

## Lifetime Affection for the Art of the Tea Brick

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### Abstract

*This study aimed to understand the impressions of young people regarding the tea brick, and whether or not their attention can be attracted to the tea brick through creative packaging. Through individual cases, university the students became personally involved in design processes and formed a report group. After sharing their reports with the university, the students adopted the method of questionnaire analysis to observe the thoughts and opinions of 44 students regarding the content of the report, tea brick products, and personal experiences of tea. The results showed that the respondents are highly satisfied with the tea brick products, and the mascot personalities and appearances have influence on the customer groups they attract. In addition, the respondents stated that they are satisfied with the content shared by the report group, and have become more aware of the relevant content of tea brick products.*

**Keywords:** Tea brick, products, marketing, mascot, packaging design

### 1. Introduction

Tea is an extremely dry product, and when exposed to the air or certain temperatures, it tends to gradually lose its taste (Council of Agriculture, 2012). In order to prolong the shelf life of tea, the autoclave method is used to process a variety of tea into tea bricks or tea cakes. Due to the characteristics of long preservation and convenient shipment, such tea products are welcomed by borderland nationalities. Among them, the most famous tea product is Pu'er tea (produced in southwestern Yunnan) (Chen, 2009), which is widely accepted by ethnic Chinese. In the past, Taiwanese tea businesses thrived, and their products were exported to Europe and America, and tea was regarded as "black gold". Today, Taiwanese tea is mainly shipped to Asian countries, such as mainland China and Japan, meaning its overall export volume has decreased; however, its export output value unit price is as much as 3.3 times that of the global average unit price (Zhou, 2014). Thus, it can be seen that Taiwanese tea is an important industry, and if it can be coupled with emerging cultural and creative industries, its future potential will be enormous. With the guidance and assistance of the government, the concept of product innovation shall be introduced to the traditional tea brick in order to create new artistic tea bricks that will arouse the attention of all walks of life (Chiayi City Government, 2013). Artistic tea bricks have the designs of the twelve Chinese zodiac signs, the pattern of "囍" (a Chinese character referring to happiness), or customized patterns to attract the attention of buyers, increase their willingness to buy, and search and save relevant purchase information.

#### 1.1 Motivation and purpose

Tea is not only for drinking. Artistic tea bricks have an amazing appearance, which can be tailor made according to customers' ideas. Customized tea bricks have better sales channels, which can maintain the good taste of traditional tea as it has the value of appreciation and collection. The Taiwan government endeavors to develop local characteristics through the policy of "One Village, One Feature" (National Development Council, 2009). "Tea" is one of Chiayi's specialties. The value of the artistic tea brick can drive the value of the tea brick itself. The shape of tea bricks is generally square or flat and round. In recent years, manufacturers have developed special molds that can produce tea bricks with different shapes or patterns, which adds extra meaning to tea bricks. In line with personal usage, one can chose different patterns to represent the artistic value and peculiarity of each tea brick. Therefore, this study regards the tea bricks produced on Ali Mountain, Chiayi, as its research subject, as it presents the traits of Chiayi and has long preservation period and artistic value.

In addition, this study explores whether or not the new generation has different ideas regarding the designs of tea bricks, which can enhance their acceptance of the traditional product. The purposes and questions of this study are, as follows: (1) To explore the degree of acceptance by the new generation regarding the design and mascot status of the tea brick. (2) To understand their impressions of the tea brick. (3) To study their habits of drinking tea, and their degree of understanding of the tea brick.

