

The Influence of Cultural Integration on Brand Design: A Case Study of “Cha Yan Yue Se”

Xinjie Yu^{1,*} and Bowen Zhang²

¹*The School Economics, Shanghai University, Shanghai, 200444, China*

²*Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, 999078, China*

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Abstract: With the rapid derivation of brand awareness, the focus of competition in the market shifts from products to brand image, aiming to create brand differentiation through innovative means, so as to gain audience. This paper takes "Cha Yan Yue Se" as the analysis object, and adopts a mixed research method, including a questionnaire survey of 75 people, in-depth interviews with 5 respondents and text research method, in order to investigate consumers' cognition and evaluation of Cha Yan Yue Se, which is a national fashion brand. The research results show that the combination of the brand and Chinese traditional culture has a positive impact on products, services and customers' feelings. More than 50% of the interviewees believe that its strategy of integrating traditional culture in brand design has significantly improved its image, and consumers' purchase intention has increased by 25%. These findings provide data suggestions for domestic brand packaging innovation, showing that the pleasant tea brand design results are inseparable from the integration of traditional Chinese culture, and consumers have high satisfaction with Cha Yan Yue Se and loyalty to its' brand design. Finally, the effect of cultural identity on the implementation of the strategy of combining the brand with Chinese traditional culture was analyzed.

1 INTRODUCTION

In today's consumer market, a wave of Chinese culture has flourished through social media, the upgrading of consumption concepts, and policy support. With the increasing cultural confidence of the people, the local national tide culture ushered in a golden period of development. This cultural wave starts with antique buildings or attractions and spreads to all kinds of products such as clothing, food and drinks. As a new brand of Chinese tea, Cha Yan Yue Se integrates the design concept of traditional culture and modern life, and has quickly become a popular indigenous brand. It accurately captures consumers' love for conventional culture, and integrates the design concept of ingenious integration of traditional culture and modern life into all aspects of the brand. From the antique decoration of the shop, to the poetic naming of tea drinks, and then to the use of classical elements of peripheral products, Cha Yan Yue Se has created a unique brand image. The different brand design of Cha Yan Yue Se can be described as successful. Previous literature focused on its brand building (Huang & Gao, 2019) and

marketing strategy (Wu & Wen 2020), but ignored the key element of the deep integration of its brand and culture. In the rising tide of national culture, the integration of brand and culture is particularly important, it is not only the key to attract consumers, but also the core driving force for the sustainable development of the brand.

This paper will focus on analyzing the impact of traditional cultural packaging on the weekly purchase rate of Chinese customers aged 18-35 years from 2022 to 2024. The 18-35 year old consumer group, growing up in the era of Chinese rapid economic development and gradually increasing cultural confidence, has a high degree of acceptance and identity of national tide culture, and is the main force of national tide consumption. Through the data to evaluate the traditional Chinese culture packaging design in the actual consumption of the application and effect. The unique cultural symbol of Cha Yan Yue Se and the innovative design concept of the brand bring a breakthrough mechanism for the building of traditional cultural brands in the future. It is expected to explore a model which can be used for reference, and help more local brands explore and

move forward on the road of cultural and commercial integration.

2 RESEARCH METHODS

2.1 Questionnaire Analysis

The questionnaire was designed according to multiple dimensions of brand building, namely, brand cognition, understanding of design, integration of design and traditional culture, and purchase intention. The questionnaire adopts the form of combination of single choice, multiple choice and open question to avoid leading statements and ensure its effectiveness. Questionnaires were mainly distributed through online platforms to investigate consumers' cognition and evaluation of the brand design of Cha Yan Yue Se, as well as their views on the combination of traditional culture and the brand. The research focuses on 18-35 year old Chinese customers. As the "main force of national trend consumption", this group has grown up in the era of cultural confidence enhancement and consumption upgrading, has a high sensitivity to traditional cultural symbols, and has stable consumption power and social communication willingness. The data collection period was from March 12 to March 16, 2025, with a total of 75 questionnaires and 68 valid samples.

2.2 Interview Analysis Method

Based on the brand building and design interview of Cha Yan Yue Se, firstly, the specific age and other information of the respondents are shown in Table 1.

