

Cultural Value of “HUANGHELOU” Cigarette Label Design

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Abstract

“HUANGHELOU” cigarette has an important position in China. This study aimed to explore the historical significance of “HUANGHELOU” cigarette label design in Wuhan, Hubei, China, and analyse the fusion of cultural elements, the design aesthetics of patterns, and the visual effect in the label design of “HUANGHELOU” cigarette. The sample was selected from “HUANGHELOU” cigarettes in Wuhan, Hubei Province, and participants were chosen through a systematic sampling method. A combination of descriptive statistics and content analysis was used as the data collection tool. The results of the study were as follows: firstly, the historical development of the “HUANGHELOU” cigarette label design between 2004 and 2023 is analyzed in detail with the aim of revealing its historical significance and evolutionary patterns. Secondly, the cultural values embedded in the label of the “HUANGHELOU” cigarette are examined through a comprehensive exploration of the design aesthetics of the elemental symbols. By elucidating designers' responses to social changes and their integration of cultural elements, the study highlighted the importance of these elements within Chinese culture. This research provided insights into the historical, cultural, and aesthetic dimensions of “HUANGHELOU” cigarette label design, offering valuable guidance to design practitioners.

Keywords: HUANGHELOU Cigarette; Label Design; Cultural Value; Design Aesthetics

Introduction

The Chinese culture has been passed down for thousands of years, and cigarettes, as a special cultural carrier, bear a deep historical heritage in their label designs (Wei Ping, 2010). In recent years, label design has garnered significant attention, driven not only by the advancement of the design industry but also by the rich cultural connotations behind certain brands. However, scholars' research on cigarette label has focused on applied research and the impact of cigarette packaging on consumers' purchasing decisions. Despite some scholarly attention to label design, the specific cultural value of cigarette label design and its historical evolution in specific regions and brands remain inadequately explored.

In the context of globalisation, cultural pluralism is increasingly valued. Cigarette label design, as a commodity of special social significance, serves as both a carrier of cultural inheritance and an integral part of commercial culture (Ting, 2011). Yet, despite the distinct characteristics of cigarette label design, a comprehensive excavation of its cultural value is lacking. As one of the representatives of Chinese cigarette brands, the label design of “HUANGHELOU” cigarettes embodies profound cultural connotations. However, existing research falls short of comprehensively addressing its historical significance, design aesthetics, and cultural value. Therefore, there is a need for deeper exploration into the historical origins, design aesthetics, and cultural value of the “HUANGHELOU” cigarette label design to contribute to scholarly endeavors in this field.

To achieve the aforementioned research objectives, this study adopts a comprehensive research methodology, including historical literature surveys, design analysis, and theoretical frameworks of cultural semiotics and consumer psychology. Through a systematic literature review, this study comprehensively outlines the historical lineage of the “HUANGHELOU” cigarette label design and reveals its evolution across different historical periods. Additionally, through design analysis, the study delves deeper into the design aesthetics of the “HUANGHELOU” cigarette label and elucidates the cultural values embedded within it. The findings of this study are expected to provide academics with a comprehensive understanding of cigarette label design and offer valuable insights into cultural heritage and commercial practices.

This research aims to fill the gaps in current knowledge regarding cigarette label design, particularly focusing on the historical significance, design aesthetics, and cultural value of the “HUANGHELOU” brand. By addressing these aspects, the study seeks to contribute to academic

scholarship in this field and provide practical guidance for cultural heritage preservation and commercial practices.

Research Objectives

1. To study the historical significance of the “HUANGHELOU” cigarette label design
2. To study the fusion of cultural elements, design aesthetics and visual effects of patterns in “HUANGHELOU” cigarette label design.

