" approach and make rational consumption choices. Consumption behavior varies among owners and is influenced by inheritance, guidance, demonstration, resources, and emotional factors, particularly the pet owner's own emotional state and feelings towards their pets. The study highlights the mutual impact between pet consumption and the human-animal relationship (Zheng, 2023).

5.2 Middle-class women

Chen Wenjun (2007), *study on Chinese Middle-class women's preference in tourism consumption and market development*: this study aims to analyze the tourism consumption preferences of Chinese Middle-class women by conducting a

questionnaire survey among residents in 61 cities. It examines the current tourism habits and motivations of Middle-class women, finding that health is their primary travel motivation, while shopping is not a key factor. The internet is their main source of tourism information, and they prefer snacks, budget hotels, and self-guided travel. Self-driving tours are increasingly popular, though demographic factors such as age, income, occupation, and education impact their preferences. Based on these findings, the study offers suggestions for tourism product development and marketing strategies (Weijun, 2007).

Manisha Jha (2014), Study of urban Middle-class family and social change: This study aims to explore the rise of India's urban Middle-class since the mid-19th century and its transformation under globalization. The research examines the economic and social identity of the Middle-class and the impact of liberalization, privatization, and globalization policies. It concludes that consumerism and global culture have influenced Middle-class families, leading to changes in education, occupations, and lifestyle, including food, clothing, etiquette, and recreation (Jha, 2014).

Hu Yunge (2022), Research on cultural consumption of middle-income young women from the perspective of spiritual economy-taking Jiangsu as an example: This paper examines the cultural consumption patterns of middle-income young women in China amid rapid material economic development. As the spiritual economy era arrives, their consumption focuses more on spiritual and cultural value, with material significance diminishing. Using Professor Li Xiangmin's theory of spiritual economics and Jiangsu as a case study, the paper analyzes the emotional, impulsive, and entertainment-oriented aspects of their cultural consumption, explores the opportunities and challenges, and identifies existing problems and their causes. The study finds that while material forms remain important, spiritual value is increasingly crucial, with a rise in personalized and customized cultural products. Finally, the paper offers development suggestions to foster a healthy market growth (Yunge, 2023).

5.3 Related articles

SiYuan Li (2019). Research on animal hospice brand based on emotional narrative design: This study aims to explore how to meet the emotional needs of the audience in animal hospice brand construction by combining emotional design and narrative design. Through literature research and market surveys, the study analyzes relevant findings from psychology, zoology, and design disciplines, proposing the concept of "emotional narrative design." It examines the theory, function, and methods of emotional design, integrating narratology to explore how narrative techniques enhance brand emotional resonance and value. The conclusion is that emotional narrative design in animal hospice branding helps spread the concept of "equality of life," inspires kindness toward animals, and enhances brand uniqueness and value (Li, 2019).

Du Yuqian (2021). Design and development of pet memory products: This study aims to explore how design can help alleviate the owner's grief after the death of a pet and inspire reflection and a deeper understanding of life. Based on the development of the pet hospice industry, the research focuses on the development of pet memory products. Through market research, case studies, and literature reviews, combined with the emotional changes between humans and pets, it analyzes and summarizes the state of pet-related industries, highlighting the importance and significance of pet nostalgia products in soothing owners' emotions. The study concludes that combining product design with emotional elements can effectively help owners cope with the emotional trauma of losing a pet (Yuqian, 2021).

Cao Xinyu (2021). Design of Pet Memorial Service Based on empathy theory: This study aims to address the issues in pet funeral services by analyzing users' psychological needs through empathy theory, building a sustainable and circular business model. The research focuses on designing an empathy-based pet funeral service system, using empathy design methods to deeply understand users' behavior and emotional experiences after a pet's death. It seeks to achieve emotional continuity between owners and pets, fostering harmony among people, pets, society, and nature. The study explores how emotions can be conveyed through sensory experiences and

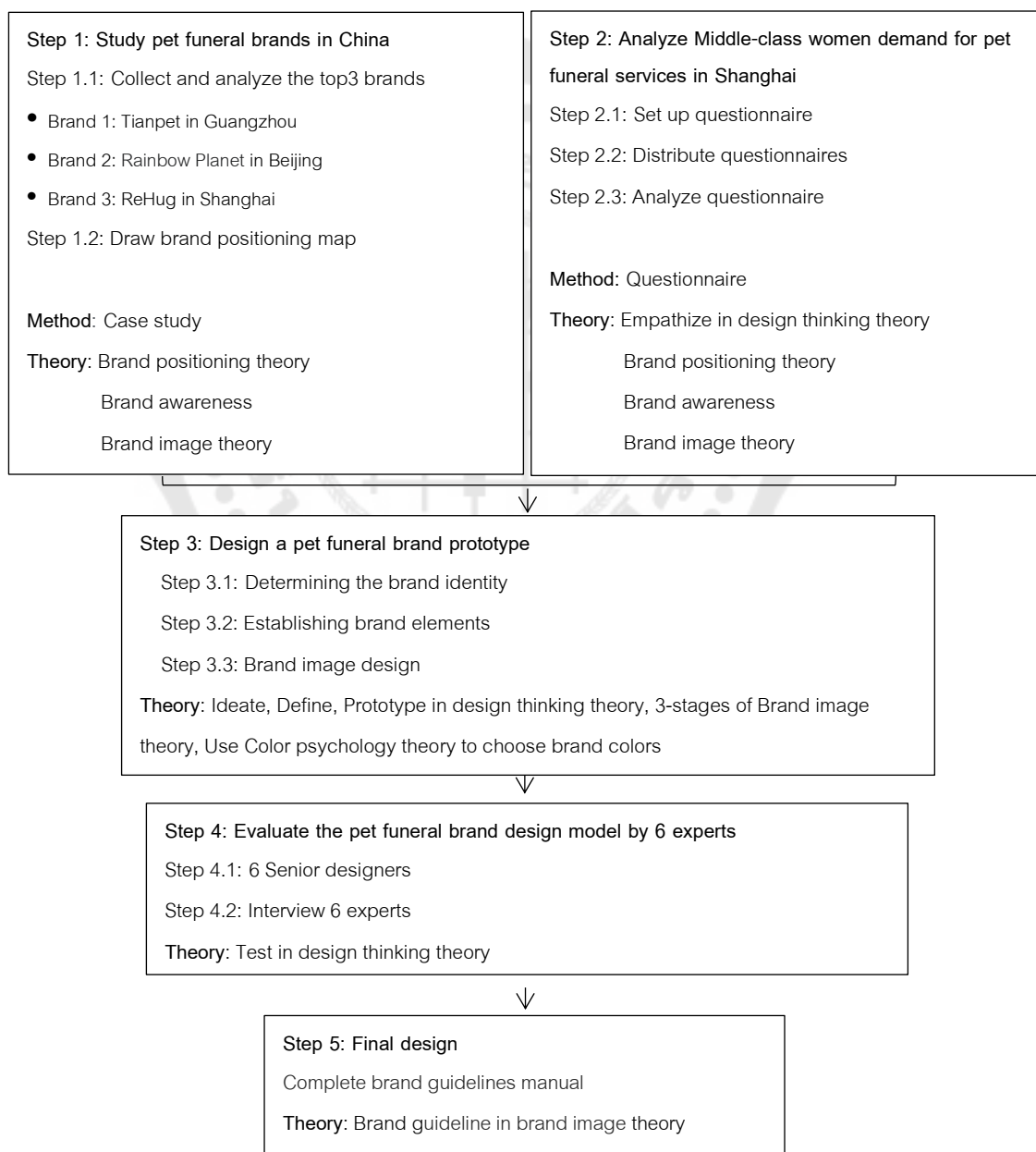
product interactions to enhance emotional resonance. The conclusion indicates that empathy theory should be integrated throughout the entire user journey, guiding emotional connection and offering insights for expanding the functions of existing pet service apps (Xinyu, 2021).



CHAPTER 3

RESEARCH METHODS

The title of the discussion is the design and development of Pet Funeral Brand for Middle-class women in Shanghai. Researcher will use mixed method to study pet funeral brand, including case studies and questionnaires, and then design and develop pet funeral brand. The following figure is a 5-step research framework diagram:



Step 1: Study pet funeral brands in China (Objectives of Study 1)

The researchers of this paper will use Case study method and based on the brand positioning theory to study three cases in China, namely Tianpet in Guangzhou, Rainbow Planet in Beijing, ReHug in Shanghai.

Population:

Dianping APP is the world's first third-party review website and is also China's leading local life information and trading platform. Dianping mainly relies on user comments to be active, and then uses big data to push them to the homepage, where everyone can post comments about merchants (Xiaofang, 2023).

On Chinese "Dianping" APP, targeting Guangzhou, Beijing, Shanghai, and respectively, using "pet funeral" as the keyword search (as of 2024 10.15 13:07).

It is judged from four aspects: card level, star rating, number of comments, and brand logo.

1. Card level is calculated based on the store product richness, customer satisfaction, transaction popularity and other values on the "Dianping" APP (Gold Medal>Silver Medal> bronze medal).

2. Star rating is the result based on evaluation integrity, evaluation time, evaluation quality, and evaluation quantity.

3. Number of comments is obtained based on the accumulated number of user comments on the Dianping APP.

4. Brand logo is based on whether the avatar of store on the "Dianping" APP uploads the brand logo.

Comprehensive ranking of the top five stores in each city are as follows:

Table 1 The top five stores in Guangzhou from "Dianping" APP (as of 2024 10.15 13:07)

Guangzhou	Card level	Star rating	Number of comments	Is there a brand logo
Tianpet	Silver	4.8	187	Yes
Live pet	Silver	4.9	105	No
Yi sheng	Silver	4.9	116	Yes

Table 1 (continued)

Chong fu an kang	Gold	4.8	175	No
Zhongsu	Bronze	3.9	22	Yes

Table 2 The top five stores in Beijing from "Dianping" APP (as of 2024 10.15 13:07)

Beijing	card level	score	Number of comments	Is there a brand logo
Mu guang	Silver	4.9	81	No
Ran hou	Gold	4.9	115	Yes
Gui xing	Silver	4.9	79	Yes
Rainbow Planet	Gold	4.9	565	Yes
Guisu	Gold	4.9	108	Yes

Table 3 The top five stores in Shanghai from "Dianping" APP (as of 2024 10.15 13:07)

Shanghai	card level	score	Number of comments	Is there a brand logo
Simu	Gold	4.8	76	Yes
Simu (Songjiang District)	Gold	4.6	65	Yes
En chong tang	No	4.7	65	Yes
En chong tang (Songjiang District)	Silver	4.9	236	No
ReHug	Gold	4.9	101	Yes

Sample: Based on the selection criteria of card level, star rating, number of comments, and brand logo, the three brands ranked first in comprehensive factors:

Brand 1: Tianpet in Guangzhou

Brand 2: Rainbow Planet in Beijing

Brand 3: ReHug in Shanghai

Step 1.1 Collect and analyze the top3 brands

The above the top3 brands are analyzed from the aspects of brand mission, brand positioning, brand concept, brand identity, brand elements, brand image design, and brand awareness.

Step 1.2 Draw brand positioning map

Researchers use brand positioning theory and brand image theory to analyze and study the pet funeral brand awareness of these three companies. And draw a brand positioning map.

Step 2: Analyze the demand for pet funeral services among Middle-class women in Shanghai (Objectives of Study 2)

Population: Middle-class women in Shanghai

Sample: 200 Middle-class women in Shanghai

This researcher used the questionnaire survey method to set up 200 questionnaires, used the sampling survey method to select 200 Middle-class women in Shanghai. The selection criteria are women lived in Shanghai with an annual income of 100,000-500,000 yuan and bachelor's degree or above in Shanghai.

Distribute online questionnaires through Questionnaire Star platform.

The questionnaire content includes four parts:

Part 1: Basic information of the user (Income range, educational qualifications).

Part 2: The emotional relationship between users and pets: the respondent awareness of pet funeral services and brands (pet ownership status, understanding of pet funeral services, knowledge of Tianpet, Rainbow Planet, ReHug, brand awareness, consumption intention for pet funeral services).

Part 3: The respondent awareness of pet funeral services and brands

User acceptance of pet funerals services: awareness of the pet funeral brand image and preference needs.

Part 4: Preference needs for pet funeral brands image.

Based on the survey results, the demand characteristics of Shanghai Middle-class women for pet funeral services were summarized, and the pain points of pet funeral consumption among Shanghai Middle-class women were analyzed.

Step 3: Design a pet funeral brand prototype targeting Middle-class women in Shanghai (Objectives of Study 3)

Through the market competition product analysis and target user demand conclusions obtained in Step1 and Step2, Determined the brand positioning; Then, based on the three stages of building a brand image, namely ideate, define, and prototype in design thinking method, use color psychology theory to choose brand colors, design pet funeral brand prototype. The following are 3 steps:

Step 3.1: Determining brand identity

Step 3.1.1: Brand vision

Step 3.1.2: Brand positioning

Step 3.1.3: Brand concept

Step 3.2: Establishing brand elements

Step 3.2.1: Brand name

Step 3.2.2: Corporate statement

Step 3.2.2: Corporate statement

Step 3.2.3: Brand logo

Step 3.3: Brand image design

Step 3.3.1: Basic elements

Brand color

Brand typeface

Brand visual symbol

Brand visual image

Step 3.3.2: Brand materials

Step 3.3.3: Shop decoration

Step 3.3.4: Funeral supplies

Step 4: Evaluate the design prototype (Objectives of Study 3)

Based on the theory of test in design thinking, the evaluators of this research plan select senior designers to provide feedback on whether the above design plans are feasible or have any deficiencies. and optimize based on feedback.

1: Population and Sample:

Population: designers, they have been involved in design for more than 5 years.

Sample: 6 designers. This study will look for 6 professional designers with different achievements, who have worked in the design industry for more than 5 years and have pets.

Table 4 Basic information about 6 Senior designers

No.	Name	Age	Profession	Design working experience	workplace	Raising pets
1	Zoey	35	Art blogger (40,000+fans in REDnote)	12 years Good at operation design and art appreciation	Shanghai	One cat One dog
2	Li Qianwen	33	Tiktok designer	9 years Good at brand design	Beijing	One cat
3	Bai zhiwei	45+	Brand design company owner / SGDA member	20+ years Specializes in art exhibitions, brand design and artistic works	Shenzhen	One cat
4	Kangnan	34	University Department Chair (Teaching Digital Media Major)	9 years Good at Information service system design	Chongqing	Two Rabbit

Table 4 (continued)

5	Zhao Haojun	35	Freelance designer and host of Heyi Art Studio	12 years Good at brand design and material design	Guizhou	One dog
6	Jiang Yizhuang	26	Design Student	5 years Study in SWU (Design for business major)	Shandong	One Rabbit

2: Contents: Interview 6 designers

This study will give the design plan to 6 professional designers respectively, collect feedback through interviews, and continuously optimize the project plan based on the feedback.

Step 5: Final design (Objectives of Study 3)

Determine the final design plan, Design Brand guidebook, the theory in step3, complete the brand guidelines manual.

CHAPTER 4

DATA ANALYSIS AND RESEARCH RESULTS

This chapter will analyze the research objectives and use methodology in Chapter 3.

Step 1: The result of study pet funeral brands in China

According to the Baidu Index, in the past year (as of 2024.01.18 - 2025.01.17), Guangdong, Beijing, and Shanghai ranked in the top three for keyword searches related to "pet funeral". Pet funerals receive relatively higher attention in these 3 cities.



Figure 21 Baidu index related searches for “pet funeral”

Source: www.index.baidu.com

The researcher of this article chose the Dianping App as the data source, choosing Guangdong, Beijing, and Shanghai, using "pet funeral" as the keyword, the top five merchants in each city's comprehensive ranking were selected, and then 15 pet funeral stores were obtained. Finally, based on their brand rating, user reviews, number of reviews and whether they have a brand image, finally got the TOP3 brands in China: Tianpet in Guangzhou, Rainbow Planet in Beijing, ReHug in Shanghai.

Step 1.1: Collect and analyze the top 3 brands

The following analyzes pet funeral brands from three aspects: brand identity, brand elements, and brand awareness. All the following data are obtained through the

analysis of the brand's official website, official media accounts, founder interviews, author analysis and other channels:

1: Brand identity

Brand identity Analyze from three aspects: Brand vision, Brand positioning, and Brand concept.

1.1 Brand vision

Table 5 Brand vision of Tianpet, Rainbow Planet and ReHug.

Tianpet	Rainbow Planet	ReHug
Brand vision: Let emotions leave no regrets (Tianpet, 2025)	Brand vision: Committed to providing high-quality, safe, and humane pet funeral services to thousands for pet owners.	Brand vision: Believe in the power of hugs, it can heal everything

Tianpet advocates that pet owners' feelings for their pets can be eased through pet funeral services. Rainbow Planet presents its brand vision from a professional perspective; ReHug advocates the healing power of pet funeral services; both emphasize emotional care for pet owners.

1.2 Brand positioning

Table 6 Brand positioning of Tianpet, Rainbow Planet and ReHug.

Tianpet	Rainbow Planet	ReHug
Brand positioning: The largest light luxury pet life service in China (Tianpet, 2025)	Brand positioning: High standards Pet funeral Service in Beijing	Brand positioning: High-standard pet life memorial hall in Shanghai

Positioning of Tianpet is a light and luxurious pet aftercare service., such as it currently has brand stores in Shenzhen, Guangzhou, Zhongshan. It is currently the largest pet hospice business in China (Sohu, 2021). It can be known from Chinese

largest e-commerce platform - Taobao App that Rainbow Planet brand stores position themselves as high-standard pet aftercare services in Beijing; ReHug does not have a clear brand positioning, but based on data obtained from Dianping App, judging from its unit price, geographical location, and service level, it is a high-standard pet aftercare service in Shanghai.

1.3 Brand concept

Table 7 Brand concept of Tianpet, Rainbow Planet and ReHug

Tianpet	Rainbow Planet	ReHug
Brand concept: Explore the greatness of life (Tianpet, 2025)	Brand concept: Beyond Farewell	Brand concept: Respect Remember Return Recycle

Brand concept of Tianpet is "Explore the greatness of life", from highly professional and humane pet hospice services to customized pet commemorative product series, it all presents high-end, professional, and customized pet funeral services.

Rainbow Planet is "Beyond Farewell" (PETOURS, 2023). Its founder Yinghao once said in an interview that "life is not the end, but a starting point" (Yvonne, 2024), emphasizing that emotions of users are the most precious, and improving pet funeral services from the users perspective;

Brand concept of ReHug is four words starting with "Re": Respect means reverence for life, remember means don't forget, return means returning to nature, and recycle means environmental protection and reuse (ReHug, 2025).

2: Brand elements

Brand elements analyzed from 3 aspects: brand name, corporate statement, and brand logo.

Table 8 Brand elements of Tianpet, Rainbow Planet and ReHug.

2 Brand elements	
2.1 Brand name	
Tianpet	The name is heavenly pampering, which means top-notch pampering for pets. Subverting the traditional pet funeral model, leading a new record of emotional memories, and achieving heaven-like pampering for pets all over the world.
Rainbow Planet	<p>Rainbow: has two meanings:</p> <ol style="list-style-type: none"> 1. One is that the multiple colours symbolize the reception of various types of pets (cats, dogs, tortoises, rabbits, horses, birds...). 2. the other meaning is the Western legend about animals walking on the Rainbow Bridge after death. It means a beautiful vision <p>Planet: symbolizes the pet's habitat after death. Life is not an end, but a station. Reflect the attributes of pet funeral services (Yvonne, 2024).</p>
ReHug	The name ReHug comes from the "Four Hugs" theory proposed by American psychotherapist Virginia Satir, who believes that people need at least 4 hugs a day to survive. So ReHug brand uses the power of "hug" to heal pet owners.
2.2 Corporate statement	
Tianpet	Tianpet will provide your pet with the supreme and decent service. It is luxurious and irreplaceable.
Rainbow Planet	Life will eventually die, only love is eternal.
ReHug	<p>Companion - every difficult parting moment.</p> <p>Record - every precious and unforgettable life story.</p> <p>Deliver - every caring and encouraging love and blessing.</p>

Table 8 (continued)



2.3 Brand logo		
Tianpet	 <p>Figure 22 Tianpet logo</p> <p>Source: www.tianchongpet.com</p>	<p>1: Logo design analysis: The Angel's Gate symbolizes the door leading to God's sacred temple. The thin lines of light and the circular arch below express the meaning of the Angel's Gate (Tianpet, 2025).</p> <p>2: Colour: Using gold has a luxurious connotation.</p> <p>3: Tone: Fine and luxurious</p>
Rainbow Planet	 <p>Figure 23 Rainbow Planet logo</p> <p>Source: Rainbow Planet (2025)</p>	<p>1: Logo design analysis: The Rainbow Planet logo graphic is the abstract shape of a rainbow. The text is thin, the overall word weight is high, and the strokes are curved, showing the emotionality of the brand. The overall design is elegant and simple, reflecting the professionalism and standardization of the brand.</p> <p>2: Color: The color is earthy yellow, which means the connection between the spirit and the earth, showing that the brand is a bridge between pet owners and the spirit of their pets. Yellow is the color used by the emperor and represents high standards of service.</p> <p>3: Tone: Professional yet emotional.</p>

Table 8 (continued)

ReHug	 <p>Figure 24 ReHug logo</p> <p>Source: ReHug (2025)</p>	<p>1: Logo design analysis: ReHug used a hand-drawn style to draw a graphic of two hands embracing each other, reflecting an embrace. To express the brand concept, the Chinese and English fonts of the brand name are also handwritten.</p> <p>2: Color: Forest green, fresh and natural, which means to soothe your emotions. It also means returning to nature</p> <p>3: Tone: Closeness, relaxed feeling. Gives a warm and peaceful feeling.</p>
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Brand name: Tianpet, Rainbow Planet, and ReHug are all included in the brand elements, emphasizing the implantation of emotional elements. Tianpet displays high-end luxury brand elements; Rainbow Planet emphasizes the professionalism of the brand; ReHug uses a hand-painted style to display the warm and peaceful emotional atmosphere of the brand.

3. Brand image design




Brand image design collects information from two aspects: Basic elements and Application elements. Basic elements include Brand visual symbol, Brand font selection, Brand color, and brand visual image.

3.1 Basic elements:

Table 9 Brand basic elements of Tianpet, Rainbow Planet and ReHug.

