



STUDYING THE SUCCESS OF CHAGEE'S PACKAGING DESIGN TO DEVELOP ANHUA  
DARK TEA PACKAGING FOR NEW GENERATION OF CONSUMER GROUPS



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การศึกษความสำเร็จในการออกแบบบรรจุภัณฑ์ชา Chagee เพื่อนำมาพัฒนาบรรจุภัณฑ์ของ  
ชาดำ ANHUA สำหรับผู้บริโภคยุคใหม่



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YIZHUANG JIANG

A Master's Project Submitted in Partial Fulfillment of the Requirements  
for the Degree of MASTER OF ARTS  
(Master of Arts (Design for Business))  
College of Social Communication Innovation, Srinakharinwirot University  
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THE MASTER'S PROJECT TITLED

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BY

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OF THE REQUIREMENTS FOR THE MASTER OF ARTS  
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This study examined the unique characteristics of Anhua Dark Tea and explored how its packaging design could be modernized to appeal to the new generation of consumers, inspired by the success of CHAGEE's packaging. Through a comprehensive analysis, this research identified key design elements contributing to the success of CHAGEE's packaging, including the integration of traditional cultural symbols, modern visual aesthetics, sustainable materials, and interactive digital elements. A mixed-method approach was employed, incorporating literature review, case studies, field investigations, and qualitative interviews with tea industry professionals and design experts. The study aimed to analyze the unique characteristics of Anhua Dark Tea's existing packaging and the key factors that make CHAGEE's packaging design successful. Findings indicated that Anhua Dark Tea could modernize its packaging by incorporating cultural storytelling, enhanced portability, eco-friendly materials, and interactive digital features like QR codes. By adopting these strategies, Anhua Dark Tea could attract younger consumers, enhance its brand appeal, and increase its competitiveness in both domestic and international markets. This study contributed to the field of packaging design by providing insights into the fusion of tradition with modernity, and offered a model for revitalizing traditional tea brands to meet the demands of contemporary consumers.

Keyword : CHAGEE, Anhua Dark Tea, Packaging Design

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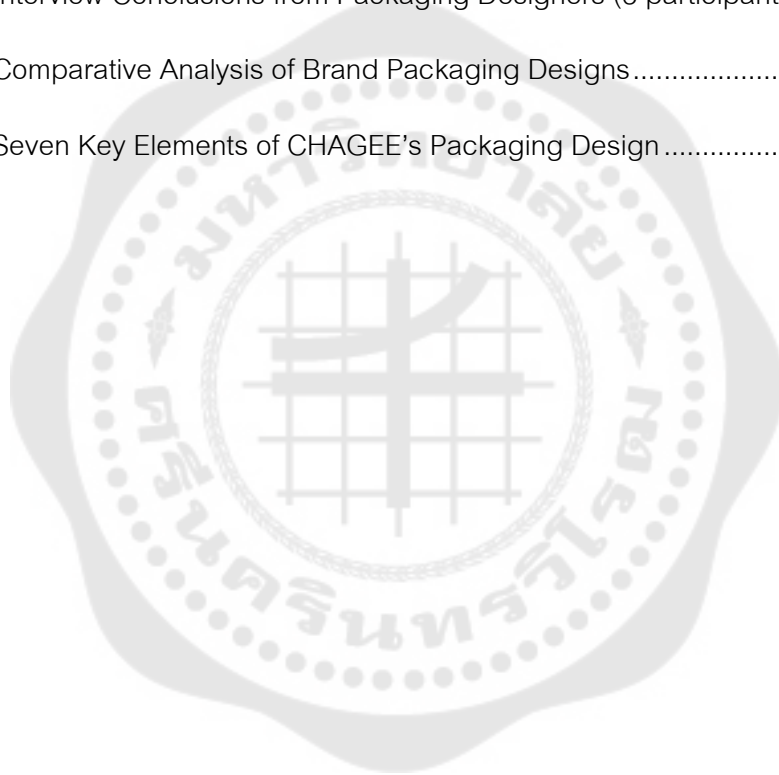


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# CHAPTER 1

## INTRODUCTION

### 1.1 Research background

In recent years, China's tea beverage market has undergone significant transformation, particularly due to the rise of New Generation of Consumer Groups, which in turn has significantly reshaped the market landscape. According to the "2021 China Youth Quality Tea Beverage Lifestyle Development Trend Report" published by iMedia Research (2022), The number of young consumers in China has exceeded 380 million, gradually becoming the primary drivers of demand for high-quality tea beverages. Generation Z, the new middle class, and new women are emerging as important forces in the tea beverage market (Zheng, 2023). Although these groups exhibit distinct consumption habits, their demand for tea beverages tends to focus on quality of life, cultural experiences, and personalized expression (as shown in Figure 1).

China's youth demand for quality tea drinks:  
new consumer groups become the main consumer group



### The size and consumption characteristics of China's new generation of consumer groups in 2021

The size and consumption characteristics of China's new generation of consumer groups in 2021



数据来源: 艾媒数据中心(data.iimedia.cn)

样本来源: 草莓派数据调查与计算系统 (Strawberry pie), 样本量: N=2236; 调研时间: 2021年12月

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Figure 1 Scale and Consumption Characteristics of China's New Generation Consumer Group in 2021

source: iMedia Report Center

Furthermore, according to iMedia Research, the market size of China's quality tea segment targeted at the new generation of consumer Groups reached 101.1 billion RMB (Renminbi) in 2021, and it is projected to grow to 172.9 billion RMB by 2024, with a compound annual growth rate (CAGR) of 19.6% (iMedia Research, 2022). This trend highlights the rapidly increasing interest of the New Generation of Consumer Groups in high-quality tea, particularly in terms of convenience, with tea bags becoming the mainstream choice due to their simplicity and portability. Data released by iMedia Research (2022) indicates that as of December 2021, the top-selling categories of tea bags in China's online market were fruit tea (40.8%) and functional tea (36.8%), with half of the leading tea bag brands being Chinese (as shown in Figure 2). The primary consumption settings were the office (67.2%) and home (65.8%) environments (iMedia Research, 2022), as depicted in Figure 2. This demonstrates the high importance the New Generation of Consumer Groups place on the convenience and functionality of tea, driving tea brands to innovate in packaging design to better align with modern consumers' lifestyles and aesthetic preferences.

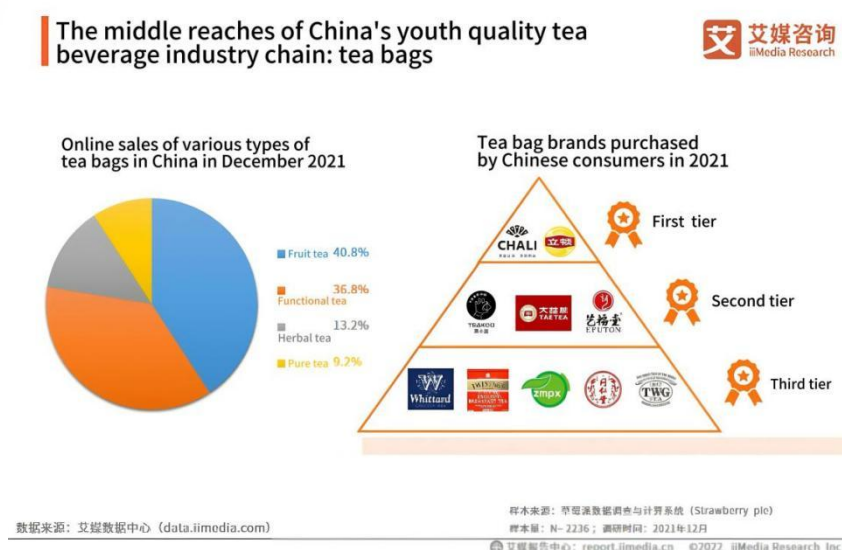


Figure 2 The middle reaches of China's new generation of consumer Groups quality tea beverage industry chain: tea bags

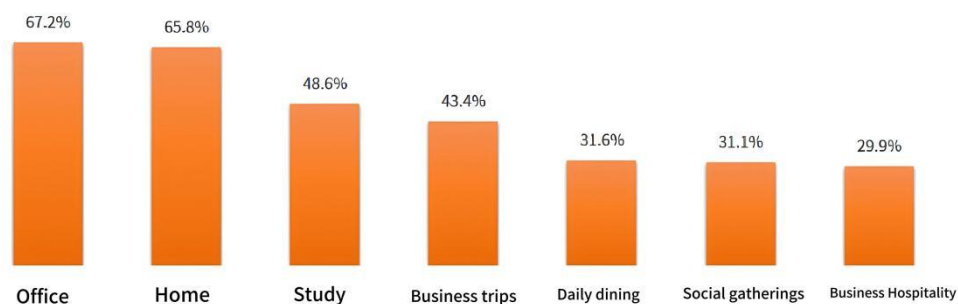
source: iMedia Report Center

Tea bags have covered the main life scenarios of young consumers



### Chinese young consumers scene of drinking teabag in 2021

Chinese Youth Consumers' Scene of Drinking Teabag In 2021



数据来源: 艾媒数据中心(data.iimedia.cn)

样本来源: 草莓派数据调查与计算系统 (Strawberry pie)

样本量: N=2236; 调研时间: 2021年12月

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Figure 3 occasion of the new generation of consumer groups drinking tea bags in 2021

source: iMedia Report Center

With the rise of the new tea beverage industry and the expansion of the new generation of consumer groups, the traditional tea market is facing unprecedented challenges and opportunities. Modern consumers, especially the new generation of consumer groups, are no longer satisfied with the health benefits of tea alone; they place greater emphasis on the overall product experience, including the aesthetics of packaging and ease of use (Ngoi & Lee, 2020). Despite the evolution in consumer preferences, traditional tea products, with their cumbersome brewing processes and conservative packaging designs, face difficulties in meeting these emerging demands. The fast-paced lifestyle of the new generation of consumer groups requires products that are not only convenient but also visually appealing. In this context, traditional tea's bulky packaging and complex brewing processes appear inadequate.



Nevertheless, these challenges also present significant opportunities. As the new generation of consumer groups increasingly seeks fashion and personalization, the traditional tea industry has room for innovation in packaging design and product experience. A survey by Wen (2023) indicates that the new generation of consumer groups is more inclined to choose tea products with modern and unique visual effects. Therefore, if traditional tea brands can adapt to this trend by enhancing their product competitiveness through innovation, they can't only solidify their market position but also carve out a niche in the new tea beverage market.

In summary, the traditional tea industry is currently facing not only the threat of losing market share to emerging brands but also a valuable opportunity to reshape brand image and enhance brand value through innovation and modernization. By proactively responding and adjusting strategies, the traditional tea industry has the potential to find a breakthrough in the new market environment and achieve new heights of development.

In China's emerging tea beverage market, CHAGEE (Bawang Tea Princess) has rapidly risen as one of the favored tea brands among the new generation of consumer groups due to its unique brand positioning and innovative packaging design. CHAGEE has successfully established a brand image that is both fashionable and culturally rich by skillfully integrating modern design elements with traditional tea culture (Deng Shiwei, Chen Feihu, Zhou Jiawei, 2016). Currently, CHAGEE has over 4,000 outlets worldwide. This brand image not only aligns with the new generation of consumer groups' pursuit of personalization and aesthetics but also effectively conveys the profound heritage of traditional tea culture. CHAGEE's packaging design stands out for its eye-catching colors and unique shapes, making its products especially noticeable on store shelves (Niu Anchun & Liu Yanzheng, 2024). For the new generation of consumer groups who prioritize visual appeal and cultural experience, CHAGEE's packaging design has become a key factor in attracting them. For instance, CHAGEE incorporates modern design elements into its tea beverage packaging while retaining symbolic patterns and colors from traditional tea culture, successfully achieving an

organic blend of tradition and modernity (Zhang Conglin, 2023). This innovative packaging design has helped CHAGEE rapidly expand its market share and gain widespread consumer recognition.

Moreover, CHAGEE has established an extensive sales network across the country, with notable success in expanding its market in Hunan Province. This success is not only attributed to its excellence in product innovation and market promotion but also to Hunan consumers' strong recognition of traditional tea culture. Furthermore, as one of the important birthplaces of Chinese tea culture, Hunan consumers have high expectations for the cultural connotations and quality of tea beverages. CHAGEE, through precise market positioning and innovative brand promotion strategies, has successfully gained their favor. Additionally, Hunan Province is renowned for its rich variety of teas, among which Anhua dark tea is particularly famous (Liu Fengying, 2024). Anhua dark tea, known for its unique fermentation process and rich flavor, holds a significant position in the market and is highly cherished by consumers (He Yifan, 2013). As one of the most representative teas in Hunan Province, Anhua dark tea boasts a long history and exceptional quality. Its complex production process, involving special fermentation and aging treatments, creates a distinctive taste, earning it the reputation of being a "drinkable antique."

However, despite Anhua dark tea's esteemed quality and cultural value, its packaging design remains relatively traditional and conservative, primarily using heavy paper or wooden boxes. While this traditional packaging effectively protects the quality of the tea, it falls short in terms of visual appeal and convenience, failing to meet the demands of modern new generation of consumer groups. Modern consumers, particularly the new generation of consumer groups, place greater emphasis on the product's appearance and ease of use, areas where Anhua dark tea's traditional packaging lags behind (Hu, 2020).

Since its establishment in Chengdu, Sichuan Province, in 2017, CHAGEE has rapidly expanded into global markets, becoming a model for new tea beverage brands. As of July 14, 2024, CHAGEE operates over 4,500 stores worldwide, spanning 31

provinces and 323 cities across China, with over 100 overseas branches. The brand currently ranks eighth in the global tea beverage industry (International Finance News, 2024; Kellogg Consulting Group, 2024). In 2023, CHAGEE's gross merchandise value (GMV) reached 10.8 billion RMB, reflecting a remarkable year-on-year growth of 734%. By the first quarter of 2024, CHAGEE achieved a GMV of 5.8 billion RMB, with projections suggesting that the annual figure will exceed 20 billion RMB (ChinaVenture, 2024). This rapid expansion and impressive financial performance are closely linked to CHAGEE's successful brand positioning and innovative packaging design. CHAGEE's packaging is highly regarded by consumers, helping the brand distinguish itself in the highly competitive tea beverage market. new generation of consumer groups, in particular, are drawn to CHAGEE's packaging, which skillfully integrates modern visual elements with traditional tea culture, satisfying their demand for personalization and aesthetics.

In summary, CHAGEE has successfully crafted a brand image that resonates with the aesthetic preferences and cultural aspirations of new generation of consumer groups by integrating modern design elements with traditional culture. This offers valuable insights for the innovation of Anhua dark tea's packaging. Despite Anhua dark tea's significant strengths in terms of quality and cultural heritage, its packaging design lacks the modernization necessary to fully appeal to new generation of consumer groups. Faced with the dual challenges of packaging design and evolving consumer demands in the traditional tea market, Anhua dark tea brands should draw on CHAGEE's successful experience by incorporating modern elements into their packaging, enhancing both visual appeal and user convenience. Through such innovations, Anhua dark tea can not only strengthen its position within traditional tea culture but also attract more new generation of consumer groups, thereby increasing its competitiveness in the modern tea beverage market.

This study seeks to examine how modern packaging design elements could be integrated into Anhua dark tea to meet the aesthetic and functional needs of new generation of consumer groups, thereby facilitating the contemporary transformation of

traditional tea beverages and enhancing the brand's market competitiveness and appeal.

## **1.2 Research Problem**

1. The traditional packaging design of Anhua Dark Tea affects its market performance from the perspective of younger consumers.

2. The critical factors that contribute to the widespread acceptance of CHAGEE's packaging design in international markets, particularly among younger consumers.

## **1.3 Research Objectives**

1. To study the unique characteristics of Anhua dark tea and its existing packaging.

2. To analyze the key factors contributing to the success of CHAGEE's packaging design.

3. To design and develop packaging of Anhua dark tea for new generation of consumer groups.

## **1.4 Scope of the study**

This study focuses on analyzing the key factors behind CHAGEE's successful packaging design, particularly for Anhua Dark Tea. The scope of this study is divided into the following aspects:

### **1.4.1 Content Scope**

The study will examine the packaging design of Anhua Dark Tea, focusing on the analysis of existing packaging design, CHAGEE's successful packaging strategies, and how these can be applied to Anhua Dark Tea. It will explore the characteristics of tea packaging, elements such as color, form, material, and typography, and their application in modern packaging design.

### **1.4.2 Population Scope**

The study will focus on various stakeholders in the tea industry, including tea farmers, merchants, packaging designers, and industry experts, to understand their

views on the characteristics and market demands of Anhua Dark Tea. Interviews with these stakeholders will provide insights into the packaging design's functionality and visual appeal.

#### **1.4.3 Sample Scope**

The study will involve both qualitative and quantitative methods. In-depth interviews will be conducted with 10 tea farmers, merchants, and packaging design experts. Additionally, a survey will be conducted with 300 consumers from the new generation of consumer groups. The goal of the survey is to gather data on their perceptions of Anhua Dark Tea's packaging, including visual appeal, functionality, and sustainability preferences.

#### **1.4.4 Geographic Scope**

This study will primarily focus on Anhua County, the origin of Anhua Dark Tea, and extend to regions where the packaging design of Anhua Dark Tea could be applied in both domestic and international markets.

### **Analysis of the Key Factors Behind CHAGEE's Successful Packaging Design**

#### **1. Classification of Packaging Types:**

- 1.1) Basic Packaging
- 1.2) Gift Box Packaging
- 1.3) Portable Packaging
- 1.4) Modern Packaging

#### **2. Elements of Packaging Design:**

2.1) Color Usage: Color plays a crucial role in packaging design, as different colors convey different brand messages and emotional appeals.

2.2) Form Design: The uniqueness of packaging form is a key factor in attracting consumer attention.

2.3) Material Selection: Material selection is crucial in packaging design, affecting both aesthetics and the preservation of the tea, while ensuring environmental sustainability.

2.4) Typography: Typography is used in packaging design to convey the brand's cultural background and product information.

### **Application of CHAGEE's Packaging Design Experience to the Development of Anhua Dark Tea Packaging Solutions**

#### **1. Characteristics and Market Demand of Anhua Dark Tea:**

1.1) Tea Characteristics

1.2) Local Characteristics

1.3) Advantages and Uniqueness

#### **2. Interviews:**

The study will conduct in-depth interviews with 10 tea farmers, merchants, and packaging design experts to gather insights into Anhua Dark Tea's characteristics, market demand, and expert opinions on packaging design, including its visual and functional features.

### **Proposal and Implementation of the Packaging Design Solution**

#### **1. Principles of Packaging Design:**

1.1) Color Principles

1.2) Material Selection

1.3) Form and Size

1.4) Typography Design

#### **2. Specific Design Proposals:**

2.1) Visual Design

2.2) Material Selection

2.3) User Experience

### **1.5 Benefit(s) of the study**

1. Attracting the New Generation of Consumer Groups to Anhua dark tea This study aims to design modern packaging that appeals to the new generation of consumer groups, focusing on aesthetics, functionality, and personalization. By drawing from successful examples like CHAGEE, the new design will enhance brand recognition,

attract a new generation of consumer groups, and promote appreciation for traditional culture, helping Anhua dark tea expand its market share.

2. Enhancing the Marketing Effectiveness of Anhua dark tea Modern packaging design, including visual optimization, material upgrades, and functional improvements, will strengthen Anhua dark tea's brand image. Eco-friendly and portable designs will boost consumer experience, drive sales growth, and improve brand value.

3. Promoting the Modernization of Traditional Design This study will modernize Anhua dark tea's packaging by combining traditional culture with contemporary elements. The focus will be on enhancing aesthetics, sustainability, and user experience, thereby improving market competitiveness and providing a model for modernizing other traditional products.

#### **1.6 Research Framework**

This illustrates that the conceptual framework of this study integrates CHAGEE's packaging design success with the unique characteristics of Anhua Dark Tea. By analyzing design strategies, market responses, and stakeholder insights from interviews and surveys, the study aims to develop modern packaging solutions to enhance Anhua Dark Tea's market competitiveness and appeal to the New Generation of Consumer Groups.

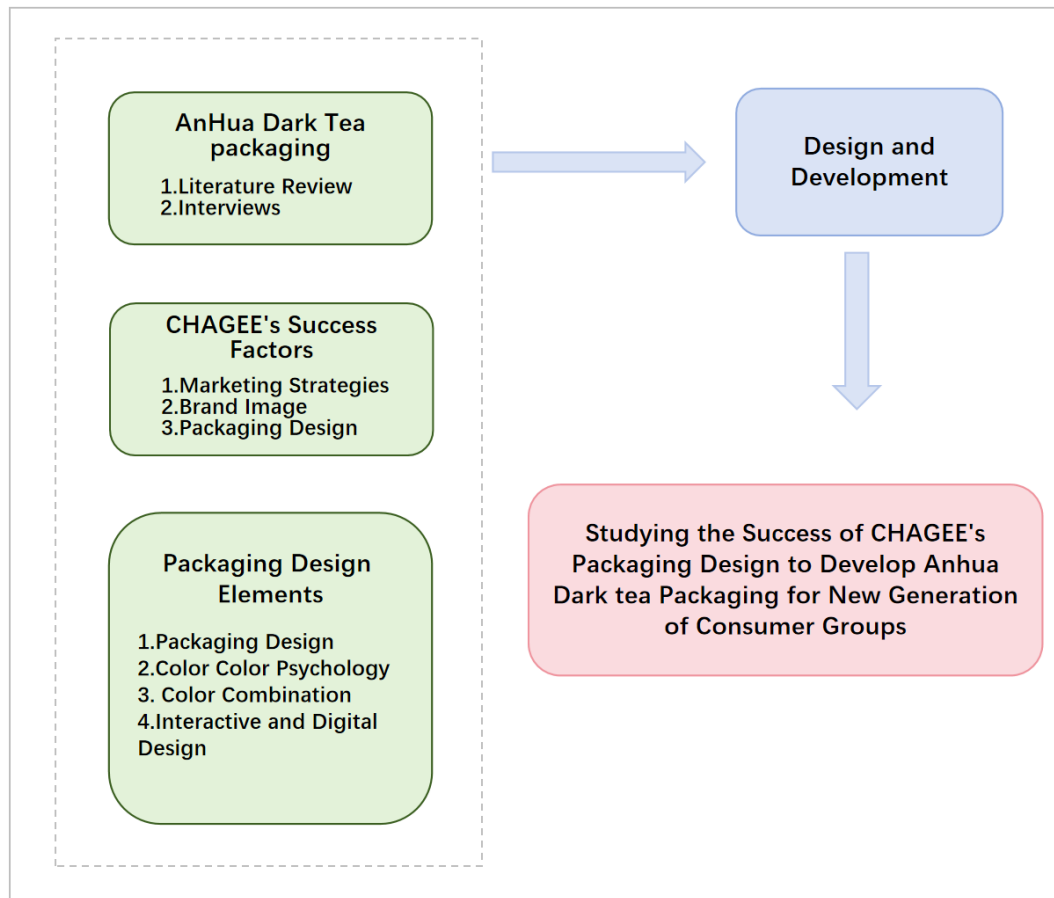


Figure 4 Research Framework

### 1.7 Definition of Key Terms

In this study, the following key terms are defined to ensure a clear understanding of the concepts discussed:

1. **Anhua Dark Tea:** Anhua Dark Tea is a type of tea with a unique fermentation process and rich historical and cultural background, primarily produced in Anhua County, Hunan Province, China. Its distinctive "golden flower" fermentation feature and deep cultural heritage make it an important product in both the domestic and international tea markets.