Table 1 Interviewees' information table

Interviewees	Age	Identity
Miss. Wang	Thirty-three years old	Consumer
Mr. Li	Twenty-nine years old	Consumer
Miss. Zhu	Twenty-one years old	Consumer
Miss. Xiao	Twenty-five years old	shop assistant of Cha Yan Yue Se
Mr. Zhang	Forty-three years old	Cultural Researcher (University Chinese Professor)

Interviews will be conducted from three perspectives: consumers, industry practitioners and cultural researchers to investigate consumers' understanding of the brand, their views on the use of traditional culture in packaging design and the evaluation of the impact of their strategies on cultural communication. Each of the five interviewees was interviewed for 15 minutes. Therefore, three of the five respondents were consumers, and the other two were a tea shop assistant and a university Chinese professor. Thus, the "national tide" strategy of Cha Yan Yue Se is discussed from various angles. The age ranges from 18 to 35, which is consistent with the age division of the research objects, and the gender ratio is reasonable, making the data more objective. The 15-minute interview allows questions to be asked without making the content too long and tiring. The interview content was extracted from the references and had been optimized and modified. The records was made by audio recording, and the recording content was finally converted into text. In the process, the interview questions were asked one by one, and the interviewees were guided to communicate and answer them and chat about the brand, so that the interviewees could answer the questions truthfully with a relaxed attitude.

3 DATA ANALYSIS

In terms of cognition and understanding, as shown in Figure 1, 95.77% of respondents have heard of Cha Yan Yue Se, mainly through social media (67.65%) and offline stores (11.76%). This shows that Cha Yan Yue Se has a high visibility in the market and its brand communication strategy is effective.

From the perspective of brand design, as shown in Figure 2, most consumers think that the brand design of Cha Yan Yue Se has characteristics, and 54.41% of them think that it is very distinctive. Beverage packaging (41.18%) and logo design (26.47%) are the most popular parts. At the same time, 69.12% of the respondents can obviously notice the traditional cultural elements in the brand, indicating that the brand has achieved success in integrating traditional culture.

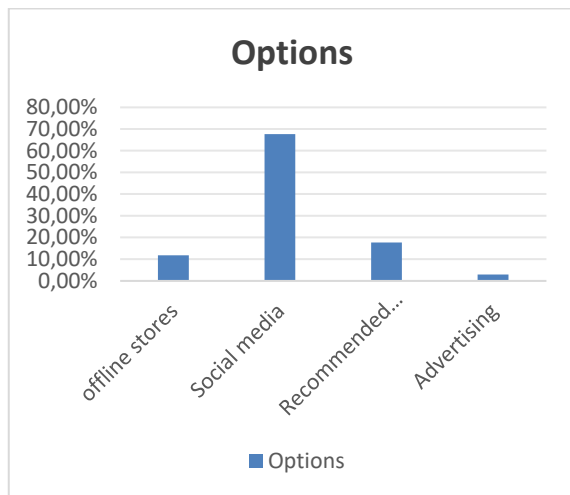


Figure 1: How did you first hear about Cha Yan Yue Se?

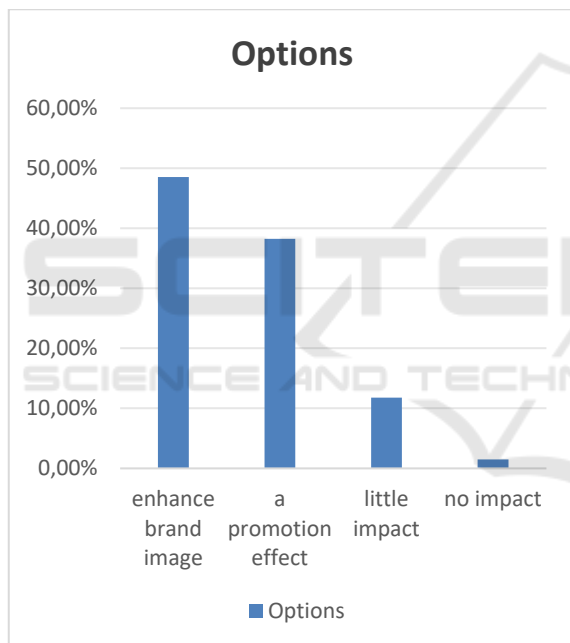


Figure 2: How do you think the integration of traditional Chinese cultural elements into the brand design of Cha Yan Yue Se has an impact on its brand image?

