

# APPLICATION OF QUANZHOU'S ANCIENT ARCHITECTURAL ELEMENTS FOR TEA PACKAGING DESIGN

Wangnaixin\* & Supawadee Juysukha\*\*

*Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Thailand*

*Email : s65563832008@ssru.ac.th\*, isissue@gmail.com\*\**

## ABSTRACT

This study is to apply the ancient architectural elements of Quanzhou for tea packaging design, combining the aesthetic elements of traditional ancient architecture with tea packaging, and to study the implementability and visual effect of using architectural elements for tea packaging design. While designing tea packaging, it is also possible to make tea packaging a cultural carrier, combining the two to achieve innovative design of ancient architectural elements and tea packaging to enhance the attractiveness and cultural connotation of tea packaging design. The results of the study are summarised as follows:

1. The unique graphic elements of ancient architecture in Quanzhou are cleverly incorporated into the packaging design of tea, giving it an architectural aesthetic and cultural connotation in order to bring people the atmosphere of ancient architectural art and provide unique visual enjoyment.
2. Using the ancient architectural elements of Quanzhou can attract consumers and gain their high approval of the business, thus contributing to the growth of the tea market.

**Keywords:** tea packaging design, cultural value, ancient architectural elements, consumer satisfaction

## INTRODUCTION

Tea is an important part of traditional Chinese culture and tea packaging design plays a vital role in the sales of tea products. It has always been the goal of tea packaging designers to create unique tea packaging that can highlight the quality of tea leaves and convey the connotation of tea culture. As a famous historical and cultural city in China, Quanzhou is rich in ancient architectural resources, which have attracted countless people with their unique shapes, rich decorations and profound historical background. Incorporating elements of ancient architecture in Quanzhou into tea packaging design not only adds artistic value to tea products, but also contributes to the heritage and development of regional culture.

### Research objectives

1. To understand the aesthetic characteristics of ancient architecture culture in Quanzhou, to study the connotation of ancient architectural elements, and to innovate the design of ancient architectural graphic elements and hues in the design of tea packaging.
2. To understand consumers' satisfaction and loyalty towards the use of ancient architectural elements in tea packaging design through questionnaire surveys and case studies.
3. Summarise the effectiveness and evaluation of ancient architectural elements in the tea packaging market. Demonstrate the local aesthetic value and cultural connotations, practical implementability and limitations of tea when combined with local culture.

## LITERATURE REVIEW

In the data collection, a large amount of literature on the ancient architecture of Quanzhou was searched for, covering architectural profiles, modelling and artistic features. The data collection helps to better grasp the cultural connotations and artistic charm of ancient architecture in Quanzhou. Understanding the aesthetic characteristics and cultural connotations of Quanzhou culture also requires the collection and analysis of examples of local culture in design packaging studies. This requires systematic observation and comparison of the aesthetic concepts of Quanzhou culture, tea packaging decoration and colour, as well as research and analysis of relevant historical and cultural and artistic theories. In this process, solid subject knowledge and a keen artistic eye are required, along with a high level of information integration and analytical skills.

In Quanzhou City, Fujian Province, through scientific and systematic data collection and collation, the researcher used both qualitative and action research methods to collect data on local ancient architectural documents. To ensure the accuracy and comprehensiveness of the data, the researcher also collected local culture-related books and literature as the source of this data, and conducted literature searches on the internet and major journal indexes to understand the significance of Quanzhou's ancient architecture culture in tea packaging design. In this data collection, the researchers collected a total of 203 samples, all of which were residents of Quanzhou, Fujian Province, China. After analysing the data from these samples, the researchers found that the respondents' knowledge of tea packaging and ancient architecture culture varied, but most showed a strong interest in this culture. In addition, the researchers also found that most consumers were willing to buy tea with local cultural characteristics to experience the unique charm of the regional culture. Through this questionnaire survey, the researchers dug deeper into the connotations of local culture and consumer market trends, providing a valuable reference and basis for the development of related industries.

## RESEARCH METHODOLOGY

1. To record the characteristics and aesthetic value of ancient architecture in Quanzhou.
  2. Analyse the literature on the culture, colours and materials of ancient architecture in Quanzhou to analyse its characteristics and cultural connotations.
  3. Describe the data analysis and research findings in the study and conduct a satisfaction survey on the ancient architectural elements of Quanzhou in tea packaging.
  4. acquire the design skills and artistic characteristics of others through literature collection and case studies
  5. A questionnaire was taken in Quanzhou City, Fujian Province, to understand the habits and preferences of the local people
- The methodology was as follows:
- a. The sample consisted of 203 consumers, purposefully selected at random through residents of Quanzhou City.
  - b. The action data analysis was carried out through the subject research group and the workshop project.
- C. Effectiveness Conclusion.
- The main conceptual framework of this study uses a mind map as follows:**
1. Conceptual framework of the characteristics and aesthetics of ancient architecture of local culture
  2. Conceptual framework of aesthetics related to tea packaging