## **2. Literature References**

### **2.1 The status quo of the design of tea bricks**

The design of tea packaging presents the development trend of the diversity of the Taiwanese tea industry. There are characteristics in the relationship between the development of the industry and the packaging of tea: (1) In early days, the packaging of Taiwanese tea presented local folk customs; (2) The form and design of tea packaging showed social development; (3) The visual design of tea packaging has become a tool to advocate the government; (4) The design of tea packaging reflected the changes of the economic structure of the Taiwanese tea industry (Hsu & Hsu, 2013). The design of tea bricks, much like the tea itself, distinguishes itself from its competitors by packaging, as tea bricks can be made into different shapes or patterns through the autoclave process to highlight the styles and features of different manufactures. In recent years, the government has noted this feature and cooperated with practitioners to provide industrial innovation, counseling, and the development of customized patterns, such as zodiac signs (Chiayi City Government, 2013), as products with visual beauty are more likely to be selected. The development of tea bricks with artistic moldings can bring about the opportunity of development in the gift market. In the past, tea bricks were selected as gifts mainly for their health benefits. Whether tea bricks with artistic moldings can attract the attention of young people in the emerging market is one of the questions explored by this study.

### **2.2 Customers' impressions of tea bricks**

Consumers' first impressions of a product depend on its packaging and brand mascot. In the market-oriented environment, attracting the attention of consumers and eliciting appropriate emotional experiences are the keys to success (Wu & Lian, 2010). Packaging with excellent visual effects stimulates the sales of a product, thus, it is a key design point to highlight the particularity and geographical factors of a product through packaging (Lin & Hsieh, 2008). The value of packaging for a product lies in its consistency regarding safety, content, customers' identification, trust, and awareness of the product (Yeh, 2009). Alvin Toffler, a futurology master, assumed that, "One who occupies the commanding height of creativity can control the globe. It is creativity that will dominate the lifeblood of business in the 21st century." The role of a Taiwanese creative designer commonly serves to beautify a product, while the foreign designer considers design as a process to "provide a solution to a specific problem". Ta-wei Chien, the General Manager of the Gixia Group, believes that, if a designer is not good at commercial and rational operation, it would be better if he/she can collaborate with someone with a business background, meaning do not limit a design to the small circle of design only (Tang, 2012). The primary purpose of creative design is to achieve operational and performance objectives, followed by creative thinking. Through their interviews with experts, Chou and Horng (2014) found that a businessman usually considers cost and income first, and then creativity. Yeh (2013) found that, if a creative design was highly consistent with the self-image of a customer with high awareness of quality and strong desire to purchase; such design would have positive influence on the purchase intention of the customer. The tea brick is a product. The first impression of the tea brick by ethnic Chinese is that it is a traditional high-priced drink, and its artistic value grows with its history of preservation, thus, many people consider the collection of tea bricks as their hobby or profession. The first impression of the Japanese regards the health value of the tea brick; however, as they are also impressed by the history and culture behind tea bricks, they have cooperated with China to conduct relevant research. The first impression of tea bricks by westerners was formed when it was introduced in the west in the 17th century, and its main artistic value has a profound relationship with Chinese culture. This study probes into the creative designs of the new generation regarding the packaging of tea bricks, which enhances the public's fixed impressions of tea bricks, tradition, and history.

### **2.3 The habit of drinking tea**

The Taiwanese have a long history of drinking tea, and has become an inseparable part of Taiwanese daily life. According to research, about 60% of Taiwanese aged 25 to 29 and 35 to 39 will drink tea from one to five times a week on average, while only 16% never drink tea (Ixresearch, 2011).

