

The impact of brand visual design and marketing of new Chinese tea (milk tea) on young consumers' consumption behavior and the impact of AI on brand design

Abstract

The question I studied is whether a good brand design can influence consumers' purchasing behavior. Taking milk tea brand as an example, milk tea is a very popular drink in China. Through my observation of the Chinese milk tea market, I found that with the emergence of different types of milk tea brands, including traditional Chinese style and light luxury style milk tea, the consumption behavior of milk tea consumers is influenced by brand design, and what position does brand design occupy in products? Whether brand design can replace the product itself, show the importance and market position of brand design through market research and data visualization, and lead to thinking, is there a better way to present the vision of milk tea brand, is the product itself more able to impress customers or brand design marketing, and what are the problems and challenges brand designers will face in the future?

Keywords Brand design; Chinese New tea; Milk tea; Young people

Background

Milk tea is also known as "pearl milk tea" in China. In the UK, it is called bubble tea, a beverage made from black tea and milk. It's a very sweet milk tea. In 1987, Taiwan's "Chunshuitang" added local snack Fenyuan (a type of food made from cassava starch with a crystal clear appearance and a circular shape) to its milk tea to make pearl milk tea. Later, milk tea became popular throughout the country. In the early stages of development, milk tea was made by directly mixing black tea, oolong tea powder, and spices to make a milk tea beverage. In 2008, instant tea leaves were directly used, or tea leaves were extracted from tea leaves and fresh milk was added. But some businesses, in order to save costs, do not use fresh milk but instead use vegetable fat powder(Honglin, Z.,Caiyun, W.and Shunan,Z.,2023).

Milk tea is very popular in China, and this trend has also spread to Europe. Recently, during the French Olympics, CHAGEE a Chinese milk tea brand came to Paris. Milk tea has gradually become a habit and social culture for young people from street shops, and its style has also shifted from simple packaging to a light luxury style. The new taste of milk tea has also attracted people from all over the world to taste the

Eastern flavor, which makes people think about whether milk tea brand marketing can replace the product itself(Lanlin, Z.,2024).

The new type of Chinese tea beverage not only embodies the profound cultural heritage of our country, but also reflects the modern form and direction of our traditional culture. In recent years, with the increasing awareness of Chinese culture among consumers, Chinese tea brands have shown a trend of localization abroad. A large number of new Chinese tea brands have emerged, and previously popular tea brands have also launched new Chinese beverages. With the wave of nationalization sweeping across the tea industry, problems such as homogenization of tea products continue to emerge(Yingqi, L., 2024).



Figure 1



Figure 2

Literature review

With the worldwide spread of Chinese culture, the beverage from East Asia called milk tea has become popular worldwide. From the Chinese town to the city of Europe, milk tea is a habit and social culture for young people. With the expansion of the market, competition among brands is becoming more and more intense, and brand marketing strategy plays an important role in product development. However, we need to study and analyze the relationship between brand marketing and product itself (Xing C., Chunyu D. and Siyu X., 2020).

First of all, regarding the power of brand marketing, there is no doubt that it has played a role in promoting the market. A good brand marketing strategy can quickly catch the eye of consumers and improve product visibility and reputation. Exquisite packaging, unique advertising slogan, and the combination of fashion, trend and other elements, all make consumers have a good impression on the product and are willing to try to buy. In the milk tea market, there are various brand marketing

strategies, including social media promotion, celebrity endorsement, cross-border cooperation, etc., which can effectively enhance the image and influence of the brand(Jindal R. P., Sarangee K R. and Echambadi R. ,2016).

However, although brand marketing has an important impact on the promotion of products, it cannot completely replace the value of the product itself. Product taste, quality, health and other factors are still the most concerned content of consumers. If the brand only focuses on marketing and ignores the essence of the product, then this short-lived prosperity will eventually be difficult to sustain. Therefore, a successful milk tea brand should carry out effective brand marketing on the basis of ensuring product quality to attract more consumers(Wang ZR, Marjerison RK.,2019).