3.1 Basic elements		
31.1 Brand color		
Tianpet	Rainbow Planet	ReHug

Table 9 (continued)

<p>Black and gold</p>  <p>The combination of black and gold embodies a luxurious tone.</p>	<p>Earthy yellow</p>  <p>It symbolizes the color of the land and represents the spiritual connection between people's pets.</p>	<p>Forest green</p>  <p>Reflecting the meaning of environmental protection and returning to nature.</p>
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3.1.2 Brand fonts



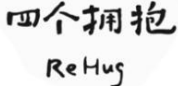
Tianpet	Rainbow Planet	ReHug
 <p>Figure 25 Tianpet brand fonts</p> <p>Source: Drawn by author</p> <p>The slender, tall font has a refined and professional feel.</p>	 <p>Figure 26 Tianpet brand fonts</p> <p>Source: Drawn by author</p> <p>Sans serif font: but with certain corners to show the professionalism of the brand.</p>	 <p>Figure 27 Tianpet brand fonts</p> <p>Source: www.xiaohongshu.com</p> <p>Handwriting: Reflecting the warmth between people and pets.</p>

Table 9 (continued)

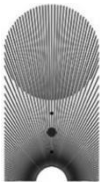





3.1.3 Brand visual symbol		
Tianpet	Rainbow Planet	ReHug
		
<p>Figure 28 Tianpet visual symbol</p> <p>Source: Drawn by author</p> <p>Use countless thin lines to form a shape that looks like an angel's door.</p>	<p>Figure 29 Rainbow Planet brand visual symbol</p> <p>Source: Drawn by author</p> <p>Use the shape of the rainbow outline to show the meaning of the brand name.</p>	<p>Figure 30 ReHug brand visual symbol</p> <p>Source: (ReHug, 2025)</p> <p>Simple lines depict a scene of two hands embracing</p>
3.1.4 brand visual image		
Tianpet	Rainbow Planet	ReHug

Table 9 (continued)

 <p>Figure 31 Tianpet brand visual image</p> <p>Source: www.tianchongpet.com</p> <p>Tianpet letters are used to express the brand, and Burial is used to express the brand's industry attributes. The spacing between fonts is widened to create a sense of space and increase visual stability. With black background and white fonts, it reflects the feeling of heavy mourning.</p>	 <p>Figure 32 Rainbow Planet brand visual image</p> <p>Source: www.taobao.com</p> <p>It consists of the brand logo and brand positioning. It is a text-based picture that conveys professionalism and high quality of brand to users.</p>	 <p>Figure 33 Rainbow Planet brand visual image</p> <p>Source: www.xiaohongshu.com</p> <p>Use hand-drawn illustrations of people and pets about to hug to reflect the concept of ReHug.</p>
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3.2 Brand materials, shop decoration, and funeral supplies

Table 10 Brand materials, shop decoration, and funeral supplies of Tianpet, Rainbow Planet and ReHug

3.2 Brand materials, shop decoration, and funeral supplies
3.2.1 Brand materials

Table 10 (continued)

Tianpet	 <p data-bbox="676 629 1155 667">Figure 34 Tianpet brand materials</p> <p data-bbox="564 734 919 772">Source: www.dianping.com,</p> <p data-bbox="454 792 1059 831">https://www.sohu.com/a/532555008_120014277</p> <p data-bbox="454 891 1375 1028">1: Keepsake card: When a pet passes away, Tianpet provides a keepsake card featuring the pet's paw print, along with the brand slogan and a photo of the pet, offering owners a heartfelt way to cherish their memories.</p> <p data-bbox="454 1048 1375 1184">2: Brand Product Brochure: Tianpet's product brochure introduces the brand's philosophy and the origins of its offerings, ensuring customers understand the quality behind each product.</p> <p data-bbox="454 1205 1375 1290">The overall design follows a minimalist and sophisticated aesthetic, staying true to the brand's signature black-and-white style.</p>
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Table 10 (continued)

Rainbow Planet	
<p data-bbox="619 846 1212 884">Figure 35 Rainbow Planet brand materials</p> <p data-bbox="564 954 911 992">Source: www.dianping.com</p> <p data-bbox="456 1055 1375 1294"> 1: Rainbow Planet's Wish Wall: A wall of prayers in the brand's shape, filled with notes wishing pets a peaceful journey across the Rainbow Bridge. 2: Memorial Materials: Every element transforms loss into a celestial journey, including afterlife certificate and planetary residency card. Each piece features the pet's photo/paw print, with only one discreet brand logo. </p>	
ReHug	
<p data-bbox="679 1563 1152 1601">Figure 36 ReHug brand materials</p> <p data-bbox="564 1671 911 1709">Source: www.dianping.com</p> <p data-bbox="456 1771 1375 2009"> ReHug's branding is minimal on materials. While its service vehicles feature iconic brand illustrations, all user-facing materials—including farewell cards and memorial plaques—feature only handwritten/hand-painted pet eulogies without any branding. The final memorial certificate incorporates a tree motif, reflecting the brand's commitment to sustainability. </p>	

Table 10 (continued)


3.2.2 Shop decoration	
3.2.2-1 Shop decoration	
Tianpet	 <p>Figure 37 Tianpet Shop decoration</p> <p>Source:</p> <p>https://cj.sina.com.cn/articles/view/1775358577/v69d1d27100100xm6i</p> <p>Designed by a well-known designer, the store is inspired by "returning to simplicity, natural softness and modern log style" to create a hospice that carries the emotions of the past. The light luxury teak elements create a high-end atmosphere, and the JW aromatherapy system permeates the entire space. High-end and warm, it creates the first symbolic theme hospice store in China. The 6-meter-high floor makes the memory more precious and unique. The pet owner can accompany the pet throughout the whole process. The pet owner can directly watch the cremation process and farewell ceremony of the pet, allowing the pet owner to enjoy an exclusive hospice care experience (Tianpet, 2022).</p>

Table 10 (continued)

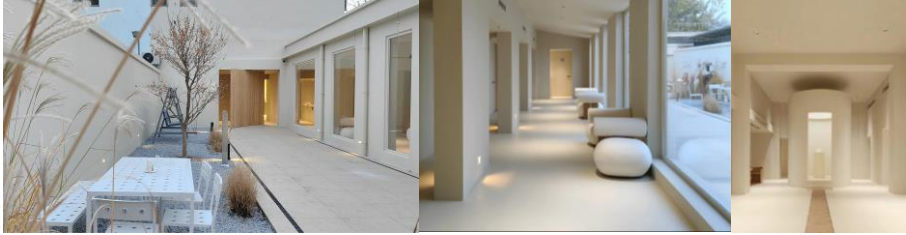
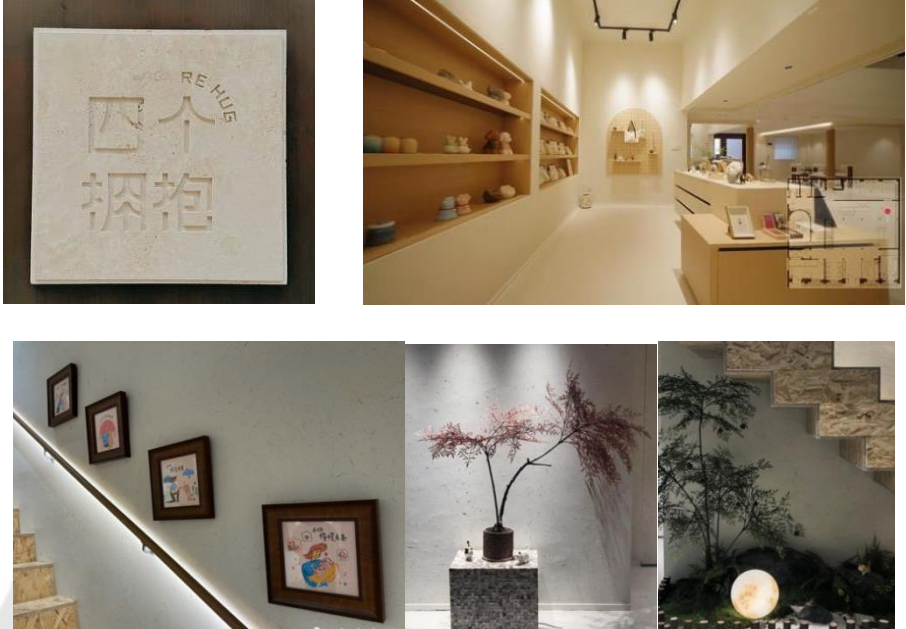
Rainbow Planet	
Figure 38 Rainbow Planet Shop decoration	
Source: www.dianping.com	
<p>The venue conveys deep reverence and heartfelt remembrance for pets during their final farewell.</p> <p>The main structure features beige-toned panels along the upper walls, enhancing the space's luminosity while fostering a deeper spiritual connection between pet owners and their companions. The earth-toned visual identity system reflects the enduring bond between memory and the natural world.</p> <p>A waterproof revolving door serves as a symbolic threshold—its motion evoking the solemnity of entering and the catharsis of departure. Complementing this, the wooden furnishings, harmonized with the earthy palette, reinforce warmth and timelessness (LABstudio, 2023).</p>	

Table 10 (continued)

<p>ReHug</p>	<div data-bbox="461 394 1370 1021">  </div> <p>Figure 39 Rainbow Planet Shop decoration</p> <p>Source: www.xiaohongshu.com</p> <p>The two-story factory building has a stone plate for the door sign with the brand name engraved in a concave shape. The overall look is beige, clean and tidy, and hemp ropes are tied to the pillars to make it easier for pets to climb. There is also a display area for brand extensions.</p>
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3.2.2-2 Farewell room

Table 10 (continued)


Tianpet	 <p data-bbox="691 723 1139 761">Figure 40 Tianpet farewell room</p> <p data-bbox="564 831 911 869">Source: www.dianping.com</p> <p data-bbox="453 929 1377 1016">The Chinese-style farewell room has a Buddha, enshrined Buddha cards, and warm yellow lights, giving the room a quiet and solemn atmosphere.</p>
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Table 10 (continued)

Rainbow
Planet

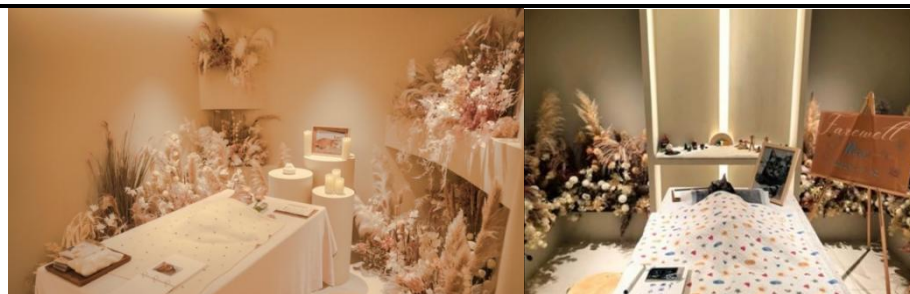


Figure 41 Rainbow Planet farewell room

Source: www.dianping.com

The farewell room is generally warm yellow and contains many items customized for the pet, such as the pet's exclusive photo, a wooden sign with the pet's name, as well as the pet's favorite food and toys.



Figure 42 Rainbow Planet collective farewell room

Source: www.dianping.com

The top of the head is a round shape, symbolizing the planet, and the entire wall is covered with memorial cards written by the pet owners to express their condolences.

Table 10 (continued)



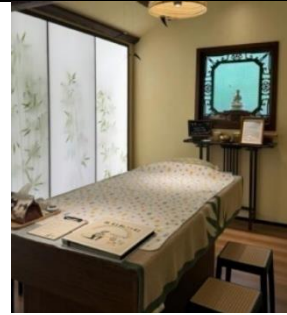
ReHug	There are 3 types of farewell rooms in total to meet the needs of different pet owners.		
	 <p>Figure 43 ReHug farewell room 1</p> <p>Source: www.dianping.com</p> <p>1: Forest pet farewell room: Create a simulated forest scene, in which the mushroom lamps are all made by hand. There is also the Rainbow Bridge, which is the bridge that pets pass when they die in Western legends. It creates a magic forest scene, which is called "Pet's Sleep Party", giving pet owners warm comfort.</p>	 <p>Figure 44 ReHug farewell room 2</p> <p>Source: www.dianping.com</p> <p>2: Colorful light pet farewell room: The most special thing about this farewell room is the two Tiffany glass-stained windows. When the light shines through the stained glass, it gives the pet owners a solemn feeling like an auditorium.</p>	 <p>Figure 45 ReHug farewell room 3</p> <p>Source: www.dianping.com</p> <p>3: New Chinese style farewell room: Adopting the Song-style aesthetic style, the screen uses floating bamboo shadows to express the beginning and end of life. The swallow decorations hanging on the roof are derived from "Swallows fly and return to their hometown". The layout of the tomb is transparent and in line with traditional Chinese aesthetics.</p>

Table 10 (continued)

3.2.3 funeral supplies	
3.2.3-1 Urn	
Tianpet	   <p>Figure 46 Tianpet urn</p> <p>Source: www.dianping.com</p> <p>Urns: Natural marble is used. The Greek word for marble is MARMAROS, which means spotless stone. It is a symbol of Greek power and wealth, representing firm faith and protection. The pet plaster sculpture is hand-carved to create this souvenir according to the appearance and body shape of your pet. The craftsman needs to go through more than 10,000 steps to complete the sculpture. The ashes of your pet are used in the final filling of the mold, allowing your pet to be treated in another way. Accompany new students (Tianpet, 2025).</p> <p>Urn placement area: The place where the urn is placed is in the shape of an arch, which is more like a tombstone. The urn is placed inside so that the pet owner can mourn.</p>

Table 10 (continued)



Rainbow Planet	 <p data-bbox="707 719 1123 757">Figure 47 Rainbow Planet urn</p> <p data-bbox="564 824 1256 862">Source: www.news.qq.com/rain/a/20230110A00B0C00</p> <p data-bbox="454 925 1375 1211">Rainbow Planet selects mass-produced urns from different manufacturers, rather than branded ones. The selection ranges from high-end "Guicong" urns to more affordable alternatives. Yinghao said jade urns are the best-selling category. The memorial space uses simple square compartments, each of which neatly displays pet urns and personal items, creating a solemn and convenient space for owners to pay homage to and remember their loved ones.</p>
ReHug	 <p data-bbox="767 1485 1062 1523">Figure 48 ReHug urn</p> <p data-bbox="564 1590 962 1628">Source: www.xiaohongshu.com</p> <p data-bbox="454 1691 1375 1877">ReHug's urns use domestic high-quality "Guicong" urns. When the pet's ashes are put into the urn, there is a ceremony: ReHug employees will talk to urn and the pets, hoping that they will like the newplace. Let pet owners feel that their pets are loved and cared for even after they pass away.</p> <p data-bbox="454 1895 1375 2031">Urn placement area: The urns are placed in uniformly sized boxes, with the pet's name posted under each square and matched with a separate light source, allowing pet owners to arrange their pets' belongings by themselves.</p>

Table 10 (continued)




3.2.3-2 Reusable bag		
Tianpet	 <p>Figure 49 Tianpet packaging box</p> <p>Source: www.xiaohongshu.com</p>	All Tianpet products come with packaging boxes with a black appearance and a silver brand logo, reflecting a sense of luxury.
Rainbow Planet	 <p>Figure 50 Rainbow Planet bag</p> <p>Source: www.dianping.com</p>	The fabrics of linen are used to reflect nature, and each item has the brand logo exposed.
ReHug	 <p>Figure 51 ReHug bag</p> <p>Source: www.xiaohongshu.com</p>	The canvas makes GIS mad EOF linen fabric, which is consistent with nature.

Table 10 (continued)


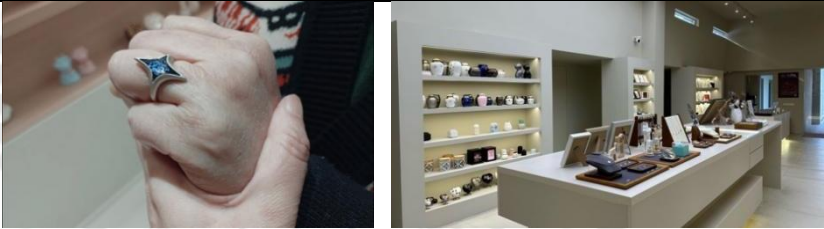

3.2.3-3 Pet ashes jewelry	
Tianpet	 <p>Figure 52 Tianpet pet ashes jewelry</p> <p>Source: www.tianchongpet.com</p> <p>The jewelry uses expensive materials, such as diamonds, and is co-designed with more than 200 domestic and foreign artists to provide a variety of choices.</p>
Rainbow Planet	 <p>Figure 53 Rainbow Planet pet ashes jewelry</p> <p>Source: www.dianping.com</p> <p>Rainbow Planet's necklaces are also designed based on user needs. There are many high-end and affordable styles, integrating diamonds and pet ashes for users to choose from.</p>

Table 10 (continued)

ReHug	 <p data-bbox="667 725 1166 761">Figure 54 ReHug pet ashes jewelry</p> <p data-bbox="564 831 911 866">Source: www.dianping.com</p> <p data-bbox="453 931 1286 1008">ReHug's necklaces are more natural, without any brand elements, and offer crystals of different colors for inlay.</p>
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In summary, the three major pet funeral brands all emphasize the important influencing factor of emotion in pet funeral.

Tianpet: It has the most complete brand portfolio and is the pet funeral brand with the most stores in China. It has a complete and unified brand tone, luxurious design, first-class exclusive service, and artistic pet ash jewelry. It also combines the characteristics of each city for differentiated design, among which pet memorial jewelry is particularly famous.

Rainbow Planet: The store decoration quality is high, it pays attention to service details and user emotions, but the brand product has a low correlation with the brand. For example, urns and necklaces are all existing market products. They are not derivatives of the brand. Graphic material design generally only has one brand logo exposed.

ReHug: From store decoration to brand products, as well as service details, it pays more attention to emotional connection, and creates a gentle and healing style. The farewell rooms are most famous for forest-style farewell rooms and

lantern-style farewell rooms, and the cards are also handwritten. But urns and necklaces are all existing market products.

4. Brand awareness

Understand funeral brand awareness information from APPs commonly used by Chinese users, including Dianping APP, REDnote APP, and WeChat Index.

Table 11 Brand awareness of Tianpet, Rainbow Planet and ReHug.

Tianpet	<p>1: Dianping APP users reviews</p> <p>Users of Tianpet are high quality, and their customers are basically high-end people, such as athletes, celebrities, celebrities.</p> <p>In Dianping APP, the review information of Tianpet in Guangzhou can be found that there are a total of 9 high-frequency comment words and 186 comments, among which "enthusiastic service" (43), "very good environment" (22), "tall and classy" (7), and "low-key luxury" (4) have the most comments.</p> <p>2: REDnote APP user mentions</p> <p>Use "Tianpet" as the search keyword, there are 7 pet funeral stores on the REDnote App, and a total of 66 notes mention the brand.</p> <p>3: WeChat Index</p> <p>The WeChat index search for "Tianpet" has been recorded since 2021. 95.59% of the data comes from video accounts, and the rest comes from web pages, public accounts and Souyisou. The highest one-day index is 226040.</p>
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Table 11 (continued)

Rainbow Planet	<p>1: Dianping APP users reviews</p> <p>In Dianping APP, the review information of Rainbow Planet can be found that there are a total of 622 comments and 15 high-frequency word evaluations. Among them, the most common comments are "enthusiastic service" (169), "very good environment" (163), and warm decoration (28).</p> <p>Comments of users on Dianping use long paragraphs and emotional stories about their pets, saying that Rainbow Planet provided professional services and funeral ceremonies when they were in a panic after losing their pets, so that they could send their pets off properly.</p> <p>2: REDnote APP user mentions</p> <p>There are two brand stores of "Rainbow Planet" on the REDnote APP, and a total of 240 notes mention the brand.</p> <p>3: WeChat Index</p> <p>Searching with the keyword "Rainbow Planet Pet Life Memorial Hall", the data source is relatively single, mainly video accounts. Data starting 2024. The data had increase after September 2024. The highest one-day index is 1477.</p>
ReHug	<p>1: Dianping APP users reviews</p> <p>In Dianping APP, the review information of Rainbow Planet can be found that there are a total of 6 user-frequent words, most of which are "very good environment" (25), "enthusiastic service" (17), "quiet", "soft healing feeling" and "details" will also appear in user reviews. , the customers are basically customers in Shanghai.</p> <p>2: REDnote APP user mentions</p> <p>There is only one "ReHug" brand in REDnote APP, and a total of 56 notes mentioned this brand.</p> <p>3: WeChat Index:</p> <p>In the WeChat index, using "ReHug" as the search term, 100% of the information comes from web pages, and the overall index is low. Only on June 11, the highest one-day index is 1649.</p>

In summary, judging from the data of several lifestyle apps most commonly used by Chinese users, Tianpet has the largest amount of data in the WeChat APP, has

the largest number of chain stores, and has received hundreds of billions of investment; Rainbow Planet has the largest exposure in the REDnote APP , but its brand name cannot clearly define its industry attributes; ReHug has the smallest exposure, which is partly related to its small size and late establishment.

Step 1.2: Draw brand positioning map

Based on the above information and data, draw a brand positioning map with "quality" as the horizontal axis and "Chinese and Western design styles" as the vertical axis:

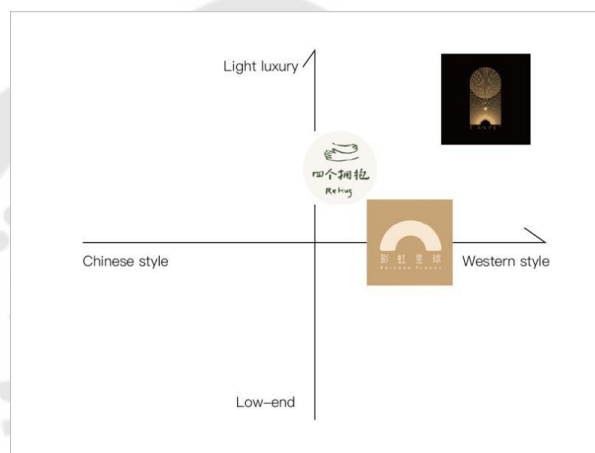


Figure 55 Tianpet, Rainbow Planet, ReHug brand positioning map

Source: Drawn by author

It can be found from the picture that the 3 brands surveyed are concentrated in the upper right corner area, and they all belong to the process of medium quality-quality light luxury, which shows the importance of brand quality; while the upper left corner and lower left corner of the picture are blank areas, and the three None of the pet funeral brands are Chinese design style brands. As can be seen from this picture, creating a pet funeral brand with Chinese style elements is a blank area in the current market.

In summary, after an investigation of the three pet funeral brands, Tianpet, Rainbow Planet, and ReHug, it was found that all three pet funeral brands emphasize the emotional connection between human pets. The Tianpet brand system is the most

complete and has formed a chain of stores. The brand tone is luxurious and exquisite, providing users with the ultimate experience; Rainbow Planet emphasizes professional standards and care for pet owners. It not only provides pet funeral services but also pet funeral training services. It currently has two stores, but the brand design is not unified, and the brand name is easy to confuse; There is only one ReHug, which mainly cares about people's affection, provides high-quality and exquisite services, has a unified brand system, and creates a warm and healing atmosphere through hand-painting.

And during the investigation, it was found that three brands would use traditional Chinese funeral cultural elements in their farewell rooms, such as Taoist death quilts, and ReHug designed one of the farewell rooms to be a Chinese-style environment, but no relevant Chinese culture appeared in the brand design. Elements, even Tianpet, Rainbow Planet's brand logo draws on stories and elements of Western culture. There is a blank space in the market for Chinese-style pet funeral brand vision.

Step 2: The result of analyze Middle-class women demand for pet funeral services in Shanghai

By setting up a questionnaire and a survey, the information was finally collated to understand the needs of Middle-class women in Shanghai for pet funerals.

Step 2.1 Set up questionnaire

The purpose of the questionnaire:

1: To understand the relationship between parenting time and emotional intensity between Middle-class women in Shanghai and their pets.

2: To understand the acceptance of pet funeral services by Middle-class women in Shanghai.

3: To understand the visual preferences of Shanghai Middle-class women for pet funeral brands.

A total of 27 questions are set, divided into the following 4 sections:

Section 1: Basic information of the user (5 questions).

Section 2: The emotional relationship between users and pets (6 questions).

Section 3: User acceptance of pet funerals services (9 questions).

Section 4: Preference factors for pet funeral brands (7 questions).

To understand the needs of Middle-class women for pet funeral brands.

Step 2.2 Distribute questionnaires

The purpose of this study is to understand Shanghai's Middle-class women's pet funeral service preferences and brand tendencies, with a view to providing data to support and guide the visual design of pet funeral brands. The respondents of the questionnaire survey were pet owners in Shanghai.

This article set up a questionnaire through the Questionnaire Star platform and distributed it to pet owners in Shanghai through the WeChat channel. A total of 289 questionnaires were received. After valid questionnaire selection criteria: female, bachelor's degree or above, annual income within 100,000-500,000, 216 valid questionnaires were obtained.

Step 2.3 Analyze questionnaire

Table 12 Basic information about gender.

Serial number	User gender	Percentage (%)	Sort
1	Male	24.22	2
2	Female	75.78	1

Table 12 shows in this survey, women accounted for 75.78%, with a total of 219 responses. The questionnaire can screen the range of people who fit the research population.

Table 13 Basic information about age.

Serial number	User age	Percentage (%)	Sort
1	0-18 years old	0	4
2	18-25 years old	6.02	3

3	25-45 years old	77.78	1
4	Over 45 years old	16.2	2

Table 13 shows in this survey, women aged 25-45 account for the largest proportion.