Tea has become an alternative to water for the Taiwanese. Almost all university students are price oriented, and care more about price than brands in terms of their selection of drinks, and their purchase decisions form their drinking habits. The best time to drink is during leisure and entertainment, which proves the inseparable role of drinks in our life, and can even result in the formation of social media (Hsiao, Huang, Hsiao, & Chen, 2010). According to the 2010 statistical yearbook of food consumption survey, consumer groups at differ different ages pre green te to function tea drinks. The highest penetration rate of green deafens. exists in the consumer group from 15 to 3 years old, while that of function tee is from 20 to 49 years old (Wang, Yeh, & Li, 2012). Tea bricks can b dated back to the Tang Dynasty. A tea maker blends a variety of raw tea, heats it with high temperature steam, and presses it into a mold to form the shape of a brick. After exposure to the sun, dried tea brick can be packaged for storage or drinking (Chang Hsing Tea Shop, 2013). The way to brew tea brick is similar to average tea; the only difference is that before brewing, one shall use a special tea needle or tea knife to cut off the part needed and then brew it. The rest of the brick can be stored in a cool place for a long time. If the packaging design of the tea brick is attractive, it will bring more business opportunities. A question of concern in the market is how many new generations know about tea bricks. Providers seldom regard young people as their potential customer This stud was curio ter. odious learn if young people would choose loose tea or tea bricks, and hoecakes to promote the traditional tea bar to the young people of new generations.

### 3. Research Approach

This study first explained influence of the characteristics of enterprise products through classed of "Management Science" via act cases, displayed films about relevant product characteristics as examples, and helped the students to connect the case explanations to the in text books. It also allowed the students to participate in the design of new packaging for the tea peaked in Ali Mountain, Chiayi, which is a common gift in Taiwan, in order to attract the attention of the young people o the new generation. The students were divided into different groups, which interviewed tea brick companies and determined the principles of loose tea and tea bricks. Coupled with the knowledge learned in the classroom, they participated in the design of relevant products with attractive characteristics. After discussion, they designed new packaging an mascots for tea brick For example Figure 1 shows the new costume of a tea brick logo, as painted by Ms. Wan-lin Lin, who named it the "T brick Elfin".

**Figure 1 New costume for a tea brick (Tea brick mascot printed by Ms . Wan-lin Lin)**



During the design of the new packaging and mascot for tea brick three short films were shot by the students. The first one was about the love gifts of tea bricks exchanged between university boys and girls. The second one was about the gift of tea bricks given to parents by the students to show their affection. The third one was about an old woman, who cherished a tea brick given as a gift by her husband before he passed away. The three short films show the long-term collection value of tea bricks. Different groups made reports and played the promotional films on tea bricks for the sample students, who then filled out questionnaires that were used to analyze the degree of understanding of tea bricks, the affection for the mascot of the young people of the new generation, and the potential influencing factors and motivations of buying tea bricks as gifts.

Questions designed to understand the impressions of respondents regarding tea bricks include:

- (1) The first impression of tea brick products
- (2) Creativity and peculiarity of tea brick products
- (3) The artistic value of tea brick products
- (4) The reasonableness of the price of tea brick products
- (5) How much can packaging promote the value of tea brick products?
- (6) The overall satisfaction of tea brick products
- (7) Suggestions for products and packaging (an open-ended question)

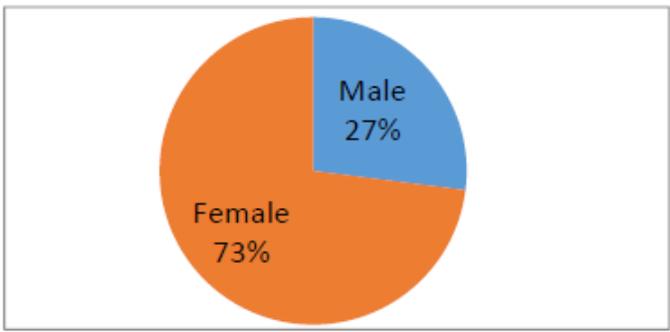
Questions regarding the personal experiences, tea drinking habits, and understanding of tea bricks of young people include:

- (1) The frequency of drinking tea
- (2) If they have heard of artistic tea bricks
- (3) If they have purchased tea bricks
- (4) Do they know how to brew tea?
- (5) Do they know how tea bricks are made?
- (6) If they have watched any ads or news related to tea bricks
- (7) If they will choose tea bricks? Why? (An open-ended question)

