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**GUIDELINE FOR CHINESE TEA-PACKAGING: EXPLORING THE  
CONNECTION BETWEEN CULTURAL HERITAGE AND THE  
CHINESE VISUAL IDENTITY REPRESENTATION**

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## Abstrak

Pembungkusan teh di China berperanan secara fungsional dan simbolik, mencerminkan warisan budaya yang mendalam sambil mempengaruhi pilihan pengguna. Secara tradisional, pembungkusan teh menjadi sebahagian daripada identiti Cina dengan menggabungkan elemen seni yang membawa nilai sejarah dan estetika. Namun, globalisasi dan perubahan dalam keutamaan pengguna telah menyebabkan peralihan dalam trend reka bentuk, mencetuskan ketegangan antara pemeliharaan keaslian budaya dan keperluan pasaran moden. Kajian ini meneliti peranan pembungkusan teh dalam mewakili identiti budaya warisan Cina serta kesannya terhadap tingkah laku pengguna. Ia meneroka bagaimana elemen reka bentuk pembungkusan, termasuk warna, tipografi, bahan, dan motif tradisional, mempengaruhi persepsi dan niat pembelian pengguna. Penyelidikan ini menggunakan teori tingkah laku pengguna seperti Teori Tingkah Laku Dirancang, Teori Tindakan Beralasan, dan Model Kemungkinan Elaborasi bagi menganalisis kesan psikologi dan budaya dalam reka bentuk pembungkusan. Metodologi kuantitatif digunakan dengan tinjauan berstruktur yang diedarkan melalui platform digital bagi memastikan sampel yang pelbagai dan mewakili. Analisis data menggunakan teknik statistik seperti regresi dan korelasi menunjukkan bahawa elemen reka bentuk yang berakar dalam budaya secara signifikan meningkatkan keterlibatan pengguna, respons emosi, dan kesetiaan jenama. Dapatan kajian menunjukkan bahawa pembungkusan yang selaras dengan warisan Cina menggalakkan keterlibatan pengguna yang lebih mendalam dan memberi kesan positif terhadap tingkah laku pembelian. Kajian ini juga mengenal pasti keutamaan pengguna terhadap elemen visual tradisional, walaupun masih terdapat keperluan untuk integrasi reka bentuk moden. Kajian ini menyumbang kepada bidang kajian budaya, psikologi pengguna, dan pemasaran dengan memberikan pandangan mengenai strategi pembungkusan yang berkesan dalam mengimbangi pemeliharaan budaya dengan trend reka bentuk kontemporari. Turut disediakan adalah garis panduan bagi profesional industri untuk membangunkan pembungkusan yang menghargai identiti budaya Cina sambil meningkatkan daya saing pasaran.

**Kata Kunci:** Pembungkusan teh Cina, Reka bentuk pembungkusan, Identiti Cina, Industri kreatif

## Abstract

Tea packaging in China serves both a functional and symbolic role, reflecting the nation's deep-rooted cultural heritage while influencing consumer choices. Traditionally, tea packaging has been an extension of Chinese identity, incorporating artistic elements that evoke historical and aesthetic significance. However, globalization and evolving consumer preferences have led to a shift in design trends, creating a tension between preserving cultural authenticity and meeting modern market demands. This study then examines the role that tea packaging plays in representing the cultural identity of Chinese heritage while also influencing consumer behaviour. It explores how packaging design elements, including colour, typography, material, and traditional motifs, contribute to consumer perceptions and purchasing intentions. The research applies consumer behaviour theories such as the Theory of Planned Behaviour, the Theory of Reasoned Action, and the Elaboration Likelihood Model to analyse the psychological and cultural impact of packaging design. A quantitative methodology is employed, utilizing structured surveys distributed via digital platforms to ensure a diverse and representative sample. Data analysis through statistical techniques, including regression and correlation analysis, reveals that culturally embedded design elements significantly enhance consumer engagement, emotional response, and brand loyalty. Findings show that packaging aligned with Chinese heritage promotes deeper consumer engagement and has a positive influence on purchasing behaviour. The study also notes a preference for traditional visual elements among consumers while there still being a need for modern design integration. The research contributes to the fields of cultural studies, consumer psychology, and marketing by providing insights into effective packaging strategies that balance cultural preservation with contemporary design trends. Also offered are guidelines for industry professionals to develop packaging that appreciates Chinese cultural identity while enhancing market competitiveness.

**Keywords:** Chinese tea packaging, Packaging design, Chinese identity, Creative Industries

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# CHAPTER ONE

## INTRODUCTION

Packaging, a quintessential facet of product marketing and consumption, serves multifaceted roles encompassing preservation, transportation, and brand representation. Beyond its utilitarian function, packaging embodies brand appeal and influences market sales. In the context of China, a nation where tea boasts profound cultural and historical significance, the packaging of this revered beverage stands at the intersection of tradition and evolving consumer needs. Amidst the increasing consumption levels, there is a growing emphasis on packaging that reflects and respects Chinese identity and cultural heritage. This paradigm shift, however, poses a challenge to the deeply rooted traditions of Chinese tea packaging.