Table 14 Basic information about academic qualification.

Serial number	User academic qualification	Percentage (%)	Sort
1	High school degree	0	3
2	College degree	0	3
3	Undergraduate degree	90.74	1
4	Postgraduate degree or above	9.26	2

Table 14 shows in this survey, 90.74% of women have a bachelor's degree, accounting for the largest proportion.

Table 15 Basic information about annual income.

Serial number	User annual income	Percentage (%)	Sort
1	0-100K yuan	0	3
2	100K-300K yuan	44.91	2
3	300K-500K yuan	55.09	1
4	More than 500K yuan	0	3

Table 15 shows in this survey, there are more women with annual income in the range of 300K-500K yuan, accounting for 55.09%, more than half of the population.

Table 16 Basic information about user buys things with Chinese traditional culture.

Serial number	Do you usually like to buy things with Chinese traditional culture	Percentage (%)	Sort
1	Like it very much	3.7	3
2	Like it	58.33	1
3	Generally	35.65	2
4	Dislike	2.31	4

Table 16 shows 62.03% of women in this survey "like" or "like very much" items from traditional Chinese culture. It proves that items containing traditional Chinese cultural elements are more popular among women.

Table 17 Basic information about user raise pets.

Serial number	Do you raise pets	Percentage (%)	Sort
1	Raise it	64.35	1
2	Have raised it before	31.48	2
3	Don't raise it	4.17	3

Table 17 shows in this survey, 95.83% of women "are currently raising pets" and "have ever raised pets".

Table 18 Basic information about user has kind of pets.

Serial number	Kind of pets	Percentage (%)	Sort
1	Cat	66.67	3
2	Dog	33.33	5
3	Rabbit	85.65	1
4	Hamster	76.39	2
5	Bird	46.76	4
6	Others	6.02	6

Table 18 shows in this survey, this question is a multiple-choice one. The main pet species raised by women in Shanghai are rabbits, hamsters, and cats, accounting for 85.65%, 76.39%, and 66.67% respectively. This is different from the most common pet species in the general pet market (cats and dogs). It was found that these three types of pets are all breeds raised at home. There is no need to take pets out for walks. This may be related to Shanghai's fast-paced lifestyle, and they are more inclined to raise animal species that can be taken care of at home.

Table 19 Basic information about user monthly pet expenses.

Serial number	Monthly pet expenses	Percentage (%)	Sort
1	0-500 yuan	16.67	3
2	500-1000 yuan	37.5	1
3	1000-2000 yuan	32.41	2
4	2000 yuan or more	13.43	4

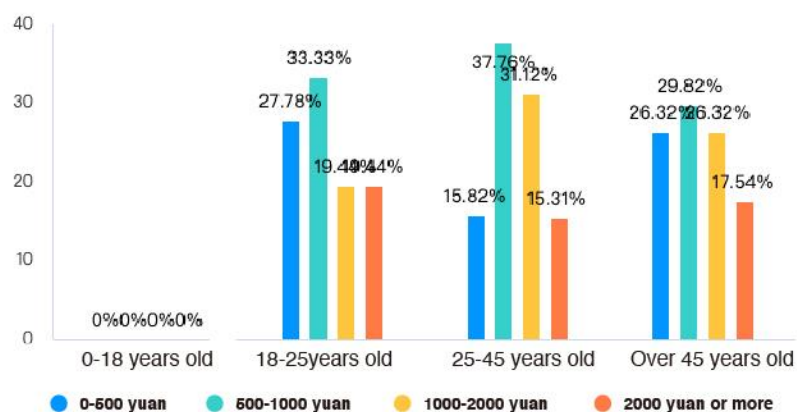


Figure 56 Crosstab of user age and user monthly pet expenses

Source: www.wjx.cn

Table 19 shows in this survey, Shanghai women spend the most on pets in the range of 500-1,000 yuan per month on average. In figure 59, accounting for 37.5%, Shanghai women aged 25-45 account for the largest proportion, accounting for 37.76%.

Table 20 Basic information about user spends with their pets every day.

Serial number	Spend time with pets every day	Percentage (%)	Sort
1	Less than 0.5 hour	15.74	3
2	0.5 hour - 1 hour	38.89	1
3	1 hour - 2 hours	33.8	2
4	Over 2 hours	11.57	4

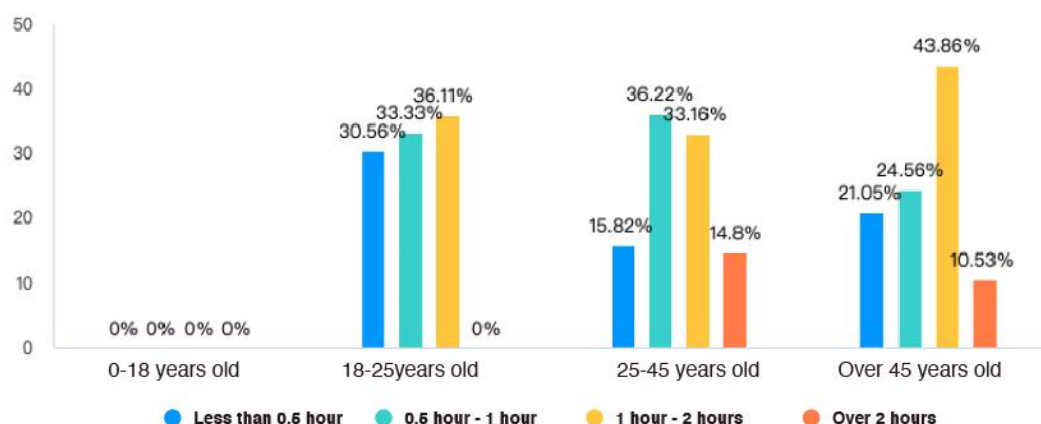


Figure 57 Crosstab of user age and user spends with their pets every day

Source: www.wjx.cn

Table 20 shows in this survey, Shanghai women spend the most time with pets between 0.5h and 1h every day on average, accounting for 38.89%; In figure 60, Shanghai women aged 25-45 spend the longest time with pets between 0.5h and 1h, while Shanghai women aged 18-25 and over 45 years old spend more time with pets every day, between 1h and 2h.

Table 21 Basic information about the method the user takes when the user's pet is sick.

Serial number	Method the user takes when the user's pet is sick	Percentage (%)	Sort
1	Find treatment options online and treat it yourself	13.43	3
2	Go to pet hospitals	41.67	1
3	Go to different pet hospitals and have multiple follow-up visits	33.8	2
4	Do nothing and believe in the healing ability of pets	11.11	4

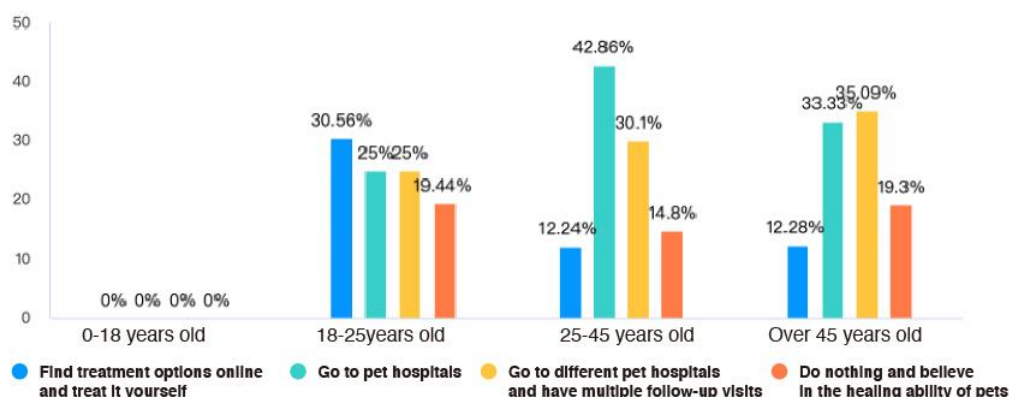


Figure 58 Crosstab of user age and the method the user takes when the user's pet is sick

Source: www.wjx.cn

Table 21 shows in this survey, when a pet becomes sick, Shanghai women most often choose to go to a pet hospital for treatment or to go to a different pet hospital for diagnosis and take it for a follow-up visit after it recovers. Among the four options, these are the two options that are deeply emotionally invested in the pet. In figure 61, Shanghai women aged 18-25 are more likely to collect information from the Internet and treat themselves; Shanghai women aged 25-45 are more likely to choose to go to pet hospitals for treatment; and women over 45 years old are more likely to choose to go to pet hospitals or to different pet hospitals for diagnosis and follow-up. Women over 25 years old are more emotionally invested in pets.

Table 22 Basic information about user's emotions when a pet dies.

Serial number	User's emotions when a pet dies	Percentage (%)	Sort
1	Despair	22.69	3
2	Very sad and upset	5.09	5

3	A little sad	13.89	4
4	Calm	35.19	1
5	Nothing happened	23.15	2

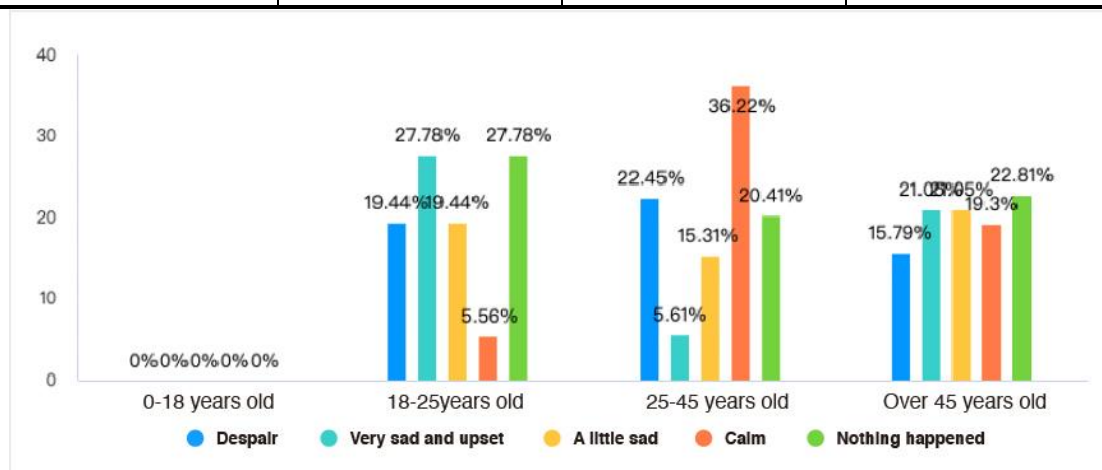


Figure 59 Crosstab of user age and user emotions when a pet dies

Source: www.wjx.cn

Table 22 shows in this survey, reveals a distinct bimodal distribution in emotional responses following pet loss: 41.67% of respondents exhibited intense "sad - despair" reactions, while 35.19% demonstrated a state of "calm acceptance." Notably, women aged 25-45 displayed significantly higher levels of despair compared to other age cohorts when facing pet mortality.

Table 23 Basic information about user chooses pet funeral wishes.

Serial number	User chooses pet funeral wishes	Percentage (%)	Sort
1	Yes, of course	59.72	1
2	It depends on the price	31.94	2
3	No	8.33	3

Table 23 shows in this survey, 59.72% of Shanghai women will use pet burials after their pets die.

Table 24 Basic information about users understanding of pet funerals.

Serial number	Users understanding of pet funerals	Percentage (%)	Sort
1	Don't understand	13.89	3
2	Understand a little	43.98	1
3	Consulted but never consumed	30.56	2
4	Consumed this type of service	11.57	4

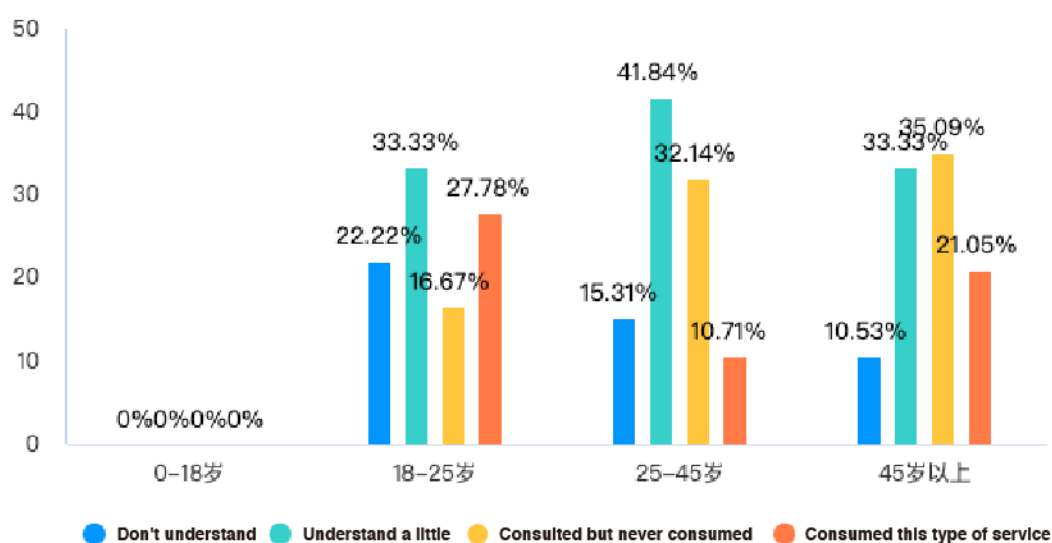


Figure 60 Crosstab of user age and users understanding of pet funerals

Source: www.wjx.cn

Table 24 shows in this survey, 43.98% of Shanghai women have learned about pet funerals, and only 11.57% of women have consumed pet funeral services. Shanghai's pet funeral market still needs to strengthen the popularization and education

of pet funerals and has huge potential. women users aged 18-25 have consumed the most pet funeral homes; 73.98% of female users aged 25-45 are the largest potential users, who have tried to understand pet funeral but have only consumed them.

Table 25 Basic information about channels for obtaining pet funeral information

Serial number	Channels for obtaining pet funeral information	Percentage (%)	Sort
1	Internet	72.22	2
2	TV Commercials	26.39	6
3	Friends	44.91	4
4	Offline Stores	68.98	3
5	Pet hospital	29.63	5
6	Pet related companies	87.5	1
7	Others	3.24	7

Table 25 shows in this survey, users most often learn about pet funeral information through pet-related enterprises (such as pet cafes, pet parks), offline pet stores, and the Internet, which has certain guiding significance for subsequent brand communication.

Table 26 Basic information about acceptable range for pet funeral expenses.

Serial number	Acceptable range for pet funeral expenses	Percentage (%)	Sort
1	0-600 yuan	15.74	3
2	600-1500 yuan	45.37	1

3	1500-4000 yuan	29.17	2
4	Over 4000 yuan	9.72	4

Table 26 shows in this survey, 45.37% of Shanghai women are willing to accept pet funeral services in the "600-1500" range, indicating that in the pet funeral market, mid-priced pet funeral services are more popular.

Table 27 Basic information about pet funeral brands known to users.

Serial number	Pet funeral brands known to users	Percentage (%)	Sort
1	Tianpet	39.35	4
2	Rainbow Planet	89.81	1
3	ReHug	43.06	3
4	Never heard of it	70.37	2
5	Others	7.41	5

Table 27 shows in this survey, Shanghai women of three age groups have the highest awareness of the "Rainbow Planet" brand. This may be because Rainbow Planet not only targets C-end consumers, but also faces B-ends, providing pet funeral knowledge education, and its founder Yinghao will continue to operate social media to speak out for pet funerals, attracting more users, which has certain reference significance for future brand communication.

Table 28 Basic information about what aspects is most important to users when choosing a pet funeral brand.

Serial number	what aspects are most important to users when choosing a pet funeral	Percentage (%)	Sort
---------------	--	----------------	------

	brand		
1	Service attitude	19.91	3
2	Price	40.28	1
3	Brand awareness	28.7	2
4	Brand image design	11.11	4

Table 28 shows in this survey, 40.28% of Shanghai women are more concerned about the price of pet funerals, followed by brand awareness.

Table 29 Basic information about pet funeral services preferred by users.

Serial number	Pet funeral services preferred by users	Percentage (%)	Sort
1	Cremation	18.98	10
2	Burial	86.57	1
3	Ashes box	38.43	9
4	Hair commemoration	71.3	3
5	Commemorative brooch	55.09	5
6	Commemorative photo	50.46	8
7	Commemorative Plant Potting	53.24	6
8	Commemorative Necklace	60.19	4
9	Commemorative Video	75.93	2
10	pet cloning	52.78	7
11	Others	6.94	11

Table 29 shows in this survey, all pet funeral service users have choices. Among them, the most popular ones are funeral ceremony, memorial video, and hair memorial. This has important reference significance for future brand design service systems.

Table 30 Basic information about pet funeral ceremony preferred by users.

Serial number	Pet funeral ceremony preferred by users	Percentage (%)	Sort
1	Cremation	6.48	7
2	Burial	12.5	4
3	Water Burial	13.43	3
4	Tree Burial	3.24	8
5	Balloon Burial	11.57	5
6	Tree Planting Burial	25.93	1
7	Space Burial	18.98	2
8	Ecological Burial	7.41	6
9	Others	0.46	9

Table 30 shows in this survey, Shanghai women are more likely to plant trees for burial, accounting for 25.93%. Female users in Shanghai are more inclined to sustainable products and advocate green environmental protection. In brand product design, user consumption experience can be referred to.

Table 31 Basic information about brand concept that users prefer.

Serial number	Brand concept that users prefer	Percentage (%)	Sort
1	Emotional care	79.17	3
2	Luxury	90.74	1
3	Professional	66.2	4
4	Personalized	66.2	4
5	Healing	60.65	5
6	Sustainable	55.56	6
7	Warm and quiet	88.89	2
8	Happy Farewell	27.31	7

Table 31 shows in this survey, Shanghai women pay more attention to the brand concept of "luxury", accounting for 90.74%, which has certain guiding significance for brand image design.

Table 32 Basic information about user-preferred pet funeral brand image tones.

Serial number	User-preferred pet funeral brand image tones	Percentage (%)	Sort
1	Warm and soft	12.96	3
2	Quiet and calm	39.81	1
3	Light luxury	37.04	2
4	Chinese farewell	10.19	4

Table 32 shows in this survey, Shanghai women like a "Quiet and calm s" brand tone. The second is the brand tone of "light luxury".

Table 33 Basic information about user's principles for brand naming.

Serial number	User's principles for brand naming	Percentage (%)	Sort
1	Simplicity (the brand name should be simple, concise, and easy to spread)	18.06	3
2	Unique (the brand name should have a unique personality and avoid confusion with other brand names)	36.11	1
3	Novel (the brand name should be fresh and can be combined with the attributes of the funeral industry)	32.87	2
4	Have Chinese cultural connotations (the brand name must have Chinese cultural elements)	12.96	4

Table 33 shows in this survey, Shanghai users prefer unique brand names that are easy to identify.

Table 34 Basic information about elements of user-enhanced memory for a pet funeral brand

Serial number	Elements of user-enhanced memory for a pet funeral brand	Percentage (%)	Sort
1	unique brand logo	50	3
2	iconic graphics and colors	85.19	2
3	Brand image with the same style	89.35	1
4	Has Chinese cultural connotation	46.3	4

Table 34 shows in this survey, the option "brand packaging consistency" accounted for 89.35%, which is more likely to enhance Shanghai women's memory of

the brand. Iconic graphics and colors are also the visual focus of their attention. Creating iconic graphics or color matching of characters can easily enhance their memory of the brand.

Table 35 Basic information about types of pet funeral brand logos preferred by users.

Serial number	Types of pet funeral brand logos preferred by users	Percentage (%)	Sort
1	Chinese and English font logo	60.65	1
2	Graphic logo with abstract form	28.7	2
3	Font graphics combined with deformed logos	10.65	3

Table 35 shows in this survey, Shanghai women prefer “Chinese and English font logos”, which has certain guiding significance for brand logo design.

Table 36 Basic information about colors of pet funeral brand designs preferred by users.

Serial number	colors of pet funeral brand designs preferred by users	Percentage (%)	Sort
1	Warm colors	57.41	1
2	Cool colors	30.56	2
3	Medium colors	12.04	3

Table 36 shows in this survey, 57.41% of Shanghai women believe that pet funeral brands should have warm colors to better appease users' emotions.

Table 37 Basic information about user is more interested in understanding the content of pet funeral brands.

Serial number	users are more interested in understanding the content of pet funeral brands	Percentage (%)	Sort
1	Popular science knowledge about pet funerals	86.57	1
2	Pet funeral process	68.98	3
3	Pet funeral packages and service contents	79.63	2
4	Others	3.7	4

Table 37 shows in this survey, Shanghai women have a demand for pet funeral science knowledge, pet funeral processes, pet funeral packages and service contents. In the process of brand material promotion, users can learn from the content of interest, targeted publicity, and dissemination of pet life education.

Table 38 Basic information about user-friendly pet funeral memorial designs.

Serial number	User-friendly pet funeral memorial designs	Percentage (%)	Sort
1	Like daily souvenirs that have practical functions	14.35	3
2	Like luxurious and complicated souvenirs	42.59	1
3	I like souvenirs that make me miss my pets	33.8	2
4	No preference	9.26	4

Table 38 shows in this survey, 42.59% of Shanghai women prefer luxurious and complicated souvenirs.

In summary, through this questionnaire, Shanghai women's consumption tendency for pet funeral brands is medium-priced pet funeral services, but light and luxurious warm-toned brand visual images. It can be seen from table 19, table 20, table

21, and table 22 that Shanghai women over 25 years old are more emotionally invested in pets, have a stronger sense of attachment, and are more willing to spend money on pets.

Conclusion from steps 1 and 2, the comprehensive result is:

1. Regarding the emotional attachment relationship between Shanghai Middle-class women and pets: According to Table 19-22, Shanghai Middle-class women of different ages choose pets: In the monthly consumption range of 500-2,000 yuan, Shanghai Middle-class women aged 25-45 have the largest number; Shanghai Middle-class women spend the most time with pets in the range of 0.5h-1h daily, among which Shanghai Middle-class women aged 25-45 have the largest number of people in this range. The largest number, accounting for 36.22%; when their pets are sick, 75.47% of Middle-class Shanghai women choose to go to the hospital for treatment, with most people aged 25-45 years old. Shanghai Middle-class women aged 25-45 years old are the most likely to feel despair when their pets die. Based on the above data, Middle-class Shanghai women are more attached to pets and are willing to spend money on them. Among them, Middle-class Shanghai women aged 25-45 years old have the strongest emotional attachment to pets.

2. Regarding Shanghai's Middle-class women's understanding of pet funerals: According to Table 25, Shanghai's Middle-class women learn more about pet funerals from pet-related companies or the Internet. According to Table 27, 70.37% of Middle-class women in Shanghai have not heard of any pet funeral brands, indicating that the awareness of pet funeral brands needs to be improved. Among them, Rainbow Planet is the most recognized pet funeral brand.

3. Regarding Shanghai Middle-class women's willingness to consume pet funerals: Shanghai's Middle-class women are more willing to spend on pet funerals. According to Table 24, 86.11% of Shanghai's Middle-class women have learned about pet funeral services, and nearly half of them have consulted about pet funeral services. According to Table 26, 74.54% of Shanghai's Middle-class women are willing to accept pet funeral consumption in the range of 600-4000.

4. Regarding the choice of pet funeral and burial services: According to the questionnaire survey, Table 29, Table 30, and Table 31, it is found that Middle-class women in Shanghai tend to choose innovative and eco-conscious burial methods such as tree planting burial, space burial, and water burial, reflecting users' environmental awareness and desire for sustainable memorialization practices. When choosing commemorative methods, user preferences for memorial formats demonstrate a dual emphasis on both digital and physical forms, exemplified by commemorative Video, hair commemoration, and commemorative necklace. These manifestations not only reflect innovative applications of digital technology but also preserve the ceremonial value inherent in traditional keepsakes.