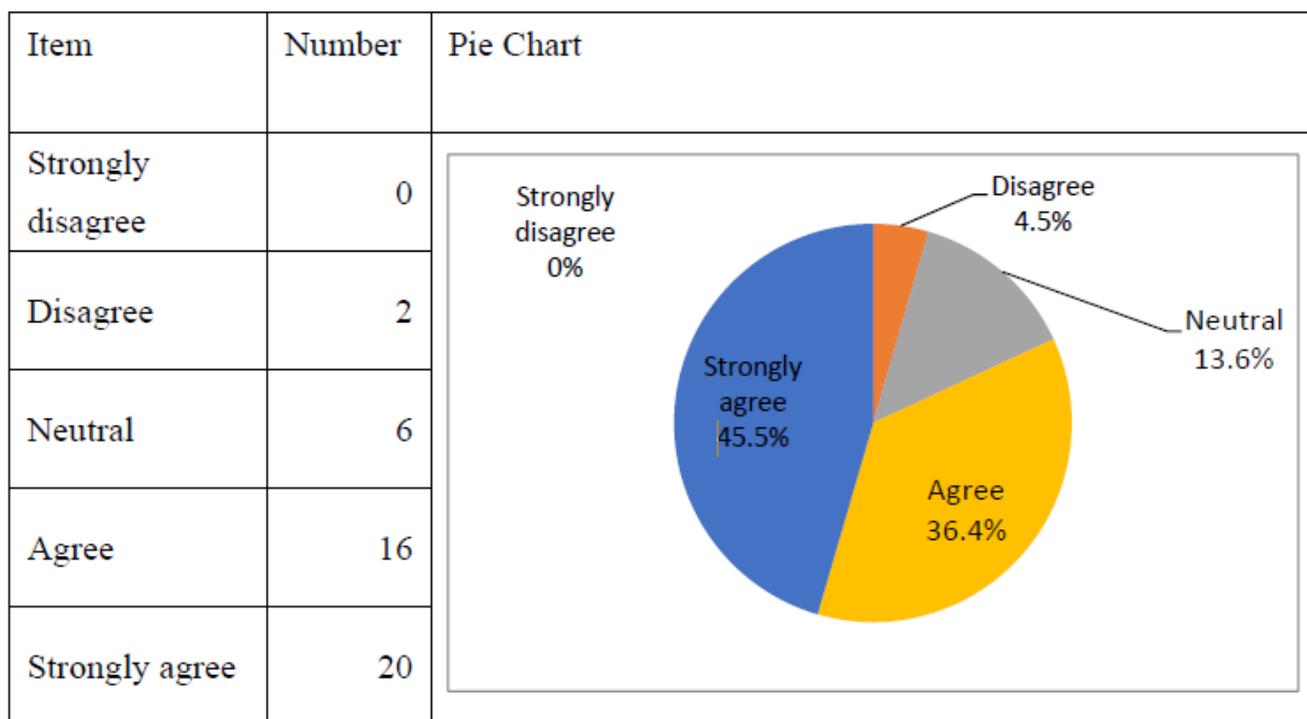
**4. Research Analysis**

There were 55 questionnaires sent out, and 44 valid questionnaires were collected.

(1) Distribution of basic data (%)