- 3. A questionnaire survey to understand the recognition and preference of Quanzhou residents
- 4. Evaluation of the results

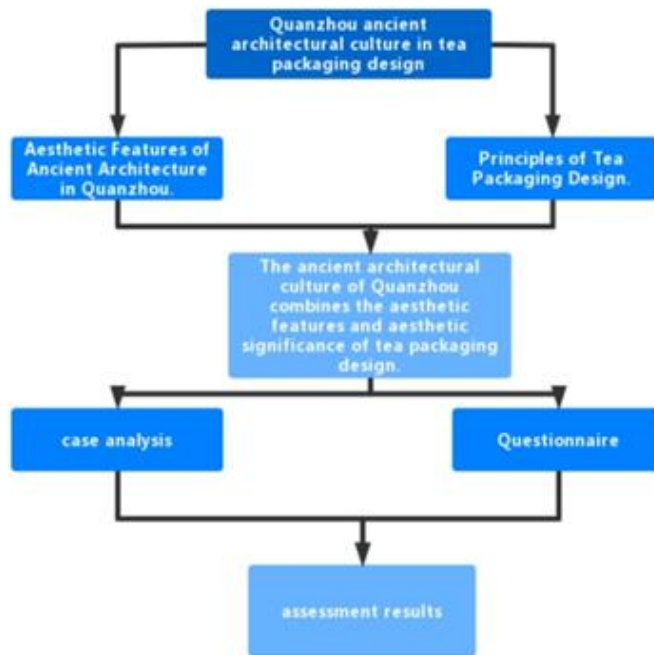


Figure 1 , The conceptual framework of this study adopts a mind map as follows:  
[课题主要概念框架思维导图].

### I. The uniqueness of ancient architecture in Quanzhou

Quanzhou is one of China's famous historical and cultural cities and has many ancient buildings with distinctive features. With their unique architectural styles, rich carvings and brickwork decorations, these ancient buildings showcase the unique flavour of Quanzhou's ancient architecture. For example, the Kaiyuan Temple Pagoda, the temple complex at Qingyuan Mountain, the Zhongshan Pavilion and the ancient residential houses are not only of high architectural and artistic value, but also carry a rich historical and cultural connotation, making them an important calling card of Quanzhou.(Figure2,3)



Figure2.Twin Pagodas of Quanzhou Ancient Architecture.  
Image source: www.baidu.com



Figure3.Quanzhou Cai Family Ancestral Hall  
Image source: www.baidu.com

### 2. The principles of tea packaging design

Tea packaging design aims to demonstrate the characteristics and quality of tea products through the appearance of the packaging, create a visual effect that attracts consumers and enhance the added value of the product. The principles of tea packaging design usually include the following aspects:

1) Match with product characteristics: the packaging design should be consistent with the variety, origin, taste and other characteristics of the tea to convey the quality and characteristics of the tea.

2) Highlight the brand image: the packaging design should highlight the image and concept of the tea brand in order to increase brand recognition and market competitiveness.

3) Simple and clear: The packaging design should be simple and clear, avoiding overly complicated and cumbersome decorations so that consumers can understand the product information at a glance.

4) Consider environmental factors: Packaging design should take into environmental factors and use recyclable or biodegradable materials to reduce the negative impact on the environment.(Figure 4,5)



Figure4.Fuding White Tea Packaging  
The picture is sourced from  
[www.sj33.cn](http://www.sj33.cn).



Figure5.Agricultural Tea Packaging  
Image source: <http://www.sjvi.net/>

### **3. the application of ancient architectural elements of Quanzhou in the design of tea packaging**

1) Reference to architectural forms: The unique architectural forms of ancient architecture in Quanzhou can be borrowed into the design of tea packaging, such as the use of special shapes, lines and patterns to give the packaging a unique visual effect.

2) The use of decorative elements: The ancient architecture of Quanzhou is famous for its rich carvings and brickwork decorations, and these decorative elements can be applied to the tea packaging design to increase the artistic sense and texture of the packaging.