In addition, the novel flavor and unique cultural connotation of milk tea are also important factors to attract consumers. Consumers in different regions and cultural backgrounds have different needs and preferences for the taste and style of milk tea. Therefore, milk tea brands should develop milk tea products suitable for local tastes and styles according to the characteristics of the target market and the needs of consumers.

During the French Olympic Games, CHAGEE settled in Paris and achieved a certain success, which fully demonstrates the popularity of this Oriental drink in the world. But this does not mean that all milk tea brands can easily go to the international market. In addition to the strength of brand marketing, the quality and characteristics of the product itself are also key factors in determining the success of a brand.

To sum up, brand marketing plays an important role in the milk tea market, but it cannot completely replace the value of the product itself. A successful milk tea brand should carry out effective brand marketing and promotion on the basis of ensuring product quality, in order to attract more consumers and achieve long-term development.

Target group

At present, more than half of China's post-90s generation is facing a crisis of hair loss and eyesight loss, 40% obesity and motor capacity decline, and 30% have problems of immune lowering. The Z generation facing the health crisis is aimed at the health and health industry. Low sugar low fat diet is the option of Z generation, low sugar beverages appear, and low fat snacks are also eaten well. As a traditional Chinese drink, tea contains abundant tea polyphenols, and it has the effect of lowering the incidence of antioxidant, anti-inflammatory and cardiovascular diseases(Jichen, S.,2023).

Scene consumption

There are emotional, physical and other factors that affect the consumption behavior of Generation Z. The development of the Internet has created a

virtual consumption scene for Generation Z. Generation Z projects the virtual consumption scene into real life, promoting consumption behavior. However, traditional tea drinking activities are mostly concentrated in places with a large number of elderly people, such as parks and tea houses. However, the consumption scenarios of Generation Z are flexible and difficult to promote consumer behavior. Starting from the era of Generation Z, the marketing of new-style tea drinks and milk tea has been incorporated into scenarios with a large number of young people, such as shopping, learning, and gaming, promoting changes in Generation Z tea consumption(JiChen, S.,2023).

Milk tea socializing

Milk tea flows in the interpersonal circle of college students in the form of gifts, and its social attributes affect interpersonal communication, resulting in a social picture of milk tea. Starting from the perspective of gift semiotics and sociology, taking college students as the research object and combining the in-depth interview method, the author believes that milk tea, as a gift symbol, mainly has four types in the process of expressing meaning: "emotionality", "intentionality", "referential" and "communicative". In the interactive ceremony, the milk tea gift symbol is used as an emotional symbol, which stimulates the emotional energy of individuals to construct interpersonal relationships, resulting in the connection and barrier of interpersonal relationships (Xing C., Chunyu D.and Siyu X.,2020).

When Generation Z consumes tea to satisfy their appetite, tea itself is displayed as a kind of status consumption to meet the psychological needs of consumers. In the social era of new media, such consumption tendency is more obvious. Generation Z has a strong social network and is happy to share their daily life on social platforms. The consumption of tea drink brand is the consumption of symbols, and its brand value determines the high-end degree of symbol consumption, and thus generates self-identity and group identity. In the process of consumers sharing a certain brand or beverage on a social platform, the brand, as a consumption symbol, exercises the function of "social currency", prompting netizens to imitate, consume and share(Jichen, S.,2023).

This report aims to analyze the practice of milk tea brand marketing, and comprehensively interpret the success factors of milk tea brands from the perspective of brand positioning, target customer groups, product strategies, marketing methods, and competitive situation. Through the comprehensive use of data analysis and market research, this paper discusses how milk tea brands can stand out in the fierce market competition through effective marketing strategies.

In recent years, the milk tea industry has developed vigorously, and the brand competition has become increasingly fierce. All milk tea brands have made full efforts in marketing strategies and strive to occupy a place in the hearts of consumers. Therefore, the research of milk tea brand marketing is particularly

important.