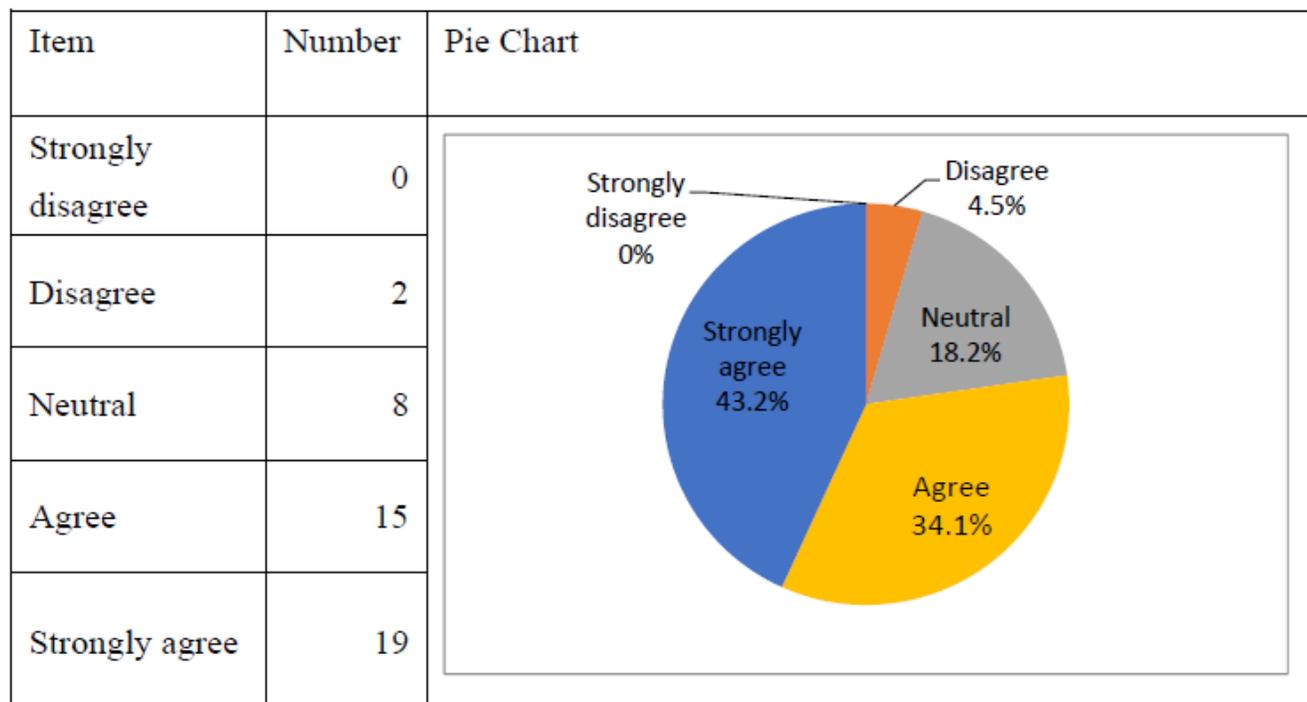
Gender	Number.	Percentage (%)	Pie Chart
Male	12	27	
Female	32	73	

Note: Most of the respondents were female (32, 73%), while 12 were male (27%). First aspect: Analysis of the data of marketing techniques is, as follows: (1) You know more about tea bricks after listening to the brief report.