Literature Review

Label design has always been the focus of attention in the design industry. Scholars believe that a lot of traditional cultural patterns are embedded in the “HUANGHELOU” cigarette label, which spreads traditional Chinese culture (Shuangshuang et al., 2012). Despite the fact that there have been studies on the application of traditional Chinese culture in “HUANGHELOU” cigarette label design, many scholars have just focused on how traditional culture can be applied in combination with the label in response to the comments and their own design for the design of the future in their studies of “HUANGHELOU” cigarette label design (Yinfei, 2011) In the MA Wakefield study, he emphasised the importance of cigarette packaging design, which needs to be associated with the brand identity, which will not only be more appealing to the consumer but also a means of enhancing the brand's image(Wakefield et al., 2008). In a study by Jeremy Kees, it was said that cigarette packs are required by law to use strong warning graphics, that warnings with more vivid graphics are more helpful in quitting smoking, and that these pictures make them feel fearful thus increasing the willingness to quit (Kees et al., 2010). In-depth analyses of the historical and cultural values of the label are still relatively limited. Through a comprehensive assessment of the current literature on “HUANGHELOU” cigarette labels, the historical significance and aesthetic and cultural value of the different pattern symbols and colors in “HUANGHELOU” cigarette label design still deserves to be explored in depth. The purpose of this study is to provide a more comprehensive and profound understanding of the “HUANGHELOU” cigarette label design. Given the status and cultural connotations of the “HUANGHELOU” cigarette label in the Chinese cigarette market, the research gap has become a valuable area worthy of attention and study. Therefore, an in-depth study of the development history and cultural connotations of “HUANGHELOU” cigarette label patterns is necessary. The motivation for this study stems from

the awareness of the research gap in the field of the historical value and cultural connotation of “HUANGHELOU” cigarette labels and the understanding of its cultural value.

Through a comprehensive assessment and systematic analysis of the relevant literature, this study presents an apparent knowledge gap in the field of the history and culture of the “HUANGHELOU” cigarette label. Through the review study, it aims to fill this research gap. An in-depth analysis of the historical development of “HUANGHELOU” cigarette packet rotation and the cultural significance of label motifs provides valuable insights into the development of label design and promotes innovation in label design.

Conceptual Framework

The cultural background has a profound influence on cultural symbols, and different symbols represent different social classes and identities. The patterns on the packaging of the “HUANGHELOU” cigarette, as a kind of visual symbol, are composed of different colors and shapes and are shown in the product design. These patterns have an impact on people's emotions, which in turn influence their purchasing behavior.

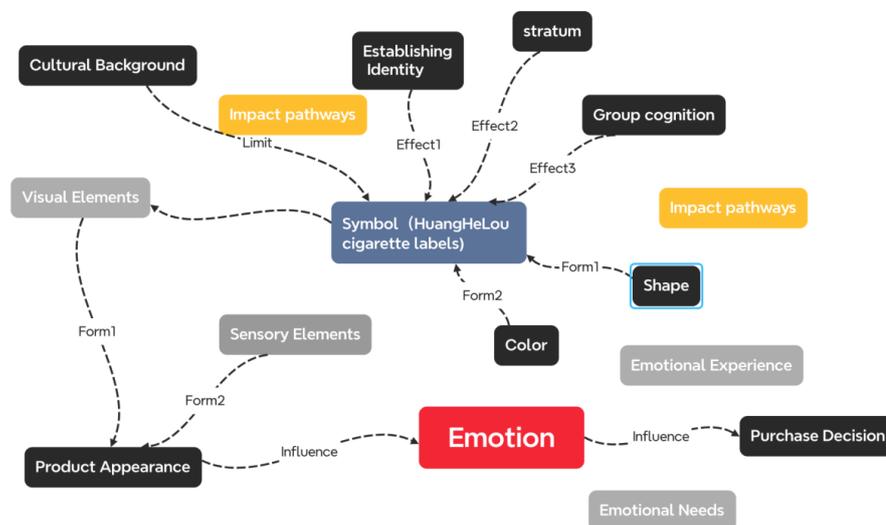


Fig.1 Conceptual Framework

Research Methodology

This study adopts the literature analysis method and interview method. The literature analysis method, by systematically collecting, collating and analysing relevant literature, including news, market analysis, academic papers, research reports and so on., is used to gain insight into the origins of the “HUANGHELOU” brand, the impact of labels on consumers, and the embodiment