The success of milk tea brand has the following important aspects: First, from its precise brand positioning. Each brand chooses a differentiated development path according to its own characteristics. Some focus on taste, some emphasize health, and some sell on innovation. This differentiated positioning makes the brand form a unique impression in the minds of consumers, thus standing out among many brands. Second, understanding the needs and preferences of target customer groups is the key to milk tea brand marketing. Each brand defines its target customer group through market research, such as young women, students, white-collar workers and so on. According to the needs of different customer groups, formulate corresponding product strategies and marketing means to improve customer satisfaction and loyalty. Third, the product is the cornerstone of the brand, and the milk tea brand constantly innovates in product strategy. On the one hand, through the development of new flavors, new varieties, to meet the taste needs of consumers; On the other hand, we pay attention to the quality and taste of the products to ensure that consumers get a good experience in the tasting process. In addition, some brands also introduce co-branded products through cooperation with well-known IP to improve the added value of products(Wen, B.L.J. and Aun, N.B.,2020).

Fourth, the marketing means of milk tea brands are diversified, including online and offline directions. In terms of online marketing, social media, short video platform, live broadcast and other channels are used for publicity and promotion; In terms of offline marketing, we attract consumers by holding activities and opening experience stores. In addition, cooperative marketing and cross-border marketing are also commonly used marketing means for milk tea brands. With the fierce competition in the milk tea market, brands are constantly innovating in their marketing strategies. On the one hand, through differentiated positioning and product strategy, to form their own competitive advantages; On the other hand, constantly adjust the marketing means to adapt to the changes in the market. In the competition, the brands learn from each other and learn from each other to jointly promote the development of the milk tea industry.

The success of milk tea brands is inseparable from precise brand positioning, clear target customer groups, innovative product strategies and diversified marketing methods. The accurate brand image of milk tea is crucial to the brand, and it is the first impression of consumers. In the fierce market competition, brands need to constantly adjust and optimize their marketing strategies to adapt to market changes, and these elements are indispensable. In the future, milk tea brands need to continue to pay attention to changes in consumer demand, designers continue to innovate and improve products and services, and visually stimulate consumers to maintain a competitive advantage. In short, the marketing strategy of milk tea brand is a comprehensive process, which needs to be considered and implemented from many aspects. Only by continuous learning and progress can we stand out in the fierce

market competition.

Methodology

This study is currently in the stage of information collection, collecting information from experts in theoretical books, literature, and brand design fields, and then classifying and comparing the collected information. The first stage is the exploration stage, conducting preliminary research. Later, interviews were conducted with some participants to analyze the conclusions of the interviews, attempting to evaluate the applicability and feasibility of the method in this field. Finally, in this research stage, the participants' ideas can be explained by the potential of the research question. In many studies, how to attract young consumers to purchase well-known brand milk tea and attract a large number of young consumers to purchase. The visual design characteristics of these brands have been analyzed, but there is little research exploring the intrinsic motivation of young people to purchase milk tea brands. How brand visual aesthetic design affects their consumption choices is related to their past personal consumption intentions. This generation of young people has actually been drinking milk tea since childhood, and they actually have a lot of experience and insights in drinking milk tea. What is the relationship between these young people's choice of current milk tea brands and their personal experiences? This article uses qualitative research to illustrate the impact of visual aesthetics in brand design on young people's purchasing decisions.

The overview of the project

Concept

When I came to London in January this year, I was surprised to find that a Hikcha had opened in London's Chinatown. There was a huge queue of people, mostly Chinese students, but also some locals and tourists. This summer, the opening of a Happy tea in Manchester drew huge queues, and in August, when I visited Hammersmith in London, there were even more happy tea openings outside the city centre. Seeing these, I can't help but think, is a milk tea brand so attractive? Chinese students go to buy to ease their homesickness, a cup may be two or three times the price of their hometown, but some people are still happy to buy. And the locals, maybe they like the taste of milk tea, and a young British friend of mine, she often goes to buy milk tea. These experiences are my inspiration for this project.

The form of this work is information visualization to show the appeal of different milk tea brands to young consumers. Many studies report new insights into new tea consumption that young people cannot quit in the form of text, and I use graphics and interesting visual ways to express it succinctly, so that more people can understand the milk tea brand and understand the milk tea market. I did not try to use AI to generate my works, because as a designer, I am used to drawing by myself,

and I have a natural aversion to AI. Although AI can help me improve efficiency to some extent, the generated works have no soul, and they have a strong sense of patchwork and technology.