2. **Packaging Design:** Packaging design refers to the process of designing the external packaging of a product, which involves the selection of colors, materials,



shapes, textures, and patterns, aiming to attract consumers and enhance the product's market competitiveness.

3. New Generation Consumer Groups: This term refers to young consumer groups, typically those from the post-90s and post-00s generations, who value personalization, high-quality lifestyles, environmental sustainability, and cultural experiences. These consumers tend to choose products that reflect their individual identity and cultural values.

4. CHAGEE Brand: CHAGEE is a tea brand that has rapidly risen in the Chinese beverage market in recent years. It has successfully attracted a large number of young consumers through its unique packaging design, cultural symbol integration, and modern aesthetics, making it one of the representative brands in the new tea beverage industry.

5. Traditional Cultural Symbols: In packaging design, traditional cultural symbols refer to elements with historical and cultural significance, such as the Chinese dragon, phoenix, and cloud patterns, often used to convey the cultural heritage and brand story of a product.

6. Modern Packaging Design: Modern packaging design refers to packaging solutions that integrate contemporary aesthetic principles, eco-friendly materials, and interactive technologies. The aim is to enhance the visual appeal and functionality of the product while meeting modern consumers' demand for sustainability.

## CHAPTER 2

### LITERATURE REVIEW

Before analyzing packaging design theories, it is crucial to first understand the cultural and product aspects of Anhua dark tea. This not only aids in comprehending its historical and cultural value but also lays the foundation for analyzing its packaging practices. This section will briefly outline the historical development and current packaging practices of Anhua dark tea, followed by a discussion of packaging design theories, color theory, and interactive and digital design, establishing the theoretical basis for the subsequent design analysis.

#### 2.1 Anhua dark tea's Cultural and Product Characteristics

##### 2.1.1 Historical and Cultural Background

##### 2.1.2 Current Packaging Practices

#### 2.2 New Generation Consumer Groups

#### 2.3 Packaging Design Concepts

##### 2.3.1 Packaging Design Theories

##### 2.3.2 Color Theory

##### 2.3.3 Interactive and Digital Design

#### 2.4 Research Articles

Through the exploration of Anhua dark tea's cultural background and packaging design theories, this chapter examines the pivotal role of packaging in enhancing brand competitiveness. This analysis deepens our understanding of how packaging, through visual, cultural, and functional design, influences consumer perception and brand image. The last section will review relevant research articles to further validate the real-world applications of these design theories and investigate their innovative and practical implementations in the packaging of Anhua dark tea.

## 2.1 Anhua dark tea's Cultural and Product Characteristics

### 2.1.1 Historical and Cultural Background

The history of Anhua dark tea can be traced back to the Tang Dynasty (618-907 AD), a period when tea culture gradually developed in China. The unique geographical conditions of the Anhua region made it a significant center for tea production. During this time, Anhua dark tea circulated along the "Tea Horse Road," facilitating cultural exchange and economic development between Central China and the northwest regions (Zhang Da et al., 2018).

In the Ming and Qing dynasties (1368-1912 AD), Anhua dark tea became the officially designated border tea, with production and trade networks expanding significantly. It gradually became an essential commodity for ethnic minority groups (Lu, 2018). In recent years, Anhua dark tea has regained market attention due to its unique health benefits, progressively entering international markets and earning recognition, particularly among mid- to high-end consumers (Liu et al., 2020).

### 2.1.2 Current Packaging Practices

Furthermore, the innovative use of cultural symbols such as the Chinese dragon and phoenix motifs, the "Double Happiness" symbol, and the traditional "cloud pattern" plays a crucial role in attracting the New Generation of Consumer Groups (Zhong, 2014). Rhyme chinoiserie. Chinese traditional patterns and handicraft in contemporary bag design. The Chinese dragon and phoenix, often symbolizing power, prosperity, and harmony, resonate with consumers interested in traditional cultural values (Zhang, 2022).

Similarly, the "Double Happiness" symbol, traditionally associated with weddings and celebrations, evokes a sense of joy and auspiciousness. The "cloud pattern," representing good fortune and longevity, is another element deeply rooted in Chinese culture (Ouyang, 2017). These symbols, when applied using modern design techniques like minimalist calligraphy, abstract interpretations, and geometric patterns, appeal to younger consumers who seek products that reflect both cultural heritage and contemporary aesthetics. For example, CHAGEE has successfully incorporated these symbols in a subtle and stylish manner, blending them with modern design elements

such as clean lines, pastel color palettes, and eco-friendly materials. This approach allows the packaging to convey cultural depth while aligning with contemporary fashion trends, making it attractive to younger, environmentally-conscious consumers (Li et al., 2020). Such innovative packaging design strategies have helped CHAGEE build strong brand recognition among the New Generation of Consumer Groups, especially those who value cultural authenticity paired with modern convenience (Huang & Zhao, 2021).

Personalization and interactive design are also key directions for Anhua dark tea's packaging innovation. Through limited-edition packaging or collaborations with artists to create unique designs, brands can enhance product appeal and foster emotional engagement and consumer loyalty through differentiation (Zhang & Liu, 2023). Additionally, digital interactive features, such as QR codes that provide product background stories, origin information, and more, have become increasingly popular with younger consumers, enhancing engagement and interactive experience (Zhao & Li, 2021).

In Summary, current packaging practices for Anhua dark tea are actively adapting to the evolving aesthetic and functional preferences of younger consumers. By integrating modern minimalist design styles, personalized customization, innovative cultural symbols, eco-friendly materials, and digital interactive features, brands not only enhance market competitiveness but also strengthen emotional connections with younger consumers.

## **2.2 New Generation of Consumer Groups**

In recent years, the rise of the new generation of consumers has had a profound impact on the tea beverage market. Primarily composed of Generation Z and Millennials, this group is characterized by their high digital literacy, strong interest in sustainability, and a deep sense of cultural identity. Unlike previous generations, who often prioritized functionality and traditional values, the new generation places greater emphasis on aesthetic appeal, personalization, and interaction in product packaging.

This demographic tends to gravitate toward brands that successfully blend modern design with traditional cultural elements. Packaging plays a crucial role in

shaping their perception of a brand, as it serves as an expression of their individual identity and values. Consequently, packaging for Anhua Dark Tea must not only convey the product's rich cultural heritage but also align with this generation's preference for eco-friendly materials, innovative functionality, and visually engaging experiences.

To further engage this group, packaging can incorporate interactive features, such as QR codes, which provide valuable insights into the tea's origin, production process, and cultural significance. This digital interaction enhances their connection to the product and deepens their understanding of the brand story. Additionally, as sustainability is a key concern for these consumers, packaging must prioritize recyclable or biodegradable materials, offering a responsible alternative to traditional packaging.

Beyond product functionality, the new generation also values brand transparency and social responsibility. Packaging designs should reflect not only the cultural depth of Anhua Dark Tea but also demonstrate alignment with environmental sustainability and ethical values. This approach will help make the product more appealing to a rapidly growing segment of conscious, value-driven consumers.

## **2.3 Packaging Design Concepts**

Packaging design plays a crucial role in product marketing and promotion. A successful package should not only be visually attractive to consumers but also convey brand values, meet functional needs, and reflect sustainability principles. The following common packaging design theories provide theoretical support for subsequent design discussions.

### **2.3.1 Packaging Design Theories**

#### **1. Visual Communication**

One of the primary functions of packaging design is to establish a connection with consumers through visual communication. Lidwell et al. (2003) suggest that simple use of color, typography, and imagery helps convey product and brand information clearly and effectively. Donis A. Dondis' (1973) visual language theory emphasizes that simplifying visual elements allows for quick consumer attention and

efficient communication of core brand values. More recently, Heller & Chwast (2018) pointed out that visual communication should align with the overall brand strategy, ensuring consistency and appeal across all touchpoints.

## 2. Consumer Psychology and Perception

Packaging design directly influences consumers' perceptions and purchasing behavior. Research by Noble & Kumar (2010) indicates that the visual appeal, material, and color of packaging elements affect consumers' brand identification and purchase decisions. Chang et al. (2019) found that packaging design stimulates emotional responses through sensory experiences, thereby enhancing brand loyalty. According to consumer perception theory, designers should consider how visual cues shape consumers' perceptions of a brand. This means that packaging design must not only be aesthetically pleasing but also evoke emotional resonance and cultural recognition.

## 3. Functional Design

The functionality of packaging design is reflected not only in product protection but also in its convenience, usability, and sustainability. Garvin's (1987) "dimensions of quality" theory suggests that functional design should also include durability and portability, especially in modern fast-paced lifestyles where consumers demand greater convenience. Magnier & Schoormans (2015) demonstrated that functional design can enhance consumer recognition of the brand and improve the overall product experience.

## 4. Sustainability and Eco-Design

Modern consumers are increasingly concerned with a brand's social responsibility. Papanek's (1995) sustainable design theory advocates minimizing negative environmental impacts by using eco-friendly materials and reducing waste. McDonough & Braungart's (2002) Cradle to Cradle design concept further emphasizes sustainability across all stages, from production to disposal. Recent studies by Tang et al. (2020) show that adopting sustainable materials and reducing excessive packaging

not only meets consumer demand but also enhances brand image and strengthens consumer trust.

### 2.3.2 Color Theory

#### Color Psychology

Color significantly influences consumers' emotional responses. Mehrabian & Russell's (1974) three-dimensional model of emotion indicates that color affects consumers' pleasure, arousal, and dominance. Labrecque et al. (2020) found that color not only evokes specific emotional responses but also strengthens emotional connections between consumers and brands, ultimately influencing their purchasing decisions. For example, red is typically associated with passion and energy, while blue conveys safety and trust.

#### 1. The Relationship Between Color and Brand Image

Kauppinen-Räsänen & Luomala (2010) highlight the critical role of color in brand recognition, as appropriate color choices can enhance brand distinctiveness and consumer recall. Ryu & Han (2021) found that the alignment between color and a brand's core values directly influences consumers' brand perceptions and purchasing behavior. For instance, luxury brands often use Dark or gold to convey exclusivity, while green is more frequently used to communicate eco-friendliness and health-consciousness.

#### 2. Color Combination

Itten's (1961) color wheel theory provides fundamental guidance for color combinations. By analyzing contrasts and harmonies between colors, designers can choose the most effective color combinations. Recent studies, such as those by Ou & Luo (2018), suggest that complementary and analogous colors enhance visual impact, while monochromatic designs convey simplicity and unity. Designers should select appropriate color combinations based on the preferences of the target market to maximize visual appeal.



### Cultural Differences and Color Symbolism

Cultural perceptions of color can vary significantly. Cross-cultural studies by Madden et al. (2000) indicate that designers must consider the cultural background of the target market when designing packaging for international markets. For example, red symbolizes good fortune and prosperity in China but may signify warning or danger in other cultures. Xue & Yen (2020) emphasize that understanding cultural differences is crucial for multinational companies' packaging design, as inappropriate color choices can negatively impact a brand's global image.

#### 2.3.3 Interactive and Digital Design

With technological advancements, packaging design has moved beyond traditional aesthetics, entering an era of interactivity and digitalization. Zhao and Li (2021) found that the integration of QR codes into packaging enhances the consumer experience by providing seamless access to brand narratives, product origins, and production processes. This fosters trust and strengthens brand loyalty. Moreover, augmented reality (AR) features, such as virtual demonstrations and interactive 3D models, further engage consumers and enhance brand recall.

Chaffey and Ellis-Chadwick (2019) argued that interactive packaging not only improves transparency but also strengthens emotional bonds with consumers through personalized content. For example, QR codes offering customized recommendations resonate with environmentally conscious consumers who prioritize ethical transparency. These strategies are particularly effective in boosting brand loyalty and customer retention, especially among tech-savvy members of the new generation of consumer groups.

In conclusion, these studies demonstrate that digital tools, such as QR codes and AR, significantly enhance consumer engagement, build trust, and deepen emotional connections. These efforts ultimately drive brand loyalty and contribute to increased sales growth.



## 2.4 Research Articles

The following section presents two main categories of research articles. The first category focuses on studies related to Anhua dark tea, examining how traditional packaging design, cultural integration, and sustainable practices can enhance its market competitiveness. These studies explore the unique challenges and opportunities for Anhua dark tea in terms of branding and packaging, with particular attention to maintaining cultural heritage while meeting modern consumer preferences.

The second category reviews research related to CHAGEE, a brand known for its successful packaging that merges traditional Chinese cultural symbols with contemporary aesthetics. These studies highlight CHAGEE's strategies in integrating minimalist design, cultural elements, and interactive technologies to appeal to the new generation of consumer Groups, offering valuable insights for the modernization of Anhua dark tea's packaging.

### Literature Related to Anhua dark tea

He and Yan (2020), in *A Study on the Innovative Packaging Design of Yiyang Anhua dark tea Based on the Concept of Sustainable Development*, aimed to develop an innovative packaging solution for Anhua dark tea that aligns with environmental requirements while maintaining market competitiveness. Through an extensive literature review and case analysis, the study identified four key design concepts, including the use of biodegradable materials, minimalist aesthetics, and innovative structural designs. These concepts were proposed to balance sustainability and market appeal, addressing consumer demands for eco-friendly products while maintaining the traditional essence of dark tea packaging. The study also emphasizes the importance of integrating modern design elements without losing cultural heritage. However, further empirical research is needed to evaluate the practical implementation and consumer feedback on these innovative designs, particularly in terms of market acceptance and environmental impact.

Cao and Zhai (2022), in *Interactive Packaging Design of Anhua dark tea in the Context of Internet Models*, focused on designing packaging that not only meets environmental sustainability standards but also leverages internet-based models to

create interactive and personalized user experiences. By combining user experience research and the development of a green supply chain, the study aimed to reduce environmental pollution and simultaneously enhance consumer engagement with the product. The designed packaging incorporated QR codes and digital platforms, offering personalized content such as tea preparation guides and brand storytelling. The findings suggest that this approach significantly improved user experience and promoted sustainable practices in the supply chain. Future research could explore the integration of more advanced technologies, such as augmented reality (AR) and artificial intelligence (AI), with further investigation into the long-term environmental benefits of the proposed green supply chain models.

Chen and Wang (2020), in *The Application of Chinese Traditional Calligraphy Elements in the Packaging Design of Anhua dark tea*, examined how traditional Chinese calligraphy could be incorporated into tea packaging to enhance the cultural and aesthetic appeal of the product. The study conducted cultural analysis and design case studies to assess the impact of calligraphy on brand identity and consumer perception. The research concluded that incorporating calligraphy significantly enhances the cultural richness and market value of Anhua dark tea, making it more appealing to both domestic and international consumers. The calligraphic elements not only reflect the historical significance of the tea but also elevate its status as a premium product. The study suggests that future research should investigate how other traditional Chinese art forms, such as painting or ceramics, could be integrated into packaging design to further differentiate the brand in a competitive global market.

Jiang (2022), in *The Application of Meishan Cultural Art Symbols in Dark Tea Packaging*, investigated how Meishan cultural symbols could be applied to dark tea packaging to enhance its cultural value and consumer recognition. Using semiotic analysis and design practice, the study demonstrated that integrating local cultural symbols into packaging design not only preserves regional heritage but also increases the product's appeal in a crowded market. The research highlights the effectiveness of these symbols in creating a strong cultural identity for the brand, which can resonate

with both local and international consumers. The study suggests further exploration of how other regional cultural symbols from various parts of China could be applied in packaging design to create a diverse portfolio of culturally rich products that appeal to a broader audience.

Xiao (2022), in *The Application of Meishan Nuo Masks in the Packaging Design of Anhua dark tea*, focused on incorporating Meishan Nuo mask culture into tea packaging as a way to enhance the cultural identity and marketability of Anhua dark tea. The study employed literature review, semiotic analysis, and design practice to assess the impact of these cultural symbols on packaging design. The findings revealed that the use of Nuo masks not only strengthens the cultural expression of the product but also appeals to consumers who value authenticity and heritage. This approach offers a unique selling proposition in an increasingly globalized market, where traditional cultural elements can differentiate a brand. Future research should examine how such traditional elements can be effectively combined with modern design trends to appeal to younger consumers and international markets while maintaining cultural integrity.

Wu and Sharudin (2024), in *An Analysis of Chinese Tea Brand Packaging Design in the Context of New National Color*, explored how integrating traditional Chinese elements with modern design under the new national color concept could enhance the branding of Chinese tea. Through qualitative analysis, case studies, and interviews with brand designers and managers, the study found that this fusion of traditional and contemporary elements helps improve brand image and competitiveness, particularly in the international market. The research highlights the importance of maintaining a balance between heritage and innovation, as the new national color concept not only appeals to patriotic sentiments but also aligns with modern aesthetics. Future research should delve deeper into the role of digital and interactive elements, such as smart packaging and virtual reality (VR), in enhancing consumer engagement and brand loyalty for Chinese tea products.

Xie and Qin (2022), in *Application of Information Visualization Technology in Tea Packaging Design*, explored how information visualization technology can be

applied to tea packaging to enhance consumer engagement and product promotion. The study utilized principles of information visualization and functional information design to propose new packaging strategies that quickly and effectively convey tea-related information, such as brewing instructions and origin stories, to consumers. The findings suggest that this approach not only improves consumer understanding of the product but also enhances the overall purchasing experience. Future research could expand this concept to other agricultural products, exploring the broader implications of information visualization in packaging design, particularly with respect to ecological sustainability and consumer education.

Durighello, Currie, and Luengo (2021), in *Tea Landscapes of Asia*, aimed to provide a comprehensive study of Asian tea landscapes, emphasizing their historical, ecological, and cultural significance. Through a detailed literature review, historical data analysis, and expert surveys, the study illustrated how tea cultivation has shaped the cultural landscapes of Asia over multiple generations, highlighting the interaction between humans and nature. The research provided important insights into how these landscapes could be preserved and nominated for the UNESCO World Heritage List. It also explored the challenges faced by these landscapes, including environmental degradation and modernization. Future research should focus on developing specific conservation strategies that balance cultural preservation with sustainable development, as well as exploring the potential for eco-tourism to support the protection of tea landscapes.

Hu (2020), in *The Role of Traditional Chinese Symbols in Contemporary Visual Communication Design*, examined how traditional Chinese cultural symbols are integrated into modern visual communication design, specifically in the context of Chinese tea branding. The study used a practice-led methodology that included reflective practice on the design process, semi-structured interviews with professional designers, and content analysis of visual design exemplars. The findings revealed that traditional Chinese symbols, when adapted appropriately, can enhance the cultural identity and marketability of modern products, creating a unique bridge between

heritage and innovation. Future research should further investigate the role of traditional symbols in other sectors of design, such as fashion or architecture, and explore how these symbols can be modernized while preserving their cultural significance.

In summary, the reviewed studies have examined various aspects of Anhua dark tea, including packaging design, brand image, and cultural integration. While these studies provide valuable insights into enhancing marketability through sustainable practices and cultural elements, none have specifically addressed the case of CHAGEE. As a brand known for its innovative packaging and successful blend of modern and traditional design, CHAGEE offers a unique opportunity for future research. Investigating CHAGEE's strategies could provide critical insights into how modern tea brands balance cultural heritage with contemporary consumer demands, filling an important gap in the literature.

#### **Literature Related to CHAGEE**

Huang & Zhang (2022), in their study *The Integration of Modern Aesthetics and Traditional Culture—A Study on CHAGEE Brand Packaging Design*, pointed out that CHAGEE's packaging design successfully combines modern aesthetics with Chinese traditional cultural symbols, creating a brand image that embodies both cultural depth and a contemporary feel, which particularly appeals to younger consumers. The study revealed that this fusion design meets the dual needs of the younger generation for minimalist design and cultural value.

Xu & Li (2023), in *A Study on the Application of Minimalist Design Style in CHAGEE Brand Packaging*, explored how CHAGEE enhanced its packaging's visual appeal through minimalist design principles, using geometric lines and soft colors. The study noted that this design approach caters to the aesthetic preferences of younger consumers and effectively strengthens the brand's competitiveness in the market. CHAGEE also integrated Chinese calligraphy and geometric patterns into its packaging, further enriching the brand's cultural meaning.

Chen & Zhao (2021), in *Innovations in Chinese Tea Brand Packaging Design from a Global Perspective—The Success Case of CHAGEE*, discussed how CHAGEE enhanced its global market competitiveness by blending minimalist modern design with traditional culture. The study emphasized that CHAGEE's design not only suited the domestic market but also attracted international consumers, particularly younger ones, showcasing the potential of Chinese tea beverage brands in the process of globalization.

Zhang & Liu (2022), in *Sustainable Development and Packaging Design Innovation: The Practices of CHAGEE*, examined how CHAGEE incorporated sustainable design principles into its packaging. By using biodegradable materials and reducing excessive packaging, CHAGEE demonstrated its commitment to environmental protection while meeting consumers' demands for eco-friendly products. The study highlighted that this eco-conscious packaging design not only enhanced the brand's image of social responsibility but also increased consumer identification with the brand.

Chen & Zhao (2021), in *Future Trends of Digital Interactive Packaging—CHAGEE's Innovative Strategies*, explored how CHAGEE enhanced consumer engagement by integrating digital interactive elements into its packaging design. The study showed that by embedding QR codes, consumers could access additional product-related information, such as tea brewing guides and brand stories. This interactive packaging not only increased consumers' brand awareness but also strengthened their emotional connection with the brand.

In conclusion, the literature on CHAGEE illustrates its successful application of packaging design in areas such as cultural integration, modern aesthetics, sustainable development, and digital interaction. These studies demonstrate how CHAGEE has effectively attracted younger consumers and fostered brand loyalty through multidimensional packaging strategies. Future research could explore how packaging design specifically affects consumers' purchase intentions and examine the adaptability of these innovations in culturally diverse international markets.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Step 1: Research on the Characteristics of Anhua dark tea and Its Existing Packaging Design

##### 3.1.1 Literature Review

In the initial phase, this study will conduct a systematic review of the literature to analyze the core characteristics of Anhua dark tea. Known for its unique fermentation process and long-standing history, Anhua dark tea holds substantial cultural and market value. This section examines how packaging design effectively conveys the cultural essence of Anhua dark tea, serving not only as the product's external presentation but also as a vessel for communicating the brand's history and quality.

To validate the findings from the literature and gather practical insights from the market, the next step will involve conducting interviews to explore the current state of packaging design and potential innovation directions.

##### 3.1.2 Interviews with tea farmers, merchants, and packaging design experts

To gain a deeper understanding of the practical market demands and innovation possibilities in the packaging design of Anhua dark tea, this study will conduct semi-structured interviews with 10 tea farmers, merchants, and packaging design experts (see, Table 3.1). The interviews will focus on the following key areas:

Table 1 Information of 10 Tea Farmers, Merchants, and Packaging Design Experts

Participant Type	Number of Participants
Tea Farmers	3
Tea Merchants	4
Packaging Design Experts	3



1. The unique production process and cultural background of Anhua dark tea: How packaging design can reflect the distinctive history and culture of Anhua dark tea.

