

Research on Lushan Yunwu Tea Packaging Design for Enhancing Brand Awareness

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ABSTRACT

In the current tea market, despite Lushan Yunwu Tea being a high-quality green tea brand, it remains relatively unknown to a large number of consumers in China. Consequently, its market competitiveness is low, which hampers efforts to enhance its brand recognition. The aim of this study is to improve the packaging design of Lushan Yunwu Tea to increase brand awareness, enhance market competitiveness, and boost sales. The research methodology is based on a questionnaire survey, with data analyzed using SPSS. The primary focus of the study is to evaluate whether the redesigned packaging, assessed through five dimensions of brand recognition and packaging design, shows improvement over the previous version. The results indicate that incorporating elements consistent with the product's positioning can enhance brand recognition. To further improve Lushan Yunwu Tea's market competitiveness and increase consumer awareness, greater visual differentiation is required.

KEYWORDS

Lushan Yunwu Tea Packaging Design; Enhancing Brand Awareness

1 Introduction

In China, tea is not only a beverage but also a symbol of cultural tradition and lifestyle. In recent years, the market for Chinese tea has continued to grow. However, in the current competitive market environment, relying solely on the taste of tea is no longer sufficient to expand the market. Packaging design, as the initial visual point of contact for consumers, should play a bridging role in helping them make purchasing decisions. In the tea market, the packaging design of Lushan Yunwu Tea fails to fully convey its brand value, making it an urgent issue to improve brand awareness through packaging design.

The purpose of this study is to improve the packaging design of Lushan Yunwu Tea to enhance brand awareness. Specifically, the study aims to first investigate the main factors influencing brand recognition and packaging design. Second, it seeks to identify the shortcomings and deficiencies in the current packaging design of Lushan Yunwu Tea. Third, using SPSS 25.0, data will be analyzed to examine the impact of the updated packaging design on brand awareness, and the expected outcomes will be presented.

2 Theoretical Background

2.1 Discussion on Brand Recognition

Brand recognition refers to the ability of consumers to re-identify (recognition) or recall (recall) a

particular brand within a specific product category. Brand recognition plays a role in connecting products with the brand. Consumers' understanding of a product often stems from their ability to associate the product with its brand. In *Managing Brand Equity*, brand recognition is divided into four distinct levels: no recognition, brand recognition, brand recall, and top-of-mind recall.¹ If consumers are unable to associate the brand with a specific purchasing context, the advantages in recognition and recall will be significantly reduced. The market generally assumes that consumers prefer products with the highest quality, best performance, and innovative features.² Taking tea brands as an example, brand recognition can be effectively enhanced by repeatedly conveying brand information through packaging and product names. For instance, Xihu Longjing has gained widespread consumer recognition by continually reinforcing the connection between the brand and Xihu (West Lake).

2.2 Discussion on Packaging Design

Packaging design is an economical and effective marketing tool that can bring life to a product without the need for additional advertising or promotional costs. Therefore, packaging design is a core element in shaping brand value and image. Excellent packaging not only stimulates consumers' aesthetic appreciation but also serves the function of conveying a product's identity. Continuous updates to packaging are necessary to maintain brand value and image.

The Chinese mineral water brand "Nongfu Spring," first launched in 1997, gained widespread consumer popularity. In 2010, when updating its packaging, Nongfu Spring decided to emphasize the concept of a natural water source. The new packaging adopted a traditional Chinese landscape painting style, featuring a simple and elegant design, helping the product stand out in the market. Subsequently, with the launch of new products in 2015 and 2016, Nongfu Spring further strengthened its cultural connotation and natural health image, closely associating itself with "high-quality water sources" and "natural health." As a result, it captured 28.3% of the drinking water market share. Through this packaging design update, Nongfu Spring successfully altered consumer brand perception, aligning it with a high-end, natural, and healthy image. This packaging improvement not only increased brand awareness but also significantly boosted sales through visual differentiation and the conveyance of cultural meaning.

However, in the Chinese market, although Lushan Yunwu Tea is renowned for its high quality, its brand awareness remains relatively low. Continuous improvement of its packaging is necessary to imbue the product with a dynamic vitality similar to that of a living organism.

3 Lushan Yunwu Tea Brand Redesign

Although Lushan Yunwu Tea boasts an exceptional origin and a long history, its packaging design has not sufficiently reflected its natural and healthy characteristics or its brand culture. Therefore, this study adopts the design reflecting the natural landscapes of Mount Lushan as the direction for the redesign and proposes three design alternatives different from the original packaging. After the designs are completed, consumer satisfaction surveys and SPSS analysis will be used to select the most favored design, which will then be compared to the previous packaging to assess the improvements and optimization.

The evaluation criteria are primarily based on the theoretical research of scholar Han Chengwen.

1 David A. Aaker, *Managing Brand Equity*, Nan Nan Publishing, 2002, p. 92.

2 Gary Armstrong, *Principles of Marketing*, Pearson Australia, 2014, p. 35.

A total of five evaluation dimensions have been identified for assessing the redesigned packaging. These dimensions will be used to evaluate the new packaging and determine the final design direction based on consumer feedback and judgment.[Table 1]

Table 1 Evaluation Dimensions and Criteria

Evaluation Dimension	Evaluation Criteria
Aesthetic Appeal	Is this packaging design attractive?
Cognitive Value	Does this packaging convey the brand or its characteristics?
Memorability	Does this packaging convey the brand or its characteristics?
Attention-Grabbing	Does this packaging convey the brand or its characteristics?
Relevance	Does this packaging convey the brand or its characteristics?