of some relevant cultural and traditional patterns on the label and other aspects of the study. A large amount of historical information about the labels of the “HUANGHELOU” cigarette and the cultural elements reflected in the labels are collected. Through in-depth analysis of this information, the cultural integration historical development and change of “HUANGHELOU” cigarette labels are discovered.

The interview method, by interviewing five consumers, five label designers, one corporate staff member and three cultural experts, is used to understand their reactions and views on the brand, as well as their understanding of the art and culture of “HUANGHELOU” cigarette labels brand, and to study the impact of the visual feeling conveyed by “HUANGHELOU” cigarette labels. Through in-depth conversations with them, this study collects a large number of suggestions and feedback on the design of “HUANGHELOU” cigarette labels. Following is the innovative development of the “HUANGHELOU” cigarette label design from different perspectives providing guidance for subsequent research.

Research Results

Historical Value of “HUANGHELOU” Cigarette Labels

The “HUANGHELOU” cigarette label pattern development between 2004–2023 which covers a series of social and cultural development periods in China is divided into two stages. Stage of integration of traditional and modern culture (2004–2008)

Table 1 “HUANGHELOU” cigarette labels launched between 2004–2008

Label					
Name	Ruan Hong Lou	1916	Man Tian You	3mg08	Man Tian Xing
Time	2004	2004	2006	2007	2008

Before 2000, the labels of tobacco were mainly physical and functional, and after 2000, more and more attention was paid to the design of cigarette labels (Weiqiu, 2009). In the interview, Li Xiang, a staff member of the “HUANGHELOU” cigarette company, made it clear that,

in the time span from 2004 to 2008, a total of five different types of label products were introduced, classified according to the “HUANGHELOU” cigarette labels pattern. The interviewer, Li, and another staff member of the company, Li Xiang, made it clear that, during the period from 2004 to 2008, a total of five different types of labels were introduced, categorised by their label patterns. The interview with Li Xiang and the above literature analysis concludes that the “HUANGHELOU” cigarette company is well aware of the fact that, with the development of society and the integration of the international community, the product market competition is becoming fierce. The “HUANGHELOU” brand gradually pays attention to the cigarette label design, makes changes to the product label, and pushes the envelope.



Fig.2 Ruan Hong Lou Cigarette Label

Ruan Hong Lou was launched in the first half of 2004 and the label featured a combination of red and yellow colours. Yellow and red is one of the classic and common combinations in traditional Chinese culture. Besides the colour combination, there is no other special elements on the whole label, and the overall style is simple and plain.



Fig.3 1916 Cigarette Label



Fig.4 Hei Wen Pattern



Fig.5 Crane Pattern

The 1916 cigarette launched in the second half of 2004, received strong feedback from the market. The label used the traditional Chinese pattern crane as its decorative motifs, with the composition of symmetry of the aesthetics. Chinese label design pursues the ultimate axial symmetry form, which is closely related to the traditional cultural thinking of the Chinese people. From the point of view of aesthetics, symmetry is regarded as an image representation of natural beauty.

During the interview, designer Zuo Jingjing said that, in the past, the size and layout of the text pattern on the labels of Chinese cigarettes were mainly in Chinese, supplemented by letters, which had long formed a customary design rule. Analysis of the “HUANGHELOU” “1916” label pattern finds the theme of the text breaking the routine, the letters ““HUANGHELOU”” as the main name, supplemented by the Chinese, a black sealing sticker at the top of the label, the use of the English “Since 1916”, “Since 1916”. In addition to the black sealing sticker, it also uses English “Since 1916” and “20 CLASS A CIGARETTES” to express the product information at the top of the label. In terms of the style of the letters, a slightly nostalgic Western signature style is used, as well as a modern and stable minimalist style. The reversal of Eastern and Western cultural elements on the label is a novel and bold design strategy. The package obviously uses a lot of traditional Chinese pattern patterns. It can be seen that “HUANGHELOU” cigarette label design wants to change in a way that combines with traditional culture.