2. Shortcomings in current packaging design and suggestions for improvement: Analysis of existing packaging design issues, particularly in terms of functionality and cultural representation.

3. Future directions for packaging design: Collecting expectations for future packaging design, especially in visual aesthetics, portability, and functionality to better engage the new generation of consumer groups.

The qualitative data obtained from these interviews will be analyzed using thematic coding to identify key themes related to packaging functionality, visual design, and cultural communication. The interview results will provide practical guidance for optimizing and innovating future packaging designs.

### **3.1.3 Analysis of Existing Packaging Designs**

To analyze the current packaging designs in the market, this study will select ten leading Anhua dark tea brands and conduct a comparative analysis of three representative brands from this top ten list.

### **3.1.4 Packaging Types**

For the purpose of applying packaging design theories, this study will categorize and conduct a preliminary analysis of the existing packaging designs of Anhua dark tea. The specific categories are as follows:

1. Standard packaging
2. Portable packaging
3. Gift box packaging
4. Innovative packaging

### **3.1.5 Comparative Analysis of Brand Packaging Designs**

For a detailed analysis of the current packaging designs, three major brands were selected based on the following criteria:

1. Exclusive focus on Anhua dark tea: Ensuring that the brand's products sufficiently represent the distinctive characteristics of Anhua dark tea.



2. Top three in market rankings: Selected based on sales and market impact within the Anhua dark tea industry.

3. Packaging design that demonstrates innovation or cultural representation: Brands with distinguished or culturally significant packaging designs were chosen based on evaluations by industry experts.

Based on these criteria, the following three brands were selected for analysis:

Brand A (Baishaxi)

Brand B (China Tea)

Brand C (Furongchang Centennial)

### **3.2 Step 2: Analysis of Key Factors Contributing to the Success of CHAGEE's Packaging Design**

Classification and Analysis of CHAGEE's Existing Packaging:

This study will first gather and categorize all of CHAGEE's existing packaging designs based on their graphic designs and the underlying stories they represent. Through an analysis of packaging designs from various series, the study aims to identify the key elements that have contributed to CHAGEE's success, with a particular focus on the innovative integration of cultural symbols with modern design language.

#### **3.2.1 The specific aspects to be examined include**

1. Visual Style Analysis: By comparing the color schemes, patterns, and typography across different product series, the study will investigate how CHAGEE achieves brand recognition through visual communication.

2. Integration of Cultural Symbols and Brand Narratives: This research will explore how CHAGEE incorporates cultural elements, such as calligraphy and historical motifs, into its packaging design to communicate the brand's story, thus strengthening emotional engagement between the brand and its consumers.

### 3.2.2 Literature Review and Analysis

This section will draw on packaging design theories and existing literature (e.g., Lidwell et al., 2003; Papanek, 1995) to analyze CHAGEE's successful packaging strategies. The theories cover aspects such as visual communication, consumer psychology, functional design, and sustainability. Key areas of focus include:

1. Visual Communication and Brand Identity: Examining how simple visual elements effectively convey core brand values (Kauppinen-Räsänen & Luomala, 2010).
2. Emotional Impact of Cultural Symbols: Investigating how cultural elements in packaging design influence consumers' emotional responses and enhance brand recognition (Noble & Kumar, 2010).
3. Functionality and Sustainability in Packaging: Drawing from CHAGEE's innovations in sustainable packaging materials, the study will explore how eco-friendly design impacts brand image (Tang et al., 2020).

### 3.3 Step 3: Initial Draft of Anhua dark tea Packaging Design

At this stage, the researchers will develop a modern packaging design draft for Anhua dark tea, based on the previous analysis and theoretical insights. The design will integrate modern and traditional elements, aiming to attract the new generation of consumer groups while preserving Anhua dark tea's cultural heritage. The design proposal will include the following aspects:

1. Visual Style: The design will incorporate traditional Chinese colors such as red and gold, combined with modern minimalist aesthetics, to represent the premium quality and rich cultural background of Anhua dark tea.
2. Functional Design: The packaging will use sustainable materials, focusing on sealing and portability to meet the modern consumer's demands for convenience and environmental responsibility.
3. Cultural Symbolism: Patterns and storytelling elements will emphasize the fermentation process and historical significance of Anhua dark tea, fostering stronger cultural identification among consumers.

After completing the design, a preliminary survey will be conducted with 100 consumers new generation of consumer Groups to gather their feedback on the design.

### **3.4 Step 4: Questionnaire Survey and Interviews**

After completing the design, an initial survey will be conducted with 300 consumers new generation of consumer Groups to gather feedback on the design.

Questionnaire Survey:

A survey targeting 300 consumers new generation of consumer Groups will be conducted. The survey will focus on the visual appeal, functional design, cultural symbolism, and sustainability of the packaging. The goal is to measure consumers' preferences for each design element, particularly their feedback on the visual and functional aspects of different packaging concepts.

In addition, surveys will also be conducted with 1 tea farmer, 1 tea merchant, and 1 packaging design expert. These participants will provide insights into the market demand, functional requirements, and design preferences from a professional and industry-focused perspective.

### **3.5 Step 5: Final Packaging Design**

Based on the results from the survey, the researchers will refine and improve the initial packaging design. By analyzing consumer feedback, the final design will:

1. Optimize Visual Design: Adjust the color schemes, patterns, and overall visual style in response to consumer feedback, ensuring the design reflects traditional cultural symbols while appealing to younger consumers.

2. Enhance Functional Design: Improve the functionality of the packaging, ensuring that its sealing, portability, and sustainability align with market demands.

3. Refine Cultural Symbolism: Modify the cultural elements in the packaging based on consumer preferences, making the design more appealing and competitive in the market.

The final design will be precisely adjusted based on consumer feedback, ensuring its competitiveness and effective communication of Anhua dark tea's cultural values.

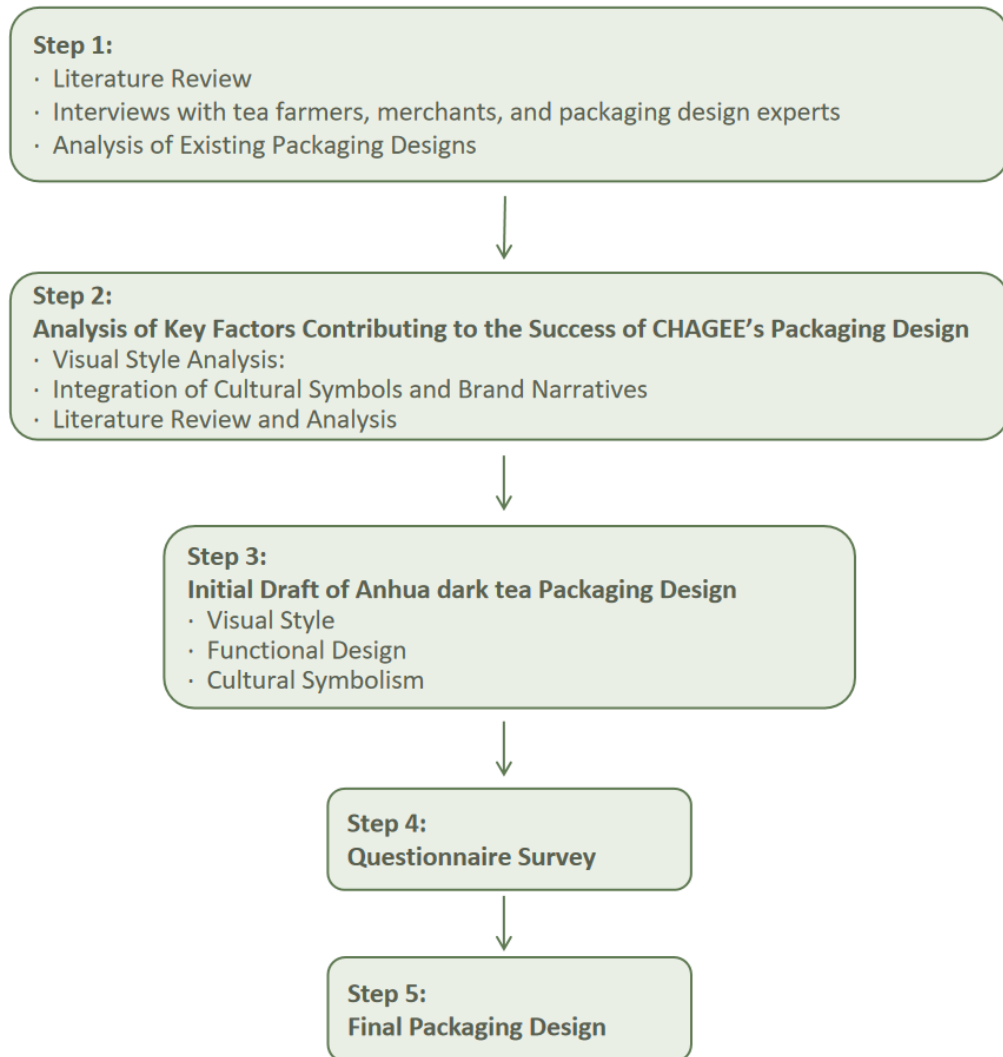


Figure 5 Research Method Flowchart

## CHAPTER 4

### DATA ANALYSIS AND RESEARCH RESULTS

#### 4.1 Step 1: Research on the Characteristics of Anhua dark tea and Its Existing Packaging Design

##### 4.1.1 Literature Review

Anhua dark tea is a nationally recognized intangible cultural heritage in Hunan Province, known for its unique Wodui fermentation process, rich historical background, and significant health benefits. As one of China's six major tea varieties, it stands out due to the natural formation of "golden flowers" (*Aspergillus cristatus*), which impart a distinctive aged fragrance. The tea has a smooth, mellow taste, excellent brew durability, and a unique feature of improving with age, earning it the nickname "drinkable antique." Its history can be traced back to the Tang Dynasty, when it became an important trade commodity along the ancient "Tea Horse Road," facilitating economic and cultural exchanges between Central China and the Northwest. During the Ming and Qing Dynasties, it was officially designated as border tea and became widely consumed in the minority regions of the Northwest, gradually forming a distinct regional culture.

Today, Anhua dark tea not only carries a deep cultural heritage but also serves as an important symbol of Chinese tea culture, gaining increasing recognition in international markets. However, traditional packaging such as thick paper boxes, wooden boxes, or bamboo baskets, while reflecting the tea's historical charm, faces challenges in the modern market. These include limited visual appeal, low portability, and lack of adaptability. Modern young consumers place greater emphasis on fashion aesthetics, convenience, and brand storytelling. As a result, integrating modern packaging design concepts while preserving the cultural essence of Anhua dark tea has become essential to enhancing the brand's competitiveness and market visibility.

#### 4.1.2 Interviews with Tea Farmers, Tea Merchants, and Packaging Design

##### Experts

This study conducted semi-structured interviews with 10 individuals, including tea farmers, tea merchants, and packaging design experts. After collecting the 10 interview responses, the data were categorized, analyzed thematically, and key terms identified. The responses were then coded and organized (see Appendix 2), with the interview conclusions presented in Tables 2-4

Table 2 Interview Conclusions from Tea Farmers (3 participants)

Interview Theme	Conclusion
Core Value of Anhua dark tea	The unique Wodui fermentation process is central to Anhua dark tea, with golden flowers serving as a hallmark of quality. Packaging should emphasize this feature.
Regional Characteristics	The humid climate and unique soil of Anhua contribute to the distinct quality of the tea. Packaging should reflect regional elements to strengthen origin recognition.
Shortcomings of Current Packaging	The current packaging lacks brand recognition, does not fully convey cultural value, and needs improvements in moisture-proofing, light protection, and oxidation resistance.
Directions for Improvement	Enhance the expression of brand culture, improve sealing and protective properties, increase convenience in packaging, and optimize the storage and opening experience.
Future Innovation	Utilize eco-friendly materials, incorporate smart packaging (e.g., QR codes, AR technology), and merge modern design with traditional cultural elements to increase market competitiveness.

Table 3 Interview Conclusions from Tea Merchants (4 participants)

Interview Theme	Conclusion
Core Value of Anhua dark tea	The cultural heritage appeals to older tea drinkers, while younger consumers are more interested in packaging and taste. The design needs to address both needs.
Craftsmanship and Cultural Awareness	Consumers have limited understanding of "golden flowers" and the fermentation process. Packaging should enhance cultural communication and offer a more direct representation.
Presentation of Cultural Value	Incorporate elements like golden flowers, Anhua landscapes, and handmade tea production into the design. A simple, straightforward approach will strengthen brand recognition.
Packaging Colors	Gold and reddish-brown convey a sense of luxury and historical depth, boosting visual appeal and market competitiveness.
Issues with Current Packaging	The design lacks individuality, cultural values are not fully expressed, and the sealing is inadequate, which affects tea quality.
Directions for Improvement	Improve the packaging structure, enhance the seal, increase convenience, and better highlight cultural symbols.
Future Innovation	Use sustainable materials, combine modern and traditional design, and incorporate technologies like QR codes to improve market competitiveness.

Table 4 Interview Conclusions from Packaging Designers (3 participants)

Interview Theme	Conclusion
Culture and Craftsmanship of Anhua dark tea	Packaging should emphasize the "golden flowers" and integrate elements like landscapes and traditional craftsmanship to better communicate the brand's cultural story.
Visual Design	Use gold and reddish-brown tones paired with calligraphy-style fonts, blending traditional and contemporary styles to enhance brand recognition.
Issues with Current Packaging	The design lacks innovation, cultural expression is limited, and the packaging does not effectively protect against moisture or sealing, which impacts tea preservation.
Directions for Improvement	Add regional cultural elements, improve moisture-proofing and sealing, and increase the sustainability and convenience of the packaging.
Future Innovation	Incorporate modern minimalist styles, use sustainable materials, and introduce interactive experiences (e.g., QR codes, AR) to enhance market competitiveness.

Through semi-structured interviews with 10 tea farmers, tea merchants, and packaging design experts, this study has identified the key elements and potential improvements in the packaging design of Anhua dark tea. Tea farmers emphasized the unique Wodui fermentation process and the distinctive golden flower feature, suggesting that packaging should highlight regional culture and brand identity while improving protective qualities. Tea merchants observed that older consumers are drawn to the cultural background, while younger ones prioritize packaging and flavor. They stressed that packaging should balance cultural heritage with consumer needs, improving sealing, convenience, and integrating modern design elements. Packaging designers highlighted the importance of visual appeal, recommending gold and



reddish-brown tones with calligraphy fonts to strengthen brand identity, alongside eco-friendly materials and interactive technologies (QR codes, AR) to enhance consumer experience and market competitiveness. In conclusion, Anhua dark tea packaging should find a balance between tradition and modernity, culture and functionality, visual appeal, and sustainability to better meet market demands.

#### **4.1.3 Analysis of Existing Packaging Designs**

To conduct a thorough analysis of the packaging design of Anhua dark tea, this study selected representative brands from the current market, using clear selection criteria and a structured process. The following outlines the specific criteria and steps involved in the selection:

##### **Selection Criteria**

Based on the current landscape of the Anhua dark tea market and the research objectives related to packaging design, the researchers established the following criteria:

**Exclusively Selling Anhua dark tea:** Only brands focused primarily on Anhua dark tea were considered to ensure that the selected brands truly represent the product characteristics and regional culture of Anhua dark tea. Brands offering other types of tea (such as Pu'er or green tea) were excluded from the selection.

**Top Three Market Rankings:** The brands selected were those ranked in the top three within the Anhua dark tea market, based on sales figures and market share. Ranking data was sourced from industry reports and third-party market research organizations, ensuring that the selected brands have strong market presence and influence.

## Top Ten Brands of Dark Tea











NO.1 Baishaxi		Brand Index: 96.5
NO.2 Xiangyi		Brand Index: 96.4
NO.3 Zhongcha		Brand Index: 94.2
NO.4 Chuanpai		Brand Index: 92
NO.5 Maosheng		Brand Index: 90.7
NO.6 Sanhe Liu Bao Cha		Brand Index: 88.4
NO.7 Guys Dark Tea		Brand Index: 87.4
NO.8 Ya' an Tea Factory		Brand Index: 86.2
NO.9 Jingyang Fu Tea		Brand Index: 85
NO.10 Xingfeng		Brand Index: 84.7

Figure 6 Top Ten Brands Ranking of Anhua dark tea

Innovation and Cultural Representativeness of Packaging Design: The focus is on selecting brands that stand out in terms of visual design, the integration of cultural elements, and creative expression. To ensure a rigorous and objective selection process, three packaging design experts were invited to evaluate the shortlisted brands. Based on their assessments, the brands with the most research value were chosen.

### Selection Process

The brand selection process followed these steps: First, from the top ten Anhua dark tea brands by market ranking, any brands offering other types of tea (such as Pu'er, green tea, etc.) were excluded, leaving only those that specialize in Anhua dark tea. Second, using industry data, the top three brands based on sales volume and market share were selected to ensure representativeness. Finally, three packaging

design experts evaluated the shortlisted brands for cultural significance and innovation, considering factors like uniqueness, integration of cultural elements, and consumer appeal. The final three brands were selected based on their evaluation scores.

#### Selection Results

The following three brands were selected as the focus of this study (see Appendix 5):

Brand A (Baishaxi)

Brand B (China Tea)

Brand C (Xiangyi Fu Tea)

#### Packaging Types

This study categorizes and analyzes the packaging design types of Anhua dark tea, which include basic packaging, gift box packaging, and innovative packaging (see Appendix 3). Basic packaging is designed to be simple and practical, meeting everyday consumer needs; gift box packaging emphasizes brand value and cultural expression, and is typically used in the high-end market; innovative packaging incorporates eco-friendly materials and smart technology to enhance both the consumer experience and brand competitiveness. Based on this classification, the basic packaging, gift box packaging, and innovative packaging designs of the top three brands—Baishaxi, China Tea, and Xiangyi Fu Tea—are presented and analyzed. The study further explores the commonalities and differences in their packaging designs, and compares how different packaging types are applied across these brands, as shown in Table 5

Table 5 Comparative Analysis of Brand Packaging Designs

Anhua dark tea Brand	Basic Packaging	Gift Box Packaging	Innovative Packaging
Similarities	Basic packaging is straightforward and functional, lacking modern aesthetics and visual appeal. It offers limited protection against moisture and external damage, making it suitable for short-term storage.	Gift box packaging uses rigid materials and integrates cultural symbols to reflect the brand's history and values. It is ideal for high-end gifts or business occasions.	Innovative packaging focuses on design, combining modern elements with brand culture to appeal to younger consumers. It uses eco-friendly materials, underscoring the brand's commitment to sustainability and social responsibility.
Differences	Brand A: The brand information is clear, but the design lacks appeal, serving only basic needs. Brand B: The packaging can withstand light external pressure but is not suitable for humid conditions. Brand C: The design is traditional and inexpensive, with limited visual appeal.	Brand A: Focuses on detail and elegance, but lacks innovation, with minimal cultural symbols. Brand B: The design is elegant, fitting for the high-end market, though the traditional style limits its appeal. Brand C: Highlights cultural elements and uses traditional craftsmanship, appealing to a specific consumer group.	Brand A: Combines traditional and modern elements, attracting younger consumers, though the cultural expression is somewhat weak. Brand B: Incorporates brand storytelling and illustrations to enhance brand recognition, appealing to personalized consumer groups. Brand C: Uses intangible cultural heritage elements (e.g., traditional square shapes), blending cultural significance with modern aesthetics to increase brand value.

From the analysis in Table 5 , it is clear that while Anhua dark tea brands share commonalities in their basic, gift box, and innovative packaging designs, there are also notable differences. For basic packaging, the primary focus is on functionality, with simple designs suited to everyday consumption. However, there is room for improvement in terms of visual appeal and protective features, particularly regarding moisture-proofing and resistance to pressure. Gift box packaging typically uses rigid materials and incorporates cultural elements to enhance the brand's value and cultural expression, making it ideal for high-end markets or gift-giving. However, the application of cultural symbols and innovation varies across brands, with some focusing more on aesthetics and others on emphasizing brand identity. In innovative packaging, all brands combine modern design with eco-friendly materials to appeal to younger consumers' increasing demand for sustainability. They also incorporate elements like brand storytelling, illustrations, or intangible cultural heritage to enhance the brand's market competitiveness and cultural significance.

## **4.2 Step 2: Analysis of Key Factors Contributing to the Success of CHAGEE's Packaging Design**

### **4.2.1 Classification and Analysis of CHAGEE's Existing Packaging**

This study collects and categorizes CHAGEE's existing packaging designs based on their graphic elements and the stories behind them. By analyzing the packaging designs across different series, the research seeks to identify the key factors contributing to CHAGEE's success, particularly focusing on how cultural symbols and modern design elements are innovatively integrated.

The CHAGEE brand's packaging design blends modern aesthetics with traditional cultural symbols, using elements such as colors, patterns, and fonts to establish a clear brand identity across different series. The brand places a strong emphasis on visual storytelling, employing techniques like painted illustrations, retro line art, and gold foil stamping to give the packaging cultural depth, while also appealing to the modern consumer's aesthetic preferences.

Key aspects of the study include:

#### 1. Red Series Packaging Elements

The red series predominantly uses China Red, symbolizing good fortune and prosperity, which reinforces consumers' sense of cultural identity. Traditional floral patterns are incorporated into the packaging, with a woodcut-style engraving technique adding a vintage touch. The brand's logo is presented in white font, creating a striking contrast with the red background, enhancing brand recognition and modern appeal (as shown in Figure 7).



Figure 7 Red Series Packaging Elements

Source: CHAGEE Official Website

#### 4.2.2 Blue and White Series

Inspired by blue-and-white porcelain, this series uses a blue-and-white color scheme to reflect the elegant and serene aesthetics of Eastern culture. The packaging integrates intricate traditional patterns with modern font design, balancing cultural heritage with contemporary appeal to attract younger consumers (as shown in Figure 8).



Figure 8 Blue and White Series Packaging Elements

Source: CHAGEE Official Website

#### 4.2.3 Blue and Red Series

This series is inspired by European vintage patterns, incorporating architectural elements and symmetrical designs to create a sense of nobility and refinement. The packaging features two primary colors, blue and red, with blue representing calm elegance and red symbolizing passion and nobility (as shown in Figure 9). The brand name "CHAGEE" is centrally positioned and framed by a circular floral wreath pattern, paired with a simple, modern font. The overall design strikes a balance between unity and individuality, enhancing both the brand's consistency and its high-end appeal.





Figure 9 Blue and Red Series Packaging Elements

Source: CHAGEE Official Website

#### 4.2.4 Simple and Fresh Series

This series is defined by a blue-and-white color scheme and fresh, elegant patterns, creating a light and natural visual effect (as shown in Figure 10). On the left side, the packaging is inspired by ceramic floral motifs, featuring blue vines paired with galloping horses to convey both elegance and energy. On the right, a minimalist white background is accented with blue plants and the phrase "CHAGEE TOGETHER!" in English, highlighting a modern, fashionable feel. The use of black sans-serif typography enhances brand recognition, and the overall design achieves a balance between simplicity and sophistication, appealing to consumers who value both aesthetics and quality.