Historical and Theoretical Background

Brand logo and logo design are important for the formation of corporate images. It is necessary to explore design inspiration through the user's feedback, to design the design style, to automatically design the design, to adjust the design, and to adjust the design of the brand through the user's feedback, to ensure the consistency of the brand logo, and to provide greater competitive advantage for the company. As a synonym, like a partner with infinite creativity, designers can break the limits of thinking, and the artificial intelligence can sense the taste of consumers' preferences and provide accurate data support to the brand logo design. This means that designers can be more scientifically aware of the psychological needs of the target audience and create a brand logo that is closer to the consumer's mind, and in the practice of the brand logo and logo design, the assistance of the artificial intelligence appears in many ways, regardless of color, graphic element, or font selection, all designers can quickly generate various design ideas, and artificial intelligence can provide designers with a wealth of reference choices. Such efficient design iteration processes not only conserve a large amount of hands and time costs, but also make the designers more detailed in designing and optimizing the design and achieving more power in the pursuit of perfection, and more importantly, the artificial intelligence can intelligently evaluate and optimize the design plan, and to simulate consumer feedback and market tests (XiaoLong,C., 2024).

From the need to find a cup of milk tea to buy a cup of tea, to the recent heat constantly Mixue milk tea, the new tea brand has entered the incremental era, which is the milk tea brand that can best circle young people? Low calorie, low sugar and low burden have become one of the trends of tea drinking among college students, and sugar control has gradually become a consensus. Tea brands continue to absorb traditional customs and culture, from concept to packaging, and continue to cater to the mainstream values and consumption interests of contemporary young people.

Chinese consumers have established the tradition of drinking tea and formed a unique lifestyle based on tea consumption. At the beginning of the 21st century, the increase of high-end coffee shops in the world and the subsequent introduction of coffee shops in China broke the Chinese tradition of drinking tea. Starbucks, as the pioneer of the coffee chain store industry, has opened more than 3000 stores in China since 1999, and plans to open another 2000 by the end of 2021. However, it is too early to conclude that coffee beans will replace tea, especially for contemporary Chinese consumers. The tea culture of the millennial generation, especially luxury coffee shops in western countries, is being provided to a wider range of Chinese

consumers. The long-standing tradition of drinking tea has changed from traditional tea drinks to new tea drinks, Transforming into cream flavored milk tea drinks. The traditional way of drinking tea emphasizes the taste of tea. Unlike early tea drinks, this new tea drink is freshly brewed and offers a variety of flavors and characteristics. In addition, Chinese consumers' tea drinking habits are changing. Some young consumers believe that tea is not a traditional tea "consciousness" that takes time, but a part of a cool modern lifestyle. Chinese residents aged 15-45 purchase 14.3 custom-made tea drinks every year, making a huge contribution to the annual sales growth of the new car market. This has attracted great attention from investors and coffee chain store operators (Wang ZR, Marjerison RK., 2019) .

The growth of customized tea beverage brands can be traced back to 2006. Coco-tea, founded in Taipei in 1997, entered the Chinese Mainland market for the first time. In three years, it opened 500 tea beverage stores. In the same year, the takeaway tea brand Happy Lemon opened its first store in Shanghai, China. In 2006, the tea beverage options provided by tea beverage stores have been enriched and steadily increased. Traditional tea drinks are made of milk tea powder. Customers can choose a variety of flavors and additives according to their preferences. By 2011, the current powder drinks have gradually replaced tea beverage powder. This beverage aims to pay more attention to the taste and attract a richer and more picky market segment. The hand-made tea beverage brand allitle tea opened a hand-made tea beverage store in China in 2011. By creating a unique and innovative formula and pursuing the mixture of freshly brewed tea, cream and foam, allitle tea has become one of the most popular hand-made tea beverage franchises in China. One year later, in 2012, Heidi, the first cheese tea producer, came into the public's view. Different from traditional camellia drinks, it is committed to creating a high-quality tea beverage brand. The success of Hey Tea and Alice Tea has brought about a revival of traditional but programmatic tea culture, and new tea beverage stores such as Gongcha and Naixue Tea have also become popular. In 2018, the number of handmade beverage stores in China exceeded 450000 (Wang ZR, Marjerison RK., 2019) .