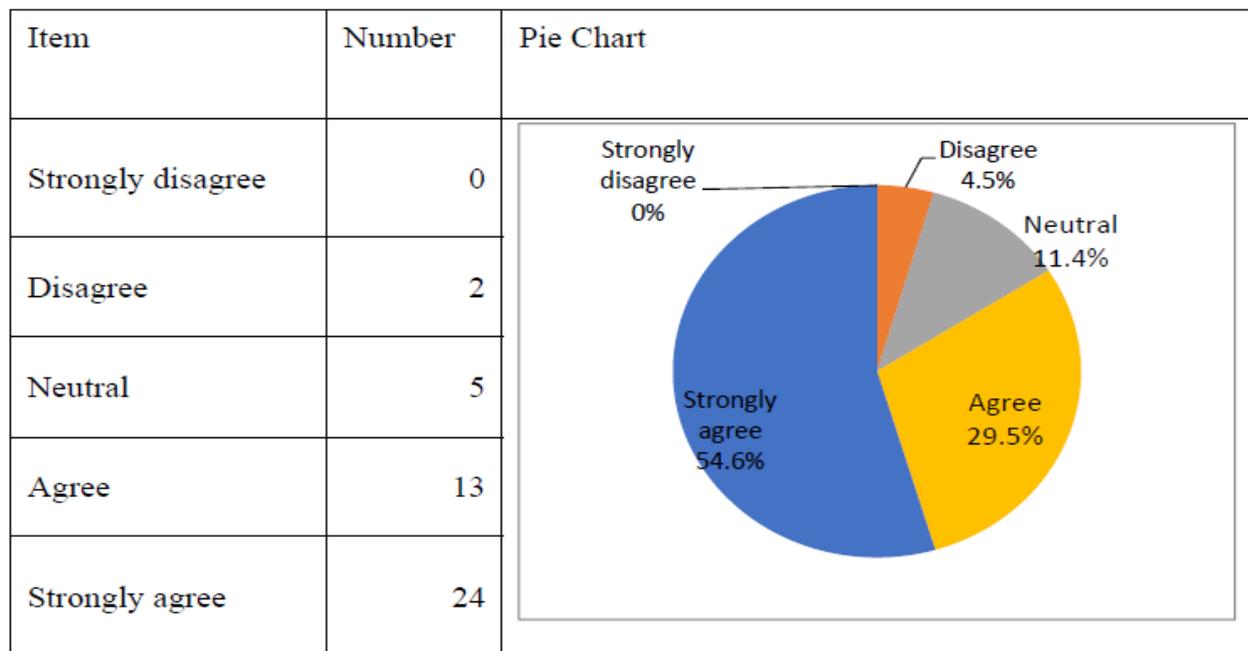
Note: 36 respondents (81.9%) selected "Strongly agree" and "Agree", which means they had a better understanding of tea bricks after listening to the brief report; the proportion of "Strongly agree" is the highest. Only 8 the students selected "Neutral" and "Disagree". Overall, the students who listened to the brief report found it helpful to understand the basics of tea bricks.

**(2) The style of the brief report is in line with the features of tea bricks.**



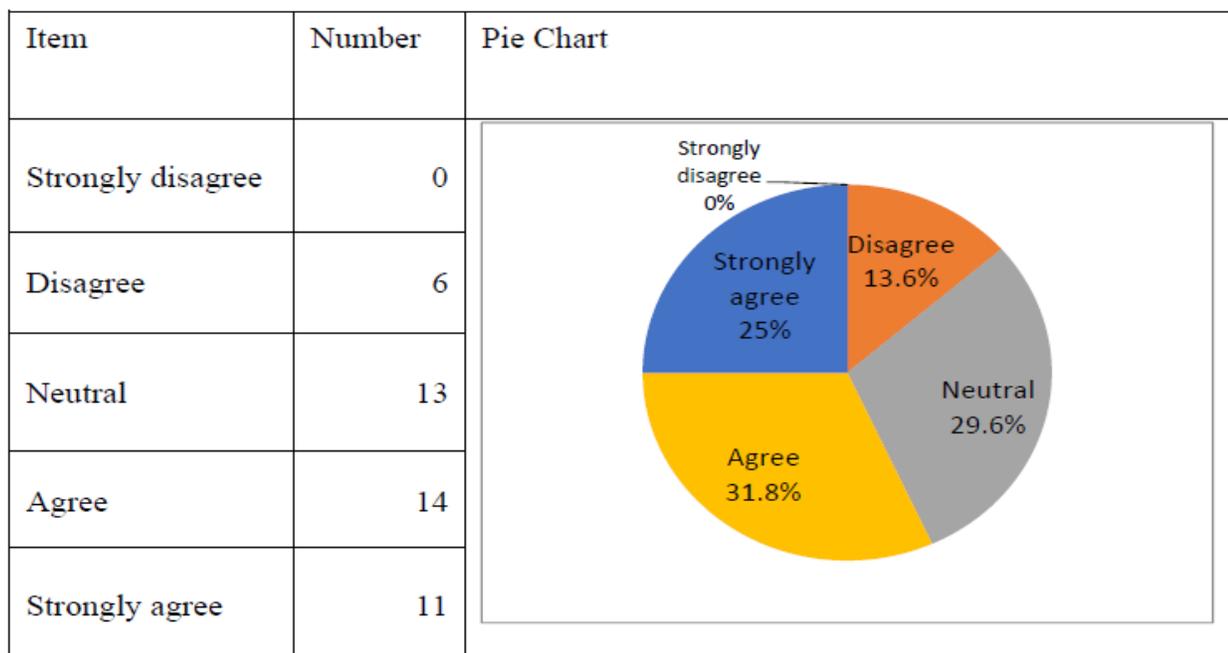
Note: 34 respondents (77.3%) agreed that the simple and fresh style of the brief report with antique beauty was in line with the features of tea bricks; while those who selected "Strongly agree" accounted for the majority (19, 43.2%). It can be seen that the simple and fresh style of the brief report with antique beauty is in line with the features of tea bricks.