Figure 10 Simple and Fresh Series Packaging Elements

Source: CHAGEE Official Website

#### 4.2.5 Black and Gold Series

This series features a black and gold color scheme, reflecting the brand's luxurious and elegant tone (as shown in Figure 11). The packaging incorporates intricate gold patterns against a black background, adding visual depth and blending Eastern elegance with modern sophistication. The brand's logo, in bold red and white, is prominently placed at the top to enhance brand recognition. Overall, the design merges classical refinement with contemporary fashion, appealing to high-end consumers who value both quality and cultural meaning.



Figure 11 Black Gold Series Packaging Elements Source: CHAGEE Official Website

The five major packaging series of CHAGEE—Red Series, Blue and White Series, Blue and Red Series, Minimalist Fresh Series, and Black and Gold Series—reveal key success factors in packaging design. These factors are primarily reflected in aspects such as visual design, cultural symbolism, brand recognition, craftsmanship, modern aesthetics, and environmental sustainability. These principles are realized through various design elements, including color schemes, patterns, typography, materials, and structural forms, as detailed below:

Table 6 Seven Key Elements of CHAGEE's Packaging Design

Design Element	Specific Implementation
Lines	Incorporating delicate hand-drawn styles, vintage line-drawing techniques, or copperplate engraving craftsmanship, such as the printmaking techniques in the Red Series and the blue-and-white porcelain patterns in the Blue and White Series, which create a strong cultural atmosphere.

Table 6 (Continued)

Design Element	Specific Implementation
Shapes	Predominantly featuring square, circular, and symmetrical designs, such as the European-style vintage frames in the Blue and Red Series and the intricate floral patterns in the Black and Gold Series, enhancing the sense of stability and luxury in packaging.
Space	Utilizing appropriate white space to enhance the layering effect, as seen in the Minimalist Fresh Series' clean white background design, which highlights the brand name and cultural symbols, fostering a sense of sophistication.
Value	Emphasizing cultural depth through the use of symbolic elements such as blue-and-white porcelain, printmaking floral patterns, auspicious clouds, and calligraphy fonts, while integrating modern aesthetics to enhance fashion appeal and increase brand value.
Form	Adopting modern typographic approaches to create a well-balanced layout of brand names, visual symbols, and background patterns, such as the combination of golden motifs with red-and-white logos in the Black and Gold Series, strengthening brand recognition.
Texture	Employing techniques such as hot stamping, embossed printing, and silk-screen printing, as exemplified in the Black and Gold Series' gold foil effects, which elevate the sense of luxury while enhancing consumers' tactile experience.
Color	Adopting the classic red and gold color scheme to reinforce national identity and enhance packaging differentiation in the market.

### Three Key Design Principles in the Packaging of Anhua Dark Tea

Drawing on the successful experiences of CHAGEE's packaging design, the study incorporates the following three key design principles in the packaging of Anhua Dark Tea:

#### 1. Incorporating Traditional Painting Styles and Vintage Patterns to Enhance Brand Recognition

Inspired by CHAGEE's Red Series and Blue and White Series, which employ printmaking techniques and vintage line drawings, the Anhua Dark Tea packaging adopts a copperplate engraving style to illustrate elements such as the Ancient Tea-Horse Road and Anhua's mountainous landscapes. The intricate linework portrays traditional tea-making scenes, enriching the cultural depth of the design. Additionally, the incorporation of auspicious cloud motifs and engraved floral patterns enhances the artistic appeal of the packaging while emphasizing the historical value of Anhua Dark Tea.

#### 2. Integrating Local Cultural Symbols and Brand Narratives to Strengthen Emotional Connection with Consumers

Following CHAGEE's approach in using cultural expressions such as blue-and-white porcelain, traditional floral motifs, and vintage engravings, the Anhua Dark Tea packaging incorporates illustrations depicting fermentation processes like pile fermentation and the formation of "golden flower" (*Eurotium cristatum*), allowing consumers to visually perceive the uniqueness of the tea-making process. Furthermore, by embedding regional elements such as the Tea-Horse Road, traditional bamboo baskets, and the characteristic "Qian Liang Cha" (Thousand Liang Tea) form, the design reinforces the brand's local cultural identity, thereby enhancing market recognition.

#### 3. Utilizing Eco-friendly Materials and Functional Design to Meet Modern Consumers' Demand for Sustainability and Convenience

Taking inspiration from CHAGEE's emphasis on environmental materials and optimized portable structures, the Anhua Dark Tea packaging employs food-grade sustainable materials, such as biodegradable tea packaging paper and

bamboo fiber wrapping, to minimize environmental impact. Additionally, it features an “individual daily portion” packaging format, ensuring ease of carrying and storage while maintaining the tea’s freshness. Moreover, the inclusion of QR codes or NFC tags enables consumers to scan and learn about the history and brewing methods of Anhua Dark Tea, enhancing interactive engagement.

In conclusion, by drawing upon CHAGEE’s successful packaging strategies, the Anhua Dark Tea packaging design innovates across three dimensions: artistic style, cultural symbolism, and eco-functional design. It employs copperplate engraving techniques to depict tea-making craftsmanship and the historical Tea-Horse Road, integrates historical narratives and regional symbols to enrich brand storytelling, and optimizes the use of sustainable materials, portability, and digital interaction. This fusion of traditional culture with modern design enhances the product’s market competitiveness and consumer appeal.

#### **4.2.6 Literature Review Analysis**

Visual communication suggests that consistent use of colors, patterns, and fonts can enhance brand recognition and make the core brand values more immediately apparent. Research indicates that simple and cohesive visual elements are effective in boosting brand influence and establishing a clear brand identity. CHAGEE’s packaging design effectively reflects this principle by using a streamlined color palette and modern design approach to create both visual consistency and differentiation. For instance, the brand’s logo, featuring white text on a China Red background, enhances visibility while integrating traditional floral patterns and woodcut techniques, which lend the packaging both cultural depth and contemporary appeal. Additionally, the inclusion of cultural symbols reinforces brand identity and adds to the brand’s narrative. CHAGEE incorporates auspicious symbols, blue-and-white porcelain patterns, and other elements, offering consumers a rich cultural experience alongside the product. Similarly, Bawang Tea Queen uses copper wire engravings, blue-and-white porcelain, and auspicious floral patterns to strengthen its cultural expression and foster an emotional connection with consumers.

Functionality and sustainability are increasingly important in packaging design. Studies have shown that the use of eco-friendly materials, along with convenience and sealing performance, directly impact consumer purchasing decisions, enhancing brand trust and aligning with the growing demand for sustainable consumption. CHAGEE embraces eco-friendly materials and has optimized its packaging structure for greater convenience, boosting its market appeal and supporting sustainable development. Bawang Tea Queen also focuses on sealing, moisture resistance, and recyclable packaging to meet the growing consumer demand for both environmental responsibility and practicality. These examples suggest that the future packaging design of Anhua dark tea should focus on strengthening visual identity, incorporating cultural symbols, and optimizing functionality and sustainability to improve brand competitiveness and better meet market demands.

#### **4.3 Step 3: Initial Draft of Anhua dark tea Packaging Design**

Based on prior research, this design blends modern and traditional elements to create an innovative packaging for Anhua dark tea, catering to the cultural, convenience, and aesthetic preferences of young consumers, while highlighting the brand's values. The preliminary packaging design adopts a red and gold color scheme, incorporating landscape paintings of the Tea Horse Road and calligraphy fonts to emphasize the historical and cultural significance of Anhua dark tea. The packaging structure features a double-layer design with a window for display and a foldable layout, enhancing its market visibility. For cultural expression, embossed printing is used to add texture, while a handmade tea knife and bamboo basket packaging further enrich the traditional brewing experience. In terms of functionality, eco-friendly materials are utilized to improve sealing, and QR code technology is integrated to offer interactive tea culture content. The design strikes a balance between preserving cultural heritage and meeting market demands, providing an innovative solution for promoting the Anhua dark tea brand.



The specific design process is as follows:

*Design ideas.*

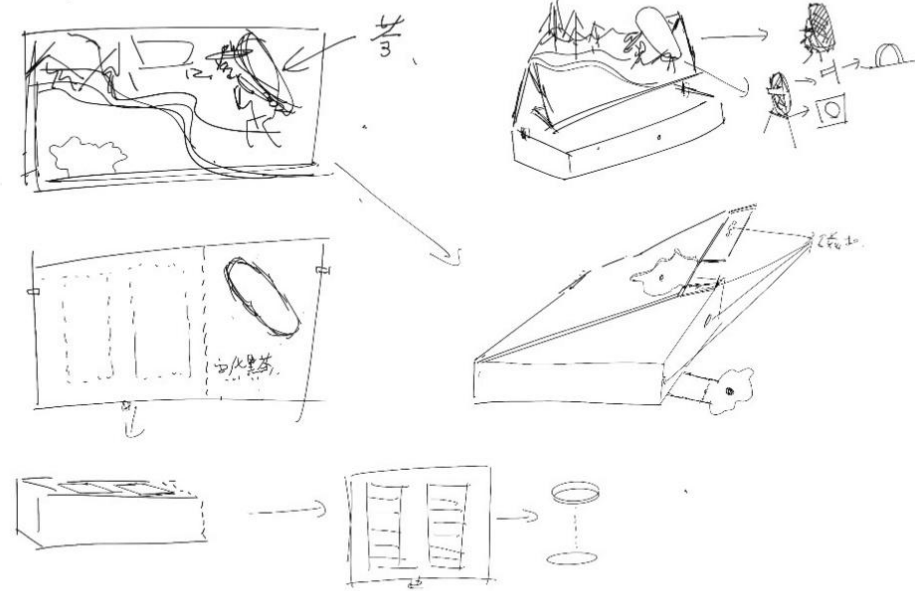


Figure 12 Design Concept Explanation

As shown in Figure 12, the shape of the packaging, the planning of the internal packaging area, and the basic design for the appearance display are determined

Font Desing:

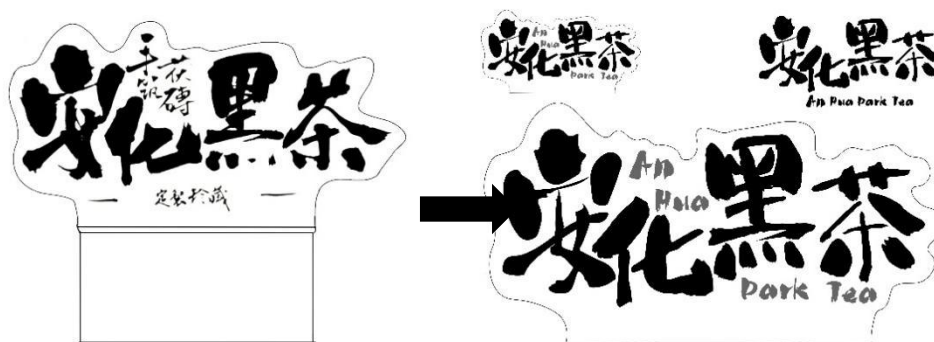


Figure 13 Initial Text Design Draft

Font optimization: The first version of the font was too bold, so it was optimized to retain the charm of Eastern calligraphy, but adjust the font style to make it more elegant, in order to echo the rich characteristics of Anhua dark tea.

Initial draft presentation :

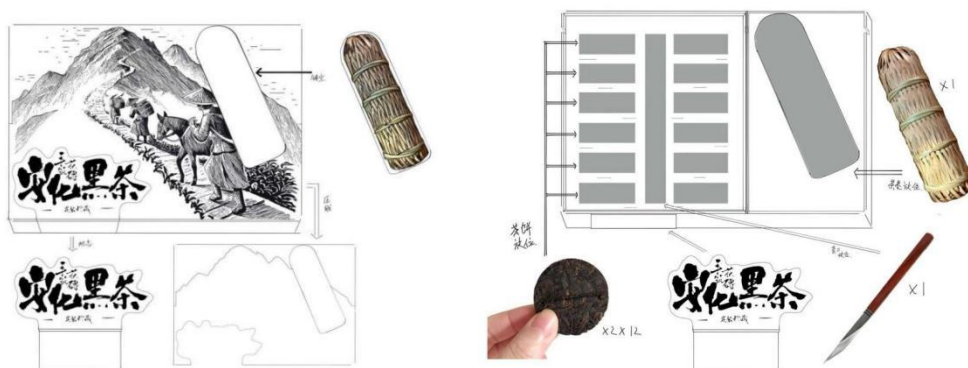


Figure 14 Preliminary draft of packaging cover design

Initial draft model:



Figure 15 Preliminary draft of Anhua dark tea



### **Visual Style: The Fusion of Culture and Modern Aesthetics**

The visual design skillfully combines traditional Chinese cultural elements with modern design language:

#### **4.3.1 Style Selection:**

1. Color Scheme: The packaging primarily uses traditional red and gold tones, which are the classic colors of CHAGEE, symbolizing good fortune, prosperity, and high-end quality, while maintaining a modern, minimalist visual appeal.

2. The copperplate illustration style is employed, with simple and delicate lines depicting traditional scenes of tea farmers picking tea leaves, reflecting the deep cultural connection between Anhua dark tea and the "Tea Horse Road." The illustrations of tea farmers and mule teams carrying bamboo baskets not only showcase traditional handpicking methods but also evoke a sense of the product's origin.

#### **4.3.2 Cutout Area:**

The cutout on the cover reveals the tea rolls inside, echoing the bamboo basket imagery in the illustration and cleverly highlighting the dark tea "tea rolls."

This cutout design serves multiple purposes: it offers a visual and sensory experience of the tea rolls, while also enhancing the packaging's three-dimensionality and interactivity.

#### **Magnetic Closure Design:**

The "Anhua dark tea" logo on the packaging is presented with a magnetic closure, providing an enhanced sense of ritual and luxury when opening the package, offering consumers an exclusive experience.

### **Functional Design: Meeting Modern Demands for Convenience and Sustainability**

This design emphasizes the use of eco-friendly materials and practical convenience:

#### **1. Eco-friendly Materials:**

The main packaging box is made from greyboard, a durable and environmentally friendly material that meets modern consumers' expectations for green products. This choice also reflects the brand's commitment to social responsibility.

## 2. Multifunctional Structural Design:

### 2.1 The packaging box is divided into two sections:

Left Section: Contains 28 individual 8g tea cakes, designed as "one cake a day" to meet the needs of young consumers for convenient daily tea drinking. Each tea cake is packaged in a layer of cardboard, printed with patterns of iconic Hunan architecture or the production process of Anhua dark tea, adding interest and cultural significance.

Right Section: Stores 300g of traditional dark tea "tea rolls" in classic bamboo tube packaging, preserving the traditional craftsmanship of Anhua dark tea. The included tea knife (located in the center of the left-side tea cakes) allows consumers to personally open the tea roll, providing a hands-on experience of the traditional brewing ritual and the natural release of the tea's aroma.

### 3. Display Function:

The design of the packaging lid allows it to serve as a display stand for the tea roll or as a cultural decoration, enhancing both the functionality and aesthetic value of the packaging.

#### **Cultural Symbolism: Highlighting the History and Craft of Anhua dark tea**

Cultural expression is reinforced through detailed design elements inside and outside the packaging, emphasizing Anhua dark tea's brand story and historical depth:

##### 1. Historical Associations:

The copperplate illustrations of tea farmers and mule teams allow consumers to visually experience the connection between Anhua dark tea and the "Tea Horse Road," conveying its rich historical heritage.

##### 2. Traditional Symbols and Handcrafted Techniques:

The bamboo tube packaging for the tea rolls symbolizes the traditional production methods of Anhua dark tea. The illustrations on the cardboard packaging, which showcase the tea production process, further highlight the product's deep cultural roots.

### 3. Consumer Experience:

The process of breaking open the tea roll allows consumers to deeply engage with the unique craftsmanship and flavor of Anhua dark tea, fostering a stronger emotional connection with the brand.

In summary, this packaging design serves as a bridge between consumers and the culture of Anhua dark tea. Through minimalist visuals and interactive features, it increases the packaging's appeal and interest, particularly among young consumers. Additionally, the use of historical patterns, illustrations, and hands-on experiences reinforces Anhua dark tea's role as a cultural vessel, successfully conveying its rich cultural value. The sustainable materials and practical design further align with the modern consumer's preference for environmentally friendly products and functional packaging.

#### 4.4 Step 4: Questionnaire Survey and Interviews

##### Questionnaire Survey of 300 Consumers Aged 20-39

This study conducted a survey with 300 consumers aged 20-39 to understand their feedback and preferences regarding the packaging design of Anhua dark tea. The survey results are as follows:

##### 4.4.1 Visual Appeal of the Packaging:

63.3% of respondents felt that the color scheme, fonts, and cultural elements of the packaging effectively enhanced the brand's premium feel and recognition. However, 18.4% thought the design lacked modern appeal and did not attract young consumers enough. This suggests that future designs need to balance tradition with modernity.

##### 4.4.2 Functionality and User Experience:

64.3% of respondents found the packaging convenient to carry, and 73.4% were satisfied with the sealing performance. However, 17.3% expressed concerns about the sealing. Additionally, 72.3% considered the tea brewing guide and storage suggestions practical, though some suggested improving the layout of the information to enhance readability and clarity.

#### 4.4.3 Cultural Symbols and Brand Identity:

71.0% of respondents believed the packaging successfully conveyed the traditional culture of Anhua dark tea, while 73.0% felt it strengthened their trust in the brand. However, 17.7% thought the cultural expression was not intuitive enough, suggesting the addition of symbols like tea-making techniques, tea garden landscapes, and historical references. They also recommended integrating QR codes and other digital technologies for an interactive experience.

#### 4.4.4 Sustainability and Eco-friendly Packaging:

62.0% of respondents approved of the use of eco-friendly materials, but 21.0% remained unsure and suggested using recyclable materials or reducing excessive packaging. Furthermore, 63.4% felt that eco-friendly labels improved their perception of the brand, indicating the importance of sustainable design in shaping brand image.

#### 4.4.5 Interactivity and Innovative Experience:

49.3% of respondents thought the cutout design provided some interactivity, but 16.7% felt it was not very significant. Additionally, 39.0% preferred to keep the tea roll displayed without disassembling it, and 31.3% expected more usage instructions. Future designs should balance aesthetics, ease of use, and the sense of ritual involved in tea preparation.

#### 4.4.6 Consumer Expectations:

57.7% of respondents wanted better explanations of the tea's taste and variety, 41.7% wanted more tea culture features, and suggested innovations such as cold-brew tea (Item 34), portable tea bags (Item 37), co-branded packaging (Item 140), and online tea culture promotion (Item 181) to appeal to a broader audience.

The survey results indicate that consumers appreciate the packaging's brand recognition, portability, and cultural expression, but they hope to see improvements in its modern appeal, readability, and interactivity. It is suggested to add more intuitive cultural symbols such as tea-making techniques, tea garden landscapes, and historical references, while integrating QR codes and other interactive technologies. While eco-friendly design is valued, material choices should be optimized, and

excessive packaging should be reduced. Functionally, improvements in the information layout, sealing, and overall user experience are needed. Consumers also look forward to innovations like cold-brew tea, portable tea bags, co-branded packaging, and online tea culture promotion to engage a wider audience. Future designs should focus on further enhancing the balance between tradition and modernity, cultural communication, sustainability, and functionality to improve market competitiveness.

### **Questionnaire Survey of Tea Farmers, Tea Merchants, and Packaging Designers**

The survey results suggest that tea farmers, tea merchants, and packaging designers generally recognize the strengths of Anhua dark tea packaging in visual appeal, brand recognition, and innovative design, while offering several suggestions for improvement.

#### **1. Feedback from Tea Farmers:**

Tea farmers believe the packaging successfully blends modern aesthetics with traditional culture, showcasing premium quality. The cutout design and moisture- and light-proof materials received positive feedback. However, they pointed out that the packaging does not fully represent the regional culture. They suggested incorporating elements like tea garden scenery, the Tea Horse Road, and tea-making techniques to strengthen the brand's cultural identity. Although the "one cake a day" design meets daily tea consumption needs, there is room to improve portability and storage, such as by adding divider designs or smaller packaging options.

#### **2. Feedback from Tea Merchants:**

Tea merchants highly appreciated the packaging's brand recognition, visual appeal, and sealing performance, recognizing its strong market competitiveness. However, they felt that the cultural storytelling still needed improvement. They suggested simplifying the illustration style and emphasizing tea-making techniques to enhance brand recognition. Some tea merchants also mentioned that the environmental friendliness of the packaging could be improved, recommending the use of sustainable materials and a more intuitive display of the tea's characteristics (such as aroma and brewing durability) to enhance consumer understanding.

### 3. Feedback from Packaging Designers:

Designers generally acknowledged the packaging's innovation, noting that the cutout, magnetic closure, and "one cake a day" design increased its market appeal, especially among younger consumers. Some respondents even indicated that the design boosted purchase intention and had market potential. However, designers recommended further enhancing the cultural expression through embossing techniques and traditional tea-making elements to strengthen brand recognition. They also suggested adding AR features to allow consumers to access information about the product's origin and production process, enhancing the interactive experience. Additionally, they recommended developing premium commemorative packaging to expand into the high-end market and increase brand value.

Overall, respondents generally recognized the advantages of Anhua dark tea packaging in brand building and visual presentation. However, there is room for improvement in cultural expression, sustainability, and interactivity. Tea farmers hope to see stronger regional cultural elements, tea merchants are focused on environmental friendliness and cultural storytelling, and designers suggest incorporating more interactive features and targeting the high-end market. Future packaging should enhance market competitiveness by refining cultural symbols, improving eco-friendly design, and boosting interactivity (see Appendix 4).