5. Regarding the pet funeral brand positioning: According to the pet funeral brand positioning map in step 1, the Chinese style pet funeral brand tone is gap area. In the market. According to the questionnaire table 26, table 28, table 31, and table 38, Shanghai's Middle-class women prefer mid-priced products (in the range of 600-4,000 yuan), but with high quality visual images and commemorative products. Therefore, the final brand should be a mid-price pet funeral brand with a Chinese style of tranquility vision.

6. Regarding the brand concept of pet funerals: The results of the study and questionnaire survey on 3 pet funeral brands in China show that the three brands all focus on "emotional care" and integrate "emotional care" into every aspect of the brand. Pet owners can be comforted and relieve their grief; according to Table 31, 32, of the questionnaire results, in terms of brand philosophy, research data indicates users show significant preference for two core appeals: "Luxury" and "Warm & Serene". Regarding brand tonality, "Tranquil & Peaceful" and "Understated Luxury" received strong endorsement. This converging brand preference suggests that for Shanghai's middle-class female demographic, pet memorial brands should cultivate a "Quiet Luxury" brand system that harmonizes serene aesthetics with premium quality.

7. About the brand name: A unique brand name is easier to remember. A pet funeral brand name should conform to industry attributes and personal characteristics,

making it easier for Middle-class women in Shanghai to approach it. For example, the brand name "Rainbow Planet" is more likely to appear in the food industry, which may cause confusion among users.

8. Regarding the visual tone of the brand, according to questionnaire tables 32, 34, and 38, Middle-class women in Shanghai are more inclined to choose light luxury tones with unified tonality, which is consistent with their preferred brand positioning.

9. About the brand logo: When building a brand logo, Middle-class women in Shanghai are more likely to choose a logo that combines Chinese and English. In the learning case in step one, ReHug in Shanghai also uses the same style. The logos of the three brand cases in step one all emphasize the design of the font and weaken or have no graphic elements. In the brand logo, more elements related to the brand name will be highlighted, such as Tianpet font design, such as the rainbow element of Rainbow planet. Furthermore, none of the three brand cases used the image of cats and dogs as brand logo elements. It may be that cats and dogs are not enough to reflect the more diverse types of pets. It may also be that the use of cat and dog elements reminds people of the pet industry and cannot directly represent the attributes of the pet funeral industry.

10. Regarding the auxiliary graphics of the brand: According to Table 34, the visual unity with the brand logo, paired with iconic graphics and colors, is also very popular among Middle-class women in Shanghai. According to Table 16, 62.03% of Middle-class women in Shanghai like traditional Chinese culture. Adding elements of traditional Chinese culture to visual graphics is more in line with their preferences.

11. About the color of the brand: According to Table 36, Middle-class women in Shanghai prefer warm colors for pet funerals. According to the study of three Chinese brands, it can be found that Rainbow Planet and ReHug are also warm color combinations. This may be because pet owners have pet funerals, which are already a very sad thing. They hope to alleviate their grief here, rather than aggravate their grief, so they will prefer color combinations that can give people warmth, elegance, and healing to heal their mood after losing their pets.

12. Regarding brand extension materials: According to Table 37, Middle-class women in Shanghai are more interested in pet funeral science knowledge, pet funeral processes, pet funeral packages and service content. This content can be presented in the material design to facilitate users' understanding and selection; According to Table 38, Shanghai's Middle-class women prefer luxurious and complicated commemorative products, which is consistent with the visual tone of luxury brands they need. Notably, socially interactive souvenirs are also popular with them. In design, you can design commemorative products that are socially interactive and have luxurious visuals.

Step3: Pet funeral brand design prototype targeting Middle-class women in Shanghai

This section takes the development and design of a pet funeral brand as the basic research object. The overall visual image of the brand is developed and designed through the brand name, brand content, brand positioning and brand visual image system, including logo, color, visual image, fonts, promotional advertisements, and commemorative products. Based on the unity of brand content and brand vision, it improves the recognition and loyalty of Middle-class women users in Shanghai, opens the pet funeral market for the brand in Shanghai, finds its brand positioning and enhances its economic value.

Brand image design is a systematic creative integration process. In the initial stage, author conducted in-depth brainstorming around the elements of funeral culture and the characteristics of target users and developed keywords from six dimensions: "Eastern cultural ", "emotional needs", "pet ", " Traditional funeral behavior", "Middle-class women" and "Shanghai". Through multi-angle thinking, author stimulated brand creativity and deepened our understanding of the essence of pet funeral brands.

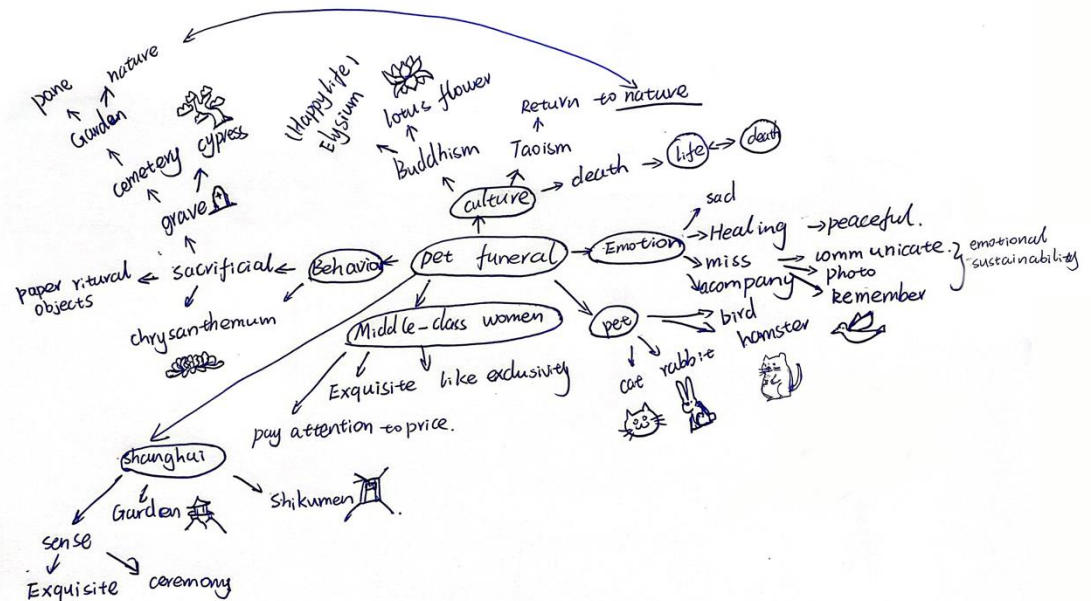


Figure 61 Brand brainstorming

Source: Drawn by author

Based on this series of keyword research results, author finally integrated and refined three candidate brand name plans: "LingLe Yuan", "GuiXi Yuan", and "YouNian".

1: Brand name 1 - "LingLe Yuan": "Ling" represents the pet's spirit, "Le" signifies the Pure Land paradise, symbolizing the brand as a celestial abode for departed pets.

2: Brand name 2 - "GuiXi Yuan": "GuiXi" conveys a resting place for animal souls, combined with "Yuan" (garden) to create serenity and natural harmony. The name maintains traditional solemnity while expressing peaceful transcendence.

3: Brand name 3 - "YouNian": "Yu" denotes healing and natural return, symbolizing the cycle of life where pets reunite with nature. "Nian" embodies remembrance, together forming "healing through memorialization".



Figure 62 Brand name selection

Source: Drawn by author

After careful evaluation of the three candidate names:

1: Brand name 1 (LingLe Yuan) was eliminated due to potential misinterpretation. The character "Le" may evoke excessive "happiness" connotations, thereby diluting the brand's memorial essence.

2: Brand name 2 (GuiXi Yuan), while culturally grounded, skews overly traditional and heavy, a tonal mismatch with Shanghai Middle-class women's preferences for balanced emotional resonance.

3: Brand name 3 (YouNian) emphasizes returning to nature and missing pets, implicitly reflecting the brand attributes, but also with a sense of solemnity and sadness.

After careful consideration, we chose brand name 3 (YouNian) because it is restrained yet warm, and the brand name is elegant and healing, which better meets the needs of Middle-class women in Shanghai.

Derived from the Chinese brand name "YouNian", the English name "Yurealm" strategically preserves the core character "Yu" phonetically, maintaining its original philosophical connotations of "healing" and "return to nature". The suffix "-realm" evokes a sacred natural sanctuary where departed pets rest eternally.

Based on the results of step 1, step 2 and brainstorming, author can get the demand of Middle-class women users in Shanghai for Yurealm pet funeral brand. author will explain it from the following three aspects: determining brand identity, establishing brand elements, brand image design.

Step 3.1: Determining brand identity

Brand identity is composed of three parts: brand vision, brand positioning, and brand concept.

3.1.1 Brand vision

The pet funeral brand "Yurealm" is committed to building a spiritual temple of oriental aesthetics for Shanghai Middle-class women who keep pets, providing them with a comfort memorial space to heal after passed away their pets and storing the emotions and love between pet owners and their pets.

In Yurealm, farewell is both the end and the beginning.

In Yurealm, you can have an eternal dialogue with your pet.

In Yurealm, it is the spiritual baptism of a Shanghai woman after losing her pet.

Yurealm is not only a pet funeral service agency, but also an emotional healing space that spans life and death.

3.1.2 Brand positioning

Yurealm is a pet funeral brand exclusively designed for Middle-class women pet owners in Shanghai, specializing in pet funeral services and commemorative products. Deeply rooted in the emotional needs of Middle-class women after the loss of their pets, it blends traditional Chinese funeral culture to create a serene and warm healing space. Through personalized services, the brand makes women feel seen, respected, and loved after their pet's passing. It not only provides a sense of ritual for dialogue, remembrance, and companionship—extending the emotional bond between pets and their owners—but also offers therapeutic experiences to help them release grief and regain inner peace, serving as a guardian of Middle-class women's emotions in Shanghai.

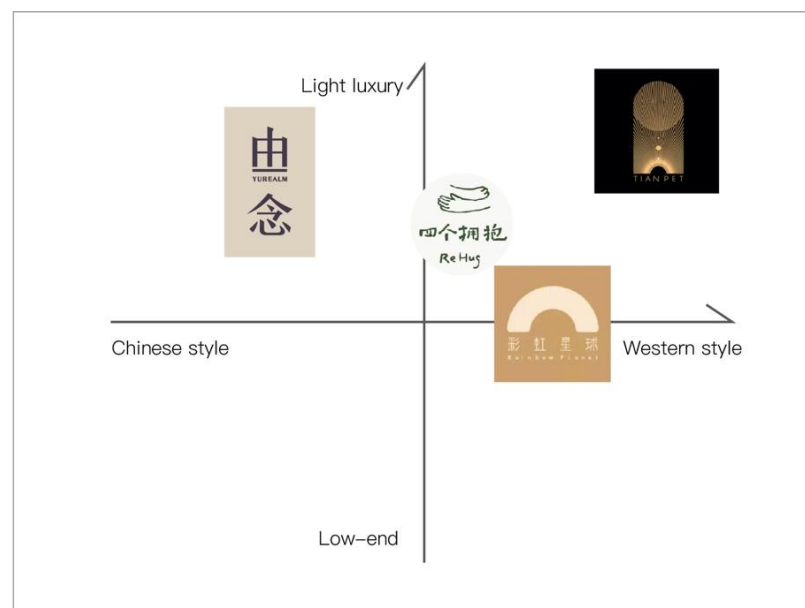


Figure 63 Yurealm, Tianpet, Rainbow Planet, ReHug brand positioning map

Source: Drawn by author

3.1.3 Brand concept

The brand philosophy of Yurealm is derived from the meaning of its name, Middle-class women needs, and brand positioning. The name "Yu" symbolizes "returning to nature," while Middle-class women needs emphasize "eternal emotional bonds." Rooted in traditional Chinese funeral culture, Yurealm embodies Eastern philosophical values, shaping its core concept: Return to Nature, Eternal Bonds, Eastern Philosophy.

Return to Nature: Yurealm believes that life ultimately returns to nature, advocating for sustainable pet funeral practices and commemorative products. This allows pet owners to find solace in a natural setting.

Eternal Bonds: Yurealm holds that death is not the end, being forgotten is. Thus, the brand serves as an emotional bridge between pet owners and their departed companions, helping them release grief, cherish memories, and rediscover warmth and peace.

Eastern Philosophy: Grounded in traditional Chinese funeral users, Yurealm redefines modern perspectives on life, drawing from Eastern philosophies (Buddhism,

Taoism) to interpret death. It cultivates a unique Eastern aesthetic, offering funeral services that are understated yet deeply comforting.

Step 3.2: Establishing brand elements

Brand elements mainly consist of three parts: brand name corporate statement and brand logo

Step 3.2.1 Brand name

In selecting the name for our pet funeral brand, market research through questionnaires revealed that users prefer names that are concise, memorable, and reflective of funeral services. Aligning with our brand positioning and philosophy, we ultimately chose the Chinese name "YouNian" and the English name "Yurealm"—both deeply rooted in traditional Chinese cultural identity while expressing a distinct Chinese perspective on life and death.

The "You" in the Chinese brand name "YouNian" as a preposition means reason, and as a noun it means "origin" (Zdic, 2025). The basis of the meaning of "You" can be traced back to the Eastern Han Dynasty, especially in Wang Chong's seminal work "LunHeng" : Kind deeds arise from the heart, kind words flow from the mind - sharing one origin, they are of the same vital breath (Wang, 1962). Interpret the philosophical meaning of pet funeral that life originates from nature and returns to nature.

The Chinese brand name "Nian" in our brand name YouNian carries profound dual meaning: it represents "eternal keeping" – both the pet owner's enduring remembrance of their departed companion, and the brand's role as a sacred space for emotional solace. This intentionally bridges our service attribute with core philosophy: honoring bonds that transcend physical existence.

The Chinese brand name "YouNian" combines "You" (rooted in nature) and "Nian" (eternal remembrance), subtly conveying industry attributes while expressing an emotional philosophy of returning to nature and cherishing life. Its soft pronunciation /yóu niàn/ creates a serene atmosphere—concise, memorable, and warm—perfectly

aligning with Shanghai Middle-class women users' desire for ritualistic meaning and emotional value.

The English name "Yurealm" echoes its Chinese counterpart through a fusion of the phonetic "You" and the English word "realm," creating a brand imagery that blends natural origins with spiritual sanctuary.

"Yu" inherits the philosophical concept of "returning to nature," while "realm" constructs a poetic vision—both a pristine natural resting place for pets and an emotional haven for Middle-class women seeking healing.

Together, "Yurealm" embodies a "sacred natural sanctuary," evoking reverence and timelessness. It softens the pain of traditional funerals by emphasizing spiritual serenity, highlighting harmony between women, life, and nature. The name preserves memorial solemnity while gently offering solace, perfectly aligning with modern Middle-class women's aesthetic and emotional expectations for life rituals.

Step 3.2.2 Corporate statement

Yurealm is a pet funeral service brand dedicated to Shanghai's Middle-class female pet owners, addressing their emotional needs after losing a companion. Rooted in Eastern philosophy, it integrates traditional Chinese burial customs into pet memorial services, creating a healing sanctuary for these women.

Brand slogan: Love returns to nature.

This reflects both the funeral process from farewell to nature's embrace, and the enduring bond between owners and pets. It embodies Yurealm's core belief: the love between pets and their owners continues within Yurealm space.

Step 3.2.3 Brand logo

Based on the findings from Step 2 showing user preference for bilingual logos, we integrated the characters of "YouNian" and "Yurealm" in a cohesive font design.

Rooted in Eastern understated aesthetics, Yurealm's brand visual image avoids exaggerated expressions. The Chinese font is a contemporary reinterpretation of classic SimSun font, chosen for two key reasons:

1: Born in Shanghai, SimSun is a modern typeface (first created by the Commercial Press in the 1920s) that carries the historical memory of Shanghai city. It has five main advantages: structural elegance, geometric precision, formal beauty, cultural significance, and poetic resonance (Wang, 2020).



Figure 64 Font Research Workshop in Shanghai

Source: <http://sh.people.com.cn/big5/n2/2020/1015/c350122-34352040.html>

2: The SimSun font features vertical strokes that are straight and thick, horizontal strokes that are flat and thin, with distinctive triangular serifs at the ends of horizontal strokes (TYPE-chan, 2021). The graceful curves in the strokes embody feminine resilience, while the sharpened terminals convey refined elegance - perfectly aligning with target users' sensibilities.

This design approach enables the logo system to both evoke users' cultural identity and establish an inherently elegant and gentle brand temperament through subtle design language.

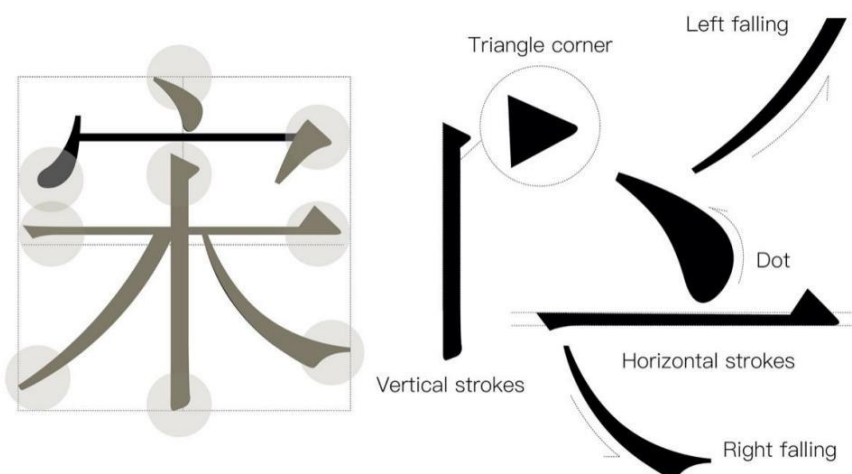


Figure 65 SimSun font styling structure

Source: Drawn by the author

The following is the stroke design process of the Chinese font "YouNian" based on SimSun font:

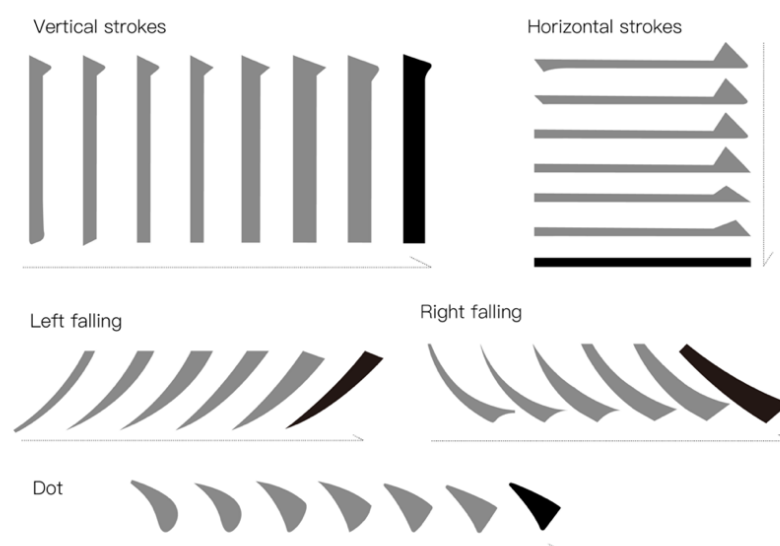


Figure 66 Font stroke design

Source: Drawn by author

In the typographic design of "YouNian":

1: Vertical strokes were widened to enhance contrast with horizontal strokes. Triangle serifs were retained but softened for feminine elegance.

2: Horizontal strokes eliminated triangle serifs completely, with reduced curvature for cleaner, stronger forms.

3: Dots were redesigned as acute-angle triangles with minimal curvature, creating tranquil forms that harmonize with vertical strokes.

4: Left-falling strokes gained width and sharp terminals, with reduced curvature for refined precision (applied similarly to right-falling strokes).

The final logotype uses vertical composition reflecting traditional Chinese reading patterns, with meticulous adjustments to align with Eastern aesthetics.



Figure 67 "YouNian" Chinese font design sketch

Source: Drawn by author

In the design of the English "Yurealm", the SimSun font with its sharp contrast in thickness was used as inspiration, and its stroke features were incorporated into the English font design. Based on the prototype of the classic serif font, by adjusting the stroke proportions and transforming the end of the strokes, a custom English font was finally created that not only maintains the recognition of English letters but also contains the characteristics of SimSun font. This design makes the Chinese and English brand fonts harmonious and unified in terms of thickness rhythm and decorative details.

YUREALM YUREALM YUREALM YUREALM
YUREALM YUREALM YUREALM YUREALM

Figure 68 “Yurealm” English font design sketch

Source: Drawn by author

In the combination and debugging of Chinese and English fonts, a unique visual rhythm is created through fine stroke alignment: the horizontal stroke of the Chinese font "You" is moved down to form a subtle echo with the baseline of the English font. This unconventional arrangement not only enhances the organic connection between the characters, but also gives the overall logo a breath-like lightness. Similarly, a gap is carefully designed at the horizontal stroke of the English letter "E", which is unified with the stroke characteristics of the Chinese font "You".



Figure 69 Brand logo design sketch

Source: Drawn by author

The final logo achieves harmony and unity in the stroke rhythm, perfectly interpreting the brand's tranquil and healing visual language. The final brand logo is presented as follows:



Figure 70 Final brand logo solution

Source: Drawn by author

This brand adopts a dual-mode logo system: mainly in the form of a combination of Chinese and English font, suitable for all application scenarios; at the same time, an independent English font logo version is set up to seek visual extension space for the international development of the brand. Based on the consideration of brand recognition differences, the Chinese font is not used as an independent unit. This specification ensures the consistency of the current brand image and lays a certain visual foundation for future global communication.

This brand logo system strictly follows the standardized proportion system:

1: Brand logo specification: Use the principle of equal unit spacing to standardize the font proportion and spacing relationship to ensure visual consistency.

2: Safe use range: When using, it should maintain an independent display space and keep a safe distance from surrounding elements (refer to the specification diagram for specific proportions).

3: Minimum use specification: The height of the main logo (Chinese and English font combination) is $>25\text{mm}$, and the height of the independent English logo shall not be $>5\text{mm}$ to ensure identification integrity. This specification provides clear implementation standards for various application scenarios while maintaining the unity of the brand image.

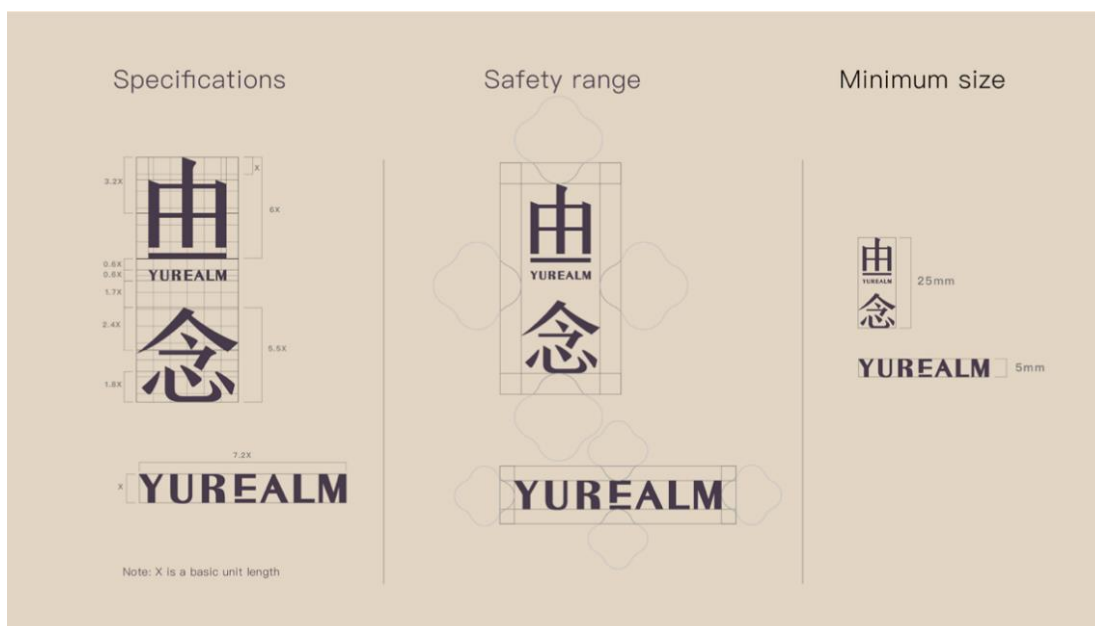


Figure 71 Brand logo Specifications, safety range and minimum size

Source: Drawn by author

Black draft and White draft of brand logo: In order to meet the needs of new media, in addition to the color draft, the brand logo also has a black draft and a white draft, which are applicable to monochrome printing. Please strictly follow this regulation when using.