Yan Yue Se with traditional culture, shown in Figure 3, it is generally recognized that Cha Yan Yue Se combines traditional culture with modern beverage brands. 48.53% think that it greatly improves the brand image, and 45.59% think that the use of elements is very appropriate. In addition, 36.76% of respondents found the combination to be very innovative. The overall attitude of consumers shows that the integration of brand design and traditional culture enriches the connotation of market

culture, enhances the aesthetics, and promotes the inheritance and development of traditional culture. 74.65% of respondents regard this as a positive impact, indicating that consumers are optimistic about this trend.

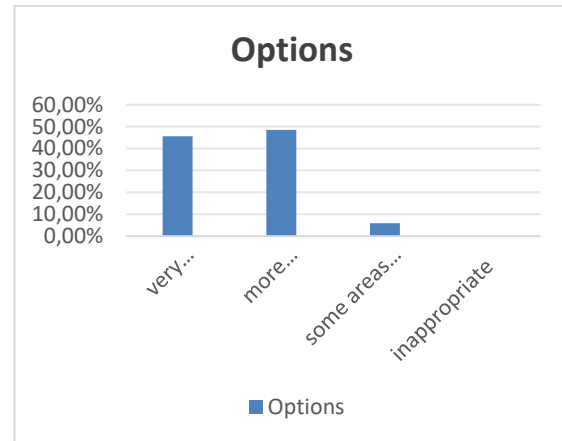


Figure 3: Do you think the use of traditional Chinese cultural elements in the brand design is appropriate?

From the perspective of consumers, the interview objects have all heard of Cha Yan Yue Se, and noticed that the packaging design with traditional culture. Two of them indicated that the antique packaging design of tea Yan Yue color became one of the reasons for their repeated purchase, while the other's main reason for re-purchase was because the Cha Yan Yue Se product was healthy and tasty. From the perspective of industry practitioners, the respondents believe that it is the pioneer of milk tea combined culture, and the brand positioning is novel and clear, forming differentiation among many milk tea brands and becoming a major selling point. From the perspective of cultural researchers, respondents believe that their strategies are conducive to cultural communication, such as printing poetry on tissues, so that consumers can pay attention to the poetry culture when enjoying milk tea, for the purpose of carrying out cultural communication, and they successfully establish national brands by employing the psychology of cultural identity. However, it is still necessary to pay attention to the crisis of "fungibility", such as the increase of milk tea brands using such means to build antique brands, and it is necessary to increase innovation in order to remain irreplaceable for a long time. (Peng et al., 2024).

4 RESEARCH AND DISCUSSION

4.1 Brand Image

The brand logo is a Chinese style image of a beautiful woman holding a round fan, and the prototype comes from *The Romance of the West Chamber*. The elegant design style of the store highlights the Chinese charm, which is different from other beverage stores (Kuang & Li, 2023). The cup body and paper towels of the product are printed with ancient paintings or poems, adding to the cultural connotation of the brand. These details not only give the product the attribute of "cultural carrier", but also allow consumers to unconsciously complete the cognition and memory of traditional cultural symbols when holding drinks (Zhang, 2023).

Cha Yan Yue Se from "cultural output" to "cultural co-creation", regularly collect Chinese style creation to consumers, printed on the product as a gift. This mechanism not only reduces the design cost of the brand, but also allows consumers to feel that "their own cultural expression is recognized by the brand", forming a strong emotional connection (Jing, Qing & Zhao, 2023). Secondly, the name of the product has a sense of antiquity, which indicates the attributes of the industry and points out that its products have the beauty of visual design. At the same time, the name of the core product has cultural connotations, such as "Phoenix Inhabits on Osmanthus Fragrans", "A Light Never Goes Out", which is a cup of cranberry-flavored beverage, which gives the product a poetic association. These names break the naming logic of the "straightforward functionalization" of traditional drinks, making the product name a trigger for cultural association. The change of the name of the consumer to "young master", the appellation of the wealthy young ladies in ancient times, is to give consumers a different experience. Borrowing the honorary title for distinguished guests in ancient court culture, it replaces the popular and distant title of "customer" or "consumer", which has an ancient sense of charm. This appellation not only strengthens the cultural tonality of the brand, but also allows consumers to obtain the psychological satisfaction of "being valued" in consumption, and becomes a landmark memory point that is different from other brands (Sun & Sun, 2024).