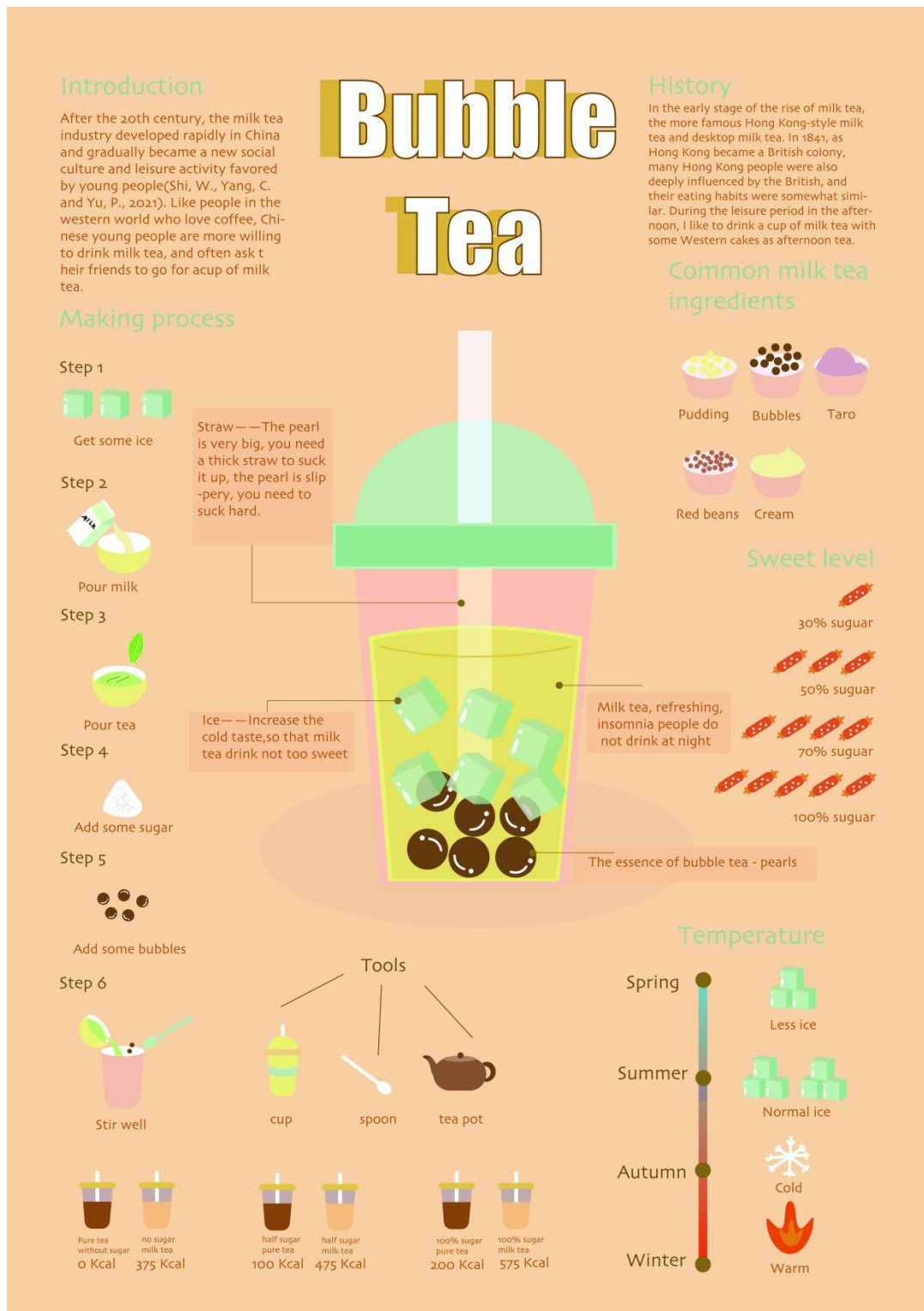


Figure 3

Figure 3 introduces milk tea graphically. Although many people like to drink milk tea, due to cultural differences between China and the West, many people do not know much about milk tea, and there are also many groups who do not drink milk tea, so the introduction of the raw material structure of milk tea is very important. The picture makes a detailed analysis of the raw material, production process, production tools, sugar degree and temperature selection of milk tea. Customers can choose their own