Fig.6 Man Tian You Cigarette Label

The "Man Tian You" cigarette label, which was launched in 2006, uses the wing and feather pattern as its decorative motif. The arrangement of the pattern still adopts the symmetrical aesthetics.

The label pattern of "Wandering in the Sky" uses the wing and feather pattern to express traditional Chinese culture, but the wing and feather pattern incorporates the Western relief expression. Western relief art places more emphasis on the realistic and clear "block" representation of objects. The wing and feather pattern on the "Wandering in the Sky" of the Yellow Crane Tower shows the three-dimensionality of western relief sculpture with the changes of light and dark colors, lightness and weight of colors, and thickness of lines.

The above two cigarette packages have also made changes in the color scheme. More than 90% of Chinese cigarette packages use red–yellow color. Red color represents auspiciousness and festivity in traditional Chinese culture. Since ancient times, the color red has been used to express congratulations and blessings for festivals, whether they are New Year's festivals or wedding celebrations. Feudal emperors in ancient China used the color yellow as a symbol of imperial power. Only royalty could wear bright yellow. In modern design yellow is the brightest of all hues, giving a light, hopeful and energetic color feeling. Western countries prefer blue and cool colors, and green, blue and black are also found in cigarette label designs. Some influences of Western culture can be observed in the label patterns of 1916 and Gan En cigarettes launched in 2004 and 2007 respectively. This suggests that it is a novel and bold design strategy for “HUANGHELOU” to reverse the use of Eastern and Western cultural elements in its label.

Under the influence of social events today, “HUANGHELOU” cigarettes has also tried to make some of the label designs in line with current events, and policies, catering to the current hot spots. The 2008 Olympic Games hosted in Beijing, China, promoted Oriental culture and linked the world together. “HUANGHELOU” cigarette at that time absorbed the design of Western culture in the Chinese abstract art characteristics, and simplified the form, emphasising the abstract concept of design pursuit.



Fig.7 3mg08 Cigarette Label

Launched in 2007, “HUANGHELOU” cigarette "3mg08" uses white as the main color, with the number 08 around the earth composition for the label pattern, presenting a neat and clean design, which is also the "white" artistic approach. Through the pattern, listing time and the number 08 elements, it is easy to see that this cigarette is a “HUANGHELOU” cigarette brand designed to meet the 2008 Olympic Games.

The designers agreed that the "3mg08" cigarette label used the abstract and rhythmic number "08" around the green earth design to express the year 2008 and the concept of green development, and the use of a large area of white was to convey the concept of neat and clean. The concept of cleanliness was conveyed by the use of a large area of white color. The design is

not only a record of the hot events of the time but also in line with the national strategy of green sustainable development and the basic state policy of environmental protection.



Fig.8 Man Tian Xing Cigarette Label

In 2008, "Man Tian Xing" was launched on the market, using blue as the main color and using the regular arrangement of dots on the pattern, abstractly expressing "a sky full of stars". The label uses a clean and regular composition to create a cultural symbol for the product, adding cranes and birds around "HUANGHELOU". In order to create a cultural symbol for the product, a crane bird is added around the Yellow Crane Tower icon, which forms a unique emotional imprint for consumers through the "crane" element, making it an important cultural symbol. The success of the Beijing Olympic Games has established a profound image of Chinese culture in the international arena. In this process, the fusion of Eastern and Western cultures has aroused people's strong interest in Western culture and gradually increased their preference for it.