3) Selection of colours: The ancient architecture of Quanzhou has a variety of colours, such as red bricks and grey tiles, green bricks and royal yellow, etc. These colours can be used as a reference for tea packaging design, highlighting the quality and personality of the product.(Figure6,7)



Figure6.Quanzhou Haisheng tea gift packaging box  
Image source: [www.xiaohongshu.com](http://www.xiaohongshu.com)



Figure7.Eaves Structure Tea Gift Box  
Image source: [www.xiaohongshu.com](http://www.xiaohongshu.com)

By incorporating the elements of ancient architecture of Quanzhou into tea packaging design, the artistic value and market competitiveness of tea products can be enhanced, while also contributing to the heritage and development of tea culture. Tea packaging designers should thoroughly study the characteristics of ancient architecture in Quanzhou and the principles of tea packaging design to create tea packaging with a unique flavour and inject new vitality and creativity into the development of the tea industry. It is hoped that this study will provide references and inspiration for the further development of the field of tea packaging design.

#### 4.Data Analysis

The target population of this survey was the approximately 8 million residents of Quanzhou City, Fujian Province. A total of 203 valid questionnaires were randomly collected through the questionnaire survey. The data were obtained from [www.wjx.cn](http://www.wjx.cn)

#### Gender

According to the data table, the number of valid completions for this question was 203. 104 males (51.23%) chose option A and 99 females (48.77%) chose option B. Therefore, there are slightly more males than females in this sample.

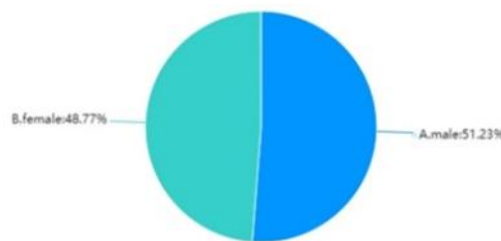


Figure8. Image source: [www.wjx.com](http://www.wjx.com)

#### Age

According to the data table, the number of validly completed people for this question was 203. Among them, the largest number of people aged 31-40 years old, accounting for 44.83%, followed by the number of people aged 18-30 years old, accounting for 36.95%, 14.78% of people aged 41-50 years old and the least number of people aged 50 years old and above, accounting for only 3.45%. It can be seen that the participation in the survey is dominated by those aged 31-40, while the participation of those aged 50 and above is low.

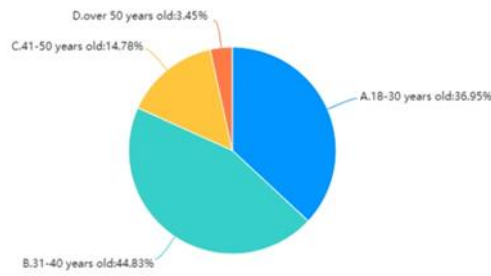


Figure9.Image source: www.wjx.com

### The influence of regional culture and ancient architectural elements in tea brand packaging

According to the data table, over 74% of the respondents believe that the regional cultural and ancient architectural elements in tea brand packaging have an impact on the sales of the product, while less than 26% of the respondents believe that they have no impact. Therefore, it can be concluded that regional cultural and ancient architectural elements have an impact on the sales of tea brand packaging.

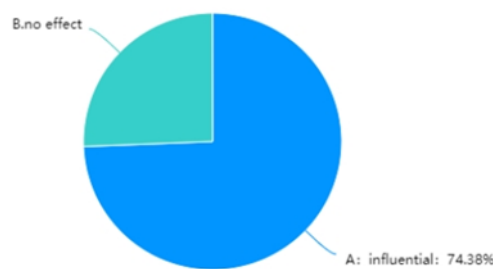


Figure10.Image source: www.wjx.com

### Preference for the integration of ancient architectural elements of Quanzhou with tea packaging

In this survey, a whopping 83.74% of respondents said they liked or particularly liked the outer packaging of tea with elements of the ancient architecture of Quanzhou's regional culture. The proportion of those who particularly liked it was 38.42%, which was even higher than the proportion who liked it. Only a minority of respondents said they disliked or particularly disliked it, at 2.46% and 1.48% respectively. In addition, 12.32% of the respondents said they were indifferent. Therefore, it can be concluded that the majority of respondents expect and like the outer packaging of tea with elements of the ancient architecture of Quanzhou's regional culture.

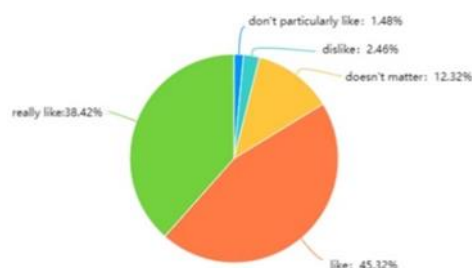


Figure11.Image source: www.wjx.com

### Buy tea to experience the local ancient architecture related packaging

According to the data table, 203 people filled in this question, of which 159 (78.33%) thought that combining elements of regional culture and ancient architecture with elements of tea culture in tea brand packaging could create a more attractive packaging design, while 44 (21.67%) thought otherwise. It can be concluded that the majority of people think that combining elements of regional culture and ancient architecture with elements of tea culture can create a more attractive packaging design.