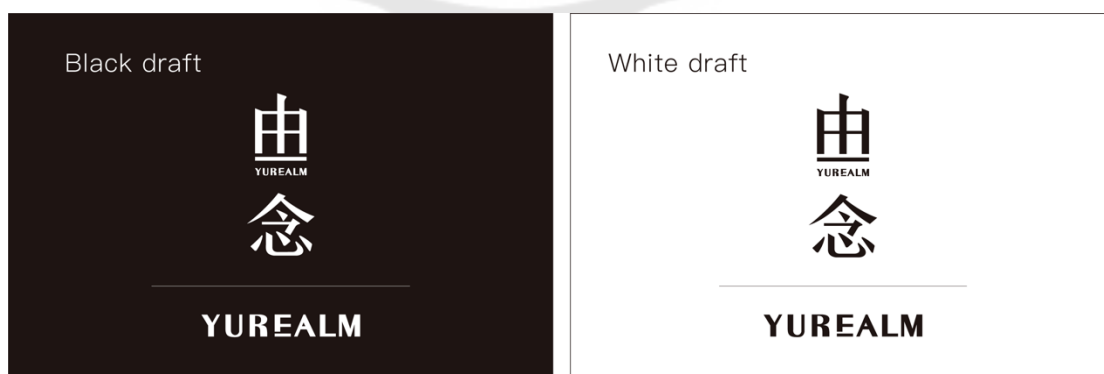


Figure 72 Black and white draft of brand logo

Source: Drawn by author

Combination of brand logo and slogan: In brand promotion, when the brand logo and brand slogan appear at the same time, you can refer to the following combination arrangement method.



Figure 73 Brand logo and slogan combination

Source: Drawn by author

Incorrect logo versions: The Yurealm brand logo must be consistently applied to all brand projects for global visual recognition. Do not use old or incorrect logo versions.



Figure 74 Incorrect logo versions

Source: Drawn by author

Background color usage regulations: to ensure the unity and recognition of brand vision, this brand system strictly limits the combination of five standard background colors and brand logos. All brand material designs must strictly follow this color matching specification.



Figure 75 Background color and brand logo matching

Source: Drawn by author

Step 3.3: Brand image design

Brand image design consists of 4 parts: basic elements, brand materials, shop decoration, and funeral supplies.

Step 3.3.1 Basic elements

The basic elements of the "Yurealm" brand are designed and implemented from the following four aspects: Brand visual symbol, Brand font selection, Brand color, and brand visual image, forming a unified brand visual tonality.

Step 3.3.1-1 Brand color

Based on the target user preference survey and Eastern philosophy positioning, the author deeply refers to the traditional Chinese color system and combines the research conclusions of "Global Funeral Color Design and Psychological Analysis" on the traditional Chinese funeral color culture emphasizing calmness and solemnity and making good use of color to convey emotional philosophy (Design983,

2025), and finally selected a low-saturation warm color system. This color scheme not only meets the users' expectations for warm healing in the questionnaire survey, but also perfectly interprets the brand's unique oriental tonality of "warmth in tranquility" through its implicit and restrained color expression. Here is the brand color selection process:

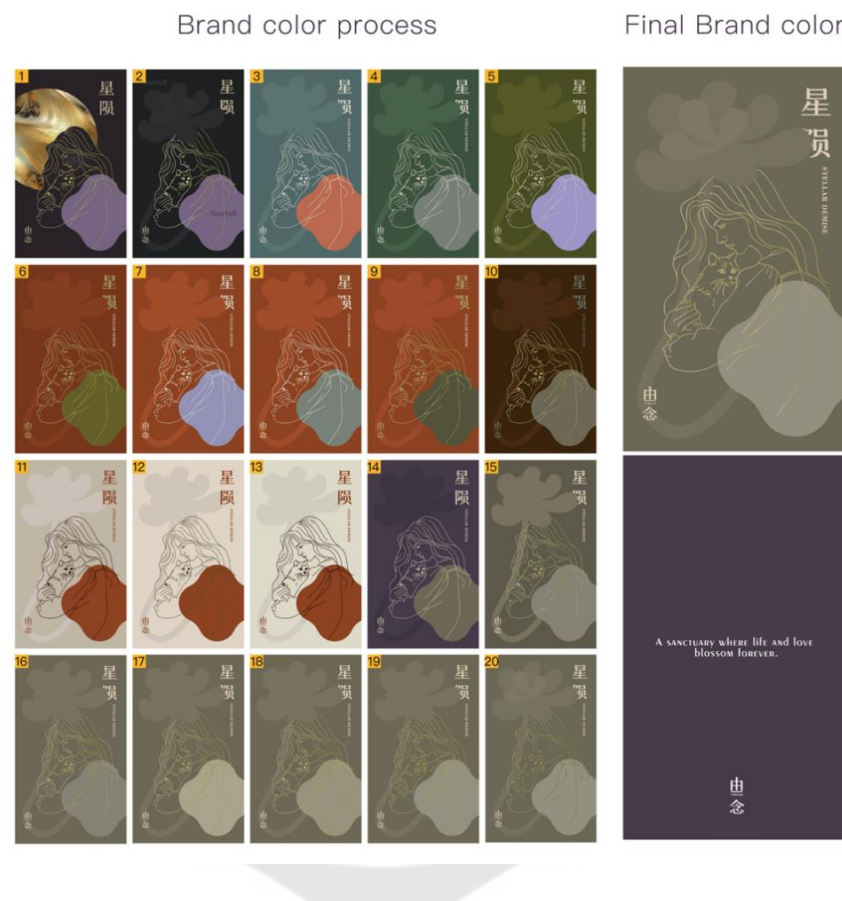


Figure 76 Brand color process

Source: Drawn by author

Primary brand colors Final solution: After 20 rounds of color adjustment and Eastern aesthetics demonstration, we determined three primary brand colors:

1: The Mihe yellow (#E0D2BC) symbolizes ashes and symbolizes the emotional memories between pet owners and their pets.

2: The Tingsong Green (#6E6855) symbolizes the return of life. This shade of green conveys comfort and tranquility from a philosophical perspective, embodying the cycle of life (Xiangyu, 2019). The Tingsong Green is a common hue in Shanghai gardens, representing a natural resting place for pets and embodying the brand concept of returning to nature after cremation.

3: The Tanshi Purple (#463A4B) resonates with feminine aesthetics, while aligning with women users' preferences through traditional Chinese color psychology (Mengli, 2024), show the brand's elegant attributes.

The primary brand color system maintains the solemnity required in Chinese funeral industry while incorporating traditional Chinese color psychology. The three colors form an emotional narrative chain: "Mihe Yellow (Warm memories) – Tingsong Green (Healing sadness) – Tanshi Purple (Sublimates eternity)." As the core color, Mihe Yellow can be paired with either Tingsong Green or Tanshi Purple, but the latter two are prohibited from being used together.



Figure 77 Primary brand colors

Source: Drawn by author

To enhance visual expression, Yurealm developed four secondary colors alongside the primary palette:

1: A three-tier gradient green derived from Tingsong Green (#79725E → #7E7865 → #94907F) creates natural depth.

2: A luxurious gold gradient (#C7BB9C → #A5954F) elevates premium quality.

These secondary colors strictly adhere to usage ratios, ensuring the primary palette remains dominant while providing flexible design options. They enrich visual hierarchy without compromising brand cohesion.



Figure 78 Secondary brand colors

Source: Drawn by author

Step 3.3.1-2 Brand typeface

In terms of typeface selection for brand applications, Source Han Sans is selected for Chinese fonts. There are two versions to choose from: Extralight, Light. Different typesetting methods are applied. The Source Han Sans-Light version is preferred. The thin font is more in line with the brand's visual tone.

Source Han Sans

ExtraLight	由念致力于为上海中产阶级养宠女性构建东方美学的精神庙宇 。 , . : ; “ ” ‘ ’ ! ? @ + — * / = () 《 》
Light	由念致力于为上海中产阶级养宠女性构建东方美学的精神庙宇 。 , . : ; “ ” ‘ ’ ! ? @ + — * / = () 《 》

Figure 79 Chinese brand typeface

Source: Drawn by author

In terms of brand application typeface selection, the English typeface is Exotc350 DmBd BT Demi, and only the Bold version is available. The English fonts are all in uppercase format, and the thickness of the English letters' changes, which corresponds to the English font design of the brand logo. The font is slender and exquisite, with a sense of luxury, reflecting the brand tone.

Exotc350 DmBd BT

Demi-Bold | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Figure 80 English brand typeface

Source: Drawn by author

Step 3.3.1-3 Brand visual symbol

Yurealm serves as an emotional bridge, using the imagery of Shanghai Garden pane to connect two dimensions of space.

The pane motif is chosen because gardens in Shanghai embody the city's cultural memory and reflect the lifestyle aesthetics of its Middle-class people (Runzi, 2024). As a quintessential example of Chinese cultural gardens, Shanghai gardens embody the philosophy of "harmony between nature and humanity," with their signature "enframed scenery" technique. A single pane connects two spaces, symbolizing the harmony between life and nature (Xiaowei, 2023).

Drawing inspiration from this concept, our design reimagines the garden pane as an emotional bridge—linking the tangible world with the spiritual realm. It creates a pathway from the pet owner's physical space to the symbolic resting place of departed companions. Through this carefully framed aperture, love traverses the

boundary between life and death, enabling enduring emotional connections that transcend mortality.

The abstracted pane motif functions as the central brand visual symbol, meticulously incorporated throughout our identity system.

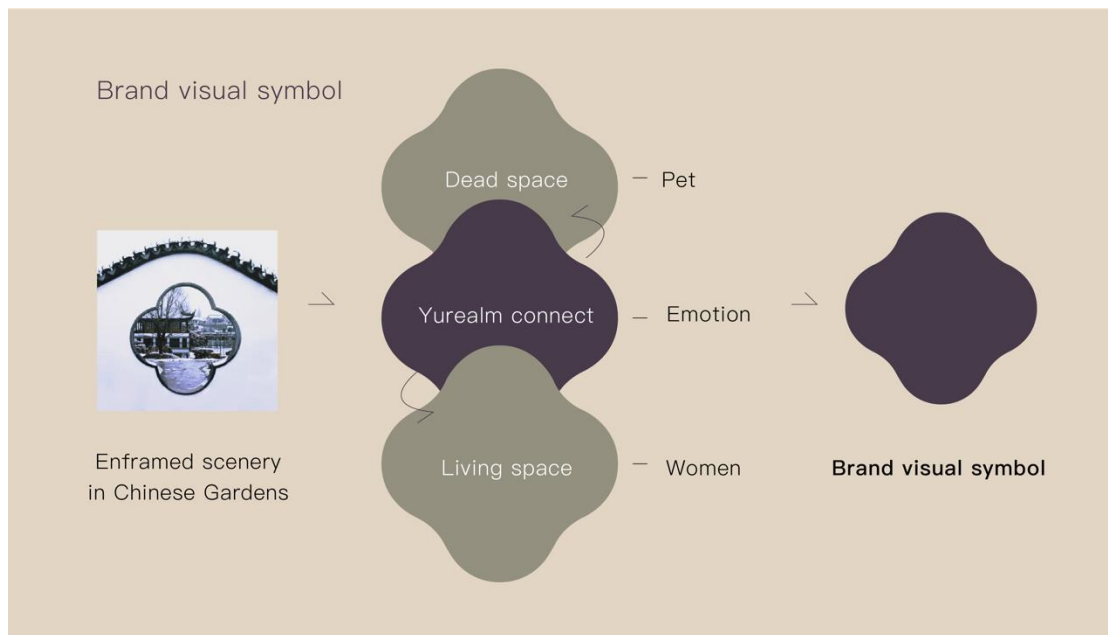


Figure 81 Origin of brand visual symbol

Source: Drawn by author, The picture on the left by <https://www.pinterest.com/pin/70439181667878711/>

Step 3.3.1-4 Brand visual image

According to the questionnaire, the four most popular pets are cats, rabbits, hamsters, and birds. They are used as the visual subject.

Incorporating brainstormed elements associated with funeral services—such as chrysanthemums, pine and cypress trees, lotuses, and red-crowned cranes—into the visual composition.

1: Chrysanthemums: Widely used in Chinese funeral traditions, chrysanthemums have become symbolic flowers for mourning the departed. This

practice reflects both the integration of foreign cultural influences and the alignment of white chrysanthemums with Chinese funeral users, solidifying their cultural status as "Chinese funeral flower" (Xueze, 2020).

2: Pine and Cypress Trees: These evergreen guardians of gravesites carry profound spiritual symbolism deeply rooted in traditional Chinese funeral culture. In ancient China, the user of planting pines and cypresses in cemeteries reflected multifaceted beliefs about the afterlife – including the hope for the deceased to ascend as immortals, the enduring presence of their souls, and eternal protection over their resting places (Jie, 2022). Pine and cypress represent the ancient people's good wishes for the deceased.

3: Lotus: The growth characteristics of the lotus make it a symbol of the "pure land" in the cycle of life and death in Buddhism. Therefore, it has a special status in funeral ceremonies and often appears in tomb murals (Yachun, 2024). Legend has it that the deceased can ride on a lotus to the Pure Land, which represents good wishes for the deceased.

4: Cranes: Ancient tomb murals reflect the ancient people's view of life and death. "Ascension to heaven" is an important theme of the paintings, showing the tomb owner riding a crane to the paradise, expressing the deceased's beautiful yearning for ascension to heaven after death (Meitian, 2024).

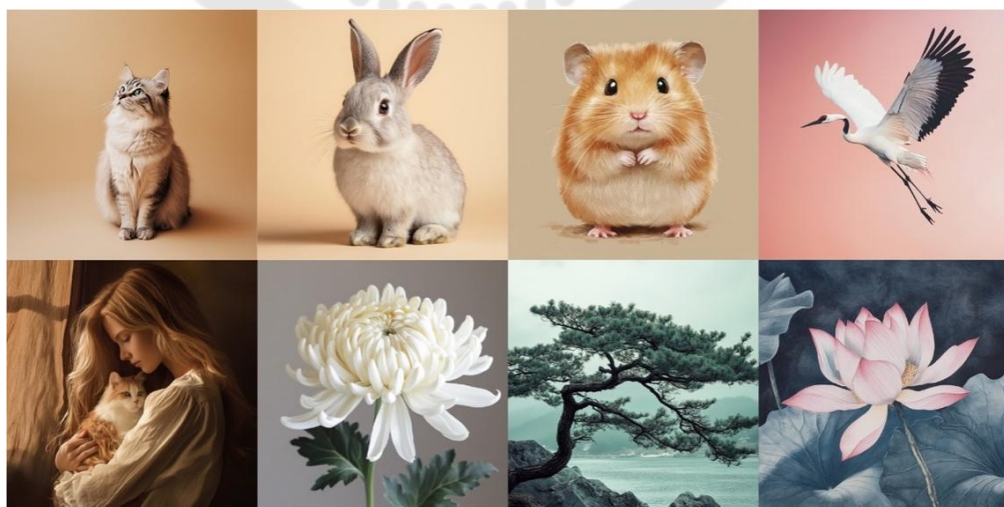


Figure 82 Brand visual image element extraction

Source: Drawn by Midjourney

According to the different expressions of "death" in ancient Chinese culture, four expressions were selected: "stellar demise", "slumber everlasting", "withered into eternal rest", and "transcend the mortal plane".

Based on the text imagery and combined with brand elements, four series of brand visual images were finally drawn. This system brand visual image constructs a complete narrative chain of "mourning on earth-soul protection-rebirth on the other side-sublimation in the fairyland", praying for the deceased pets.

The following are four series of brand visual images:

1: "Stellar demise": In the picture, a graceful Middle-class woman is depicted with casual lines, hugging her beloved cat affectionately, and her fingertips gently caress her cat, revealing a strong emotional bond. The chrysanthemum petals looming in the background interpret the eternal commemoration with implicit Eastern aesthetics. The suspended pane brand visual symbol is not only the brand visual anchor, but also constructs a poetic space. When the silhouette fragments of the real world are frozen through this hollow pane, they resonate gently with the tranquil dimension of Yurealm.

Using "A sanctuary where life and love blossom forever" as the corresponding commemorative text, through the combination of natural images (Flowers) and sacred space (Sanctuary), mourning is sublimated into a tribute to the essence of life.

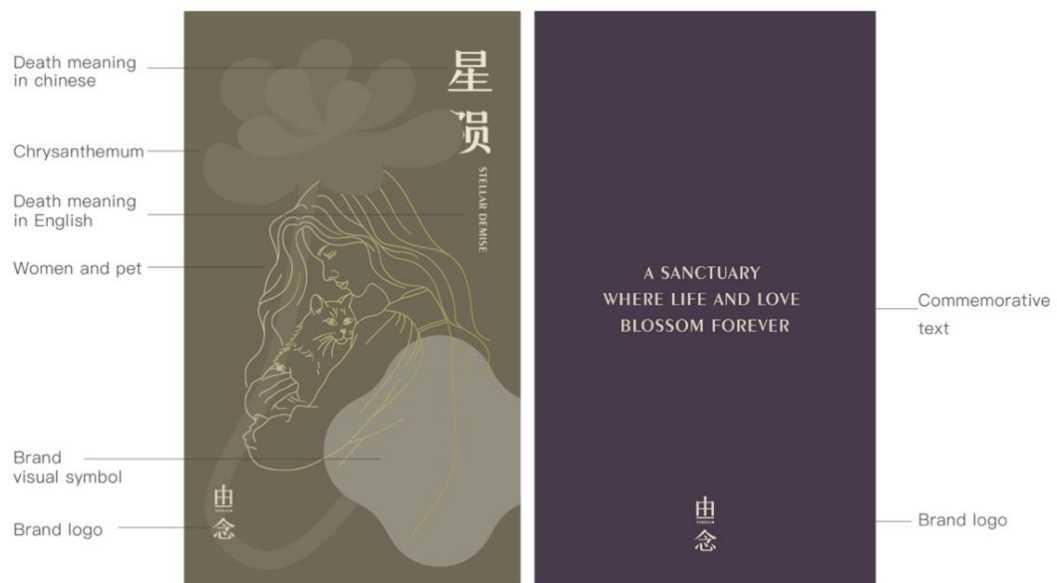


Figure 83 "Stellar demise" of Brand visual image

Source: Drawn by author

2: Slumber everlasting: In the quiet Shanghai Garden, a pavilion stands quietly on the rocks. A rabbit sleeping peacefully curled up in the pavilion, as if it had just entered a gentle dream, constructing this world into the concrete space of Yurealm. The pane, as the brand visual symbol, is suspended in the picture, which is both the boundary between reality and the other side, and the channel of emotional connection. Through the pane, the vigorous pine and cypress behind the pavilion stand tall, representing the pet owner's blessing for the pet. The whole picture transforms the traditional funeral image into a garden of life full of oriental philosophy, interpreting the profound artistic conception of "the dead are like returning home".

"Ascending on wings of cranes into the celestial embrace" is used as the corresponding commemorative text, echoing the brand slogan, highlighting the warmth with philosophical meaning.

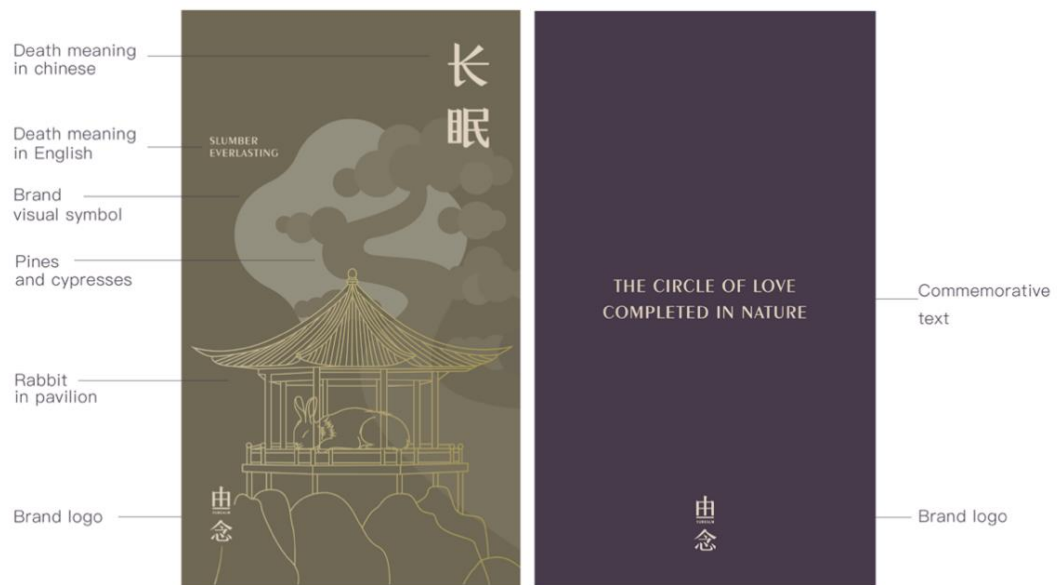


Figure 84 "Slumber everlasting" of Brand visual image

Source: Drawn by author

3: "Withered into eternal rest": This picture depicts a hamster sitting on a lotus, floating on the water. Several petals are falling. This picture reflects the Buddhist doctrine of "reincarnation" in Eastern philosophy and carries the pet owner's wish for his pet.

"The circle of love, completed in nature" is used as the corresponding memorial text, and the "circle" symbolizes the eternal cycle, suggesting that love will not end with death, but continue in another form, echoing the Eastern philosophical view of Buddhism "reincarnation", and metaphorically describing the view of life returning to nature and reaching a spiritual destination.



Figure 85 “Withered into eternal rest” of Brand visual image

Source: Drawn by author

4: "Transcend the mortal plane": This picture is based on the oriental aesthetic "Riding a Crane to the West" as a prototype, vividly presenting the scene of a crane carrying a pet to heaven. This picture expresses the traditional Chinese philosophy of life that "death is like life" - death is not the end, but eternal happiness in the paradise in another form. That is, the deceased pet is not gone, but embarked on a journey to the paradise, alleviating the grief of the pet owner.

"Ascending on wings of cranes into the celestial embrace" is used as the corresponding memorial text, transforming death into a sacred migration, with both mourning and transcendent beauty.



Figure 86 “Transcend the mortal plane” of Brand visual image

Source: Drawn by author

This series of images can be directly applied to the brand, or elements in the images can be extracted individually and applied to brand materials and products.



Figure 87 Brand visual image display

Source: Drawn by author

Step 3.3.2 Brand materials

Materials: According to the questionnaire survey, users want to know Yurealm's service process, service price and related pet funeral science knowledge. Based on these three categories of content, we made Service process card, Service price card and Funeral Science Cards respectively.

Step 3.3.2-1 Service process card

The service process card uses a graphic method to describe a pet's journey to Yurealm. It is divided into 6 steps in total and is mainly distributed to potential users and users who come to the store to make purchases. It uses biodegradable paper, four-color printing, and brand visual graphics for embossing.

Size: 99X210mm



Figure 88 Service process card design

Source: Drawn by author



Figure 89 Service process card renderings

Source: Drawn by author

Step 3.3.2-2 Service price card

According to the study of three brands in step 1 and the price range acceptable to users in step 2, the price list is set to three levels: Basic Package, Standard Package, and Premium Package. Different prices are set according to the weight of the pet to serve users with different economic levels.