The in-depth analysis finds that the product label design patterns, and colors at this stage significantly reflect the integration of traditional Chinese cultural elements and modern aesthetics, indicating that the "HUANGHELOU" cigarette tried to change and seek a new way of thinking in the visual communication to create cultural symbols that were unique to "HUANGHELOU" cigarette to cater for the rapid development of contemporary society, the psychological needs of consumers. Changing demands break through the old cigarette label, a layer of unchanging stereotypes, driving the development of the cigarette brand to find a way out. The traditional Chinese cultural elements of "HUANGHELOU" cigarette labels at this stage are reflected in the adoption and use of various traditional patterns. Through the physical analysis, the representative traditional patterns of "HUANGHELOU" cigarette labels in this stage are found to be back, crane pattern, and wing feather pattern.

Hui Pattern: The Hui Pattern is a traditional Chinese auspicious pattern, the origin of which can be traced back to ancient Chinese art and decoration. In ancient cultural concepts, the Hui pattern is regarded as a symbol of good luck, happiness and peacefulness.

Crane Pattern: The crane, since ancient times, has been a bird of good fortune in the minds of people. As a cultural symbolic element, it is often used to express the meaning of good luck and happiness.

Wing Feather Pattern: The wing feather pattern is a symbol of good fortune and honour in ancient China, and in traditional symbolism, it represents wealth and good fortune, promotion and development.

By analyzing the five labels of the “HUANGHELOU” cigarette issued from 2004 to 2008, it can be concluded that, under the background of globalisation, Chinese society has gradually increased its acceptance of outside culture. Chinese society has experienced the fusion and conflict between traditional and modern cultures. “HUANGHELOU” cigarette has long sought its own brand development, with cultural integration as the direction according to the needs of the times, pursuing to reflect the historical culture and modern culture of cigarette labels. “HUANGHELOU” cigarette label design fully reflects people's sensitivity to cultural evolution, highlighting the impact of social and cultural changes on aesthetic concepts, through clever selection of patterns and modelling. The designer successfully integrates traditional cultural elements into the modern design context, realizing a clever combination of tradition and modernity and reflecting the cultural value of the pattern for a labels.

Stage of development of traditional and modern cultures (2009–2023)

Table 2 Summary of “HUANGHELOU” cigarette labels 2009–2023

Label				
Name	Xin Hai100	Da Cai	Gan En	Yin 8 Du
Time	2011	2011	2011	2012
Label				
Name	Zhi Yin	Hao Yun	Ti Ba	Yin Tian Xia Sheng Jing
Time	2013	2017	2017	2018

In the time span from 2009 to 2023, “HUANGHELOU” cigarette labels presented some particularly iconic cigarette labels. The “HUANGHELOU” cigarette brand has presented a diverse range of cigarette labels designs over the course of its product development, which reflected the most sensitive attention and response to current socio-cultural changes. This view was shared by the social and cultural experts through their interviews.

“HUANGHELOU” cigarette launched three different cigarette labels in 2011, named "Xin Hai 100", "Gan En" and "Da Cai". The year 2011 has special significance for China, marking the 100th anniversary of the victory of the Xinhai Revolution and the 90th anniversary of the founding of the Communist Party of China. The naming of these cigarettes reflects the theme of the design.



Fig.9 Xin Hai 100 Cigarette Label

The label of "Xin Hai 100" cigarette adopts the form of text, emphasising the number 100, to commemorate the 100th anniversary of the victory of the Xinhai Revolution. The overall design uses the most representative colors in Chinese traditional culture, red and gold. This cigarette package was specially designed by the “HUANGHELOU” company to commemorate the 100th anniversary of the Xinhai Revolution.