#### 4.5 Step 5: Final Packaging Design

Based on the data analysis and feedback from the surveys conducted with 300 consumers, as well as tea farmers, tea merchants, and packaging designers, this study will refine the initial packaging design of Anhua dark tea. The goal is to enhance the visual appeal, functionality, and cultural symbolism, while ensuring that the design aligns with market demands and effectively conveys the brand's values. The specific adjustments are outlined below:



Optimizing Visual Design:

1. Chinese packaging:

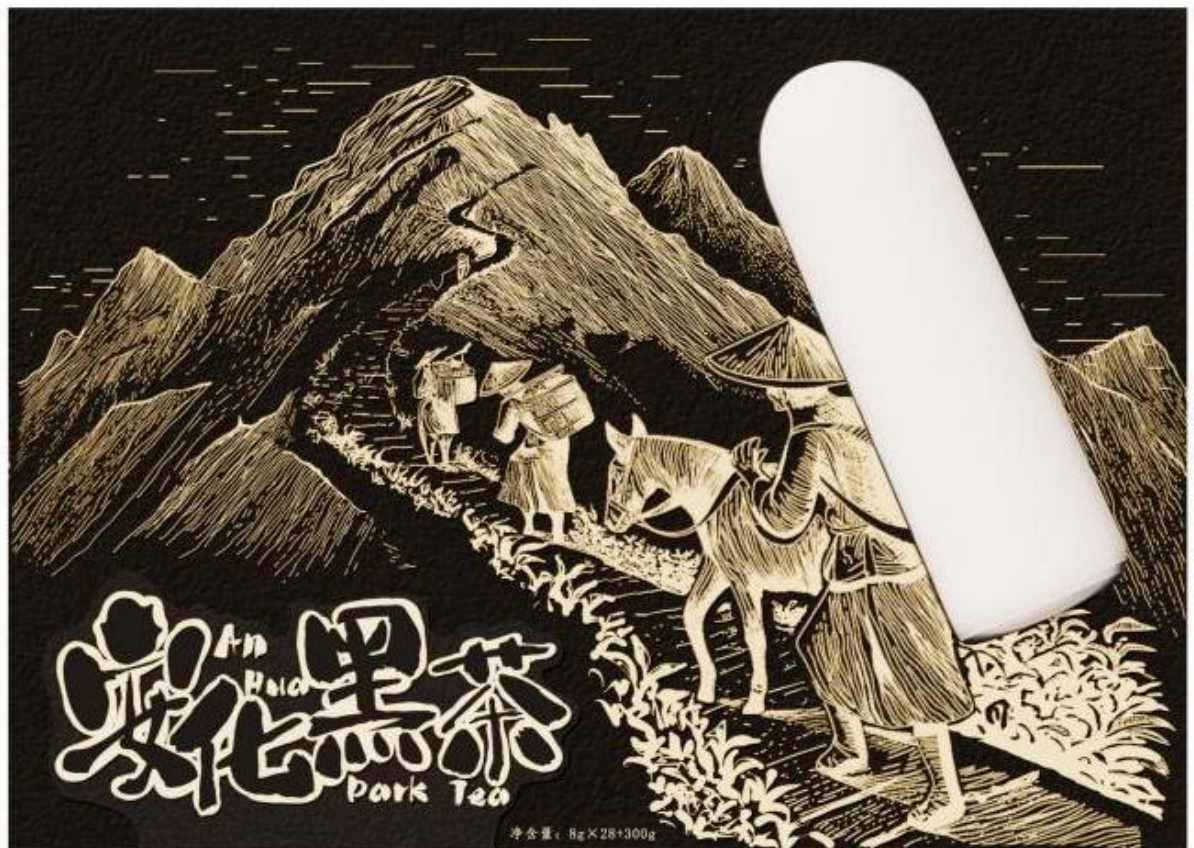


Figure 16 Chinese Packaging Design 1



Figure 17 Chinese Packaging Design 2



## 2. English packaging:



Figure 18 English Packaging Design

In addition to packaging, researchers also design peripheral products:



Figure 19 Handbag Packaging Design



Figure 20 Umbrella Packaging Design





Figure 21 Water Cup Packaging Design

#### Color Scheme Optimization

##### 4.5.1 Color Adjustment: Changing Red to Black

1.1 Inspiration: According to survey results, young consumers prefer black and gold packaging over red and gold, as it aligns better with modern aesthetics and their preferences. Therefore, the new color scheme of black and gold is inspired by the unique characteristics of Anhua dark tea and its signature "golden flower." Black is often associated with luxury in design, and when used as a background, it enhances the gold accents, making the patterns more striking. Additionally, black packaging is more resistant to dirt, helping maintain a pristine appearance and extending the product's shelf life.



Figure 22 Black Gold Series



1.2 Dynamic Color Testing: Focus group testing was conducted to compare various color combinations and identify the most appealing options for consumers.

#### **4.5.2 Pattern and Style Optimization**

2.1 Process Display: The side of the packaging now features illustrations of the tea-making process, enhancing the cultural expression.

2.2 Interactive Cover Design: The cover includes a removable transparent ink paper. When intact, the gold patterns appear gray, guiding consumers' attention to the product name and the side panel's tea-making process display, thus adding an interactive experience.

2.3 Copperplate Illustration Design: Elements such as the Tea Horse Road, stacked tea bricks, and traditional tea-making scenes are incorporated using a copperplate engraving style. This modern take on traditional symbols appeals to younger consumers. Transparent ink printing adds depth and texture, further enriching the packaging's visual layers.

#### **4.5.3 Internal Design**

3.1 Internal Structure: The right section is used for storing 300g of Anhua dark tea in its traditional bamboo tube packaging, showcasing the classic and timeless presentation of the tea. The left section includes a tea knife positioned between two rows of small tea cakes, allowing consumers to engage in the ritual of opening the tea roll themselves. By manually breaking open the bamboo tube, consumers can experience the traditional production process and the natural release of the tea's aroma, providing a deeper cultural connection to Anhua dark tea. If consumers prefer not to break open the tea roll, it can be placed in the cutout section of the cover as a display, further enhancing the visual appeal of the packaging.

3.2 Internal Packaging Design: The wrapping paper of the tea cakes features illustrations of the tea collection process and iconic Hunan architecture, reinforcing the regional cultural elements and offering consumers a more immersive experience of Anhua dark tea's history and craftsmanship.

#### 4.5.4 Overall Visual Enhancement

4.1 Font Optimization: The font retains the charm of traditional Chinese calligraphy but has been adjusted to a more restrained style to match the rich flavor of Anhua dark tea. Additionally, color contrast is introduced for the brand name on the front, and a brief brand description is added to the side, enhancing the text layout and visual depth.

4.2 Craftsmanship Enhancement: Gold foil stamping has been added to strengthen the impact of the brand logo.

Contrast and Emphasis: Illustrations and product descriptions are added to the side of the packaging, reinforcing the brand's identity and cultural elements. The side patterns remain visible when displayed, which increases its appeal on store shelves.

Through these design optimizations, the packaging not only strikes a balance between tradition and modernity in its visual presentation but also highlights Anhua dark tea's premium quality and rich cultural heritage, strengthening its cultural expression. Additionally, the detailed internal design further deepens the brand's story, allowing consumers to experience the unique charm of Anhua dark tea with every unboxing and tea-drinking moment, enhancing its competitiveness in the market.

#### Improvements in Functional Design

##### 1. Sealing and Quality Protection

To ensure the stability of the tea during storage, particularly with regard to moisture and light protection, the focus of the design improvements is on enhancing sealing performance, as outlined below:

1.1 Double-layer Sealing Design: A food-grade PET transparent protective film is added to the cutout area, which not only allows for a visual display of the tea rolls but also provides dust and moisture protection, thereby enhancing both the aesthetic appeal and storage effectiveness.

1.2 Upgraded Individual Packaging: Small capacity individual packaging is introduced to prevent prolonged exposure of the entire tea cake, thus

preserving its freshness for each use. This also meets consumer needs for convenience and portion control.

1.3 Humidity and Light Indicators: Humidity or light-sensitive tags are integrated into the packaging to provide real-time reminders to consumers about appropriate storage conditions, improving the user experience while enhancing the brand's technological appeal.

## 2. Portability and Ease of Use

To address consumer demands for convenience and ease of use, the design improvements optimize both the structure and functionality, as follows:

2.1 Segmented Small Packaging: Individually wrapped portions are offered to meet the “one brew per time” and “one cake per day” requirements. These smaller packages are easy to carry, reduce quality degradation caused by prolonged exposure, and align with the fast-paced lifestyle, minimizing waste.

2.2 Easy-open Design: A magnetic closure system is employed to allow for a “one-touch” opening, significantly enhancing the fluidity and convenience of the user experience.

## 3. Sustainability and Eco-friendly Materials

With the growing trend of green consumption, environmental sustainability has become a major concern for consumers. The design improvements meet this demand through innovative materials and eco-friendly concepts, as follows:

3.1 Eco-friendly Material Use: The inner tea cake packaging is made from eco-friendly paper derived from tea by-products (such as tea stalks and waste tea leaves). This not only emphasizes the product's unique characteristics but also supports resource recycling and reduces environmental impact.

3.2 Eco-friendly Labels and Education: An eco-friendly label is added to the right side of the packaging, along with a QR code that links to information about the materials' origins, environmental performance, and recycling methods. This helps improve the brand's green image and raises consumer awareness about sustainability.



These improvements further optimize the packaging in terms of sealing protection, ease of use, and sustainability. The integration of traditional culture and modern technology enhances the user experience while strengthening the brand's market competitiveness and commitment to environmental value.



Figure 23 Design of Independent Small Package Tea Cake

The image showcases a series of individually packaged Anhua Dark Tea cakes, featuring a copperplate engraving style to illustrate traditional tea-making craftsmanship and regional cultural symbols. Combined with eco-friendly packaging materials, this design not only enhances the brand's cultural value but also optimizes portability and sealing performance, ensuring tea quality. Furthermore, it aligns with modern consumers' demands for sustainability and convenience.

## Strengthening Cultural Symbols

### 1. Enriching the Dimensions of Cultural Expression

Multi-layered Cultural Symbol Design: The packaging illustrations incorporate key cultural elements of Anhua dark tea, such as the Tea Horse Road, classic tea brick stacks, and traditional tea-making techniques. These elements are presented using modern minimalist lines combined with traditional brushstroke styles, which not only preserve cultural heritage but also appeal to contemporary aesthetics. Additionally, the packaging text adopts a narrative style, summarizing the origins, craftsmanship, and history of Anhua dark tea. This cultural storytelling enhances emotional resonance with consumers.

### 2. Strengthening Brand Story and Interactive Experience

2.1 Digital Interactive Content: A QR code embedded with an NFC sticker is added behind the magnetic closure. Consumers can scan the code to access a digital display of the tea-making process and the brand's development history, creating a deeper connection between consumers and the brand.



Figure 24 QR code

### 2.2 Brand History Display

The packaging design integrates a timeline of the brand's development, highlighting key moments in its contribution to the cultural heritage of

Anhua dark tea. This not only adds historical depth to the brand but also underscores its central role within the industry.

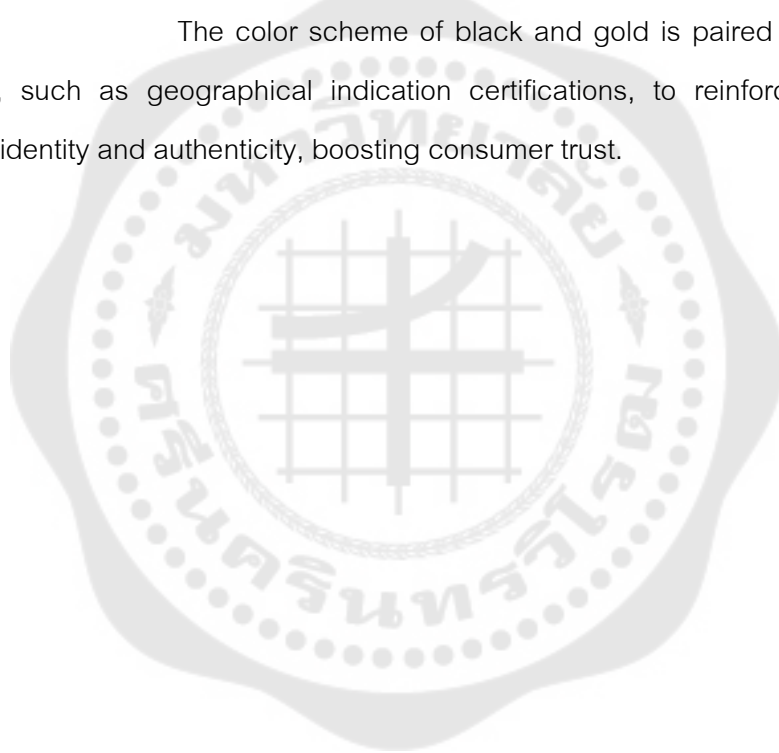
### 3. Deepening the Visual Expression of Regional Characteristics

#### 3.1 Combining Natural Landscapes with Craftsmanship:

The packaging exterior features embossed designs that depict Anhua's tea mountains and traditional tea-making scenes, enhancing the tactile experience and emphasizing regional characteristics.

#### 3.2 Strengthening Iconic Symbols:

The color scheme of black and gold is paired with authoritative symbols, such as geographical indication certifications, to reinforce the product's regional identity and authenticity, boosting consumer trust.



## CHAPTER 5

### CONCLUSION DISCUSSION AND SUGGESTION

This study examines the packaging design strategy of CHAGEE to modernize the packaging of Anhua dark tea. The research begins by analyzing the cultural and historical significance of Anhua dark tea, identifying gaps in its market positioning, visual appeal, functionality, and cultural expression. Data on consumer preferences is collected through online surveys and expert interviews. The study is divided into three main sections: an evaluation of the current Anhua dark tea packaging, an analysis of CHAGEE's design strategy, and a proposal for a modernized packaging solution aimed at the new generation of consumers. The goal of this study is to merge CHAGEE's innovative design with traditional cultural elements, enhancing Anhua dark tea's market competitiveness and brand appeal.

#### 5.1 Conclusion

##### 5.1.1 Anhua Dark Tea's Unique Characteristics and Current Packaging

###### Features

Anhua dark tea is renowned for its unique fermentation process, with the "golden flower" feature being one of its most distinctive elements. This traditional tea, rich in both flavor and health benefits, carries deep cultural significance due to its production methods and long history. However, its current packaging, which mainly consists of traditional compressed tea bricks, canned packaging, and vacuum packaging, is limited in terms of modern appeal and consumer engagement. While it effectively preserves the tea's quality, the packaging fails to communicate the unique characteristics of Anhua dark tea, particularly its rich cultural and historical background. Furthermore, it lacks the aesthetic appeal and convenience required to attract younger, more style-conscious consumers.

### 5.1.2 Analysis of Key Factors Contributing to the Success of CHAGEE's

#### Packaging Design

CHAGEE's packaging design stands out due to its successful integration of modern aesthetics with traditional cultural elements. The key factors contributing to CHAGEE's success include its minimalist design approach, which appeals to younger consumers through clean lines, contemporary typography, and vibrant color schemes. Cultural symbolism is embedded in the design through the use of Chinese calligraphy and traditional motifs like porcelain patterns, providing cultural depth and authenticity. Moreover, CHAGEE incorporates interactive features such as QR codes that engage consumers by offering digital content related to the brand's story and brewing methods. Lastly, the brand's commitment to sustainability, demonstrated through eco-friendly packaging materials, aligns with modern consumers' growing focus on environmental responsibility. These elements offer valuable insights for redesigning Anhua dark tea's packaging to increase its appeal and marketability.

#### 5.1.3 Packaging Design for New Generation Consumer Groups

To appeal to the new generation of consumers, the packaging design of Anhua dark tea should focus on modern aesthetics, cultural storytelling, and functionality. The design should incorporate minimalist, visually appealing elements, with bold colors and modern typography, reflecting the preferences of younger consumers. At the same time, it must preserve cultural symbols that represent Anhua dark tea's unique heritage, such as the "golden flower" fermentation process and the historical significance of the Tea Horse Road. Additionally, convenience plays a crucial role in the new design, with features such as vacuum-sealed packaging or innovative tea bags, making the product more accessible and easier to use. The inclusion of interactive features like QR codes will further engage consumers, allowing them to explore the product's cultural background, brewing methods, and health benefits. These design improvements aim to modernize Anhua dark tea's packaging while enhancing its appeal to younger generations and boosting its market competitiveness.

## 5.2 Discussion

### 5.2.1 CHAGEE Packaging Strategy Analysis

This study highlights that CHAGEE's packaging successfully builds a strong brand identity by integrating brand culture, market trends, and consumer preferences. Through a combination of modern minimalist aesthetics, traditional cultural symbols, and interactive design, the packaging not only serves a protective function but also communicates the brand's cultural values, fostering an emotional connection with consumers. This approach is consistent with the findings of Zhang (2022) and Li and Wang (2021), which emphasize that packaging should go beyond just protection and act as a vessel for conveying the brand's story.

### 5.2.2 Current Status and Improvements of Anhua dark tea Packaging

The existing packaging of Anhua dark tea currently faces challenges, including a lack of diversity, weak cultural expression, and insufficient differentiation in the market. These limitations hinder its ability to effectively communicate the brand's cultural identity and appeal to younger consumers. The research findings align with those of He and Yan (2020), who emphasized the need for Anhua dark tea packaging to incorporate modern design elements while maintaining its cultural roots. They proposed using biodegradable materials and minimalist aesthetics to enhance market competitiveness. Similarly, this study suggests adopting modern minimalist styles, integrating cultural elements such as historical patterns and symbols like the Tea Horse Road, and introducing convenient packaging formats like small tea bricks and ready-to-brew tea bags. Additionally, this study agrees with Wen's (2023) finding that modern consumers, particularly younger generations, value packaging aesthetics and functionality. Thus, it recommends using eco-friendly, recyclable materials to not only improve preservation but also meet sustainability demands. This reflects a broader trend in consumer behavior where both functionality and environmental consciousness are central to purchasing decisions.

### 5.2.3 Three Key Dimensions of Packaging Design Innovation

The packaging design innovation for Anhua dark tea should focus on three core dimensions: cultural, market, and product. The cultural dimension emphasizes integrating traditional elements such as the Tea Horse Road and Meishan culture, which align with the findings of Zhong (2014), who noted the importance of maintaining cultural heritage in packaging design to foster consumer connection. The market dimension draws inspiration from CHAGEE's successful integration of modern design with cultural symbols, as highlighted by Zhang Conglin (2023). CHAGEE's use of clean, minimalist aesthetics and interactive elements like QR codes appeals to modern consumers, particularly younger ones. This study recommends applying similar principles to Anhua dark tea by optimizing color schemes, typography, and material selection to enhance market competitiveness, following CHAGEE's approach. Finally, the product dimension stresses the importance of refining packaging structure for convenience and interactivity, which is consistent with the suggestions of Papanek (1995), who advocated for sustainability and practicality in packaging. By implementing these three dimensions, Anhua dark tea can improve its packaging design to meet the expectations of modern consumers while preserving its cultural identity, thus increasing its appeal and market presence.

### 5.3 Suggestion

The future packaging design for Anhua dark tea should focus on sustainability, innovation, and cultural integration to align with the evolving market and consumer demands. By selecting eco-friendly materials and designs that cater to user preferences, the packaging can both maintain the brand's identity and convey its story, making it more appealing to the market. Moreover, government support for cultural tourism provides Anhua dark tea with an opportunity to position itself as a product that combines regional cultural significance with high consumer value.

For Anhua dark tea's packaging to meet both functional and aesthetic needs while boosting brand recognition and market competitiveness, it is crucial to consider the relationship between packaging, branding, and marketing. Collaborating with



industry experts, designers, and marketers, along with incorporating consumer feedback, will help refine the packaging design, ensuring it aligns with consumer preferences and market trends.

This study recommends key improvements in two areas: environmental sustainability and design innovation.

#### 1. Environmental Sustainability

The focus should be on using biodegradable and recyclable materials to minimize the environmental impact of packaging. Additionally, adopting a minimalist and eco-conscious design philosophy will help avoid excessive packaging, while the inclusion of sustainability labels can communicate the brand's environmental responsibility. Furthermore, promoting multi-functional, reusable packaging will not only preserve the tea's freshness but also encourage sustainable practices among consumers.

#### 2. Design Innovation

Packaging design should integrate elements of Anhua dark tea's cultural heritage, such as the Tea Horse Road and Meishan culture, making the packaging both functional and a vessel for storytelling. Convenience is another key consideration, with designs that align with modern consumer preferences, such as easy-to-open features and portability. Finally, by incorporating innovative packaging structures, unique materials, and culturally meaningful color schemes, market differentiation can be enhanced, boosting brand recognition.

By integrating sustainability, cultural heritage, and consumer-driven design, Anhua dark tea's packaging can enhance its global market presence and cultural value, while also building a stronger connection with modern consumers. Future research could explore new technologies like smart packaging, interactive QR codes, and augmented reality to further improve consumer engagement and brand differentiation.

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## APPENDIX



Appendix 1

## 1. Introduction to the Top Ten Brands of Anhua dark tea

Table 1-1: Top Ten Brands of Anhua dark tea

Brand Name	Brand Features	Representative Products	Packaging Features	Design
Baishaxi	With a long history and reliable product quality, Baishaxi offers a balanced taste. Representative products include Tianfucha, Qianliang Tea, etc.	Tianfucha, Qianliang Tea, Expo Tianjian, 5301 Bud	Uses traditional colors like red and gold to emphasize good fortune and prosperity, with a strong cultural heritage.	
China Tea	Under COFCO Group, its Heicha Garden and Wooden Warehouse series are widely popular, with a conservative packaging design.	Heicha Garden Series, Wooden Warehouse Series	Combines modern simplicity with traditional elements, catering to both domestic and international markets.	
Bai Fulongchang	Established during the Daoguang era, with luxurious Nian packaging that preserves classics. Representative products include Fulongchanghao.	Heshou Yunnan, Fulongchanghao, Jinzhiyue	Luxurious style with intricate decorative patterns and premium materials, targeted at the gift market.	
Jiu Yang	Founded in 2005, leveraging local resources. The packaging is traditional and requires innovation for future	Jiu Yang Series	Traditional packaging, with slow development in recent years, urgently	



Brand Name	Brand Features	Representative Products	Packaging Features	Design
	growth.		needing packaging innovation.	
Yiqingyuan	A well-established tea company in Changde, founded in 2007, known for products like Yejian and Hexiang Fuzhuan.	Yejian, Hexiang Fuzhuan	Combines practicality with modern aesthetics, suitable for mid-to-high-end markets.	
Xiangyi	Primarily produces Fuzhuan tea, leading the border tea market, with popular products like Fuzhuan Tea and Yipin Fuzhuan Tea.	Fuzhuan Tea, Yipin Fuzhuan	Traditional style, with packaging that highlights cultural heritage and classic Fuzhuan tea designs.	
Gaoma Erxi	Known for high-quality raw materials and production processes, with shifting brand positioning. The packaging highlights cultural characteristics.	Gaoma Erxi Series	A blend of traditional and modern elements, emphasizing the product's cultural features.	
Liyuanlong	Established in 2001, its products include Qianliang Tea and Shuangyun Collection Gift Box, with a focus on high-end positioning.	Qianliang Tea, Shuangyun Collection Gift Box	Gift box design conveys a premium positioning with exquisite packaging and strict quality control.	
Jinfenghou	A collaboration between Shanxi tea merchants and Anhua locals, featuring deep	Jinhua fuzhuan, Aged Tea	Emphasizes tradition and historical feel, with packaging	

Brand Name	Brand Features	Representative Products	Packaging Features	Design
	fermentation. Representative products include Jinhua fuzhuan and aged tea.			reflecting the product's fermentation and rich history.
Yongtaifu	Founded during the Daoguang era, specializing in Qianliang Tea, with packaging that continues traditional styles and reflects historical heritage.	Qianliang Tea		Continues the ancient traditional style, with thick packaging reflecting the brand's historical culture.