The overall price setting is medium-priced. The price of Basic Package (collective cremation) and Standard Package (individual cremation) is set in the range of 600-4000 yuan. The service price of Premium Package is higher, serving users with more sophisticated requirements.

There are also Additional Services, which are for users to think of additional services that may be needed, so that users can choose more conveniently.

Size: 99X210mm

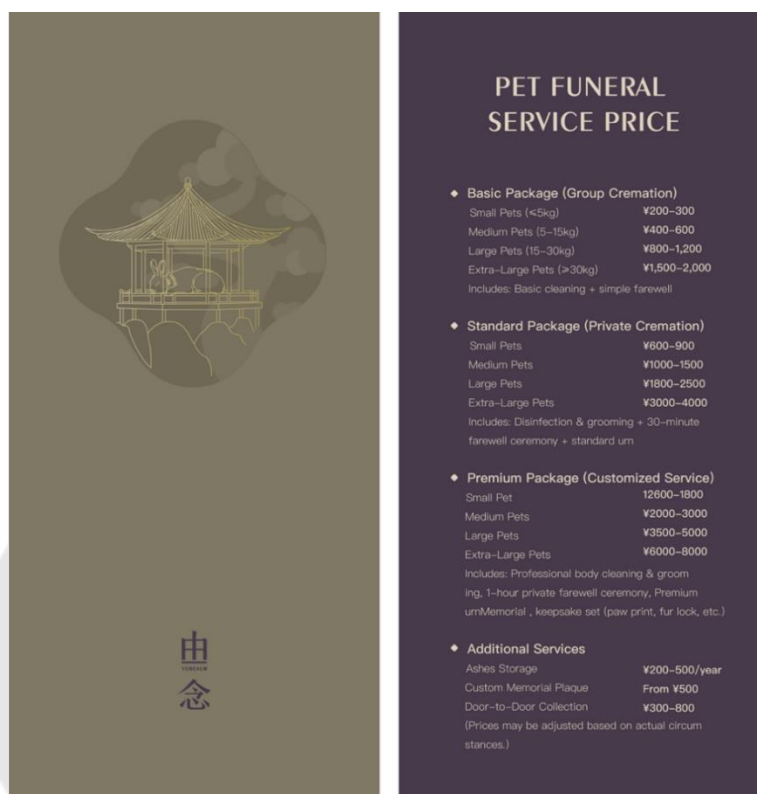


Figure 90 Service price card design

Source: Drawn by author



Figure 91 Service price card renderings

Source: Drawn by author

Step 3.3.2-3 Funeral Science Cards

Funeral Science Cards is a public welfare science card that succinctly summarizes the five steps that pet owners can take after their pets pass away. It is mainly distributed to people with pets to cultivate users' awareness of scientific pet funerals and is not limited to target users. According to the questionnaire survey results, 13.98% of users have no knowledge of pet funerals, and 43.98% of users only know a little about pet funerals. Therefore, it is necessary to popularize relevant content to improve users' acceptance of pet funerals and highlight the brand's sense of social responsibility.

Size: 99X210mm

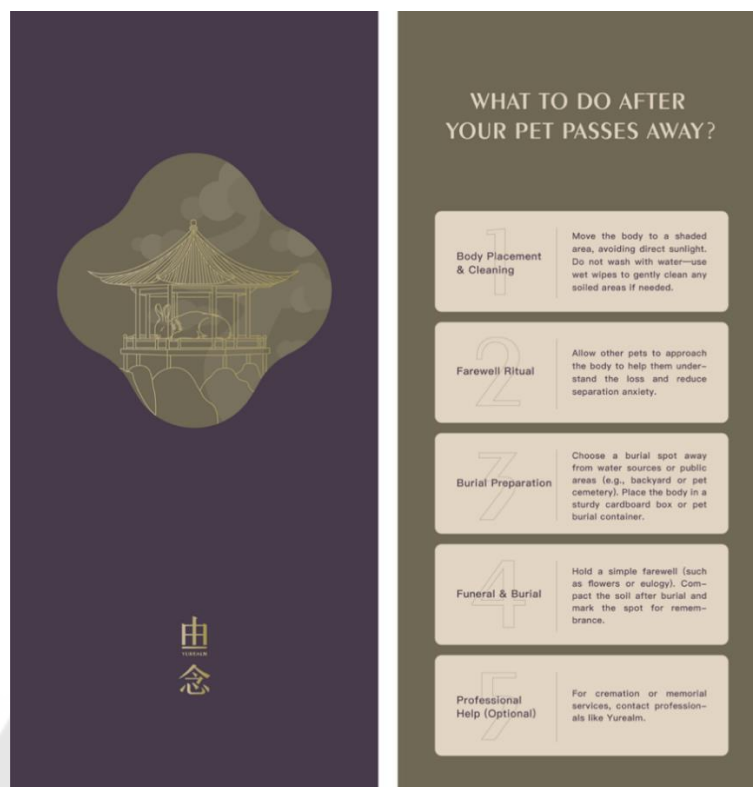


Figure 92 Funeral science cards design

Source: Drawn by author



Figure 93 Funeral science cards renderings

Source: Drawn by author

Step 3.3.2-4 Promotional posters

This series of posters uses a double-layer creative design to tell the heartwarming story between women and pets in a way that blends reality and illusion.

The first layer uses the brand Tanshi purple as the background, covered with brand visual graphics, and hollowed-out brand visual symbols, symbolizing the connection of the digital world.

The second layer uses these symbols to show real pictures in warm tones - four women of different identities (blogger, full-time mom, white-collar workers, entrepreneur), interacting closely with cats, rabbits, hamsters, and birds, respectively conveying delicate emotions through body language.

This visual metaphor of "penetrating from virtual to real" echoes Yurealm brand concept: it is not only a platform, but also an emotional bond, allowing users to see and resonate with those real warm moments through brand visual symbols.

Size: 418X708mm



Figure 94 Promotional posters design

Source: Drawn by author, Photo by Midjourney



Figure 95 Promotional posters display

Source: Drawn by author

Step 3.3.3 Store decoration

Step 3.3.3-1 Storefront

Yurealm is designed as a healing space located in the core business district of Shanghai, with "Oriental aesthetics" as the design basis. The honey-yellow rammed earth wall and the sandalwood purple brand logo form a warm and restrained color dialogue. The customized font logo in Chinese and English forms the first visual anchor at the entrance, reflecting the international context.

The floor-to-ceiling windows facing the street use double-layer silk glass technology, and the brand slogan and brand visual symbol etched in gold foil produce dynamic light and shadow changes with the angle of sunlight. The soft light system in

the store will make the entire window present an amber halo, becoming a quiet spiritual landmark in the bustling street scene.



Figure 96 Storefront

Source: Drawn by author

Step 3.3.3-2 In-Store - Healing device

This is a mirrored cube device inspired by the brand visual symbol. Each side is engraved with the brand visual symbol. Through the mirror, you can see the miniature tropical rainforest ecosystem built inside. In the center stands a large or small pink crystal, symbolizing warmth and energy.

When the user approaches, the device will be triggered to automatically play ethereal and soothing music, such as the 432Hz healing soundtrack synthesized by Tibetan singing bowls and electronic pulses; automatically release perfume, such as the "Forest Breathing" fragrance containing cedar essential oil and rain-after-snow earth fragrance, to create an immersive healing space.

People can sit and meditate here, take a short break, and be soothed and healed in the greenery and light and shadow.



Figure 97 Healing device

Source: Drawn by author

Step 3.3.3-3 In-Store-Private Memorial Room

The Yurealm Memorial Room is designed for female pet owners and only accepts one person at a time, creating a warm and private mourning environment. Users can sit comfortably on the soft mat, in front of an ecological wall covered with ferns.

In the center of the ecological wall is a mirror in the shape of the brand visual symbol - it is both an art installation and an intelligent memory projector. When the user touches the mirror with his fingertips, the system will gently play the precious images of the owner and the pet, accompanied by the ethereal and soothing background music, and the "forest breath" fragrance containing cedar essential oil and the fragrance of rainy soil. In this quiet space surrounded by nature, every frame of the picture becomes a carrier of emotion, allowing thoughts to be placed and farewell to have ritual-like dignity.



Figure 98 Private Memorial Room

Source: Drawn by author, girl and background by Midjourney

Step 3.3.4 Funeral supplies

Step 3.3.4-1 Urn

Yurealm has created other urns, which can be selected according to the needs of users. If you want to keep your pet with you and keep it at home, you can choose a jade urn, which can be used for memorial services at any time, can be used as an artistic decoration at home, and has medical effects. If you advocate sustainable development and want your pet to be buried outdoors, you can choose a biodegradable urn, which is both environmentally friendly and beautiful.

1: Jade urn: Use warm jade to carry eternal thoughts.

The upper part adopts the brand visual symbol form, with the gold-plated and embossed logo Bottle Lid, highlighting the noble quality. Crystals can be placed in the upper part for meditation and healing to relieve sadness.

Bottle Lid-symbolizes the eternal channel of love and memory. Users can talk to pets through the bottle mouth to express their thoughts.

The lower part is the three-dimensional form of the brand visual symbol, which is used to place ashes. The natural and quiet texture of jade makes farewell a noble life ceremony. It tells the brand's high respect for pet life and creates a home decoration for eternal commemoration.



Figure 99 Jade Urn

Source: Drawn by author

2: Biodegradable Urn: Made of environmentally friendly cork, with a memorial tree planted inside. When the pet's ashes are buried in the urn, the ashes will naturally transform into nutrients to nourish the sapling. As time goes by, the sapling will

gradually grow into a towering tree, allowing love and life to return to the earth in the most natural way, completing the eternal cycle of life.



Figure 100 Biodegradable Urn

Source: Drawn by author

Step 3.3.4-2 Paper ritual object

Yurealm uses traditional Chinese paper-making techniques to design two environmentally friendly paper-making souvenirs for pet funeral ceremonies. Using natural and biodegradable bamboo skeletons and recycled paper pulp materials, and through intangible cultural heritage paper-making techniques, the brand visual symbol and the brand's core visual graphics - the lotus symbolizing pure rebirth and the crane representing the immortality, are transformed into two paper-making items: "Lotus Prayer" and "Crane Guiding the Soul". Each work is not only a ritual carrier for mourning, but also an Eastern philosophical blessing for the deceased.

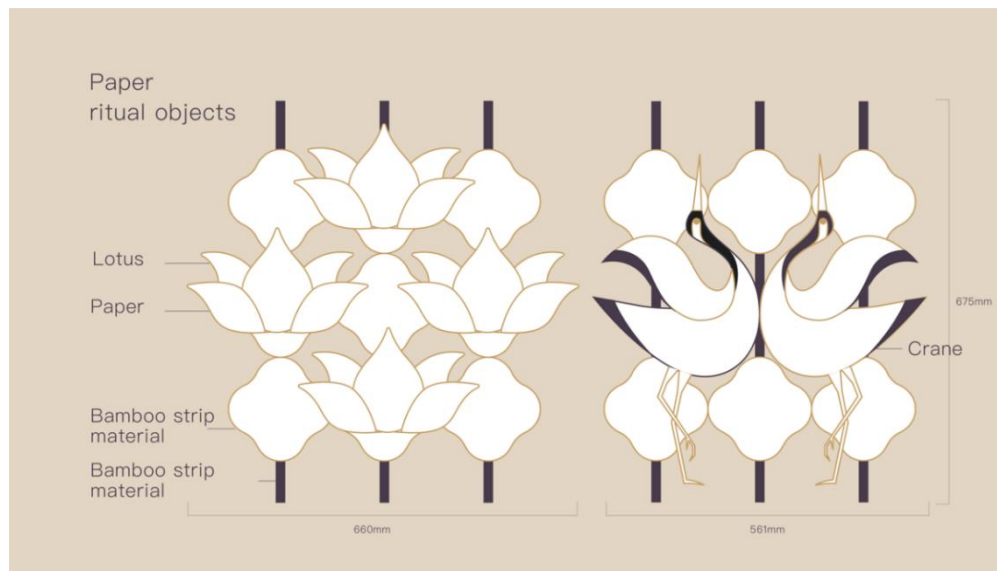


Figure 101 Paper ritual object

Source: Drawn by author

Step 3.3.4-3 Reusable bag

Yurealm's cotton blend canvas material bag has a two-color design and uses transparent PU material to create a unique visual window, allowing you to gaze at the brand's visual symbols in the liner through the transparent material. This design fits the brand's design concept, as if crossing the space between life and death, through Yurealm, a spiritual communication with the deceased pet is formed, forming a ritual space where emotions flow forever, allowing the bond between you and your pet to exist forever.



Figure 102 Reusable bag

Source: Drawn by author

Step 3.3.4-4 Pendant

Yurealm crafts eco-friendly pendants with ingenuity, made of innovative eggshell ceramic material (100% biodegradable). The main body of the pendant presents the brand visual symbol, and four brass engraved badges derived from the brand visual image are carefully designed - users can choose the style to be inlaid on the ceramic. The natural rose quartz stone dangles at the bottom, and its gentle luster symbolizes eternal love and spiritual communication beyond words.

Pendant can be used on bags, key chains, mobile phones, and cars, becoming an emotional accessory for pet owners.



Figure 103 Pendant

Source: Drawn by author

Step 3.3.4-5 Commemorative necklace

Made of 18K rose gold, the brand visual symbol is condensed into an elegant shape. The rotatable double-sided design has brand visual images engraved on both sides. Users can freely match the double-sided image (there are 5 images to choose from), implying the infinite possibilities of love and blessings.

The secret hidden in the center of the necklace - the exquisite compartment can store pet hair, ashes, or photos, so that the loved ones are always close to the heart. During the rotation, the space changes, symbolizing the oriental philosophy of the cycle of life: remembering warm memories on one hand, and looking forward to a beautiful new life on the other. Every moment of rotation is a blessing, bringing warm protection and good luck to the wearer.

This is not only a piece of jewelry, but also Yurealm's ultimate interpretation of the ritual sense of life - telling eternity with design, allowing memories to flow with time and lasting emotions.

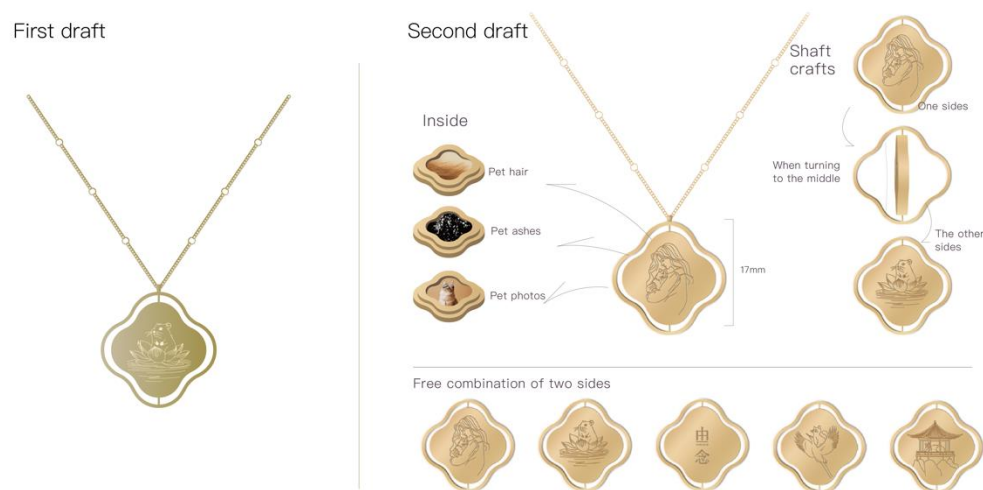


Figure 104 Commemorative necklace

Source: Drawn by author

Step 3.3.4-6 Commemorative bracelet

Yurealm 18K rose gold commemorative bracelet, with the brand visual symbol as the core, the brand visual image is engraved on the central nameplate, which expresses the eternal blessing for the pet. The nameplate can be used to collect pet hair, ashes, or photos, reflecting the oriental philosophy, and pray for the pet and bring good luck to the wearer during rotation.

Round pink crystals and green crystals are symmetrically inlaid on both sides. Pink crystals carry the warm energy of love and communication, and green crystals contain the healing power of healing and balance. The oriental symmetrical aesthetics and modern emotional healing concepts are perfectly integrated, making the bracelet a wearable emotional sustenance. This is not only a piece of jewelry, but also a gentle comfort of continuous companionship.

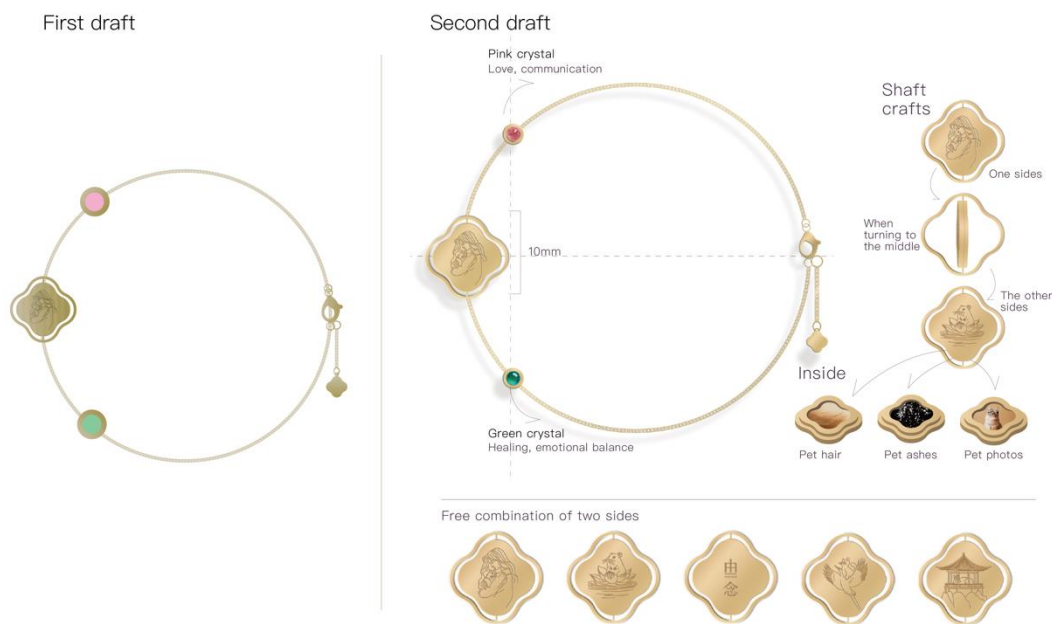


Figure 105 Commemorative Bracelet

Source: Drawn by author

Step 3.3.4-7 Commemorative scarf

Yurealm crafts a silk commemorative square scarf for Shanghai Middle-class women. It is made of 100% mulberry silk and is made by traditional hand-curling technology. The scarf cleverly combines images such as pavilions, rabbits, elegant women, cats, evergreen pines, and chrysanthemums, and constructs a delicate symmetrical aesthetic space through the brand visual symbol.

The golden hot stamping lines outline the artistic conception of virtuality and reality, which not only metaphorically reflects the philosophical thinking of the cycle of life, but also highlights the low-key and luxurious modern aesthetics. This small-sized art square scarf can be worn in a variety of ways at will - tied in the hair to show agility, decorated around the neck to show elegance, and decorated with bags to show taste, allowing Shanghai Middle-class women to show their unique humanistic temperament and lifestyle at any time in their daily lives.



Figure 106 Commemorative scarf

Source: Drawn by author

The visual image design of Yurealm brand is a very important part of brand building. Its success or failure is related to the competitiveness and recognition of the brand in the market. Through case study and questionnaire survey, the author fully reflects its feminine characteristics and oriental cultural connotations in the visual image design and creates a brand image with natural imagery and funeral culture.

Logo design is the core part of the brand's visual image design. The font design based on SimSun font is established, and the strokes are continuously refined and adjusted to create a brand visual image that is elegant and gentle.

In the color system, combined with traditional Chinese color culture, three main colors of low saturation honey yellow, pavilion song green, and sandalwood purple are selected, and the brand auxiliary colors are matched to improve the color system.

In font selection, the author always pays attention to the readability and aesthetics of the font to ensure the clarity and indirectness of the picture.

In the design of brand visual symbols and brand visual images, the main design concept is to use the panes of Shanghai gardens as the internal connection to link the two spaces of life and death, making Yurealm a link for emotional transmission,

linking pets and pet owners together. A brand visual symbol and four series of brand visual images were designed and applied to the brand image.

In the design of brand materials, brand products and store installations, we follow the design principles, use brand visual symbols and brand visual image design, consider the real needs of target users, design brand materials, brand products and store installations, use more sustainable and environmentally friendly materials, consider the exclusive wishes of pet owners, so that pet owners have more choices and a more customized sense of exclusivity. While paying attention to brand value, we must also constantly think about the dissemination of its cultural value.

Step 4: Evaluate the design prototype

The author interviewed 6 senior designers in different fields, all of whom have pets. Through 8 interview questions, they provided feedback on the brand image from the perspective of designers and users.

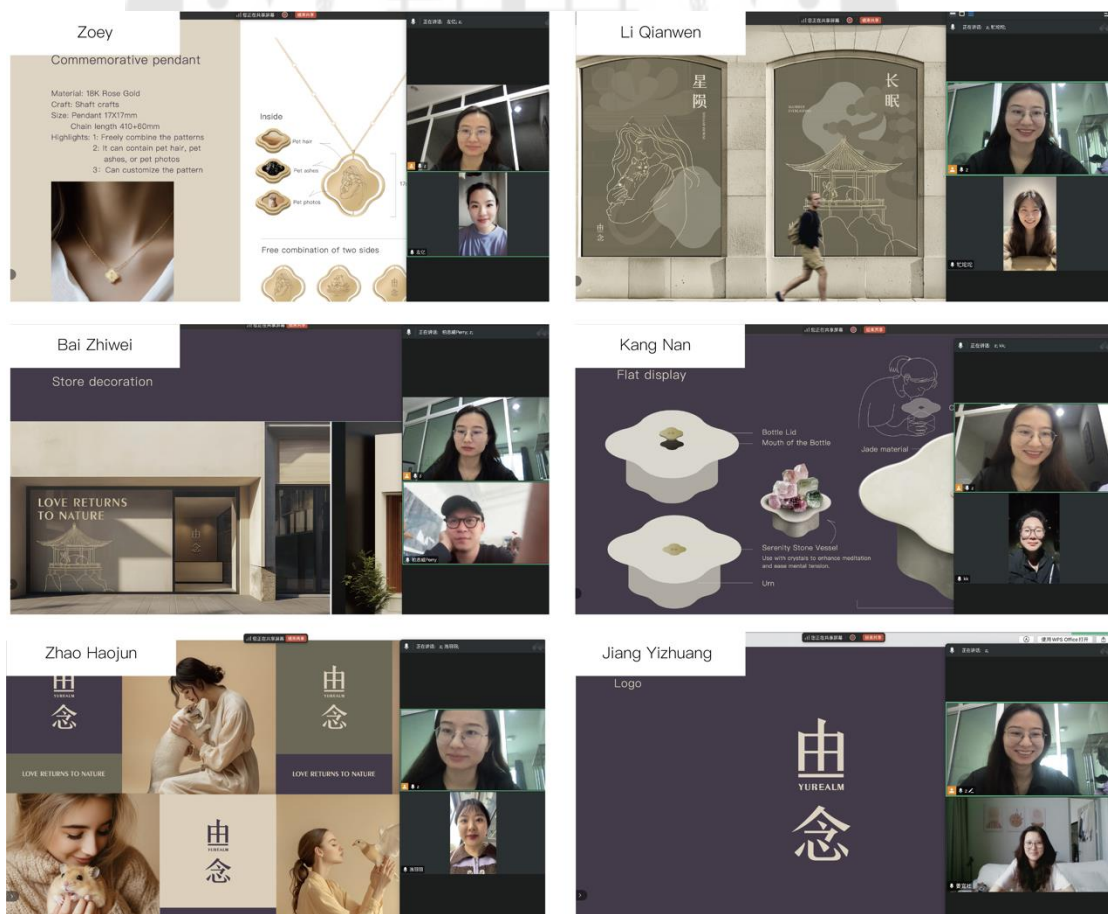


Figure 107 Interview pictures (2020.04.07-2025.04.09)

Source: Photographed by author

The following is the feedback:

Table 39 Evaluate the clarity and resonance of Yurealm brand philosophy and emotional communication.