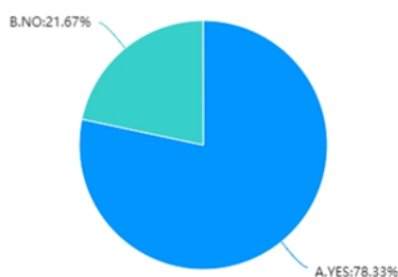


Figure12.Image source: www.wjx.com

### The type of tea packaging more cared for in the local ancient architectural culture

According to the data table, there is a certain difference in the degree of attention paid by participants to different aspects of the ancient architectural elements of Quanzhou regional culture in the design of tea packaging. The most important aspect was 'packaging shape', with 31.53% of participants considering this aspect to be very important, followed by 'design function', with 35.96% of participants placing particular importance on this aspect. In terms of "graphic decoration", "vivid colours" and "environmental safety", the importance of these three aspects was relatively balanced, at around 30%. In general, participants were more concerned with the ancient architectural elements of Quanzhou's regional culture in the design of tea packaging, with an average score of 3.79.

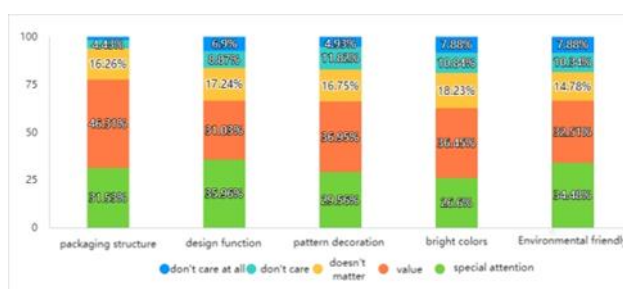


Figure13.Image source: www.wjx.com

## EFFECTIVENESS AND CONCLUSION

This study presents the need for ancient architectural elements in tea packaging design in Quanzhou as a result of consumer market demand and environmental influences. The study also presents the importance, types and applications of cultural design. Based on this study, the researcher presents techniques and case studies to apply ancient architectural elements in tea packaging design. Through the analysis of the design case study, which was restructured and explained, the researcher also used a questionnaire to investigate the extent to which residents of Quanzhou City, Fujian Province, liked and supported the aesthetics of the local

culture of ancient architecture in tea packaging design. After experiencing the aesthetics of tea packaging, consumers' loyalty to local cultural tea-related packaging was also enhanced. The final survey results showed that nearly 75% of respondents supported the application of ancient architectural elements in tea packaging design and expressed their willingness to purchase tea-related packaging with local ancient architectural culture and become long-term customers.

### **Recommendations**

1. In the next research, other traditional cultures and designs should be further developed in order to carry forward the traditional culture.
2. Sustainable development of tea packaging.
3. The results of the research should be presented at international seminars.

### **REFERENCES**

- [1] Yu Chang , Wang Mengting . The use of traditional culture in modern packaging design [J]. Urban Construction Theory Research ( Electronic Edition ),2014,(36):9508-9509.
- [2] "Exploration of Architectural Culture Literacy Enhancement of Civil Construction Talents - Inheritance and Development of Traditional Architectural Culture in Southern Fujian" Author (Lin Lin) Author's Unit (Li Ming Vocational University, College of Civil Engineering and Construction Quanzhou Fujian 362000) Conference Name (The 11th Annual Meeting of Quanzhou Science and Technology Association - Open Component Venue of Quanzhou Civil Engineering and Construction Society) Conference Venue (Huian, Fujian) Meeting time (2013-10-01) Organizer (null)
- [3] "Dialogue between Classical and Modern - Remembering the Application of Digital Printing in Personalized Packaging Design of Artwork" Journal Name (Digital Printing) Author (Ma Jinglin) Author Unit (Shandong Media Vocational College) Date (2018-12-01)
- [4] "Exploring the Trend of Simplicity in Tea Packaging" Journal Name (Fujian Tea) Author (Chu Xian) Author Unit (Changsha College of Commerce and Tourism Vocational Technology, Changsha, Hunan, 410004) Date (2018-06-01)
- [5] "Research on Tea Culture Tourism Enhancement Strategy" Journal Name (Fujian Tea) Author (Dong Lin) Author Unit (Department of Economics and Management, Huang Huai College) Date (2015-06-01).
- [6] "The Application of Regional Cultural Elements in Tea Packaging Design - Taking Yunnan Pu'er Tea Packaging Design as an Example" by (Chen Sibing) School (Northwestern University) Category (Fine Arts) Degree (Master) Date (2018-01-01)