Under the scene of multiple consumption of Cha Yan Yue Se, there is the launch of its peripheral products. For Z generation "circle" "interest orientation" consumption characteristics, build the brand "Cha Yan universe ecological system:" set "national customs researcher" member level,

development of Han Chinese Clothing shape tea pet blind box, and a user-generated content platform. These measures transform consumer behavior into cultural participation, enabling 18-35 year old customers to achieve simultaneous accumulation of social capital and cultural capital while obtaining product value (Song, 2025)

4.2 Discussion of Brand as a Sign and Cultural Identity

The brand can be used as a symbol or logo in the following ways, including naming, logo design, slogan, spokesperson and packaging. Through these contents to shape its brand image, Cha Yan Yue Se determines the brand character and positioning, so as to create a better brand design, promote the market. Through packaging design, it casts the beverage positioning of "Eastern tea is made with Western methods" and uses cultural identity to quickly open the market. From the initial concentrated market strategy to focus on fresh milk tea, and then adopt a differentiated market strategy to build a Cha Yan family, divided into five segments including lemon tea, coffee, but does not change the high quality of its drinks, combined with the new Chinese positioning, so it quickly attracted 18-35 years old people patronage and gain popularity. Under the premise of maintaining the new Chinese core positioning, the brand implemented the "culture +" extension strategy: lemon tea series introduced mask totem of Nuo opera and coffee product line developed "ink rhyme latte" and other ink painting techniques. By establishing the evaluation system of "traditional element modernity Index", the category expansion is always carried out within the threshold of cultural identity. This strategy enables the brand to achieve 200% annual growth while maintaining the consumer perception of cultural purity (Xie, 2021).

The brand has become a carrier of traditional culture so that consumers buy not only a product, but also a cultural identity influenced by emotion. So this combination will create a wave of buying. The main reason for the success of the use of cultural identity is that it activates collective memory through symbolic archaeology, reconstructs cultural grammar with the help of modern design, and finally builds a "cultural translation channel" connecting history and the present in the consumption scene. This practice not only reshapes the value dimension of commercial brands, but also reflects the collective efforts of contemporary Chinese society to reconstruct cultural subjectivity through consumer behavior. In the current fast-paced life, people's attention to

traditional culture is gradually decreasing, but they are always in the closed loop of "want to know but have no time". However, the use of Cha Yan Yue Se is a contradiction, so that people can be easily popularized science culture and poetry content in the relaxed moment of drinking milk tea, and cultural transmission can be carried out without excessive waste of time, which is also in line with people's cultural identity. Therefore, the "national tide" brand was created, which combined with traditional Chinese culture and was very in vogue (Pan & Liu, 2023).

5 CONCLUSION

This paper mainly studies the brand design of Cha Yan Yue Se with traditional Chinese culture. Through its appellation and packaging design, it has successfully created brand differentiation, broadened the market, and become a pioneer of "national tide" milk tea. It provides a new direction to improve the cultural connotation of packaging for the creation of domestic brands. At the same time, the strategy of cultural identity upgraded milk tea from a beverage to a cultural carrier and achieved remarkable results. Therefore, Cha Yan Yue Se establishes a reliable basis for brand differentiation and upgrading through the following three elements: The modern translation degree of traditional elements (such as the use of ancient poetry on tissues and product names), the participation and immersion degree of cultural narrative (such as AR tea scene), and the generational penetration of value resonance (such as the circle marketing of peripheral products) so as to make its positioning clear and continuous innovation. It creates a unique "national tide" milk tea brand. The data collected in this paper show that during this period, the change of Cha Yan Yue Se's drink and customer's appellation successfully increased its re-purchase rate. This kind of data collection and analysis has filled some gaps in the academic field of the brand. There are still some limitations: the lack of diversified scenes and the lack of quantification.

However, due to the limited sample size, a comprehensive study could not be realized. In the future, the sample size will be expanded to further study the impact of cultural creation, store design and other aspects on the re-purchase rate.

AUTHORS CONTRIBUTION

All the authors contributed equally and their names were listed in alphabetical order.

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