Source: <https://www.163.com/dy/article/IRL5N4BS05454AZC.html>

## 2. Selection Results

After careful screening, the following three brands were chosen as the focus of this study:

Brand A (Baishaxi): Owned by Hunan Baishaxi Tea Factory Co., Ltd., founded in 1939, Baishaxi is the birthplace of compressed tea and a flagship brand for dark tea. Its main products include black brick tea, Fuzhuan tea, flower brick tea, Xiangjian tea, Qianliang tea, and more. Baishaxi has won several national awards.

Brand B (China Tea): Produced by the Anhua Tea Factory under Hunan China Tea Co., Ltd., a state-owned enterprise with a history dating back to 1902. The brand is dedicated to revitalizing Chinese dark tea, with its flagship product, "China Tea" brand dark tea, receiving multiple domestic and international awards.

Brand C (Xiangyi Fuzhuan Tea): Owned by Yiyang Tea Factory Co., Ltd., founded in 1958. Xiangyi Fuzhuan Tea has inherited over 500 years of Fuzhuan tea production techniques and is entrusted with the task of protecting this national intangible cultural heritage. Its “Leading Sheep 2015” Fuzhuan Tea won the China Famous Tea Golden Camel Award at the Milan Expo and is highly regarded both domestically and internationally.

This selection ensures that the study includes brands with rich histories, unique craftsmanship, and high market recognition, providing a comprehensive analysis of the current state and optimization direction of Anhua dark tea packaging design.



Appendix 2



## 1. Thematic Analysis of Anhua dark tea Farmers' Interviews

Table 2-1: Thematic Analysis of Anhua dark tea Farmers' Interview Content

1. Unique Production Process and Cultural Background of Anhua dark tea		
Interview Theme	Specific Information	Analysis Summary
Production Process and Characteristics of Anhua dark tea	The production process of Anhua dark tea has a long history, with pile fermentation as the core step, affecting the tea's richness and aroma.	The core value of Anhua dark tea lies in its unique pile fermentation process, which should be fully highlighted in packaging design.
Production Process and Key Techniques	The main processes include plucking, fixing, rolling, and pile fermentation, where pile fermentation determines the formation of golden flowers, which affects the final quality.	Every step in the production process reflects craftsmanship, especially pile fermentation, which can be emphasized in packaging to enhance the cultural narrative.
Cultural Representation	"Golden flowers" are the iconic feature of Anhua dark tea, symbolizing unique fermentation techniques and cultural heritage.	The golden flower is a symbol of Anhua dark tea's quality and should be integrated into the packaging as a brand identity element.
Regional Characteristics and Uniqueness	Anhua's humid climate and unique soil conditions provide a natural advantage for dark tea production, distinguishing it from other dark tea types.	The regional environment determines the unique quality of the tea. Packaging design can incorporate regional elements to strengthen consumer recognition of its origin.
Packaging Design	Packaging should reflect the	Packaging design should

and Display	Process fermentation process, such as depicting the golden flower or showcasing the tea garden landscape, so consumers can directly perceive the uniqueness of Anhua dark tea.	balance traditional and modern styles, interpreting traditional processes in a modern way to improve market acceptance.
Application of Traditional Cultural Symbols	Traditional cultural symbols like the golden flower pattern, Anhua landscapes, ancient villages, and handmade tea techniques can enhance consumer awareness of tea culture.	Strengthening the cultural attributes of Anhua dark tea through symbols, colors, and patterns will help it form a unique brand image in the market.

## 2. Current Packaging Analysis and Improvement Suggestions

Interview Theme	Specific Information	Analysis Summary
Current Market Performance of Packaging	The existing packaging is mainly traditional paper boxes or wooden boxes, which fail to effectively showcase the uniqueness of Anhua dark tea and lack visual appeal.	Anhua dark tea packaging on the market currently lacks brand recognition and cultural value transmission, requiring improvement.
Protection of Tea Quality in Packaging	Some packaging has poor moisture and light resistance, which affects tea quality during storage.	Packaging needs to improve protection, especially moisture control and sealing, to ensure the tea's quality remains intact.
Convenience and Practicality of Packaging	Existing packaging is inconvenient and in terms of opening and sealing, of and some designs lack a consumer-friendly user experience.	Convenience and practicality should be enhanced, with designs considering modern consumers' habits to improve ease of opening and storage.

Cultural Representation	Value	The cultural value of the tea is not adequately represented on the packaging, and consumers cannot intuitively grasp its historical and craftsmanship value.	The brand should use packaging to highlight the core value of the tea, such as the fermentation process and golden flowers, to increase consumer awareness and trust.
Improvement Suggestions		Suggested improvements include enhancing moisture resistance, adding sealing structures, optimizing the packaging for easier portability, and highlighting cultural elements like golden flowers and regional features.	The redesigned packaging should balance functionality and aesthetics, making it attractive to consumers while effectively protecting and showcasing the tea's premium quality.
<b>3. Future Packaging Design Innovations</b>			
Interview Theme	Specific Information		Analysis Summary
Use of Eco-friendly Materials		Future packaging could use biodegradable paper bags, bamboo fiber paper, and other eco-friendly materials, aligning with sustainable development concepts.	The use of eco-friendly materials not only enhances the brand image but also boosts the product's sustainable development appeal.
Interactive and Informational Packaging	and	Packaging could incorporate QR codes, AR technology, etc., allowing consumers to scan and access information on the tea's production process, cultural background, etc.	Information-driven packaging increases consumer engagement, contributing to brand communication and cultural promotion.
Portability and Modernity		The design should be simpler and of more modern, optimizing the	Packaging should prioritize convenience for consumers,



Packaging	shape of the packaging for easier portability and storage.	meeting the needs of modern consumers' fast-paced lifestyles.
Combination of Traditional and Design	Use modern design language to express traditional culture, such as presenting golden flowers and landscapes in minimalist styles.	The combination of traditional culture and modern design is a key direction to enhance brand competitiveness, requiring a balance between innovation and heritage in both visual and functional aspects.
Optimization of Consumer Experience	Optimize the packaging structure for easier storage and opening, while enhancing visual appeal to improve market competitiveness.	By optimizing the packaging structure and enhancing visual impact, the product will be more attractive in the market, while also improving consumer experience.

## 2. Thematic Analysis of Anhua dark tea Merchants' Interviews

Table 2-2: Thematic Analysis of Anhua dark tea Merchants' Interview Content

1. Unique Production Process and Cultural Background of Anhua dark tea		
Interview Theme	Specific Information	Analysis Summary
Consumer Awareness of Anhua dark tea's Cultural Background	Long-time tea drinkers tend to focus more on Anhua dark tea's cultural background, whereas younger consumers are more interested in packaging and taste, showing less interest in the cultural background.	Long-time tea drinkers are more engaged with the cultural background, while younger consumers are more responsive to the appeal of packaging. The design should cater to both groups.

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Consumer Attention to Anhua dark tea's Craftsmanship	How Conveys Value	Consumers have limited knowledge about Anhua dark tea's fermentation process and the "golden flower" characteristic. Long-time tea drinkers are more willing to learn, but younger consumers show less interest.	Packaging design should strengthen cultural communication, especially by highlighting the unique "golden flower" feature of Anhua dark tea.
		Packaging should use visual elements such as the "golden flower" pattern and scenic Cultural landscapes, accompanied by concise text, to allow consumers to intuitively appreciate Anhua dark tea's cultural value.	Packaging design should focus on cultural elements, using a modern minimalist style to attract younger consumers while still conveying the tea's heritage.
Cultural That Consumers	Elements Attract	Golden flower patterns, Anhua landscape views, and handmade tea techniques are the traditional symbols that most appeal to consumers and enhance brand recognition.	The direct presentation of cultural symbols helps enhance brand recognition, allowing consumers to quickly identify Anhua dark tea's uniqueness.
		Gold and reddish-brown colors best highlight Anhua dark tea's premium feel and historical depth, enhancing consumer purchase intent.	The combination of gold and reddish-brown not only complements the tea's characteristics but also strengthens the visual impact of the packaging, improving its market competitiveness.
Color Matching in Packaging Design			

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## 2. Existing Packaging Analysis and Improvement Suggestions

Interview Theme	Specific Information	Analysis Summary
Current Market Performance of Packaging	The existing packaging is mostly traditional paper or wooden boxes, which fail to effectively showcase the uniqueness of Anhua dark tea and lack visual appeal.	Current packaging fails to adequately reflect Anhua dark tea's core values and needs improvement, with an emphasis on aligning with both brand culture and market needs.
Cultural Expression Issues in Packaging	The current packaging design does not emphasize the "golden flower" feature, and the cultural background is minimally presented, resulting in insufficient consumer understanding of the product.	Cultural expression should be enhanced, particularly by clearly conveying the tea's production process and historical background through visuals and text.
Convenience Sealing Packaging	Some packaging lacks adequate sealing, and consumers report and that the tea is easily affected by moisture, impacting its taste. Suggestions include adding sealing structures and improving convenience.	Packaging should improve sealing and convenience, incorporating features like zipper closures and smaller packaging formats to enhance the user experience.
Visual Appeal Packaging	The current designs are either too complex or lack distinctive of features, impacting consumer purchasing decisions. Simpler, more intuitive designs attract attention more effectively.	Simple, high-recognition packaging helps with market promotion. Overly complex or traditional designs should be avoided to ensure greater visual appeal.
Improvement	Suggestions for improvement	Packaging improvements should

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Suggestions	include optimizing packaging structure, enhancing the display of cultural symbols, using better moisture-sealing materials, and improving the modern appeal of the packaging.	integrate culture, functionality, and convenience to better meet market demands.
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### 3. Future Packaging Design Innovations

Interview Theme	Specific Information	Analysis Summary
Use of Eco-friendly Materials	Future packaging could use biodegradable paper bags, bamboo fiber paper, and other eco-friendly materials to align with sustainable development concepts.	Eco-friendly packaging can enhance the brand's image and appeal to consumers' growing interest in sustainability.
Information and Interactive Packaging	Packaging could incorporate QR codes, AR technology, etc., allowing consumers to scan and access information about the tea's production process, cultural background, etc.	Information-driven packaging enhances consumer interaction, contributing to brand communication and cultural dissemination.
Portability	Packaging shapes should be and optimized to increase portability,	Optimizing packaging convenience enhances
Functional Optimization	with features like small bags and sealing functionalities to improve user experience.	consumer satisfaction and is a key direction for future development.
Combining Aesthetics with Tradition	Modern design language should be used to express traditional culture, such as presenting golden flowers, landscape	The combination of traditional culture and modern aesthetics will effectively increase the brand's value and market

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		elements, and other motifs in minimalist styles.	appeal.
Enhancing Market Competitiveness		Improving the packaging's market appeal and enhancing the brand's premium feel will make it more competitive in the market.	A differentiated packaging strategy will enhance market competitiveness and allow Anhua dark tea to stand out among similar products.

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### 3. Thematic Analysis of Anhua dark tea Packaging Design Experts' Interviews

Table 2-3: Thematic Analysis of Anhua dark tea Packaging Design Experts' Interview Content

1. Unique Production Process and Cultural Background of Anhua dark tea		
Interview Theme	Specific Information	Analysis Summary
How Packaging Communicates the Traditional Culture and Craftsmanship of Anhua dark tea	Packaging should emphasize the “golden flower” feature, using patterns, colors, and materials to reflect its fermentation process and regional culture. Elements such as landscape paintings and depictions of handcrafts can be incorporated to enhance the historical feel.	Packaging should make full use of visual elements to help consumers intuitively experience the traditional craftsmanship and cultural depth of Anhua dark tea.
Colors, Fonts, and Patterns for Expressing Anhua dark tea's Cultural Value	Gold and reddish-brown colors best convey Anhua dark tea's premium quality, while calligraphy or vintage-style fonts can reflect the tea's cultural heritage. Patterns could integrate elements like tea gardens, landscapes, and the “golden flower.”	The choice of colors and fonts should align with the tea's cultural heritage, strengthening consumer brand recognition and encouraging purchase intent.
Incorporating Aesthetic Expressions of Traditional Craftsmanship	A balance should be struck between minimalist design and of traditional culture. Modern, simple design techniques can present in traditional symbols, such as refined	Modern design language should integrate traditional elements, ensuring the packaging feels rooted in history while also appealing

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Modern Packaging	lines combined with the “golden flower” pattern, making it both aesthetically contemporary and rich in cultural meaning.	to younger consumers' aesthetic preferences.
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## 2. Existing Packaging Design Limitations and Improvement Suggestions

Interview Theme	Specific Information	Analysis Summary
Visual and Functional Limitations of Current Packaging	Current packaging is visually traditional and lacks innovation, making it hard to attract younger consumers. In terms of functionality, the sealing and moisture protection are inadequate, which negatively impacts the tea's preservation.	Packaging should strike a balance between modern aesthetics and traditional expression, enhancing both visual appeal and market competitiveness.
Cultural Expression Limitations	Current packaging overly relies on the “golden flower” element and lacks integration of local cultural and symbols from Anhua. It is suggested to add regional cultural elements such as landscapes and tea gardens to deepen the cultural narrative.	Cultural expression should be more diverse, avoiding overly simplistic designs and making packaging a more effective medium for conveying the brand's cultural story.
Suggested Improvements	Packaging materials should use eco-friendly options like bamboo in paper or biodegradable plastics.	Future packaging should prioritize both environmental friendliness and functionality, improving user experience through optimized materials and design.
Convenience Environmental Friendliness	Structurally, it is recommended to incorporate zipper seals for better moisture protection and to use smaller packaging designs for added convenience.	

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### 3. Future Packaging Design Innovations




Interview Theme	Specific Information	Analysis Summary
Innovation Directions for Future Packaging	Future packaging should be more modern, blending minimalist design	Innovation in packaging should balance modern design with traditional culture, meeting market demands while retaining the tea's historical value.
	Directions with traditional elements. New packaging structures should be explored to improve portability and user experience.	
	It is recommended to include interactive elements such as QR and codes and augmented reality (AR),	Digital interactive packaging can enhance the connection between the brand and consumers, strengthening brand visibility and engagement.
	in allowing consumers to scan the packaging to learn more about the tea's production process and cultural background.	
Interactive Digital Packaging	Eco-friendly materials, such as biodegradable packaging, are to expected to be a trend. In terms of Market color matching, traditional tea colors (deep green, gold, red) should be combined with modern design to convey a premium image.	Future packaging should be optimized in terms of sustainability, functionality, and visual appeal to cater to the evolving demands of modern consumers.
Design Trends Meet Demands		

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Appendix 3

Table 3-1 Analysis of Packaging Types for Brand A

			
Packaging Type	1. Basic Packaging	2. Gift Box Packaging	3. Innovative Packaging
1. Safety Principle	Simple packaging that provides basic protection for tea but lacks adequate resistance to moisture and external forces.	Offers strong protective performance with a multi-layer structural design, effectively preventing moisture absorption and compression damage.	Features an advanced sealing system that preserves tea aroma and quality, with exceptional moisture resistance.
2. Marketability Principle	Minimalist design with limited market appeal, primarily suited for daily consumption.	Elegant and premium appearance, ideal for gift-giving purposes, enhancing perceived product value.	Innovative design that blends traditional and modern aesthetics, appealing to younger consumers and reinforcing brand awareness.
3. Brand Recognition and Visual Clarity Principle	Brand information is visible but lacks aesthetic refinement, making it less appealing on retail shelves.	Utilizes traditional color schemes and logos to convey a high-end brand image, ensuring recognizability.	Employs modern visual design with integrated cultural motifs, reinforcing brand identity and resonating with younger consumers'

			
Packaging Type	1. Basic Packaging	2. Gift Box Packaging	3. Innovative Packaging
			preferences.
4. Series Packaging Principle	Lacks a cohesive series design, making it more suitable for individual product sales.	Maintains a clear series design concept, contributing to a consistent brand image.	Establishes a strong thematic identity with a unified design, catering to diverse consumer needs and strengthening brand storytelling.
5. Green Packaging Design Principle	Uses standard packaging materials with low environmental sustainability.	Some materials are recyclable, but complex structural designs pose challenges for recycling.	Incorporates sustainable materials, reinforcing the brand's commitment to environmental responsibility and aligning with modern eco-conscious trends.
6. User Convenience and Accessibility Principle	Features a simple structure that is easy to open but lacks effective resealing and storage convenience.	Opening mechanism is relatively complex, making it more suitable for formal gift-giving scenarios.	Employs ergonomic and user-friendly structural design, ensuring ease of access while maintaining product integrity.
7. Innovation	Conventional design	Sophisticated and	Fusion of cultural












			
Packaging Type	1. Basic Packaging	2. Gift Box Packaging	3. Innovative Packaging
and Aesthetic Appeal Principle	with limited innovation, failing to meet modern consumers' aesthetic expectations.	refined, yet relatively traditional, with limited creative differentiation.	heritage and contemporary fashion elements, enhancing product uniqueness and visual appeal for younger demographics.
8. Safety and Traceability Principle	Provides basic safety information but lacks traceability features and certified food safety labels.	Includes comprehensive safety labeling, complying with gift market regulatory standards.	Features detailed food safety certifications and product traceability via QR codes, enhancing consumer trust and product authenticity.

Table 3-2 Analysis of Packaging Types for Brand B

			
Packaging Type	1. Basic Packaging	2. Gift Box Packaging	3. Innovative Packaging
1. Safety Principle	The packaging material consists of hard paper boxes, which can resist minor external forces but are less effective against moisture, compression, or strong external impact. The moisture protection is weak, making it suitable for short-term storage.	Utilizes rigid cardboard with protective inner lining, providing effective protection. The compact structure prevents compression and moisture infiltration, making it suitable for long-term storage.	Includes sealed pouches within hard metal or plastic outer packaging for additional protection. The design effectively shields tea from light and moisture, ensuring long-term preservation.
2. Marketability Principle	The design is simple, targeting the mid-to-low-end market with low production costs. Due to its modest appearance, it has limited market appeal, primarily	The exterior focuses on intricate details, such as gold elements, refined patterns, and gift box formats, conveying a premium brand image. Suitable for the gift market, particularly for	Features a modern and stylish design, incorporating traditional cultural symbols (e.g., brand storytelling, contemporary illustrations). Emphasizes brand value, appealing to

			
Packaging Type	1. Basic Packaging	2. Gift Box Packaging	3. Innovative Packaging
	serving basic consumer needs.	festive occasions or gifting purposes.	young consumers and high-end personalized markets.
3. Brand Recognition and Visual Clarity Principle	The brand logo and typography are clear, but the design lacks distinctive visual appeal. The packaging style is monotonous, making it difficult to stand out on retail shelves.	Incorporates traditional cultural elements, such as calligraphic fonts and minimalist line art, reflecting the brand's deep cultural heritage. Enhances brand recognition in the gift market but has limited appeal among younger consumers.	Blends traditional and modern design aesthetics, featuring vivid color schemes and creative patterns. The packaging stands out on retail shelves, strengthening brand recognition and attracting young consumers.
4. Series Packaging Principle	Lacks a series concept, making it challenging to establish a unified brand image.	The series design is distinct, offering various gift box combinations that create a cohesive premium brand identity.	The design theme is well-defined, featuring a series-style approach that facilitates market expansion into diverse product categories, such as small and portable packaging.









			
Packaging Type	1. Basic Packaging	2. Gift Box Packaging	3. Innovative Packaging
5. Green Packaging Design Principle	Primarily made of ordinary paperboard, with limited environmental sustainability. The materials are not easily recyclable or reusable.	Partially incorporates eco-friendly materials, but the complex structural design may increase recycling costs.	Uses biodegradable and recyclable materials, such as metal tins or eco-friendly plastic pouches, reinforcing the brand's commitment to sustainability and aligning with modern eco-conscious consumer preferences.
6. User Convenience and Accessibility Principle	The simple design makes it easy to open, but poor sealing affects freshness retention.	The gift box design is relatively complex, requiring consumers to unwrap external packaging layers, enhancing the ceremonial aspect but reducing convenience.	The opening mechanism is well-structured, featuring individual small pouches for convenience and multiple uses. The strong sealing ensures that tea remains fresh even after opening.
7. Innovation and Aesthetic Appeal Principle	The design is conventional, with a conservative visual approach and limited innovation. It does not	Focuses on gift attributes, with an elegant yet relatively traditional design, lacking significant	Integrates modern aesthetics with traditional cultural symbols, offering a unique and creative design. Satisfies

			
Packaging Type	1. Basic Packaging	2. Gift Box Packaging	3. Innovative Packaging
	fully meet modern consumers' aesthetic preferences and expectations.	creative innovation. Fails to effectively merge cultural heritage with modern design trends.	consumers' dual demands for visual appeal and cultural experience, making it highly competitive in the market.
8. Safety and Traceability Principle	Provides basic safety information, but lacks modern food safety labels, such as QR code traceability. Consumers may have concerns about product authenticity.	Includes food safety labels and certification marks, meeting regulatory requirements for the gift market, but lacks interactive elements such as product storytelling or usage guidance.	Offers comprehensive safety details, including certification marks and QR codes for product traceability. Enhances consumer trust while leveraging interactive features to strengthen brand engagement.

Table 3-3 Analysis of Packaging Types for Brand C

			
Packaging Type	1. Basic Packaging	2. Gift Box Packaging	3. Innovative Packaging
1. Safety Principle	Uses ordinary paperboard, protecting tea from minor external impacts but lacking moisture resistance. The simple packaging structure is suitable for short-term storage.	Made of rigid paperboard or metal tins, with protective inner linings, providing effective moisture and compression resistance. Meets mid-to-high-end storage needs.	Integrates modern technology with traditional craftsmanship, such as handcrafted sealing techniques. Offers exceptional moisture and light resistance, preserving tea aroma and quality.
2. Marketability Principle	The traditional packaging design has low visual appeal and is cost-effective, making it suitable for everyday consumer markets but unsuitable for gifting purposes.	Features an elegant appearance with strong gift attributes, enhancing market value through cultural elements and a premium aesthetic. Well-suited for holiday and corporate gifting scenarios.	Incorporates intangible cultural heritage elements (e.g., traditional patterns and handcrafted techniques) to enhance cultural value. Appeals to consumers interested in heritage craftsmanship and aligns with premium market demands.
3. Brand	The brand logo is	Uses traditional	Combines intangible

			
Packaging Type	1. Basic Packaging	2. Gift Box Packaging	3. Innovative Packaging
Recognition and Visual Clarity Principle	clear, but the overall design lacks modern aesthetics, making it less noticeable on retail shelves. More suitable for traditional consumers.	patterns and calligraphy fonts to convey brand history and cultural significance. Provides some brand recognition but has limited appeal among younger consumers.	cultural heritage elements with modern design, incorporating traditional embroidery, dyeing, and patterns. The integration of branding and heritage elements enhances visual appeal, attracting a broader consumer demographic.
4. Series Packaging Principle	The single-product design lacks a series concept, making it difficult to establish a cohesive brand image.	Can serve as part of a high-end gift series, enabling various size configurations for a cohesive product lineup.	Features a unified series design, where heritage motifs extend across different package sizes, reinforcing brand identity and cultural messaging.
5. Green Packaging Design Principle	Uses standard materials with low environmental sustainability and is not easily recyclable.	Some materials are recyclable, but the complex gift box structure may hinder recycling efforts.	Uses natural eco-friendly materials, such as bamboo weaving or biodegradable paper, combined with heritage-inspired craftsmanship to reinforce

			
Packaging Type	1. Basic Packaging	2. Gift Box Packaging	3. Innovative Packaging
			sustainability and cultural identity. Aligns with modern eco-conscious consumer preferences.
6. User Convenience and Accessibility Principle	The packaging is simple and easy to open, but poor sealing affects long-term freshness.	Requires unwrapping decorative outer layers, adding a ceremonial experience but reducing practicality.	Integrates heritage craftsmanship into the opening mechanism, such as traditional knot-sealing techniques, enhancing user experience and engagement.
7. Innovation and Aesthetic Appeal Principle	Features a conventional and functional design but lacks creative visual elements.	The gift box design is elegant and emphasizes traditional cultural elements, but is relatively conventional and lacks innovation.	Incorporates handcrafting techniques, such as engraving, embroidery, or dyeing, combining cultural heritage with modern aesthetics. Highlights both cultural preservation and personalized design, meeting consumer expectations for artistry and uniqueness.