favorite taste, free to match, choose their own sugar degree and temperature, is a very large difference in individuation of a drink. In Swansea, there are also some milk tea shops, one of the Taiwan milk tea shops is more popular, in the city center, listen to the students said that Swansea's best drink milk tea shop, but it is not a chain brand, just a small shop, because of the taste and many people are familiar with, I have been to the store several times, like to buy local young girls, and Chinese students. However, most British people like to drink coffee, there are large and small cafes in the streets, and many people sit outside drinking coffee and chatting in sunny weather, so it will be very simple and clear to introduce milk tea in this form. When my work is displayed, I see many local people stop to watch it, I believe they will have a little understanding of milk tea.

About Bubble tea

TOP 5 NEW MILK TEA CONSUMPTION SCENARIOS



SHOPPING



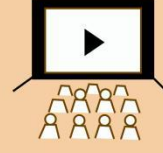
PARTY OF
FRIENDS



GO OUT
TO PLAY



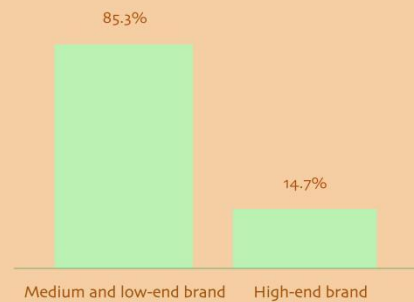
DATING



AT THE
MOVIES

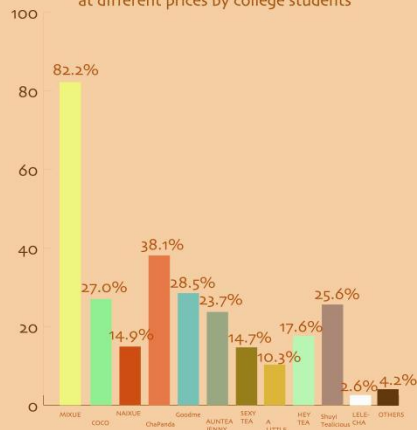
MILK TEA BRANDS

There are a large number of new tea brands in the industry, and there are 163 new tea brands in China at present. The low-end chain tea brands represented by Misue Ice City occupy the forefront of the market share, and the high-end tea brands such as Xi Tea and Nai Xue's tea account for 7.7% of the market share.



DRINKING TEA HAS BECOME A HABIT OF COLLEGE STUDENTS

The frequency of purchase of milk tea brands at different prices by college students



More than 80% of college students buy new tea more than 3 times a week on average, and the proportion of students less than once a week is only 18.9%. Tea drinking has obviously become a life habit of this college student.

Figure 4

Figure 4 is the core part, which is a survey of milk tea brands and presented through graphic interpretation. First of all, it introduces the top 5 consumption scenarios of milk tea: shopping, friends' parties, going out to play, dating and movie theaters. Secondly, there are 163 new brands in China now, and the bar chart shows that the low and mid-end brands account for the majority, 85.3%, and the remaining 14.7% belong to high-end milk tea brands. We will find that most of the market is occupied

by middle and low-end brands. Figure 4 also explains that drinking new tea has become a new way of life for young college students. This data also uses a bar chart to calculate the proportion of each brand in the market, and a pie chart to show the number of times college students drink milk tea every week. 49.8% of young people drink milk tea 1-3 times a week, accounting for nearly half of the proportion.