1: Does the brand's visual design effectively convey emotional care and empathy for the loss of a pet?	
Zoey	Yes, many of the brand's derivative products reflect empathy for the death of pets, especially the necklaces.
Li Qianwen	Yes, the overall feeling is that of a high-end healing brand.
Bai Zhiwei	There is a part that can be reflected in the healing device, but I think it might be better if the brand story is told better.
Kang Nan	Yes, the color makes me feel safe and comfortable.
Zhao Haojun	Must have, the healing device and memorial room can reflect the emotional experience.
Jiang Yizhuang	This brand can convey emotional care and show concern for pet owners, specifically for the healing installations and private memorial rooms.

Table 39 shows in this survey, all 6 interviewed experts agree that Yurealm brand image design successfully achieves emotional resonance, with its healing device and private memorial room being widely praised as emotional anchors. The brand's color palette creates an elegant yet comforting atmosphere that effectively supports its positioning.

Table 40 Research users' perception of the brand premium quality and visual style.

2: Does the brand visual style (colors, fonts, imagery) feel high-end quality, or is it more minimalistic

or warm?	
Zoey	Warm and high-end
Li Qianwen	The colors and graphics have a high-quality feel.
Bai Zhiwei	It is a high-end, private place like a club.
Kang Nan	I think it's high-end quality
Zhao Haojun	It has high-end temperament and warm feeling, and the overall design is relatively simple
Jiang Yizhuang	It has simplicity and high-end quality, and the color selection has an elegant feel, which is more suitable for pet funerals.

Table 40 shows in this survey, all 6 interviewed experts unanimously (100%) acknowledged the brand's premium quality. 4 experts (Zoey, Li Qianwen, Zhao Haojun, and Jiang Yizhuang) specifically highlighted how the brand color system perfectly aligns with pet memorial service attributes.

Zhao Haojun noted that the colors successfully combine "high-end aesthetics with warmth," while Jiang Yizhuang observed they achieve a balance between "minimalism and elegance."

Table 41 Examine the consistency and harmony of the brand visual image from designer perspective.

3: As a designer, do you think the logo, colors, and overall visual image are coordinated and unified to clearly convey the brand positioning?

Zoey	I think the image of the pane is very good and easy to remember. The concept design is also very interesting.
Li Qianwen	It is coordinated, and the color matching can feel the attributes of pet funeral, which is relatively calm.
Bai Zhiwei	The brand positioning can be conveyed from the image. However, if we want to go deeper into the brand positioning of this oriental philosophy, we can dig deeper into some philosophical stories and extend them to the brand.

Kang Nan	I think it can express the brand concept
Zhao Haojun	It can be delivered, but I have two small problems: 1: Brand logo is relatively simple and lacks design. 2: I think the brand visual symbol is relatively simple and I am a little worried whether it can be registered, it is a bit like the graphics of a jewelry.
Jiang Yizhuang	The brand color is well matched. The Chinese font design of the brand feels a bit ordinary, and the "Nian" font looks a bit clunky.

Table 41 shows in this survey, all 6 interviewed experts agreed that the brand visual image maintains strong consistency, with its color palette effectively conveying commemorative warmth. Deeply impressed by the brand's visual symbols, However, Zhao Haojun raised an important consideration regarding whether the brand visual symbol can be successfully registered as a trademark in China, a matter that requires further evaluation during commercial implementation.

Both Zhao Haojun and Jiang Yizhuang noted that the Chinese font in the brand logo could be more distinctive, as previously mentioned in Step 3. After understanding that Yurealm design philosophy intentionally reflects Eastern aesthetic restraint and deliberately avoids flamboyant elements, they expressed comprehension and support for this design approach.

Table 42 Test the memorability and uniqueness of the brand logo.

4: Are the brand name "Yurealm" and logo unique enough to easily remind people that this is a pet funeral brand?	
Zoey	I think it's okay, but I haven't looked at other pet funeral brands.
Li Qianwen	I think the Chinese name is easy to remember and sounds good. The English name "Yurealm" has a cool feel, but it may not match the Chinese name.
Bai Zhiwei	It has certain characteristics, but it could be more unique, and the brand story could be told more clearly.

Kang Nan	Good to remember, I have memorized it.
Zhao Haojun	This brand logo has a memorable point, and it also has the characteristics of Eastern culture.
Jiang Yizhuang	Unique and memorable.

Table 42 shows in this survey, all 6 interviewed experts mentioned that the Chinese brand name is highly memorable, likely due to its linguistic familiarity. Li Qianwen observed that the English name "Yurealm" carries a cool feeling, contemporary vibe in its pronunciation, more reminiscent of a streetwear brand, lacking the desired solemnity. Bai Zhiwei provides great advice on brand image enrichment.

However, the other five experts expressed no such concerns. Therefore, the author will follow the majority opinion and maintain the current naming without modification.

Table 43 Assess the brand's appeal to its target user groups

5: Does the brand design style (colors, graphics, fonts) fit women's aesthetic preferences?	
Zoey	Very feminine, from the font to the color, it has a soft and restrained feeling.
Li Qianwen	It fits the taste of a mature and intelligent women.
Bai Zhiwei	Yes, this is.
Kang Nan	This color system is more feminine.
Zhao Haojun	Relatively consistent.
Jiang Yizhuang	It fits my aesthetic.

Table 43 shows in this survey, based on feedback from all 6 experts, from a user perspective, the brand color scheme and visual image identity were unanimously (100%) recognized as aligning perfectly with feminine aesthetic preferences. Li Qianwen

even specified the brand core user profile as "mature, sophisticated women with life experience and intellectual depth."

Table 44 Analyze the brand's memorable design elements from both designer and user perspectives.

6: Are there any outstanding graphics or color combinations in the design that can enhance the brand awareness? If there are any highlights you like, please point them out?	
Zoey	The brand visual symbol leaves a deep impression.
Li Qianwen	The brand visual symbol is more memorable, especially the design on the promotional poster material, which clearly describes the entire brand design concept.
Bai Zhiwei	The brand's visual symbol output is very strong and will leave a deep impression on users. It would be even better if it can link users together.
Kang Nan	I work in information service design, so I really like the graphic design of this brand.
Zhao Haojun	The visual symbol of this brand is quite memorable. I personally feel that the products and store design of this brand are the overall highlights. I really like the commemorative necklace.
Jiang Yizhuang	1: I am more interested in the design concept of the brand. The pane symbolizes the emotional bond between the two spaces. This design point is very good. 2: The first layer of the promotional poster is hollowed out. It may be better if the position is adjusted. The second layer of the pattern is not very suitable. 3: I like commemorative necklaces and pendants. If users can customize the pattern, it will feel more attractive? 4: I also like the hollow design of the eco-friendly bag

Table 44 shows in this survey, 5 experts expressed strong appreciation for the product design and healing installations, identifying them as standout features of the brand visual image design. Due to their professional backgrounds, Kang Nan and Jiang Yizhuang paid particular attention to the brand visual image elements. 5 experts specifically mentioned the brand visual symbol, praising its strong memorability. Bai

Zhiwei has the opposite opinion. He believes that the strong visual symbols of the brand may affect the personalized emotional experience of users.

Zhao Haojun noted that the visual symbol bears resemblance to jewelry design, which she considered a strategic advantage from a commercialization perspective. This association could leverage women's affinity for jewelry to enhance brand recall through established cognitive connections.

Table 45 Two-way evaluation: user purchase intention research + assessment of brand image design strengths/weaknesses.

7: If you need pet funeral services, would the visual image of this brand prompt you to choose it? What is the most attractive (or least attractive) point to you?	
Zoey	I will choose it. When I choose a store, I will look at its price, service, and brand image. This brand gives me the feeling that it is a very formal store and will take good care of my pet, so I will choose it.
Li Qianwen	<p>I would choose it because Yurealm looks like a high-end and formal brand. There are many service introductions integrated into the design, and the brand image is well-systematized, so I would choose it.</p> <p>Points for improvement:</p> <p>1: I personally think it would be better if the funeral brand colors are more refreshing and cheerful. When my pet dies, I would hope that the entire funeral process would be better, so that the pet can come happily and go happily.</p> <p>2: Commemorate products should be more personalized. Many pet owners may want to customize the image of their pets to better recall the warm moments with their pets.</p>
Bai Zhiwei	I might hesitate because the purchasing power is not only about the brand vision, but also the brand story, brand service and price. So, I will not buy based on vision alone.
Kang Nan	<p>After learning about this brand, I am very attracted to it, especially the brand and brand concept it presents, But the price is a bit expensive.</p> <p>I think it can add some digital funeral memorial services to make the overall brand image design more complete.</p>

Zhao Haojun	<p>1: I would consider pet funeral services, but I probably wouldn't buy commemorate products because I have a deep attachment to my pet. I only want products related to my own pet, and they must be customized. I hope that 80% of the commemorate products will be elements belonging to my own pet, and 20% will be brand elements.</p> <p>2: In addition, I am also very interested in the private memorial room. I would like to know the specific service price and whether users can go there for healing at any time.</p> <p>3: Paper funeral supplies can be displayed in 3D renderings.</p> <p>4: The overall brand image design has a good quality. The logo details and image details can be optimized.</p>
Jiang Yizhuang	<p>I would choose this brand because of its color and store decoration. I feel that it will pay attention to pet funeral services and respect my pet, so I will spend money on it. It would be better if there is a personalized service.</p>

Table 45 shows in this survey, 5 experts expressed willingness to pay for the brand services. The author has identified 3 core consumption drivers based on expert feedback:

First, the brand premium visual image system—through meticulous color schemes and material selection—subconsciously establishes users' perception of superior service quality. Second, the emotionally driven spatial design, from private memorial rooms to interactive details in healing installations, demonstrates thoughtful consideration of users' emotional states, effectively fostering trust and resonance. Third, the highly systematic brand expression, with consistent application from core visual symbols to derivative elements, reinforces users' psychological recognition of professional reliability. These three dimensions collectively form the foundation of Yurealm's brand premium.

3 experts suggested incorporating more personalized customization in product design to better align with user needs, the aspect the author had not initially considered but will adjust in future iterations.

Kang Nan mentioned digital funeral memorial services, which align with modern memorial trends. The author believes this could be integrated into future brand applications.

Li Qianwen proposed that pet funeral brands could adopt a lighter, more uplifting tone to reduce the sense of grief. While the author agrees in principle, user surveys indicate that the target audience still prefers a stronger memorial attribute to match their expectations of a funeral brand. After discussion, Li Qianwen expressed understanding and support for this approach.

Zoey and Bai Zhiwei are both more rational consumers. They will pay based on price, service, and visual considerations. This is also in line with the actual situation of some users. After the brand is launched, specific adjustments can be made based on the actual situation.

Table 46 Understand the distinctiveness of the brand's differentiating features.

8: Compared with other pet funeral brands, how do you think this visual design performs in terms of differentiation? Is it unique?	
Zoey	I think it has a strong Eastern tone and is unique. However, I haven't learned about other pet funerals, so I don't know if there are big differences.
Li Qianwen	I don't know much about pet funeral brands, I've only seen similar documentaries before, and the commemorative products with this brand image are very eye-catching and I feel they will be very popular with women.
Bai Zhiwei	<p>Listening to your report, I can feel that its Eastern vision is quite differentiated. Of course, I may pursue perfection a little more, and would like the brand to better integrate the Eastern funeral culture, strengthen the feeling of reincarnation of life, and consider the user's actual situation in the healing service, and provide real help. My personal idea about pet funeral: "when a pet dies, its mission by my side just ends and it must go somewhere else. It is not real death". Maybe thinking this way will help users let go of their sadness.</p> <p>I pay attention to the user's emotional experience. It hopes that in addition to the current regular services, the brand can provide some collective healing services, which may allow users to resonate with each other and release their sadness.</p>

Kang Nan	I have never heard of a pet funeral brand, but I have participated in a research project on funeral services in rural China. In fact, many traditional funeral ceremonies have disappeared, and the procedures are not standardized. So, I think it is great to see that this brand includes many traditional Chinese funeral ceremonies.
Zhao Haojun	I haven't heard of other funeral brands, but for this brand image design, I would say that it has no problem at all from the perspective of visual design. However, when considering the commercialization of the brand, its price system and service combination need to be more layered (for example, setting up drainage project services for attracting users), and it needs to be more personalized, so that users will be more willing to consume.
Jiang Yizhuang	I know a little about it. The brands I know are all mass-produced urns with no special features. I feel that they will fade out of my world after my pet passes away. However, this brand customizes products according to the brand image and the wishes of pet owners, which I will consume.

Table 46 shows in this survey, the limited familiarity with pet funeral brands among all 6 interviewed experts highlights the importance of promoting scientific pet funeral services. Drawing from their professional expertise, the experts offered valuable recommendations for Yurealm brand: Li Qianwen anticipated strong appeal of commemorative products among women users; Bai Zhiwei proposed a collective healing service to help users relieve their sadness; Kang Nan strongly endorsed the integration of traditional Chinese funeral culture; Zhao Haojun provided commercialization insights emphasizing tiered service refinement. while Jiang Yizhuang identified the cohesive design between urns and brand concept as a key differentiator from competitors.

6 Experts consistently emphasized 3 distinctive advantages: the emotional resonance of in-store healing installations and memorial spaces, the professional execution of brand identity, and the thoughtful design of commemorative products - all setting Yurealm apart from conventional pet memorial providers.

Through in-depth research with 6 industry experts, Yurealm brand image has garnered high recognition across 3 key dimensions: premium visual identity design, emotionally resonant user experiences, and systematic brand architecture. The brand's distinctive pane visual symbol, elegant color palette, and intimate memorial space design successfully create a sophisticated brand image that blends cultural heritage with high-end aesthetics.

Experts particularly commended the differentiated advantages of its commemorative product designs and integration of traditional rituals, while identifying opportunities for expanded personalized customization options, and potential digital memorial services. Compared to homogeneous competitors, Yurealm stands out through its systematic design language and emotionally continuous services, demonstrating exceptional performance in building user trust and brand memorability, establishing a new industry benchmark that balances professionalism with compassion.

In this research, 6 industry experts provided professional recommendations for Yurealm's brand development from multiple perspectives, covering various aspects including brand visual design, commercialization strategies, operational management systems, and user communication mechanisms.

Given the focus of this study, author will concentrate on optimizing and enhancing the brand image design dimension, including refining the visual identity system, deepening the emotional design language and enhancing customized services. Other constructive suggestions put forward by the experts will be thoroughly considered and implemented in the brand's future development plans.

The following are the customized contents of brand necklaces and pendants:

Commemorative pendant

Material: 18K Rose Gold

Craft: Shaft crafts

Size: Pendant 17X17mm

Chain length 410+60mm

Highlights: 1: Freely combine the patterns

2: It can contain pet hair, pet ashes, or pet photos

3: Can customize the pattern



Figure 108 Modified brand necklace

Source: Drawn by author

Commemorative Bracelet

Material: 18K Rose Gold

Pink crystal

Green crystal

Craft: Shaft crafts

Size: Bracelet length 160+30mm

Highlights: 1: Freely combine the patterns.

2: It can contain pet hair/ pet ashes/ pet photos.

3: Pink crystal has the energy of enhancing love and communication.

Green crystal has the energy of healing and balancing emotions.

4: Oriental symmetrical aesthetics design

5: Can customize the pattern

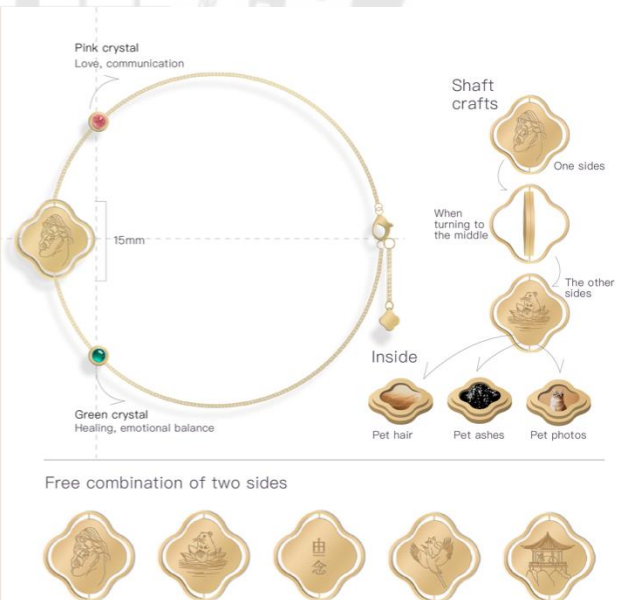


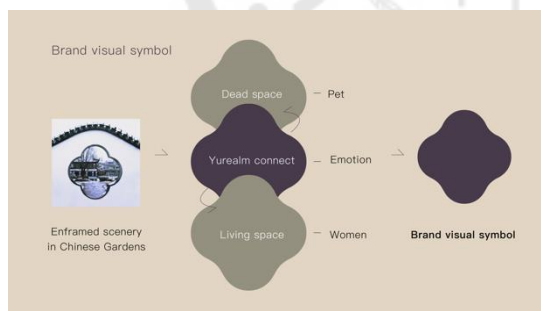
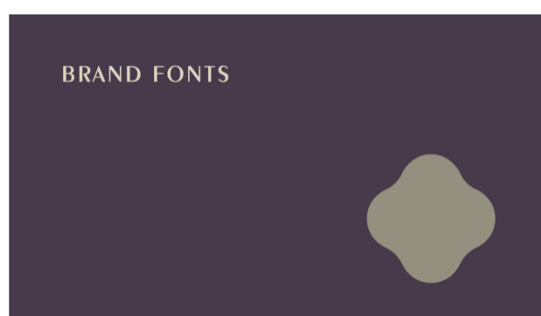
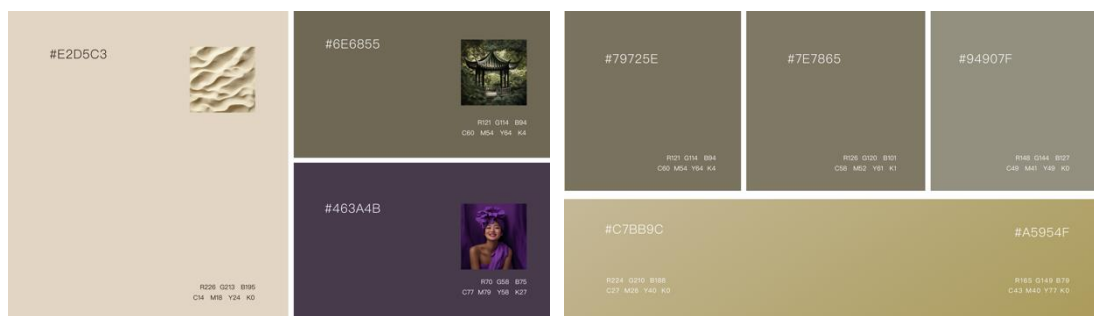
Figure 109 Modified brand bracelet

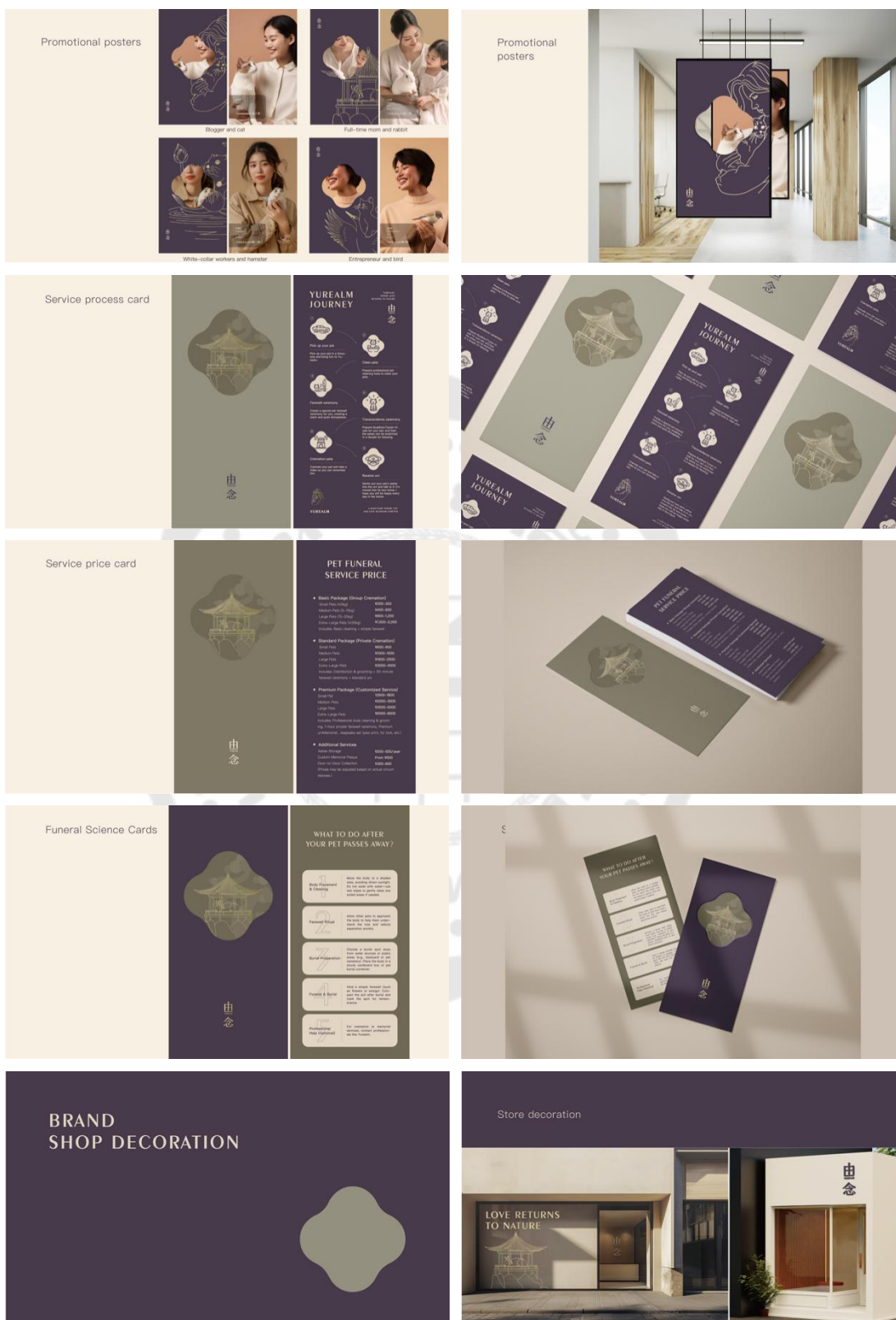
Source: Drawn by author

Step 5: Final design

According to the suggestions of 6 experts, author carefully considered whether they fit the brand positioning of Yurealm brand, and finally optimized it to form a complete brand image guideline. The following is the brand image guidelines.