			
Packaging Type	1. Basic Packaging	2. Gift Box Packaging	3. Innovative Packaging
8. Safety and Traceability Principle	Provides basic product information and production date, but lacks modern food safety certification labels (e.g., QR code traceability), which may raise consumer concerns.	Includes comprehensive safety information and certification labels but lacks interactive product details (e.g., traceability features).	Provides detailed certification and a QR code linking to cultural storytelling, allowing consumers to scan and learn about the product's background and craftsmanship. Improves transparency and enhances cultural communication.

Appendix 4





## Questionnaire Investigation

### 4.1 Questionnaire Survey Targeting 300 Consumers Aged 20 to 39

#### 4.1.1 Gender Distribution:

1. What is your gender?	Male	Female
	145 (48.3%)	155 (51.7%)

#### Analysis and Conclusion:

According to the data table, male respondents account for 48.3%, while female respondents account for 51.7%. The proportions are relatively balanced, reflecting gender distribution equilibrium, which ensures the diversity and representativeness of the survey data.

#### 4.1.2 Age Group:

	20-24 years old	25-29 years old	30-34 years old	35-39 years old
2. Your age group?	35 (11.7%)	131 (43.7%)	101 (33.7%)	33 (11.0%)

#### Analysis and Conclusion:

According to the data table, respondents aged 20-24 account for 11.7%, those aged 25-29 account for 43.7%, those aged 30-34 account for 33.7%, and those aged 35-39 account for 11.0%. It is evident that respondents in the 25-29 and 30-34 age groups constitute the majority, reflecting the dominance of this age range among the surveyed population.

#### 4.1.3 Purchase Experience of Anhua Dark Tea

3. Have you ever purchased Anhua Dark Tea?	Yes	No
	219 (73.0%)	81 (27.0%)

##### Analysis and Conclusion:

According to the data table, 73.0% of respondents indicated that they have previously purchased Anhua Dark Tea, while 27.0% stated that they have not purchased it but are aware of the product. This suggests that the majority of respondents have some level of consumption experience with Anhua Dark Tea, thereby enhancing the relevance and reliability of this study.

4. Which color do you prefer, the red packaging or the black gold packaging?	Red packaging	black gold packaging
	31 (79.7%)	239 (79.7%)

##### Analysis and Conclusion:

20.3% of respondents indicated a preference for red packaging, while 79.7% of respondents preferred black and gold packaging. This indicates that consumers' preferences are more inclined towards black and gold packaging. And the color scheme packaging is recognized by consumers.

## Visual attractiveness of packaging

	1. Strongly Disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly Agree
1. The packaging color scheme effectively showcases the premium quality of Anhua Dark Tea.	29.0 (9.7%)	26.0 (8.7%)	57.0 (19.0%)	94.0 (31.3%)	94.0 (31.3%)
2. The packaging design is visually appealing and immediately captures my attention.	25 (8.3%)	32 (10.7%)	46 (15.3%)	99 (33.0%)	98 (32.7%)
3. The typography and logo on the	26 (8.67%)	32 (10.67%)	50 (16.67%)	102 (34.0%)	90 (30.0%)

packaging enhance the overall aesthetics of the product.					
4. I find the traditional cultural elements on the packaging attractive and impressive.	32 (10.7%)	24 (8.0%)	54 (18.0%)	91 (30.3%)	99 (33.0%)

#### Analysis and Conclusion:

According to the data table, respondents evaluated the visual appeal of the packaging based on the following four aspects:

Effectiveness of the color scheme in conveying the premium quality of Anhua Dark Tea:

31.3% of respondents "agree", and 31.3% "strongly agree", representing the largest proportion, indicating that the majority acknowledge the effectiveness of the color scheme.

19.0% of respondents are "neutral", while 8.7% "disagree" and 9.7% "strongly disagree", suggesting that a small subset of respondents expressed concerns regarding the effectiveness of the color scheme.

Visual appeal of the packaging and its ability to capture attention immediately:

33.0% of respondents "agree", and 32.7% "strongly agree", indicating broad recognition of the design's visual appeal.

15.3% of respondents are "neutral", while 10.7% "disagree" and 8.3% "strongly disagree".

Typography and logo design contributing to the overall aesthetic appeal of the product:

34.0% of respondents "agree", and 30.0% "strongly agree", suggesting that most respondents perceive typography and logo design as enhancing the product's visual aesthetics.

16.67% of respondents are "neutral", while 10.67% "disagree" and 8.67% "strongly disagree".

Attractiveness and memorability of traditional cultural elements in the packaging:

30.3% of respondents "agree", and 33.0% "strongly agree", reflecting widespread appreciation for the incorporation of traditional cultural elements.

18.0% of respondents are "neutral", while 8.0% "disagree" and 10.7% "strongly disagree".

Overall, the visual appeal of Anhua Dark Tea packaging has received a high level of positive evaluation from respondents. The aspects of color scheme, design attractiveness, typography and logo aesthetics, and integration of traditional cultural elements all garnered substantial recognition. However, a subset of respondents exhibited hesitations regarding specific design elements, suggesting that further refinements could enhance these aspects to optimize consumer engagement.

## 4.1.5 Functional Design

	1. Strongly Disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly Agree
5. The packaging design is portable and adaptable for use in diverse settings.	32 (10.67%)	24 (8.00%)	5 (17.00%)	103 (34.33%)	90 (30.00%)
6. The packaging incorporates an effective sealing mechanism, ensuring optimal preservation of tea quality.	15 (5.0%)	13 (4.3%)	52 (17.3%)	98 (32.7%)	122 (40.7%)
7. The structural design of the packaging is streamlined and functionally efficient, facilitating ease of opening and use.	16 (5.3%)	18 (6.0%)	55 (18.3%)	97 (32.3%)	114 (38.0%)
8. The information provided on the packaging (such as brewing	14 (4.7%)	21 (7.0%)	48 (16.0%)	108 (36.0%)	109 (36.3%)

guidelines and storage recommendation s) is highly practical and informative.					
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#### Analysis and Conclusion:

This survey examines the functional design of Anhua Dark Tea packaging. The results indicate that respondents' feedback primarily focuses on the following four aspects:

##### Portability and Suitability for Various Scenarios:

64.33% of respondents acknowledged the packaging's portability ("agree" and "strongly agree"), indicating that the overall design has demonstrated significant advantages in convenience across various usage scenarios.

However, 17.00% of respondents were "neutral", and 18.67% expressed some level of disagreement, suggesting that there remains room for improvement in portability to cater more effectively to a diverse range of consumer preferences.

##### Sealing Performance and Tea Quality Preservation:

Sealing performance is one of the most highly regarded design attributes, with 73.4% of respondents affirming that the packaging effectively preserves tea quality, highlighting the essential function of sealing in maintaining product integrity.

Nonetheless, 17.3% of respondents were "neutral", indicating the need to enhance consumer awareness of this feature, potentially through improved communication or demonstration of the sealing effectiveness.

##### Simplicity and Usability of Structural Design:



70.3% of respondents agreed that the packaging structure is simple, well-designed, and user-friendly, aligning with consumer expectations for convenience.

However, 18.3% of respondents were neutral, suggesting that further optimization of the opening mechanism or the incorporation of additional design refinements could improve usability and minimize operational challenges for consumers.

#### Practicality of Packaging Information:

Regarding the usefulness of information provided on the packaging, such as brewing guidelines and storage recommendations, 72.3% of respondents found it highly practical, indicating its crucial role in enhancing user experience and adding product value.

However, approximately 16.0% of respondents remained "neutral", suggesting the need for improving the clarity and accessibility of information to ensure that the content is more intuitive and comprehensible.

#### Overall Conclusion:

Respondents expressed generally positive evaluations of the functional design of Anhua Dark Tea packaging, particularly regarding portability, sealing effectiveness, structural simplicity, and the practicality of packaging information. However, given the proportion of "neutral" and "disagree" responses, future packaging design improvements should focus on refining specific details and better aligning with user needs, thereby further enhancing consumer satisfaction and reinforcing brand competitiveness.

## 4.1.6 Cultural Symbols:

	1. Strongly Disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly Agree
9. The packaging design successfully conveys the traditional culture and unique characteristics of Anhua Dark Tea.	17 (5.7%)	17 (5.7%)	53 (17.7%)	94 (31.3%)	119 (39.7%)
10. The cultural elements in the packaging enhance my trust in the brand.	24 (8.0%)	14 (4.7%)	43 (14.3%)	112 (37.3%)	107 (35.7%)
11. I believe that the cultural elements presented in the packaging have	24 (8.0%)	26 (8.7%)	57 (19.0%)	92 (30.7%)	101 (33.7%)

increased my interest in Anhua Dark Tea.					
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#### Analysis and Conclusion:

The survey results indicate a high level of recognition for the cultural symbolism embedded in Anhua Dark Tea packaging, highlighting its potential in conveying cultural value, enhancing brand trust, and stimulating consumer interest. The detailed analysis is as follows:

#### Conveying the Traditional Culture and Unique Characteristics of Anhua Dark Tea:

71.0% of respondents (“agree” and “strongly agree”) believe that the packaging design effectively conveys the traditional culture and unique characteristics of Anhua Dark Tea, demonstrating significant effectiveness in presenting cultural connotations.

However, 17.7% of respondents were “neutral”, and 11.4% expressed disagreement (“disagree” and “strongly disagree”), suggesting that some consumers may expect a higher degree of clarity and depth in cultural expression.

Future improvements could focus on a more detailed exploration of cultural symbols and enhanced visual representation to further strengthen this aspect.

#### Association Between Cultural Elements and Brand Trust:

73.0% of respondents (“agree” and “strongly agree”) stated that the cultural elements in the packaging enhanced their trust in the brand, emphasizing the crucial role of cultural design in shaping brand identity.

This result indicates that cultural elements serve not only as visual decorations but also as an effective mechanism for trust transmission.

However, 14.3% of respondents remained “neutral”, and 12.7% expressed a negative opinion, suggesting that future designs should further deepen the integration of cultural content with brand identity, particularly by enhancing the alignment between core brand values and cultural elements.

#### Cultural Elements in Stimulating Consumer Interest:

64.4% of respondents expressed a positive attitude, affirming that the cultural elements in the packaging design effectively captured their interest.

However, 19.0% of respondents remained “neutral”, and 16.7% held negative views, indicating that while the current design successfully attracts a majority of consumers, there is still room for improvement.

Further enhancements could involve more innovative cultural design elements and multidimensional interactive features to increase its appeal to target consumer groups.

#### Overall Conclusion:

The multidimensional cultural expression in Anhua Dark Tea packaging has been widely recognized, particularly in terms of conveying traditional characteristics and strengthening brand trust. However, the reservations expressed by some respondents suggest that there is still room for refinement in the application of cultural elements. Future design improvements should focus on deeper cultural content exploration, more precise alignment with brand identity, and more creative visual presentation techniques to comprehensively enhance consumer perception and recognition of Anhua Dark Tea's cultural value.

## 4.1.7 Sustainability:

	1.Strongly Disagree	2.Disagree	3. Neutral	4. Agree	5.Strongly Agree
12. I believe that the packaging design utilizes environmentally friendly materials, aligning with the principles of sustainable development.	32 (10.7%)	19 (6.3%)	63 (21.0%)	105 (35.0%)	81 (27.0%)
13. Eco-friendly packaging makes me more willing to choose and purchase Anhua Dark Tea products.	29 (9.7%)	27 (9.0%)	58 (19.3%)	86 (28.7%)	100 (33.3%)
14. The environmental labeling on the packaging enhances my favorable	33 (11.0%)	22 (7.3%)	55 (18.3%)	116 (38.7%)	74 (24.7%)

perception of the product.					
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#### Analysis and Conclusion:

The survey results indicate that respondents highly appreciate the sustainable design of Anhua Dark Tea packaging, particularly in terms of the application of environmentally friendly materials, its influence on purchase intention, and the recognition of environmental labeling, demonstrating positive market feedback. The detailed analysis is as follows:

##### 1. Application of Environmentally Friendly Materials and Alignment with Sustainable Development Principles:

35.0% of respondents “agree” and 27.0% “strongly agree”, meaning that a total of 62.0% believe the packaging utilizes environmentally friendly materials and aligns with sustainable development principles.

This data suggests that consumers place significant emphasis on and acknowledge the environmental attributes of packaging materials.

However, 21.0% of respondents remain “neutral”, while 17.0% expressed disagreement (“disagree” and “strongly disagree”), indicating that there is a need for further optimization in communicating material selection and environmental sustainability to more effectively convey the brand’s commitment to environmental responsibility.

##### 2. Impact of Eco-Friendly Packaging on Purchase Intention:

33.3% of respondents “strongly agree”, and 28.7% “agree”, totaling 62.0% who believe that eco-friendly packaging significantly enhances their willingness to purchase Anhua Dark Tea.

This result highlights that green design not only reflects the brand's commitment to sustainability but also serves as a critical factor influencing consumer purchasing decisions.

However, 19.3% of respondents remain "neutral", and 18.7% hold negative opinions, indicating that further efforts are needed to strengthen the perceived value of eco-friendly packaging, particularly by emphasizing its functional advantages and environmental contributions.

### 3. Influence of Environmental Labeling on Brand Perception:

38.7% of respondents "agree", and 24.7% "strongly agree", totaling 63.4% who believe that environmental labeling positively enhances their perception of the product.

This finding demonstrates that environmental labeling plays a crucial role in communicating product value and elevating brand image.

However, 18.3% of respondents remain "neutral", while 18.3% expressed disagreement, suggesting that future designs should further enhance the visibility and educational impact of environmental labels to maximize their influence.

Overall Conclusion, the sustainable design of Anhua Dark Tea packaging has established a strong positive perception and emotional connection among most consumers. However, the reservations expressed by some respondents indicate that further enhancements are needed to strengthen the perceptibility and depth of sustainability communication. Future design improvements should focus on more intuitive environmental messaging, innovative packaging formats, and clearer demonstrations of functional advantages, thereby further reinforcing the brand's competitiveness and leadership in the green consumer market.



## 4.1.8 Open-ended Question

What is your overall impression of the packaging design (including both visual effects and functional design)?	A. Strongly Like	B. Like but with room for improvement	C. Neutral	D. Dislike	Additional Comments
	103 (34.3%)	136 (45.3%)	36 (12.0%)	13 (4.3%)	12 (4.0%)

	The content completed by respondents.
Please elaborate on your opinion.	<p>12. Neutral: The color combination is somewhat ordinary. Compared to similar products, it lacks distinctive features, making it less memorable at first glance.</p> <p>22. Like but needs improvement: The font and pattern design are quite distinctive, but the packaging opening is somewhat inconvenient. Each time it is opened, it requires effort, so a simpler design would be preferable.</p> <p>29. Neutral: The packaging design is neither particularly impressive nor disappointing, making it relatively unremarkable overall. While its functionality is adequate, it does not have any eye-catching elements.</p> <p>33. Like but needs improvement: The overall design is decent, but the packaging material does not appear to be environmentally</p>

	<p>friendly. It is recommended to use biodegradable or more sustainable materials to better align with contemporary consumer trends.</p> <p>79. Like very much: The integration of traditional cultural elements is well executed. The patterns on the packaging immediately convey a sense of history and cultural heritage, making the product highly appealing.</p> <p>94. Dislike: The overall design appears too traditional and lacks standout innovative elements, which may make it less appealing to younger consumers.</p> <p>118. Neutral: There is an excessive amount of information on the packaging, making it appear cluttered and visually overwhelming. The information could be simplified and presented more clearly for better readability.</p> <p>146. Like but needs improvement: The cultural elements are well incorporated, but they could be more refined. Adding intricate details of traditional craftsmanship could further enhance the product's premium appeal.</p> <p>202. Like very much: The overall design has a modern aesthetic, with an elegant color scheme that gives the product a sophisticated and high-end appearance. Its functional design is also well thought out, making it particularly suitable for on-the-go use.</p> <p>213. Like but needs improvement: The visual design is quite appealing; however, its functionality could be further improved. For example, incorporating small storage compartments or usage instructions could enhance user convenience.</p> <p>257. Dislike: The packaging material appears to be of average quality and lacks a premium texture, which may create the impression that the product itself is not high-end.</p>
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	<p>278. Dislike: The sealing mechanism is not optimal, making it likely that the tea leaves could be exposed to moisture after opening.</p> <p>Enhancing the protective function is recommended.</p>
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**Analysis Conclusion:** According to the survey feedback, the majority of respondents gave positive evaluations of the overall packaging design, particularly excelling in visual effects and cultural element expression. 34.3% of respondents expressed that they "strongly like" the design, noting its strong modern feel and elegant color scheme, especially the integration of cultural elements such as traditional pattern designs, which successfully conveyed the product's cultural value. Meanwhile, 45.3% of respondents selected "like but with room for improvement," acknowledging the basic performance of the design but pointing out areas for enhancement, such as the eco-friendliness of the packaging material, the convenience of the opening design, and the detailed expression of cultural elements. Some respondents also suggested adding more practical information or functional guidance to improve the user experience.

However, some respondents expressed neutral or negative opinions on the design. 12.0% of respondents felt that the design lacked highlights, the color combination was relatively ordinary, and the information layout was not concise enough, failing to capture consumers' attention effectively. 4.3% of respondents who chose "dislike" primarily focused on functional and texture-related issues, including insufficient sealing, lack of premium materials, and the design style being too traditional, which may not appeal to younger consumers. Overall, the packaging design performs well in terms of visual appeal and cultural value transmission, but areas for future improvement include functional optimization, material enhancement, and the introduction of innovative elements.

2. Do you think the hollow-out design and tea roll display enhance the interactivity of the packaging?	A. Yes, it significantly enhances interactivity.	B. Yes, but the interactive effect is not prominent enough.	C. No, it lacks practical significance.	Please elaborate on your reasons.
	91 (30.3%)	148 (49.3%)	50 (16.7%)	11 (3.7%)

	The content completed by respondents.
Please elaborate on your opinion.	<p>17. Yes, but not sufficiently prominent: Additional prompts are needed to highlight the unique features of this design to consumers.</p> <p>19. Yes, highly interactive: The hollow-out design is distinctive. Seeing the tea rolls inside evokes a sense of unwrapping a gift, which is engaging and enjoyable.</p> <p>79. No, lacks practical significance: While the hollow-out design is visually appealing, it does not serve much practical purpose.</p> <p>80. No, lacks practical significance: Displaying tea rolls in this manner is not particularly innovative and does not differ significantly from other packaging designs.</p> <p>86. Yes, but not sufficiently prominent: The design incorporates interactive elements, but the color scheme is not visually striking, making it appear somewhat unremarkable.</p> <p>95. Yes, highly interactive: The ability to see the tea rolls directly enhances the product's premium feel and increases consumer appeal.</p> <p>122. No, lacks practical significance: The hollow-out design may</p>

	<p>expose the tea leaves to moisture, potentially compromising their quality.</p> <p>135. Yes, highly interactive: Upon receiving the package, I was immediately drawn to its design and wanted to examine it more closely.</p> <p>147. No, lacks practical significance: I prioritize the taste of the tea over packaging design, so this feature does not influence my purchasing decision.</p> <p>208. Yes, but not sufficiently prominent: While the hollow-out design is a nice touch, its small size limits its visual impact.</p> <p>294. Yes, but not sufficiently prominent: The arrangement of the tea rolls appears somewhat conventional; a more creative presentation could enhance its appeal.</p>
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**Analysis Conclusion:** The survey results show that the majority of respondents (79.6%) had a positive evaluation of the interactive effect of the hollow design and tea roll display. Among them, 30.3% of respondents felt that the design was highly interactive, noting that the hollow design provided a unique visual experience, such as the surprise effect of unwrapping a gift (e.g., Response 19) and the direct display of the tea roll's texture (e.g., Responses 95 and 135). This design not only enhanced the premium feel of the packaging but also increased consumers' favorability towards the product. 49.3% of respondents stated that while the design was interactive, there was still room for improvement, such as adding more prominent display details, more attractive color schemes, or reinforcing consumers' understanding of the design's intent through prompts (e.g., Responses 86, 208, and 294).

In addition, 16.7% of respondents expressed doubts about the practical significance of the design, stating that while the hollow design was aesthetically pleasing, it lacked

functionality and practicality. For example, some pointed out that the hollow design might reduce the packaging's sealing effectiveness, affecting the tea's storage performance (e.g., Response 122). Other respondents felt that the design was too decorative and did not significantly enhance the understanding of the product or the intention to purchase (e.g., Responses 79 and 147). This feedback suggests that the innovation and functionality of the design need to be further integrated to ensure that the packaging is not only visually appealing but also provides practical value.

Overall, the hollow design and tea roll display performed well in attracting consumers' attention and enhancing the interactivity of the packaging. However, the key improvements lie in enhancing practicality and innovation, such as more prominent display methods, finer design details, and maintaining the packaging's functionality and protective performance, thereby meeting consumers' expectations more comprehensively.

3. Regarding the design of the small tea cake and the cardboard illustration, what specific aspects of the design attracted you?		A. Style of illustration design	B. Cultural expression through the depiction of iconic Hunan architecture	C. Integration of the design with the product	D. Other	
	Yes	140 (46.7%)	169 (56.3%)	28 (9.3%)	2 (0.7%)	26. I believe that incorporating details of the production process of Anhua

						<p>dark tea in the illustration, such as traditional tea-making scenes, would add a narrative quality to the packaging and make it more engaging.</p> <p>142.</p> <p>Integrating modern design elements, such as incorporating youthful stylistic approaches in the</p>
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						illustration, could better capture the attention of younger consumers.
	No	160 (53.3%)	131 (43.7%)	272 (90.7%)	298 (99.3%)	

**Analysis Conclusion:** According to the data table, when evaluating the design of the small tea cakes and cardboard illustrations, 46.7% of respondents stated that they were attracted by the illustration style, 56.3% recognized the cultural expression of the iconic buildings of Hunan, and 9.3% paid attention to the integration of the illustration with the product. Only 0.7% of respondents mentioned other factors, including suggestions to incorporate traditional Anhua dark tea production scenes to enhance the storytelling aspect (Response 26), and integrating modern design elements to attract younger consumers (Response 142).