Discussion

The prospect and future of milk tea brand design

In the context of literature review, it is expected that milk tea brand design will face the following development trends by analyzing the current market trends and consumer demand. First of all, with more and more personalized customization and increasing consumer demand for personalized products and services, the future design of milk tea brands may pay more attention to personalized customization, such as providing customized drinks according to customer tastes, preferences and nutritional needs(Yue,T.,2010). Secondly, digital experience, with the development of digital technology, milk tea brand design will be more combined with digital experience, such as the use of virtual reality (VR) and augmented reality (AR) technology to create online and offline integration of brand experience. Third, sustainability and health, influenced by the concept of sustainable development and the trend of healthy eating, the future design of milk tea brands may pay more attention to environmentally friendly materials and healthy ingredients, emphasizing social responsibility and healthy image. Finally, in the global market, with the accelerated pace of globalization, milk tea brand design will face more challenges involving cross-cultural integration and localization, and will have more opportunities to enter emerging markets.

The creativity or illustrative nature of the milk tea brand design project and its potential impact on research and future directions

First of all, the creativity of the milk tea brand design project is reflected in its redefinition and innovation of the traditional milk tea brand image and market positioning. This creativity has the potential to influence brand design concepts and practices throughout the milk tea industry. Secondly, the actual cases and data of milk tea brand design project are explained, which can provide empirical support for theoretical research in related fields and conduct in-depth analysis of brand strategy and consumer behavior, so as to provide reference for future research. Third, potential impact and future direction, the potential impact of the milk tea brand design project is to provide new ideas and methods for the industry and promote the innovative development of the industry. Future research directions may include in-depth discussions on personalization, digital marketing, sustainability, and cross-cultural design.

The influence of AI on milk tea brand design is mainly reflected in the following aspects: First, data-driven consumer insights, AI technology can help brands better understand consumer needs and trends through big data analysis and consumer behavior prediction, thereby guiding the direction and strategy of brand design. Secondly, intelligent customized design: AI technology makes customized design more intelligent and efficient, and brands can quickly generate design schemes that meet the preferences of consumers according to their individual needs. At the same time, AI can assist designers in creative conception and design optimization, provide new design elements or automate the generation of design schemes, and improve design efficiency and creativity. More importantly, AI technology can help brands achieve intelligent marketing and customer interaction, such as providing customized services through intelligent robots, using natural language processing technology for personalized communication, and so on, to enhance the interactive experience between brands and consumers.

Through the application of AI technology, the design of milk tea brand can better adapt to the individual needs of consumers, improve the level of intelligence and customization of design, and also inject new scientific and technological innovation into the field of brand design.

Conclusion

The role of brand design and brand marketing is first to attract consumers, brand design and marketing can attract consumers' attention through visual impact, brand story and emotional appeal. For example, unique store designs, beautiful packaging and memorable brand logos can entice consumers to come in and try them out. Secondly, it is to build brand loyalty, a strong brand image can help build consumer brand loyalty. Finally, consumers may choose to frequent the brand because of a certain uniqueness (such as personalized marketing strategy, social responsibility, etc.), even if the quality of other brands of milk tea is similar. Third, improve brand awareness. Effective brand marketing can improve brand awareness in the minds of consumers and make the brand stand out among many competitors. Through advertising, social media, promotions and other means, brands can quickly increase market awareness.

The quality and taste of milk tea itself is still the most important, brand design and marketing can create initial market heat, but long-term success depends on continuous product quality. If the product quality is not stable or can not meet the needs of consumers, the brand's competitive advantage will gradually lose. Consumer satisfaction is equally important, even if brand design and marketing can attract consumers into the store, the actual quality and taste of milk tea is a key factor in determining whether customers will buy back. If the taste and quality of the product itself cannot meet the expectations of consumers, the effect of brand

marketing may be greatly reduced. The taste and quality of milk tea directly affect the reputation of consumers. Word of mouth and evaluation is an important part of brand marketing, negative evaluation and word of mouth will affect the purchase decision of new customers, and may lead to brand image damage.

The combined influence of brand design, marketing and product quality

Short term vs. Long term: In the short term, brand design and marketing can have a significant impact, attracting a large number of consumers to try the product. However, in the long term, product quality and taste are the core of maintaining customer loyalty and brand reputation.

Market competition: In a competitive market, brand design and marketing can help the brand stand out among many competitors, but if the quality of the product itself is poor, the brand may quickly lose market share.