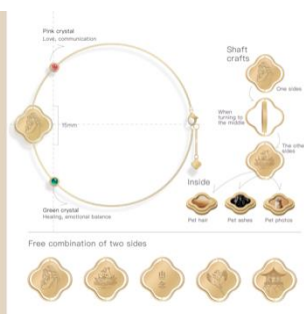
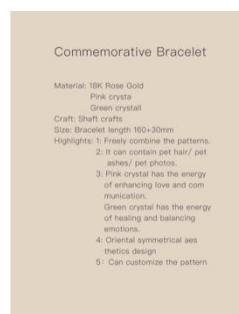
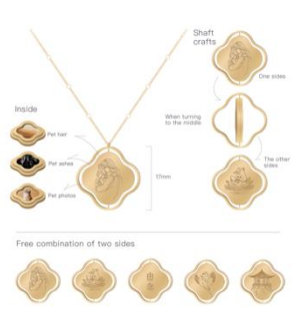
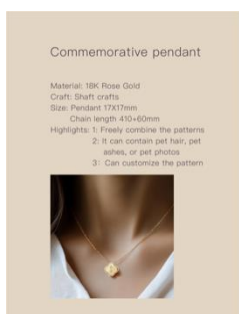
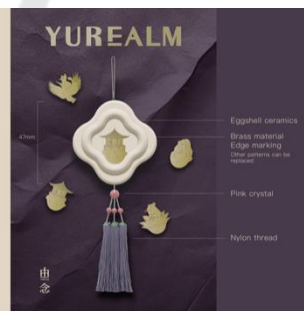
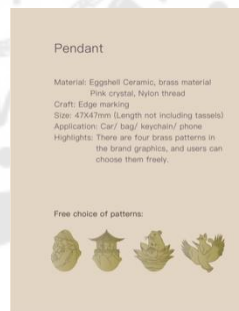
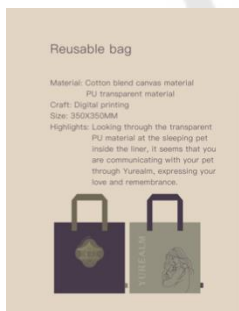
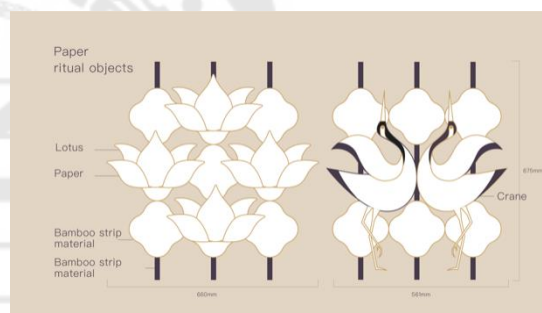




Figure 110 Brand image guidelines

Source: Drawn by author



CHAPTER 5

CONCLUSION DISCUSSION AND SUGGESTION

This study focuses on the "design and development of a pet funeral brand for Middle-class women in Shanghai." Employing a mixed-methods research design incorporating comprehensive literature review, comparative case analyses, structured questionnaire surveys, and in-depth expert interviews, the research systematically develops a framework for pet funeral brand image architecture. The empirical findings and subsequent discourse are organized into three analytically distinct yet interrelated dimensions: conclusion, discussion, and suggestion.

1 Conclusion

This study aims to research Chinese pet funeral brands, understand the perceptions, and needs of Middle-class women in Shanghai regarding pet funeral services, and design and develop a pet funeral brand specifically targeting Middle-class women in Shanghai. Through a series of systematic research steps, the following key conclusions were drawn:

1: By studying top 3 pet funeral brands in China (Tianpet in Guangdong, Rainbow Planet in Beijing, and ReHug in Shanghai), author conducted an in-depth analysis from 3 key perspectives—brand identity, brand elements, and brand image design—and arrived at the following findings:

Tianpet has established itself as a premium brand case study in the pet funeral industry, delivering exceptional service experiences through a meticulously crafted brand ecosystem. The brand visual image identity consistently embodies a sophisticated "black and gold aesthetic," ranging from its minimalist logo design to its profound slogan "Explore the greatness of life" and extending to its serialized memorial derivative products. This cohesive approach has formed a highly distinctive brand image matrix, systematically positioning Tianpet as the epitome of light luxury in the pet funeral sector.

Rainbow Planet serves as a heartwarming case study in the pet funeral industry, demonstrating a distinct dual characteristic in its brand construction. On one hand, it has established a comprehensive pet afterlife narrative system based on the Western Rainbow Bridge mythology, reinforcing emotional comfort through ritualized elements like the "Pet Planet Residence Certificate" and tangible designs such as the "Emotional Memorial Hall." On the other hand, its pet memorial product development exhibits a notable absence of brand elements, with ready-made products like urns and memorial necklaces lacking brand identifiers. This strategic trade-off may stem from addressing users' personalized needs or may stem from the brand's strategic trade-offs between product development cost containment and operational efficiency preservation. However, it inevitably weakens brand recognition and consistency, creating a structural contradiction between emotional value and unified brand image.

ReHug employs hand-drawn illustrations and handwritten typography to convey its warm, natural brand ethos, with nature-inspired green as its primary color palette. Throughout the entire service journey - from its logo to memorial cards and even the urn delivery letters - the consistent use of handwritten elements creates an authentic, heartfelt experience that delivers exceptional warmth to pet owners. The brand's distinctive farewell chambers, such as the "Forest Memorial Room" symbolizing pets' return to nature, feature whimsical, childlike designs that reinforce its core concept. However, similar to Rainbow Planet, ReHug utilizes off-the-shelf products for its memorial offerings rather than developing systematic brand extensions, representing a missed opportunity for deeper brand expression.

The 3 major pet funeral brands in China all build their brands around the emotional experience of users. Through comprehensive research, we found that only Tianpet maintained a unified brand image, while Rainbow Planet and ReHug lacked a systematic brand architecture, failed to meet the needs of specific user groups, and had difficulty meeting each group's unique expectations for pet memorial services.

In addition, the interior design and branding of these 3 brands all adopted modern aesthetic concepts. After the brand positioning map, a market gap was found.

At present, no pet funeral brand has integrated traditional Chinese funeral culture into its brand visual image.

2: Through a survey of Middle-class female users in Shanghai, this group was found to exhibit distinctive preferences for pet memorial services: They favor warm-toned visual designs with premium Chinese aesthetic elements, emphasize emotional healing experiences, prefer expressions incorporating traditional cultural elements and sustainable memorial methods, while showing a preference for customized services. Analysis of 216 valid questionnaires indicates this demographic most appreciates brand images that combine cultural heritage with warm color palettes, offering mid-range pricing while presenting premium visual branding.

Two key findings from the research merit attention:

Pet Ownership Preferences: The most popular pet categories among Shanghai Middle-class women are cats, rabbits, hamsters, and birds, in that order. This finding strongly aligns with the conclusion in the "2024 China Small Pet Consumer Insight Report" (Pet-House, 2024) that "rodents, birds, and lagomorphs are the most popular small pet categories among women owners".

Brand tone Inclination: When selecting brand tonality, "Quiet and Elegant" (39.81%) and "Light Luxury" (37.04%) showed merely a 2% difference in preference, indicating that target users expect a design style that perfectly blends serene ambiance with refined sophistication, providing clear direction for brand visual image positioning.

3: Based on preliminary research and analysis, this study has established the core direction for Yurealm's brand visual identity design: rooted in traditional Chinese funeral culture and incorporating the Eastern philosophical wisdom of the cycle of life, we aim to build a pet memorial brand system that balances serene dignity with emotional warmth. Guided by brand theory frameworks, the design focuses on creating an emotional healing space that connects pet owners with their departed companions, systematically developing the brand identity. Through dual validation from theoretical construction and empirical research, combined with expert feedback from six senior designers, we have developed an actionable brand manual to provide standardized

guidance for initial brand establishment while maintaining flexibility for subsequent operational adjustments.

The specific design implementation encompasses five innovative dimensions:

Typography System Design: Using the culturally resonant Song typeface as its structural foundation, combined with modern Western fonts for hybrid reconstruction. This cross-cultural typographic design not only evokes local users' cultural identity but also conveys a tranquil and peaceful brand temperament through stroke rhythm, establishing the overall visual tone.

Color System Construction: Innovatively deconstructing traditional funeral color vocabulary, we apply desaturation treatment to classical hues such as honey yellow, sandalwood purple, and pavilion pine green, creating a progressive color narrative moving from warm memories - grief healing - eternal affection. This contemporary reinterpretation preserves the solemnity of memorial rituals while transcending conventional austere impressions, establishing a distinctive brand color recognition system.

Cultural Imagery Translation: Through abstract processing of traditional funeral symbols, we construct a visual narrative system of "rebirth in paradise" By reinterpreting motifs like lotuses and auspicious clouds in contemporary design language, the design conveys blessings for departed pets while creating notable cultural differentiation. This enhances brand recognition while promoting both scientific memorial concepts and innovative cultural heritage.

Experiential Space Creation: Implementing the core concept of "emotional bonds" the Yurealm visual identity extends into three-dimensional space design. Through therapeutic art installations and immersive memorial rooms, we systematically construct healing scenarios transitioning from graphic visuals to multi-sensory experiences, giving multidimensional concrete expression to brand philosophy.

Memorial Product Design: Consistently applying brand visual symbols and utilizing sustainable eco-friendly materials, we provide products that integrate aesthetics,

functionality, and emotional healing. While offering customization for pet owners, the design emphasizes unified brand image consistency.

2 Discussion

1: Through literature review and data analysis, it has been observed that Shanghai, as China's metropolitan city, possesses significant potential in the pet funeral market. This finding supports and develops the research results of Yi Zhu and Min Liu in their study "Discussion of the Metropolis Pet Funeral and Burial Service". Yi Zhu and Min Liu suggested that Chinese pet funeral market remains in its early developmental stage, with funeral services being available primarily in Beijing and a few other cities - excluding Shanghai at the time of their research (Zhu & Liu, 2012). The current study further reveals that professional pet funeral services have since emerged in Shanghai, with case studies identifying ReHug as one such established pet funeral service provider operating in the city.

2: The survey data from this study reveals that a significant proportion of pet owners exhibit calm emotional responses following pet loss. This finding corresponds with the research conclusions of Western scholars Rachel M. Park et al. in their systematic review "Pet Bereavement and Coping Mechanisms". Park's research provides critical insight into this phenomenon, noting that "societal norms often fail to recognize pet loss as a legitimate form of bereavement." This social stigma creates what the authors term "disenfranchised grief" wherein pet owners consciously or subconsciously suppress outward expressions of sorrow due to anticipated judgment from others (Rachel M. Park et al., 2023). This emotional tendency reflects an activation of rational mourning as a psychological defense mechanism and restrained emotional expression, wherein the resulting emotional dissonance manifests as superficially calm or neutral affect while potentially masking underlying distress - necessitating pet memorial service providers to practice authentic emotional attunement with clients' true inner states.

3: Through case studies of China's top3 pet funeral brands, the research reveals the following characteristics: while these brands have generally established

clear brand identities and concepts, significant deficiencies exist in maintaining consistent brand imagery across most pet funeral services. Particularly in funeral supplies and memorial products, the prevalent use of standardized market offerings has diluted brand distinctiveness. These findings both align with and diverge from Li Siyuan's (2019) conclusions in "Research on animal hospice brand based on emotional narrative design" While both studies identify common issues such as incomplete brand systems and homogenized memorial products, notable differences emerge regarding brand identity recognition and conceptual implementation. The 3 brands examined in this study demonstrate high brand logo recognition and well-defined brand philosophies, whereas Li's research found low brand identifier recognition and unclear brand concepts. This discrepancy may stem from differences in the sample studied.

4: The survey findings indicate that pet memorial brands targeting middle-class female consumers must achieve an organic integration of "mid-range pricing" and "luxury quality." This aligns with the conclusions drawn by Zhou Cheng (2017) in the study "A Study on the Influence of Brand Attachment on Brand Oppositional Loyalty-Based on the Adjustment of Psychological Distance," which characterizes middle-class consumption traits as maintaining prudent spending attitudes while simultaneously expressing social status.

5: The comprehensive survey data reveals that 86.11% of Middle-class women in Shanghai are aware of pet memorial services, indicating significantly higher user awareness than Cao Xinyu's findings in "Design of Pet Memorial Service Based on Empathy Theory ", which suggested relatively low public awareness of such services in China and identified a lack of systematic knowledge dissemination about pet funerals. This discrepancy may stem from differences in research demographics and temporal factors. Building on these insights, the study further identifies users' strong demand for science-based information about pet funerals, which directly informed the final design solution, the incorporation of educational cards to systematically communicate scientifically-grounded pet memorial knowledge, thereby addressing this critical knowledge gap in the market development (Xinyu, 2021).

6: The comprehensive questionnaire data from this study reveals that 70.37% of Middle-class women in Shanghai have never heard of any pet memorial brands, indicating low brand awareness in this sector. This finding was further corroborated during post-design expert interviews. When asked in Question 8, "Compared with other pet funeral brands, how do you think this visual design performs in terms of differentiation? Is it unique?", most interviewed experts admitted having no prior knowledge of other pet memorial brands.

7: In this study's brand identity design, the combination of Mihe Yellow, Tingsong Green, and Tanshi Purple creates a serene yet warm visual aesthetic. During expert interviews, most participants reported strong impressions of Yurealm's color scheme. Notably, those experts who particularly remembered the color palette showed higher purchase intention toward Yurealm's pet funeral services. This finding aligns with Grigoryan's (2023) conclusion in "The psychological influence of colours on consumer's behaviour" that color, as a visual medium, can subconsciously guide users, finally determine the user's consumption preference for the product.

8: This study through questionnaire surveys and expert interviews, reveals that users prefer sustainable lifestyles. For pet memorial products (Such as urns), they consider not only their commemorative function but also their environmental value. This finding aligns with Du Yuqian's conclusions in "Design and Development of Pet Memorial Products", which argues that pet memorial services should not blindly pursue premium positioning but rather incorporate environmental consciousness (Yuqian, 2021).

3 Future outlook

Throughout this research and practice, grounded in design thinking theory and brand theories, we derived Yurealm brand image design direction through case studies of Chinese pet funeral brands and surveys of Middle-class women consumers in Shanghai. However, due to constraints in personal capacity and time limitations, certain aspects remain insufficiently explored:

1: The current brand image design for Yurealm demonstrates constrained semiotic diversity in its deployment of thanatological motifs, Future research should systematically catalog traditional funeral symbolism to expand the visual lexicon, enabling more precise and culturally nuanced design representations.

2: The current design development of Yurealm paper offerings lacks comprehensive 3D visualization, presenting opportunities for enhanced spatial representation in subsequent iterations.

3: The author identifies several critical limitations in the current design framework, particularly concerning the extraction of funeral cultural design elements and brand image system. Future research must prioritize three key dimensions:

Technological integration through AR/VR applications to construct funeral spaces that bridge physical and digital realms.

Implement longitudinal tracking of female users' evolving needs to establish adaptive design mechanisms.

Expansion of multisensory experiences through sustainable material innovation and ritual interaction design.

These directions necessitate deeper exploration of thanatosensitive design methodologies that balance cultural preservation with technological innovation, while maintaining empathic user-centered approaches. The path forward requires both refined technical skills and creative conceptual thinking to successfully navigate the complex intersection of funeral traditions and contemporary brand image design practice.

Moving forward, funeral brands must transcend mere messaging by prioritizing sustainability, multisensory experiences, and demographic-specific needs—allowing users to perceive the brand's life-affirming values and social responsibility through every interaction.

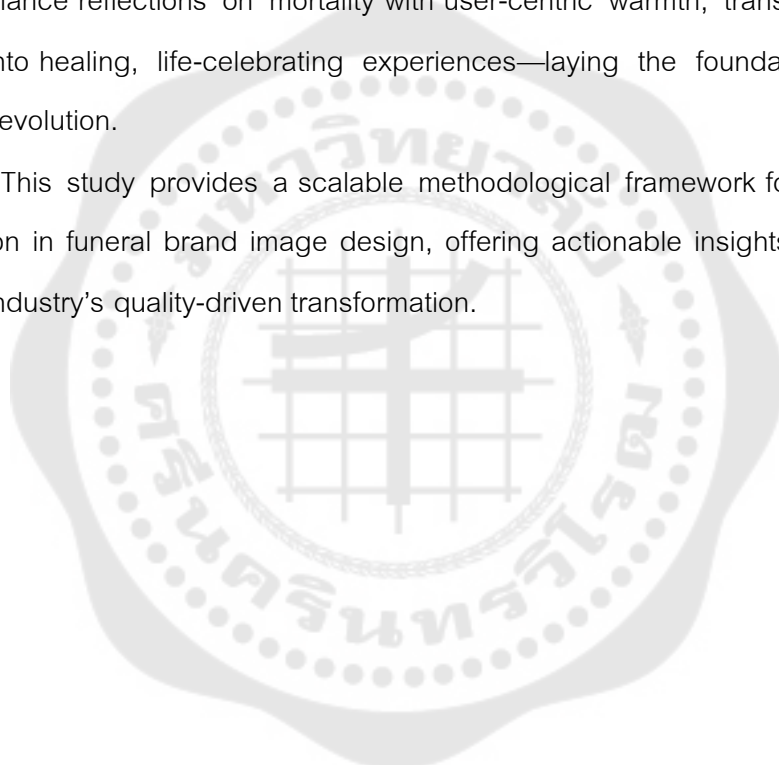
For funeral brands, three critical imperatives emerge:

1: Creative transformation of cultural IP: Brands should reinterpret traditional Chinese funeral heritage through culturally rooted yet contemporary visual narratives, preserving uniqueness while ensuring relevance.

2: Seamless fusion of digital technology & rituals: evolving digital innovations (AR/VR, interactive media) enable multidimensional brand experiences—transcending print and spatial design to engage all five senses in funeral practices.

3: Brand expression of life education & social responsibility: funeral brands must balance reflections on mortality with user-centric warmth, transforming funerary rituals into healing, life-celebrating experiences—laying the foundation for premium industry evolution.

This study provides a scalable methodological framework for funeral cultural translation in funeral brand image design, offering actionable insights to advance the funeral industry's quality-driven transformation.



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APPENDIX

APPENDIX

Table 47 Questionnaire for Middle-class woman in Shanghai

Questionnaire
1: Your gender is?
<input type="checkbox"/> Male <input type="checkbox"/> Female
2: your age is?
<input type="checkbox"/> 0-18 years old <input type="checkbox"/> 18-25 years old <input type="checkbox"/> 25-45 years old <input type="checkbox"/> Over 45 years old
3: What is your academic qualification?
<input type="checkbox"/> High school degree <input type="checkbox"/> College degree
<input type="checkbox"/> Undergraduate degree <input type="checkbox"/> Postgraduate degree or above
4: Your annual income is?
<input type="checkbox"/> 0-100K yuan <input type="checkbox"/> 100K-300K yuan <input type="checkbox"/> 300K-500K yuan <input type="checkbox"/> More than 500K yuan
5: Do you usually like to buy things with Chinese traditional culture?
<input type="checkbox"/> Like it very much <input type="checkbox"/> Like it <input type="checkbox"/> Generally <input type="checkbox"/> Dislike
6: Do you raise pets?
<input type="checkbox"/> Raise it <input type="checkbox"/> Have raised it before <input type="checkbox"/> Don't raise it
7: Which kind of pets do you have? (Multiple selections)
<input type="checkbox"/> Cat <input type="checkbox"/> Dog <input type="checkbox"/> Rabbit <input type="checkbox"/> Hamster <input type="checkbox"/> Bird <input type="checkbox"/> Others_____
8: How much do you spend on expenses for your pets on average per month?
<input type="checkbox"/> 0-500 yuan <input type="checkbox"/> 500-1000 yuan <input type="checkbox"/> 1000-2000 yuan <input type="checkbox"/> 2000 yuan or more
9: How long do you spend with it on average every day?
<input type="checkbox"/> Less than half an hour <input type="checkbox"/> Half hour - 1 hour
<input type="checkbox"/> 1 hour - 2 hours <input type="checkbox"/> Over 2 hours
10: What do you usually do when your pet gets sick?
<input type="checkbox"/> Find treatment options online and treat it yourself
<input type="checkbox"/> Go to pet hospitals
<input type="checkbox"/> Go to different pet hospitals and have multiple follow-up visits
<input type="checkbox"/> Do nothing and believe in the healing ability of pets
11: If your pet dies, your feeling is?
<input type="checkbox"/> Despair <input type="checkbox"/> Very sad and upset <input type="checkbox"/> A little sad <input type="checkbox"/> Calm <input type="checkbox"/> Nothing happened

12: If your pet dies, would you choose a pet funeral?

☐Yes, of course ☐It depends on the price ☐No

13: Have you ever heard about pet funerals?

☐Don't understand ☐Understand a little
☐Consulted but never consumed ☐Consumed this type of service

14: what channels do you get information about pet funerals? (Multiple selections)

☐Internet ☐TV Commercials ☐Friends ☐Offline Stores
☐Pet hospital ☐Pet related companies ☐Others_____

15: What price range can you accept for pet funeral services?

☐0-600 yuan ☐600-1500 yuan ☐1500-4000 yuan ☐Over 4000 yuan

16: Which pet funeral brands have you heard before? (Multiple selections)

☐Tianpet ☐Rainbow Planet ☐ReHug ☐Never heard of it ☐Others_____

17: What factors are most important to you when choosing a pet funeral brand?

☐Service attitude ☐Price ☐Brand awareness ☐Brand image design

18: If you choose pet funeral, what services would you choose? (Multiple selections)

☐Cremation ☐Burial ☐Ashes box ☐Hair commemoration
☐Commemorative brooch ☐Commemorative photo ☐Commemorative Plant Potting
☐Commemorative Necklace ☐Commemorative Video ☐Pet cloning ☐Others _____

19: If you want a funeral ceremony, which style do you want it to be?

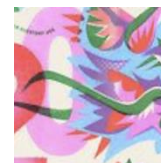
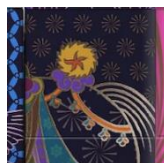
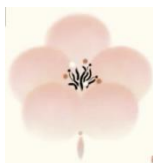
☐Cremation ☐Burial ☐Water Burial ☐Tree Burial ☐Balloon Burial
☐Tree Planting Burial ☐Space Burial ☐Ecological Burial ☐Others_____

20: When you choose a pet funeral brand, which of the following are the Brand concept you expect?? (Multiple selections)

☐Emotional care ☐Luxury ☐Professional ☐Personalized
☐Healing ☐Sustainable ☐Warm and quiet ☐Happy Farewell

21: Which of the following images fits your desired brand image tone?

☐Warm and soft ☐Solemn and calm ☐Light luxury ☐Chinese farewell



22: If you were asked to name a new pet funeral brand logo, what would be your preferred naming principle?

☐Simplicity (the brand name should be simple, concise and easy to spread)

☐Unique (the brand name should have a unique personality and avoid confusion with other brand names)

☐Novel (the brand name should be fresh and can be combined with the attributes of the funeral industry)

☐Have Chinese cultural connotations (the brand name must have Chinese cultural elements)

23: What elements do you think can enhance your memory of pet funeral brand? (Multiple selections)

☐Unique brand logo

☐Iconic graphics and colors

☐Brand packaging with the same style

☐Has Chinese cultural connotation

24: Which type of pet funeral brand logo do you think will be more attractive?

☐Chinese and English font logo

☐Graphic logo with abstract form

☐Font graphics combined with deformed logos

25: What colors do you prefer for pet funeral branding designs?

☐Warm colors

☐Cool colors

☐Medium colors

26: Regarding the promotional content for pet funeral brands, what kind of content would you be interested in?

☐Popular science knowledge about pet funerals

☐Pet funeral process

☐Pet funeral packages and service contents

☐Others_____

27: Do you have any preference for pet funeral brand memorial designs?

☐Like daily souvenirs that have practical functions

☐Like luxurious and complicated souvenirs

☐I like souvenirs that make me miss my pets.

☐No preference

Table 48 Interview questions for 6 experts

Interview questions
1: Does the brand's visual design effectively convey emotional care and empathy for the loss of a pet?
2: Does the brand visual style (colors, fonts, imagery) feel high-end quality, or is it more minimalistic or warm?
3: As a designer, do you think the logo, colors, and overall visual image are coordinated and unified to clearly convey the brand positioning?
4: Are the brand name "Yurealm" and logo unique enough to easily remind people that this is a pet funeral brand?
5: Does the brand design style (colors, graphics, fonts) fit women's aesthetic preferences?
6: Are there any outstanding graphics or color combinations in the design that can enhance the brand awareness? If there are any highlights you like, please point them out?
7: If you need pet funeral services, would the visual image of this brand prompt you to choose it? What is the most attractive (or least attractive) point to you?
8: Compared with other pet funeral brands, how do you think this visual design performs in terms of differentiation? Is it unique?

VITA