On the other hand, 53.3%, 43.7%, 90.7%, and 99.3% of respondents stated that they were not attracted by the aforementioned design aspects. This indicates that while the cultural and visual design of the illustrations received recognition from the majority of respondents, there is still room for improvement in the integration of the product and design, as well as in meeting the specific interests of certain consumers. The research suggests that by enhancing the storytelling and modern appeal of the illustrations, the design's attractiveness could be further increased, thereby expanding its market influence.

4. During the experience of unwrapping traditional tea rolls, you are more inclined to:	A. Enjoy the ritualistic experience of unwrapping	B. Would like the packaging to include more guidance (e.g., steps for unwrapping)	C. Appreciate the display effect but prefer not to unwrap	D. Other	
	8 (26.7%)	94 (31.3%)	117 (39.0%)	3 (1.0%)	<p>34. If the unwrapping process could incorporate interactive elements, such as scanning a QR code to watch a video of the traditional tea roll unwrapping process, it would make the overall experience more engaging and culturally enriching.</p> <p>37. I would prefer the packaging to be designed for reusability, such as transforming the unwrapped</p>

					<p>portion into a small storage box or decorative item. This would be both environmentally friendly and serve as a meaningful keepsake.</p> <p>14. I would appreciate a more relaxed experience during the unwrapping process, such as employing a more convenient method to open the tea roll while preserving the traditional sense of ritual.</p>
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**Analysis Conclusion:** The data shows that during the experience of unboxing the traditional tea rolls, the preference for different options reflects the diverse needs of consumers. Specifically, 26.7% of respondents preferred the ceremonial aspect of unboxing, believing that this experience creates a unique emotional connection. 31.3%

of respondents expressed a desire for more instructional information on the packaging, such as step-by-step unboxing instructions, to reduce the complexity of the process. 39.0% of respondents leaned towards appreciating the display effect rather than participating in the unboxing, indicating that consumers place high importance on the visual presentation of the product. Additionally, 1.0% of respondents selected "Other" and offered constructive suggestions, such as using QR code videos to showcase traditional tea-making processes to enhance interactivity (Response 34), designing reusable storage boxes or decorative items to combine sustainability and functionality (Response 37), and optimizing the ease of unboxing while retaining the ceremonial aspect (Response 14).

Looking at the reverse data, while the ceremonial aspect of unboxing was acknowledged by some consumers, a higher percentage of consumers (39.0%) showed a strong preference for the display effect, highlighting the dominance of visual presentation in the overall design. However, some consumers have raised requests for improvements in the unboxing process, particularly regarding the addition of instructional elements and optimizing convenience, reflecting the importance of both functionality and user experience.

Based on this, the study suggests that future design should focus on three key aspects: First, enhancing the cultural and emotional value of the unboxing experience, for example, by integrating digital interactivity to boost consumer engagement; second, optimizing usability to ensure a smooth and user-friendly unboxing process; and third, improving the display effect of the packaging and its reusability, balancing both visual appeal and practicality. By considering these factors comprehensively, the packaging design of traditional tea rolls will better meet the diverse needs of consumers and gain a competitive advantage in the market.

5. Aside from packaging design, what other aspects of Anhua dark tea products do you believe could enhance their appeal to consumers?		A. Adding more displays of tea culture stories	B. Improving the flavor profile or variety descriptions of the tea	C. Enhancing the practicality and sustainability of the packaging	D. Other
	Yes	125 (41.7%)	173 (57.7%)	22 (7.3%)	6 (2%)
	No	175 (58.3%)	127 (42.3%)	278 (92.7%)	294 (98%)

	The content completed by respondents.
Other	<p>34. Could you consider offering cold brew tea or portable tea bags? It would be both convenient and trendy for on-the-go consumption, which would likely attract a younger audience.</p> <p>37. You could consider creating limited-edition packaging, incorporating elements such as holidays, anime, or fashion trends, which would likely resonate with younger consumers.</p> <p>140. It would be beneficial to see more videos related to Anhua dark tea online, such as live streams showcasing the production process or short videos that explore tea culture, as this would provide a more immersive experience.</p> <p>181. If more information were provided about the health benefits of</p>

	<p>Anhua dark tea, I believe it would be more appealing, especially to health-conscious consumers.</p> <p>229. Offering smaller packages or sample sizes would be a good idea, providing an affordable option for consumers to try different types of tea and find their favorite.</p> <p>252. Introducing a technological element, such as designing smart tea accessories or developing a brewing guide app, would make the tea-making process simpler and more engaging.</p>
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**Analysis Conclusion:** According to the data table, regarding the factors that attract consumers for improvement, 57.7% of respondents believe that improving the taste or variety descriptions of the tea is the most effective way, followed by 41.7% of respondents suggesting the addition of more tea culture stories. Additionally, 7.3% of respondents emphasized the importance of improving the practicality and eco-friendliness of the packaging, while only 2.0% proposed other suggestions, such as developing cold brew tea or portable tea bags to cater to modern fast-paced lifestyles (Response 34), launching co-branded packaging with holiday, animation, or fashion elements to attract young consumers (Response 37), or enhancing cultural connections with consumers through live streaming the production process and short videos (Response 140).

On the other hand, 58.3%, 42.3%, 92.7%, and 98.0% of respondents stated that they were not influenced by these factors. This indicates that while tea culture stories and taste improvement were well recognized by the majority of respondents, there is still considerable room for improvement in the practicality and eco-friendliness of the packaging. Furthermore, innovative ideas such as interactive digital experiences (Response 252) and the launch of small or affordable trial-size packages (Response 229) provide new directions for attracting consumers. At the same time, emphasizing

the health benefits of Anhua dark tea (Response 181) was also seen as an important strategy for attracting health-conscious consumers.

The research results suggest that by integrating tea culture displays, taste innovations, packaging improvements, and modern marketing techniques, Anhua dark tea can further enhance its appeal, broaden its market reach, and gain a stronger competitive advantage in the market.

#### 4.2 Questionnaire Survey for Tea Farmers, Tea Merchants, and Packaging Designers

##### 4.2.1 Demographic Information

1. What is your role?	A. Tea Farmer	B. Tea Merchant	C. Packaging Designer
	1 (33.3%)	1 (33.3%)	1 (33.3%)

**Analysis Conclusion:** According to the data table, the respondents were evenly distributed among tea farmers, tea merchants, and packaging designers, each group accounting for 33.3% of the total. This balanced distribution of the three professional groups reflects the diversity and comprehensiveness of the survey sample, ensuring that the results are representative and well-rounded.

##### 4.2.2 Distribution of Professional Experience

2. How long have you been working in this profession?	A. Less than 3 years	B. 3-5 years	C. 6-10 years	D. More than 10 years
	0	1 (33.3%)	1 (33.3%)	1 (33.3%)



**Analysis Conclusion:** According to the data table, among the respondents in this profession, 33.3% have 3-5 years of work experience, 33.3% have 6-10 years of work experience, and another 33.3% have more than 10 years of experience. No respondents had less than 3 years of experience. This indicates that the respondents have relatively balanced professional experience, with most falling within the range of over 3 years, providing multi-dimensional practical insights for the study.

#### 4.2.3 Distribution of Professional Experience

3. How familiar are you with Anhua dark tea?	A. Very familiar	B. Fairly familiar	C. Somewhat familiar	D. Not very familiar
	2 (66.7%)	0	1 (33.3%)	0

**Analysis Conclusion:** According to the data table, 66.7% of respondents are "very familiar" with Anhua dark tea, 33.3% are "somewhat familiar," and 0% of respondents are either "familiar" or "not very familiar" with Anhua dark tea. This indicates that the majority of respondents have a deep understanding of Anhua dark tea, providing reliable professional insights for the study.

#### 4.2.4 Evaluation of the Initial Packaging Design

4. How would you rate your overall impression of the packaging's visual design?	Very unfavorable	Unfavorable	Neutral	Favorable	Very favorable
	0	0	1 (33.3)	2 (66.7)	0

Analysis Conclusion: Based on the data presented in the table, 66.7% of the respondents expressed a positive impression of the overall visual design of the packaging, while 33.3% rated it as "neutral." The proportions of respondents who selected "very favorable," "unfavorable," or "very unfavorable" were all 0%. This suggests that the majority of respondents evaluated the packaging's visual design positively, indicating that the design has a certain level of appeal in terms of its overall visual impact. However, there is still potential for further improvement.

5. Do you believe that this design aligns with the high-end positioning of Anhua dark tea?	Completely disagree	Disagree	Neutral	Agree	Completely agree
	1 (33.3)			2 (66.7)	

Analysis Conclusion: According to the data table, 66.7% of respondents believe that the design "mostly aligns" with the high-end positioning of Anhua dark tea, while 33.3% believe it "completely does not align." The percentages of respondents who think the design "completely aligns," is "neutral," or "somewhat misaligns" are all 0%. This indicates that the majority of respondents recognize the design's alignment with the high-end positioning; however, a segment of respondents feel that the design does not fully meet the expected high-end positioning and that further improvements are needed to enhance the precision of this positioning.

6. Do you think the hollow design effectively reflects the cultural characteristics of Anhua dark tea?	Completely ineffective	Slightly effective	Neutral	Moderately effective	Highly effective
	0	0	0	3 (100%)	0

### Analysis Conclusion:

According to the data, 100% of respondents 认为 the hollow design is "moderately effective" in showcasing the cultural characteristics of Anhua dark tea, while the proportions of those selecting "highly effective," "neutral," "slightly effective," or "completely ineffective" are all 0%. This indicates that the hollow design has been unanimously recognized by respondents for its ability to highlight the cultural characteristics of Anhua dark tea, demonstrating significant design impact and cultural expressiveness.

7. To what extent do you think the packaging material effectively protects the quality of the tea (e.g., moisture-proof, light-proof)?	Completely ineffective	Slightly ineffective	Neutral	Moderately effective	Highly effective
				3 (100%)	

### Analysis Conclusion:

Based on the data presented, 100% of respondents indicated that the packaging material is "moderately effective" in protecting the quality of the tea (e.g., moisture-proof, light-proof), with no respondents selecting the options "highly effective," "neutral," "slightly ineffective," or "completely ineffective." This suggests that the current packaging material performs well in safeguarding the tea's quality, meeting the respondents' basic expectations.

8. Does the packaging	Not	Slightly	Neutral	Moderately	Very
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effectively attract consumers, especially those in the 18-39 age group?	attractive at all	attractive		attractive	attractive
	0	0	1 (33.3)	1 (33.3)	1 (33.3)

Revised version:

Analysis Conclusion: According to the data table, 33.3% of respondents considered the packaging to be "moderately attractive," 33.3% rated it as "very attractive," and another 33.3% found it "neutral." No respondents selected "slightly attractive" or "not attractive at all." This suggests that the packaging design has a certain level of effectiveness in attracting the 18-39 age group; however, there is still potential for further optimization to enhance its overall appeal.

9. Do you believe that the "One Cake Per Day" design meets the daily tea drinking needs?	Completely does not meet	Slightly does not meet	Neutral	Moderately meets	Fully meets
	0	0	0	2 (66.7)	1 (33.3)

Analysis Conclusion: According to the data table, 66.7% of respondents believe that the "One Cake Per Day" design "moderately meets" daily tea drinking needs, while 33.3% believe it "fully meets" these needs. The percentage of respondents who selected "neutral," "slightly does not meet," or "completely does not meet" is 0%. This indicates that the "One Cake Per Day" design largely satisfies consumers' daily tea drinking

needs, but there is still room for further optimization to better align with the diverse tea drinking habits of different consumers.

10. Do you believe the innovative design features, such as the magnetic clasp and hollow patterns, have enhanced the product's market competitiveness?	Not at all	To a small extent	Neutral	To a considerable extent	To a very great extent
	0	0	0	0	3(100.0)

Analysis Conclusion: According to the data presented, 100% of the respondents indicated that the innovative design elements in the packaging, such as the magnetic clasp and hollow patterns, have "significantly" enhanced the product's market competitiveness, with 0% of respondents selecting "to a considerable extent," "neutral," "to a lesser extent," or "not at all." This suggests that these innovative design elements have been highly effective in boosting the product's market competitiveness and have received unanimous recognition from the respondents.

#### 4.2.5 Behavioral Prediction

11. In your opinion, for which of the following scenarios is this design most suitable? (Multiple selections allowed)		A.Daily consumption	B. As a high-end gift	C. As a business gift	D. Other
	Yes	2	3	3	1
	No	1	0	0	2

#### Analysis Conclusion:

Based on the data, 66.7% of respondents believe that the design is suitable for "daily consumption," while 33.3% consider it "unsuitable." In the scenarios of "high-end gifts" and "business gifts," the design received 100.0% support with no dissenting opinions. In the "other" scenario, 33.3% of respondents found it suitable, while 66.7% deemed it unsuitable. These results indicate that the design is highly adaptable for high-end gift and business gift scenarios. However, there is still potential for improvement in daily consumption and other contexts to better address the diverse needs of consumers.

12. If you were a consumer, would you consider purchasing Anhua dark tea based on this design?	A. Definitely not	B. Probably not	C. Unsure	D. Probably yes	E. Definitely yes
	0	0	1 (33.3)	2 (66.7)	0

Analysis Conclusion: According to the data, 66.7% of respondents indicated that they would purchase Anhua dark tea based on this design, while 33.3% were uncertain. No respondents selected "Definitely not," "Probably not," or "Definitely yes." This indicates that the design holds strong appeal for the majority of consumers. However, a portion of consumers remains uncertain, suggesting that further enhancement of the design's uniqueness and perceived value could increase purchase intention.

#### 4.2.6 Open-ended Questions

13. In your opinion, what is the	1Tea Farmer	2Tea Merchant	3Packaging Designer
	The primary highlight of	The primary highlight of	The innovative

most notable feature of the packaging design?	<p>the design lies in its successful integration of modern aesthetics with traditional cultural elements, creating a visual effect that is both contemporary and rich in local characteristics. For instance, the design features clean, elegant lines and refreshing, sophisticated color combinations, ensuring the packaging is not only eye-catching but also communicates the premium quality of Anhua dark tea. Furthermore, the use of eco-friendly materials demonstrates the brand's commitment to social responsibility, in line with modern consumers' preference for sustainable products. The design's intricate and layered details are appealing to both young consumers and</p>	<p>the packaging design is its precise understanding of consumer visual appeal. The design's color scheme and font selection reflect a blend of modern minimalism and traditional cultural elements, which make the packaging highly distinctive in the marketplace. Furthermore, the use of eco-friendly materials not only aligns with the current trend of sustainable consumption but also underscores the brand's commitment to social responsibility.</p>	<p>concepts of hollow design and the "one cake per day" idea effectively provide a sense of novelty for young consumers, while also introducing a degree of interactivity.</p>
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	traditional tea culture enthusiasts alike.		
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#### Analysis Conclusion:

Based on the analysis in the table above, the key highlights of this packaging design can be summarized in three important dimensions. First, in terms of cultural and modern integration, the design skillfully blends modern aesthetics with traditional cultural elements. Through elegant lines and sophisticated color schemes, it successfully communicates the high-end quality and cultural richness of Anhua dark tea. Second, in terms of environmental sustainability and social responsibility, the use of eco-friendly materials aligns with the current trend toward green consumption. This not only enhances the brand's sustainable image but also meets modern consumers' environmental expectations. Finally, in terms of innovation and the engaging experience, the hollow-cut design and the "one cake per day" concept bring a sense of novelty and playfulness, particularly capturing the attention of younger consumers. These design highlights achieve a strong balance between cultural heritage, functional innovation, and market adaptability, providing powerful support for the market promotion of Anhua dark tea.

14. What improvements do you suggest for the packaging design?	1Tea farmer	2Tea merchant	3Packaging designer
	It is recommended to incorporate more design details that emphasize the unique characteristics of Anhua dark tea. For instance, integrating	The illustration content could be simplified to emphasize the craftsmanship of tea farmers, allowing consumers to more intuitively understand	It is recommended to highlight the regional characteristics and historical significance of Anhua dark tea more prominently in the packaging design. For example,

	<p>elements that reflect the local environment, famous landmarks, or representative patterns would enhance the packaging's regional and cultural significance. Additionally, the internal design could consider incorporating partition structures or smaller packaging options, which would not only improve consumer convenience but also extend the shelf life of the tea.</p>	<p>the cultural background of Anhua dark tea. Additionally, it is recommended to incorporate internal packaging that enhances tea protection, ensuring stable quality, especially in the hollowed areas. The overall packaging design should better highlight the core characteristics of the tea, such as its aroma and multiple infusion qualities, rather than focusing solely on visual appeal.</p>	<p>incorporating more localized elements such as Anhua's distinctive natural landscapes, historical landmarks, or iconic figures and stories could strengthen cultural identity. Regarding materials, a more tactile design could be considered, such as introducing embossing effects on paper packaging to enhance the consumer's tactile experience. Additionally, more innovative elements could be integrated into the packaging functionality, such as the inclusion of smart labels. This would allow consumers to scan the packaging and gain insights into the tea's origin,</p>
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			production process, and other relevant information, thereby increasing interactivity and brand transparency.
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Analysis Conclusion: The improvement suggestions provided by respondents focus on three key areas. First, to better highlight the cultural and regional characteristics of Anhua dark tea, it was suggested to incorporate local elements of Anhua, such as famous landmarks and stories of tea farmers' craftsmanship, to enhance the cultural appeal and regional identity of the packaging. Additionally, a simple illustration design could be used to visually communicate the product's history and cultural background.

Secondly, in terms of functionality and protection, it was recommended to add partition structures or small packaging options to optimize convenience and extend the shelf life of the tea. Moreover, for the hollow areas, additional inner packaging should be included to ensure the stability of the tea's quality. In terms of material innovation, the introduction of embossing designs on paper packaging could enhance the tactile experience for consumers.

Finally, to enhance the interactivity and transparency of the brand, it was suggested to introduce smart labels, allowing consumers to scan the packaging and learn about the tea's origin and production process. Additionally, the core features of Anhua dark tea, such as aroma and brewability, should be more prominently highlighted. These suggestions, which integrate cultural expression, functional optimization, and innovative experiences, provide strong support for enhancing the market competitiveness and brand value of the packaging design.

15. Do you believe this design overlooks any key cultural elements of Anhua dark tea? If so, please specify:	1Tea farmers	2Tea merchants	3Packaging designers
	<p>While the packaging design performs excellently in terms of modern aesthetics and environmental sustainability, it falls short in conveying cultural elements. Anhua dark tea, as one of the key representatives of Chinese tea culture, carries a rich historical background and unique production techniques, yet these aspects are not adequately showcased in the current design. For example, cultural symbols closely associated with Anhua dark tea—such as the Tea Horse Road, dark tea culture, and traditional production methods—are not represented in the packaging. Incorporating these</p>	<p>The design emphasizes the modern aesthetic of the packaging; however, it does not adequately represent the historical origins, production techniques, and iconic cultural elements of Anhua dark tea, such as the Qianliang tea.</p>	<p>The current design leans more towards modern aesthetics but fails to fully reflect the rich cultural heritage of Anhua dark tea. For example, elements closely tied to the brand's value, such as its production techniques, its thousand-year history, and the Tea-Horse Road, have not been adequately represented in the packaging. Incorporating these cultural symbols through text or illustrations would make the design more comprehensive and enriching.</p>

	cultural elements through illustrations, textual descriptions, or decorative patterns linked to local culture would enhance the design, making it more comprehensive and layered.		
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Analysis Conclusion: Respondents generally believe that while the current packaging design excels in modern aesthetics and environmental sustainability, it still falls short in conveying the cultural heritage of Anhua dark tea. First, as an important representative of Chinese tea culture, the rich historical background and unique production process of Anhua dark tea have not been fully showcased. For instance, iconic cultural symbols related to the Tea Horse Road, dark tea culture, Qianliang tea, and traditional production methods are missing in the design.

Secondly, the design focuses more on modern aesthetics, but overlooks the deep cultural heritage of Anhua dark tea, such as its production techniques, historical stories, and elements related to the brand's values, which are not fully represented on the packaging. Respondents suggested that incorporating illustrations, textual explanations, or decorative patterns related to the local culture could better express these cultural symbols, making the packaging design more enriched and layered, further enhancing the cultural value and uniqueness of the Anhua dark tea brand.

16. What improvements or innovations would you like to see in future packaging designs?	1Tea farmers	2Tea merchants	3Packaging designers
	<p>Future packaging designs could place greater emphasis on interactivity and technological sophistication. For instance, augmented reality (AR) technology could be integrated into the packaging, allowing consumers to scan the packaging and access information regarding the tea's history, origin, and production process, thus fostering stronger interaction between the consumer and the brand. Additionally, packaging materials could experiment with more innovative and eco-friendly alternatives, such as biodegradable</p>	<p>Incorporate additional design elements related to the tea production process, such as patterns depicting traditional tea-making scenes or craftsmanship tools. Enhance the packaging's environmental sustainability by utilizing eco-friendly materials that align with current market trends. Furthermore, emphasize the unique qualities of Anhua dark tea, such as its distinctive aged aroma and its ability to withstand multiple infusions, through both textual and visual elements.</p>	<p>Through the use of AR technology, consumers can scan the packaging to access interactive content regarding the tea-making process and the culture of Anhua dark tea. The introduction of limited edition or commemorative packaging would cater to the high-end market and fulfill collectible demands. The design could incorporate more regionally representative colors, such as themes inspired by Anhua's natural scenery, transforming the packaging into an artistic experience. Furthermore, integrating smart packaging technology,</p>

	<p>materials or sustainable paper made from tea leaves themselves. This approach would not only align with the growing sustainability trend but also generate greater attention in the marketplace. In terms of design elements, the inclusion of culturally significant symbols, such as traditional tea-making tools or patterns inspired by the Ancient Tea Horse Road, could further highlight the tea's regional and cultural identity, thereby enhancing the cultural value of the packaging design.</p>		<p>such as humidity indicators or storage recommendation labels, would enable consumers to better preserve the quality of the tea.</p>
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**Analysis Conclusion:** Respondents have proposed numerous suggestions for improvements and innovations in future packaging design, focusing primarily on interactivity, environmental sustainability, cultural expression, and high-end design. First, regarding enhancing interactivity and technological appeal, it was suggested to incorporate augmented reality (AR) technology or smart packaging functions, allowing consumers to scan the packaging and learn about the tea's history, origin, and production process, while also adding humidity indicators or storage recommendation labels to enhance user convenience.

Secondly, in terms of environmental sustainability and innovative materials, there were suggestions to use biodegradable materials or eco-friendly paper made from tea leaves, aligning with the green consumption trend and appealing to environmentally conscious consumers.

Additionally, for cultural expression and regional characteristics, respondents recommended incorporating elements such as the Anhua Tea Horse Road, traditional tea-making scenes, and natural landscapes, to strengthen the cultural value and local flavor of the packaging, making it more artistic and recognizable.

Finally, to meet the demand of the high-end market, respondents suggested launching limited-edition or commemorative packaging, combining Anhua dark tea's core quality characteristics (such as aged aroma and brewability), and further enhancing brand value through text or visual displays. These suggestions provide a wealth of reference for the innovative direction of packaging design.

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