The combination of brand and product: Successful brands not only need to have attractive designs and effective marketing strategies, but also need to ensure that product quality meets or even exceeds consumer expectations. Only the perfect combination of brand and product can establish a lasting market position.

In conclusion, while brand design and marketing play an important role in attracting and retaining consumers, they cannot completely replace the quality and taste of milk tea products. The combination of the two can ensure the long-term success of the brand, and the choice of milk tea brands affecting young consumers does not only rely on good-looking brand design and fancy marketing.

Image

Baidu(2024).*Bawangchaji*[Picture]

Available at:

<https://baijiahao.baidu.com/s?id=1806610890642258361&wfr=spider&for=pc>
(Assessed 5 September 2024).

Reference list

Wen, B.L.J. and Aun, N.B.(2020) Factors influencing consumers' purchase intention in Klang Valley, Malaysia: A study of bubble milk tea. *BERJAYA J. Serv. Manag*, 13, pp.29-43.

Nannan, H.(2024)Bawang Chaji: Tea drink ring "Red fried chicken".*Chinese entrepreneur*,07,pp.76-77.

Jichen,S.(2023)Tea consumption generation Z shift and brand building.*Brand and standardization*,S1,pp.60-62.

Xing,C.,Chunyu,D. and Siyu,X.(2020)Milk tea as a gift symbol: An interactive ritual interpretation of milk tea socializing.*Today Media*,08,pp.55-59.

Xiaolong,C.(2024)AI facilitates brand identity and logo design innovation,*Footwear technology and design*,14,pp.22-24.

Yingqi, L.(2024)Research on brand strategy of new Chinese tea -- taking "Bawang Tea Ji" as an example.*Chinese Market*,18,pp.122-125

Lee, Y.I. and Trim, P.R.(2019) Refining brand strategy: Insights into how the “informed poseur” legitimizes purchasing counterfeits. *Journal of Brand Management*, 26, pp.595-613.

Wang ZR, Marjerison RK.(2019) Factors influencing consumers' purchase intentions towards made-to-order tea drinks in China. *International Journal of Food and Beverage Manufacturing and Business Models*, 4(2),pp.29-52.

Floch, J.M. and Pinson, C.R.(1990) Sémiotique, marketing et communication: sous les signes, *les stratégies*. (No Title).

Wang, Y.J., Minor, M.S. and Wei, J.(2011) Aesthetics and the online shop** environment: Understanding consumer responses. *Journal of Retailing*, 87(1), pp.46-58.

Yue,T.(2010)The trend of enterprise brand visual design.*Science and technology style*,85(22).

Shindler, R. M. and Berbaum, M. (1982) ‘The influence of salience on choice’.*Advances in Consumer Research*, 10, pp. 416–418.

Palmer, S.E., Schloss, K.B. and Sammartino, J.(2013) Visual aesthetics and human preference. *Annual review of psychology*, 64, pp.77-107.

Yun,H.,Xiao,L. and Jingjing,L.(2022)Overview and prospect of the research on visual elements in brand aesthetics.*Foreign economy and management*,44(08),pp.121-137.

Townsend, C. and Sood, S.(2012)Self-affirmation through the choice of highly aesthetic products. *Journal of Consumer Research*, 39(2), pp.415-428.

Jindal R. P., Sarangee K R. and Echambadi R. (2016)Designed to succeed: Dimensions of product design and their impact on market share.*Journal of Marketing* , 80(4),pp.72–89.

Yifan,L.(2023)The commercial value of traditional Chinese cultural elements in brand design -- taking "Tea Yan Yue Color" as an example.*Footwear technology and design*,3(18),pp.13-15.

Siyu,Z and Qian,C.(2023).A brief discussion on the application of Chinese style in modern milk tea packaging design,*Chinese packaging*,43(08),pp.47-49.

Chengrang,Y. and Jian,L.(2023)Application of Semiotics in the Design and Research of Sexy Tea Concept Store.*Hunan Packaging*,38(06),pp.41-43.

Lanlin,Z.(2024)Bawang Tea Ji Sea: differentiated positioning, seize overseas markets.*International Brand Watch*,11,pp.52-55.