Fig.10 Gan En Cigarette Label



Fig.11 Peking Opera mask

Gan En comes from a legend of “HUANGHELOU”. The design concept is based on thousands of years of Chinese gratitude culture, and the pattern design adopts the shape of a

crane to evolve the shape of a Chinese face. Face painting is usually found in Peking Opera, China's national treasure. “HUANGHELOU” Gen En with "crane" as the representative of this auspicious animal as the unique cultural symbol of “HUANGHELOU”, the integration of the face elements into the label pattern, is to infuse the brand with a kind of character and vitality. The "face" is surrounded by auspicious cloud patterns, which first appeared in the middle and late Zhou Dynasty in Chu. Auspicious cloud motifs are varied and natural and have always been a symbol of good fortune in the minds of the Chinese. The four corners of the package and the black border are decorated with the traditional Chinese patterns of cranes and back patterns. The colour of the label is a rare dark gold tone, highlighting the nobility of the package. The composition still follows the Chinese aesthetics of symmetry, which is stable and generous. Designer Liu Hang and social and cultural expert Xu Zhengbing said in an interview that the country advocates cultural self-confidence, the implementation of the cultural development period, “HUANGHELOU” Gan En as a cultural product, the visual cohesion of artistic aesthetics, in the promotion of traditional Chinese culture, will be a variety of traditional culture into the pattern, made a good example.



Fig.12 Da Cai Cigarette Label

“HUANGHELOU” cigarette was launched Da Cai in 2011, coinciding with the 90th anniversary of the founding of the Communist Party of China and the centenary of the 1911 Revolution. The label design of Da Cai is inspired by military camouflage and conveys the spirit of patriotism. The label is designed to give people a sense of how China has progressed from the turbulent social environment of the last century to the peace and prosperity it enjoys today. China has been able to come to today's peaceful era because of the correct leadership of the Communist Party of China (CPC) and the heroic efforts of the military. This was also mentioned by designer Zuo Jingjing in an interview, who said that this cigarette label design emphasised the importance of the military and instilled trust in the leadership of the CPC to a wider audience.



Fig.13 Yin 8 Du Cigarette Label

“HUANGHELOU” cigarette issued Yin8du in 2012, this cigarette label of which used black as the main color, with blue to convey a cold temperament and with number eight in the middle, the design of fashionable simplicity, as well as three-dimensional water droplet elements filled with images, no longer follow the traditional Chinese pattern and two-dimensional plane expression, the picture highlights a real sense of cold, to convey the product built-in cool burst beads taste characteristics. It can be seen that with the rapid development of society, modern culture will be more diversified, the aesthetic trend also has a diversity of youthful labels, can better fill the emotional needs of young people's consumption, and the diversification of labels of “HUANGHELOU” cigarette, will be able to meet the different emotional needs of society.



Fig.14 Zhi Yin Cigarette Label

Zhi Yin cigarette, launched in 2014, are inspired by the art of paper-cutting in traditional Chinese culture. Chinese paper-cutting is a kind of folk art that uses scissors or carving knives to cut patterns on paper and is often used to decorate life and various folk activities. Paper-cutting has a wide popular base in China, deeply rooted in the social life of people of all ethnic groups, and is an important part of a variety of folk activities. Zhi Yin cigarette label design chooses a combination of animals and plants, featuring magpies and China's national flower, the plum blossom. Plum blossom, as another important botanical pattern, has always been one of Chinese famous flowers. The plum blossom is an auspicious symbol of perseverance and the transmission of springtime greetings due to its resilience and defiance of snow and wind. The combination of animal and floral motifs to form the pattern of "Magpie Dengmei" and "Joyful Eyebrows" expresses the desire for a better life.



Fig.15 Hao Yun Cigarette Label

Hao Yun cigarette listed in 2017, through the name of the cigarette can be seen, this cigarette highlights Hao Yun, as if to convey to the consumer, buy this cigarette, you will bring yourself good luck. The use of sailboat pattern symbols, the use of harmonic symbols have the meaning of "smooth sailing". Chinese people are particularly fond of things with good meanings. "HUANGHELOU" Hao Yun cigarette in the shape of a sailboat as the main pattern of the label, sailing, meaning good, smooth. This design reflects people's pursuit of good luck and good wishes, reflecting the profound influence of social values in the formation of aesthetic concepts. The use of this cultural symbol is not only decorative, but also an expression of social beliefs and expectations, deeply reflecting the role of social values in shaping art and design.