**(3) The attraction of the content of the short films**

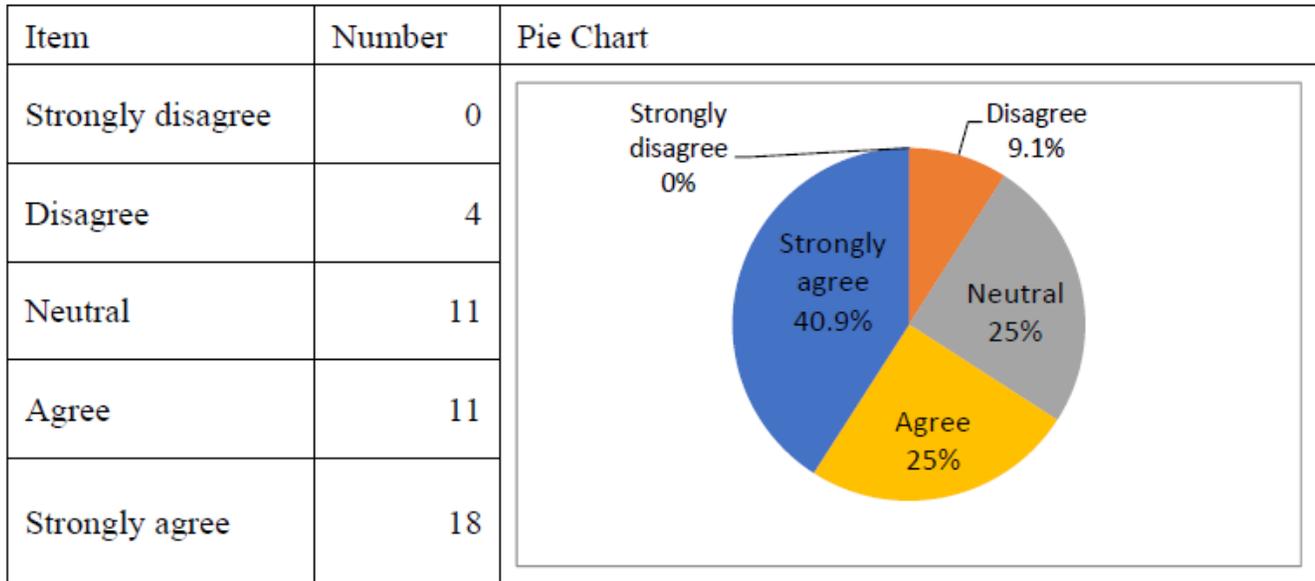


Note: 37 respondents (84.1%) believed that the contents of the films were interesting; those who selected "Strongly agree" accounted for the majority. 16% respondents selected "Neutral" and "Disagree", which is still in the minority. Some students suggested that the films could have more sounds, as this might be one of the reasons why the students were not attracted by it.