After establishing the evaluation criteria for each direction, as mentioned earlier, the original packaging was redesigned into three proposals based on the identified modification directions, as shown in [Table 2]. A questionnaire survey was conducted to gather consumer opinions on each proposal. The collected data was further analyzed using SPSS 25.0.

Table 2 Evaluation Directions and Criteria

Original Packaging	Proposal 1	Proposal 2	Proposal 3
			

4 Survey Results Analysis

4.1 Demographic Analysis of the Sample

This study conducted a survey through the "Wenjuanxing" website from August 15 to September 7, 2024. The survey randomly selected Chinese and Korean undergraduate and graduate students from Hanyang University in South Korea to gather their opinions on the redesigned packaging proposals for Lushan Yunwu Tea.³ The survey results were analyzed using SPSS 25.0. The demographic distribution of the respondents is as follows: The majority of respondents were students aged 25-27. In addition to the age distribution, the standard deviations for gender and place of residence were relatively small, indicating that the data is close to the mean.

4.2 Reliability and Validity Analysis

In this study, Cronbach's Alpha coefficient (α) was used to test the reliability of the questionnaire to ensure its quality. The coefficient ranges from 0 to 1, with higher α values indicating stronger internal consistency among the items in the questionnaire.

Additionally, the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity were conducted to verify whether the data was suitable for factor analysis. When the KMO value is greater than 0.7,

3 <https://www.wjx.cn/report/219871455.aspx>

the data is considered suitable for factor analysis. Furthermore, if the significance probability (p-value) is less than 0.05, it indicates that the questionnaire has good validity.

Table 3 Evaluation Directions and Criteri

	Before Redesign	Proposal 1	Proposal 2	Proposal 3
Number of Items	5	5	5	5
α	0.95	0.95	0.92	0.98
KMO			0.90	
p			0.00	

According to the reliability test results, the Cronbach's Alpha value for the original design was 0.95, Proposal 1 was 0.95, Proposal 2 was 0.92, and Proposal 3 was 0.98, indicating a high level of reliability for the questionnaire. In addition, the KMO value was 0.9, and the significance level (p-value) was less than 0.05, demonstrating strong correlations between variables and confirming that the data is suitable for factor analysis.

4.3 Results Analysis

This study used paired-sample t-tests to compare the redesigned proposals with the original design in order to determine whether the score differences between the various proposals were statistically significant. This analysis provides quantitative evidence for the improvements in packaging design. The t-test results for each proposal compared to the original design are shown in Table 15:

Table 4 Evaluation Directions and Criteri

	Pre-Redesign Mean	Mean	Mean Difference	t	p
Proposal 1		2.98	-0.19	-9.93	0.00
Proposal 2	2.79	3.23	-0.44	-12.35	0.00
Proposal 2		3.37	-0.58	-11.37	0.00

Based on the results of the paired-sample t-test, all proposals showed significant improvements in consumer evaluations compared to the original packaging ($p < 0.05$). Among them, Proposal 3 demonstrated the most significant improvement, with the largest score difference. Therefore, based on the t-test results, this study concludes that the new packaging designs have a significant effect on enhancing brand recognition, with Proposal 3 bringing the greatest improvement. In addition to a notable increase in brand recognition, other aspects also showed significant improvements. As a result, Proposal 3 was ultimately selected as the direction for updating the packaging design of Lushan Yunwu Tea.

4.4 Expected Outcomes

Through the updated packaging design, Lushan Yunwu Tea has achieved significant improvements in five key areas: aesthetic appeal, cognitive value, memorability, attention-grabbing ability, and relevance, compared to the previous design. This redesign has not only enhanced brand recognition and consumer loyalty but also laid a solid foundation for future market expansion.

5 Conclusion

This study focused on Lushan Yunwu Tea, aiming to enhance brand recognition through a redesign of its packaging. The research concluded that it is essential to use elements reflecting the

brand's identity to strengthen brand awareness. After analyzing the current state of Lushan Yunwu Tea, it was confirmed that a packaging redesign was necessary to highlight the unique features of Lushan and showcase its cultural depth.

Three design proposals were developed, and a questionnaire survey based on five evaluation dimensions was conducted. SPSS 25.0 was used to analyze the results, revealing that Proposal 3 performed the best. Thus, the following conclusions were drawn from this study: 1. The cultural relevance of packaging design is crucial. Design elements that reflect the natural landscape and cultural depth of Lushan strengthen the connection between the packaging update and the brand's regional characteristics, thereby improving brand recognition. 2. Packaging design should not only effectively convey product information but also enhance brand recognition through design. In this case, by reflecting the unique features of Lushan, consumers' impressions and memories of the brand were continuously strengthened.

In summary, by optimizing the packaging design, Lushan Yunwu Tea's brand recognition has been significantly improved. Packaging design serves as an effective tool not only for attracting consumers but also for building brand image and enhancing market competitiveness. In the future, through continuous optimization and alignment with market trends, Lushan Yunwu Tea's brand value will be further elevated, laying a solid foundation for its long-term development in the tea market.

References

- [1] David A. Aaker, *Managing Brand Equity*, Nan Nan Publishing, 2002.
- [2] Gary Armstrong, *Principles of Marketing*, Pearson Australia, 2014.