Fig.16 Ti Ba Cigarette Label

In the process of the steady development of Chinese society, the development of the brand is also steadily moving forward, but the "HUANGHELOU" brand is still as much as possible to dig into different cultures, to fill the emotional needs of the inability. 2017 is the 70th anniversary of the founding of China's army, in this context, "HUANGHELOU" launched the "ladder poi" cigarette. It's not hard to guess that the label design pattern is related to the military at the time of its launch. During the interview, designers Liu Hang and Guo Xinyu expressed that the cigarettes were designed for the 70th anniversary of the founding of the Chinese army. This cigarette package shows a different cultural connotation than any previous package, the package color is mainly white, highlighting the role of colorful patterns in the middle, the composition still adopts the Chinese symmetry aesthetic design, and the pattern of the cigarette uses the arrangement of the performance of the abstract military medals.

The seniority plate on a soldier's chest is a special badge that represents the status and experience of the soldier. This badge not only carries the bravery and sacrifices made by soldiers to defend the country and the people but is also an important symbol to express the spirit of honour, dedication and responsibility. Integrating the elements of military seniority badges into cigarette labels, not only emphasises the brand's respect and homage to the military community but also closely connects the heroic image of the military with the cigarette product, injecting a deeper cultural connotation into the product. "HUANGHELOU" cigarettes have successfully integrated cultural connotations into the product design. This design is not only a tribute to the soldiers, but also the brand of bearing and expression of culture.



Fig.17 Yin Tian Xia Sheng Jing Cigarette Label

Issued in 2018, "HUANGHELOU" Yin Tian Xia Sheng Jing expresses the best portrayal of Chinese society, as well as a beautiful vision of world peace and prosperity. The labelling pattern uses abstract brushstrokes and colorful colors, which are bold and modern, expressing a fashionable, lively and youthful cultural temperament, and conveying a beautiful hope for a colorful world. Consumer Xu Kai said that the name of the cigarette tells us that the cigarette is intended to express the grandeur of the world's prosperity and the world's scenic beauty. With this label design, it is not difficult to see that with the development of society, the "HUANGHELOU" company needs a fashionable, innovative cigarette label. In order to attract more consumers.

"HUANGHELOU" cigarette company listed these 8 kinds of cigarettes, and each label design has its unique style and special meaning. Each cigarette label design does not come out of thin air, it has to be the meaning it wants to convey to us. The creation of these label designs must also be influenced by various aspects of the current situation.

By analyzing the label design of the "HUANGHELOU" cigarette from 2004 to 2023, it can be seen that the label design of the "HUANGHELOU" cigarette has a unique historical value in terms of brand heritage and the evolution of visual elements. The following is a summary of the historical value of the "HUANGHELOU" cigarette label design.

The label design of the “HUANGHELOU” cigarette has gone through periods of evolution, all influenced by the context of the times, social culture and market trends. The consistency of the brand logo is remarkable in the label design of “HUANGHELOU” cigarettes. Regardless of the period, the brand logo is one of the core elements of the label design, providing a stable and enduring identity for the brand while maintaining its recognizability. The historical value of the “HUANGHELOU” cigarette label design lies in its evolving innovation and subtle expression of the brand image. Through the label design, the “HUANGHELOU” cigarette successfully endowed the product with deep cultural connotations and established the brand's solid position in the market, while maintaining the consistency of its brand identity throughout the different eras. The historical value of this brand's label design provides a model for the cigarette industry to study and learn from.