While Chinese tea packaging is deeply rooted in tradition and aesthetic allure, an obvious disparity exists between consumer expectations and the offerings in the market. The trend of elaborate packaging, often influenced by consumer tastes, reflects the importance of cultural identity in consumer choices. This situation underscores the need for a more profound understanding of Chinese cultural elements in packaging. Bridging this gap between consumer desires and the preservation and propagation of cultural identity is thus of paramount importance.

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## APPENDIX A

### SURVEY FORM



#### Survey Consent Form

#### Exploration of Chinese Tea Packaging for Chinese Identity

**(Researcher's Name)**

This study aims to aid the investigation of Chinese identity from the point of view of the packaging. The preparation of the following questionnaire was adapted from consumer perception surveys relating to the same area of packaging perception (Peters-Teixeira & Badrie, 2005; Ares & Deliza, 2010).

#### Participant Consent

As a participant in this survey, your feedback is essential. Please read the following information carefully before deciding whether to participate.

1. Your participation in this survey is entirely voluntary. You are free to withdraw at any point without any penalty or consequences.
2. Your responses will be kept confidential. Data will be summarized and reported in aggregate form, ensuring that individual responses cannot be identified.
3. There are no direct risks or benefits to you by participating in this survey. Your responses will contribute to our understanding of how Chinese packaging affects Chinese identity.
4. The data collected from this survey may be used for research purposes and could be published in academic journals or presented at conferences. Personal identifiers will not be included in any publications or presentations.
5. If you have any questions about the survey or your participation, please contact **(Researcher's Name)** at **(Contact Information)**.
6. By proceeding with this survey, you are indicating that you have understood the information provided above, you are at least 18 years of age, and you agree to participate in the survey.

By signing below, I confirm that I have read the above information and agree to participate in the survey.

Participants Name:

Signature:

Thank you for considering participating in our survey. Your input is greatly valued.

**(Researcher's name and signature)**

**(Date)**



### **Section A**

For this section, please tick in the box on the lefthand side that best represents your response. This section is not mandatory but we would appreciate if you could help us out by filling it out to better understand demographic data of our respondents.

### **Section B**

Each question in this section is accompanied by a Likert scale ranging from 1 to 5, where:

- **1 = Strongly Disagree**
- **2 = Disagree**
- **3 = Neutral**
- **4 = Agree**
- **5 = Strongly Agree**

### **Section C**

This section is about importance of various factors, each question in this section is accompanied by a Likert scale ranging from 1 to 5, where:

- **1 = Not Important at All**
- **2 = Slightly Important**
- **3 = Moderately Important**
- **4 = Very Important**
- **5 = Extremely Important**

## Section A

1. Age:

- 18-24
- 25-34
- 35-44
- 45-54
- 55 and above

2. Gender:

- Male
- Female
- Other (please specify)

3. How often do you consume Chinese tea?

- Daily
- Weekly
- Monthly
- Rarely
- Never



**Section B**

**1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree**

Statement	Scale				
	1	2	3	4	5
<b>Tea Knowledge and Brand Perception</b>					
I very familiar with different types of Chinese tea.					
I have good knowledge of the different brands of tea that are consumed in China.					
I often explore new brands of Chinese tea beyond your usual preferences.					
I consider the historical background or origin of Chinese tea brands when making a purchase.					
<b>Packaging Influence and Decision Making</b>					
The last time I purchased tea, I was influenced by the packaging in my final choice.					
I believe that packaging design is related to the quality of Chinese tea.					
When I purchase tea, I make my purchase based on how the packaging conveys Chinese identity.					
It is important for Chinese tea packaging to convey a sense of Chinese identity to you as a consumer.					
I am more likely to choose Chinese tea with packaging that adheres to a guideline for Chinese identity.					
I associate specific colours in Chinese tea packaging with the product's quality or authenticity.					
Graphics on Chinese tea packaging influence my perception of the product.					
The language style on Chinese tea packaging affects my decision to purchase.					
<b>Cultural Identity and Authenticity</b>					
Chinese tea packaging in is effective at standing out as representative of Chinese identity.					
When it comes to Chinese tea with regard to cultural identity, the term "good packaging" can be used to define it.					

Chinese typography and language style on tea packaging influences my perception of its cultural authenticity.					
Traditional elements in tea packaging are more appealing than modern designs when it comes to Chinese tea.					
It is important for Chinese tea packaging to include cultural symbols or motifs to be considered authentic.					



### Section C

**1 = Not Important at All, 2 = Slightly Important, 3 = Moderately Important, 4 = Very Important, 5 = Extremely Important**

Statement	Scale				
Importance of the following packaging design elements to you when choosing Chinese tea	1	2	3	4	5
Colour					
Graphics					
Typography					

Statement	Scale				
Elements based on their contribution to making Chinese tea packaging distinctly Chinese	1	2	3	4	5
Traditional symbols					
Chinese characters					
Cultural motifs					

Statement	Scale				
Importance of the following design elements for Chinese tea packaging to reflect Chinese identity	1	2	3	4	5
Traditional patterns					
Modern elements					
Consistency with cultural themes					