The study reveals how the “HUANGHELOU” cigarette label has demonstrated its value throughout history. The study highlights that the “HUANGHELOU” cigarette label pattern as a symbol with patterns and colors is influenced and limited by society and culture. The product is composed of visual elements to influence the consumers’ emotions so that they can get emotional satisfaction. Ultimately, our research results also provide meaningful references for the future design of the “HUANGHELOU” cigarette label.

Discussions

This study provides a detailed literature analysis of the history of the “HUANGHELOU” cigarette label design from 2004 to 2023, providing an in-depth and systematic analysis of the trends in label design and the evolution of design elements during this period. It helps to understand the evolution of culture in label design, the relationship between brand and culture interaction, and provides a reference for future label design. Regarding the research on label design, Van den Berg–Weitzel believes that elemental symbols are revealed in the product, the product is also a communication tool, and the influence of culture on the communicative value of label design contributes to the betterment of the brand (Van den Berg–Weitzel & Van de Laar, 2001). Label design is very important for products, labels attract consumers through different symbols or different structures, and some eco-friendly packaging also attracts consumers' attention. Various factors of the label design of these products affect the purchasing decision of the consumers. (Rundh, 2009; Steenis et al., 2017; Wells et al., 2007). Product packaging can meet the needs of consumers, product label design can make it stand out in a group of products, to

attract the attention of consumers. The symbols on the product packaging have a lot of symbolic meaning, which is also a reflection of culture (Te Vaarwerk et al., 2015). The focus of this research is on forming a new theoretical conceptual framework by analysing the historical value of the “HUANGHELOU” cigarette label and using the means of literature analysis to provide a new perspective for the study of the historical value of cigarette label culture.

The limitation of this study is that obtaining detailed data on the label design of the “HUANGHELOU” cigarette may be limited by commercial sensitivity, and it may not be possible to obtain full information about the design or the designer's comprehensive thinking. In terms of pattern interpretation, it is possible that some symbolic motifs may have changed in different cultures and periods as society has developed, and the study may not be able to fully cover all the variations.

Knowledge from Research

- 1) Changes in design elements and possible influencing factors
- 2) Social and cultural influences on “HUANGHELOU” cigarette labels and how cultural elements are incorporated into the design.

These findings are presented through analyses outlining the research's contribution to the field.

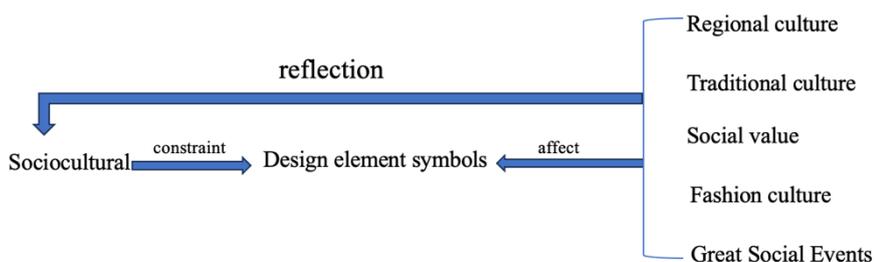


Fig.18 Framework

Conclusion

1) The main objective of this study was to analyse the historical and cultural value of “HUANGHELOU” cigarette labels. Important findings include the changes in the label of “HUANGHELOU” cigarettes between 2004 and 2023.

2) How the “HUANGHELOU” cigarette label design integrates with culture to show its own cultural value.

This study successfully reflects the evolution of “HUANGHELOU” cigarette label design and how cultural elements are integrated with cigarette label design, providing a reference for the cigarette label design industry in the future.

Suggestions

(1) With the development of society and the diversification of consumers' aesthetic demands, cigarette label design needs to be constantly innovated and upgraded. It is recommended that designers strengthen their research and understanding of traditional Chinese culture and integrate it into label design to promote the inheritance and innovation of traditional culture.

(2) Analysing the correlation between label design and sales performance, and conducting a comparative study in a cross-cultural context to explore the similarities, differences and characteristics of label design in different cultural contexts.

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