**(4) You will consider buying a tea brick as a gift after watching the films.**

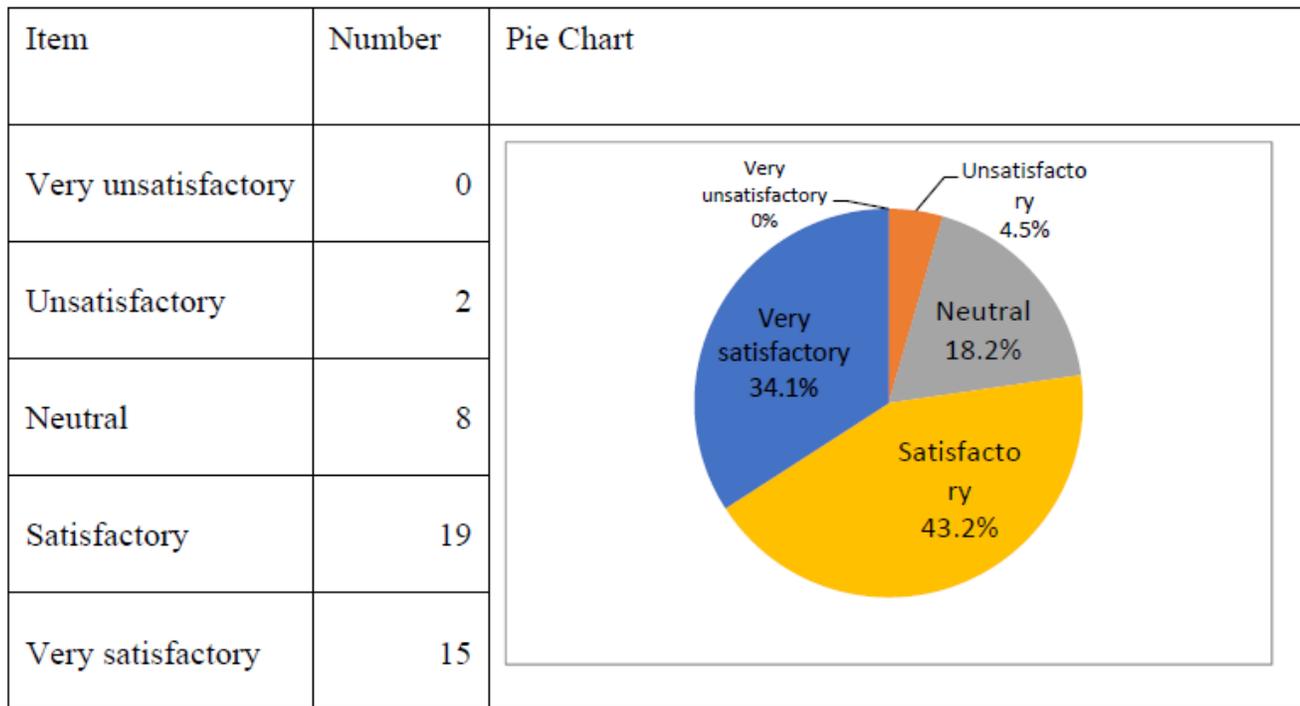


Note: 13 selected "Neutral", while 14 selected "Agree", and 11 selected "Strongly agree", which shows that they do not have strong intention to buy a tea brick as a gift, at a first meeting, or for special festivals. According to the answers to the open-ended question, the reason why they selected the option of disagree might due to price; or perhaps they prefer loose tea. Those who selected agree may believe that tea bricks are decent gifts with high artistic value. (5) You like the design of the mascot "Tea brick Elfin"



Note: More than half of the respondents (29, 65.9%) liked the "Tea brick Elfin"; those who selected "Strongly agree" accounted for the majority. 10% of the respondents selected "Disagree". Coupled with the answers to the open-ended question, they might believe that the mascot was too cute to match the image of the tea brick; or the target consumers of the mascot might be too limited because they feel it will mostly attract women and children.

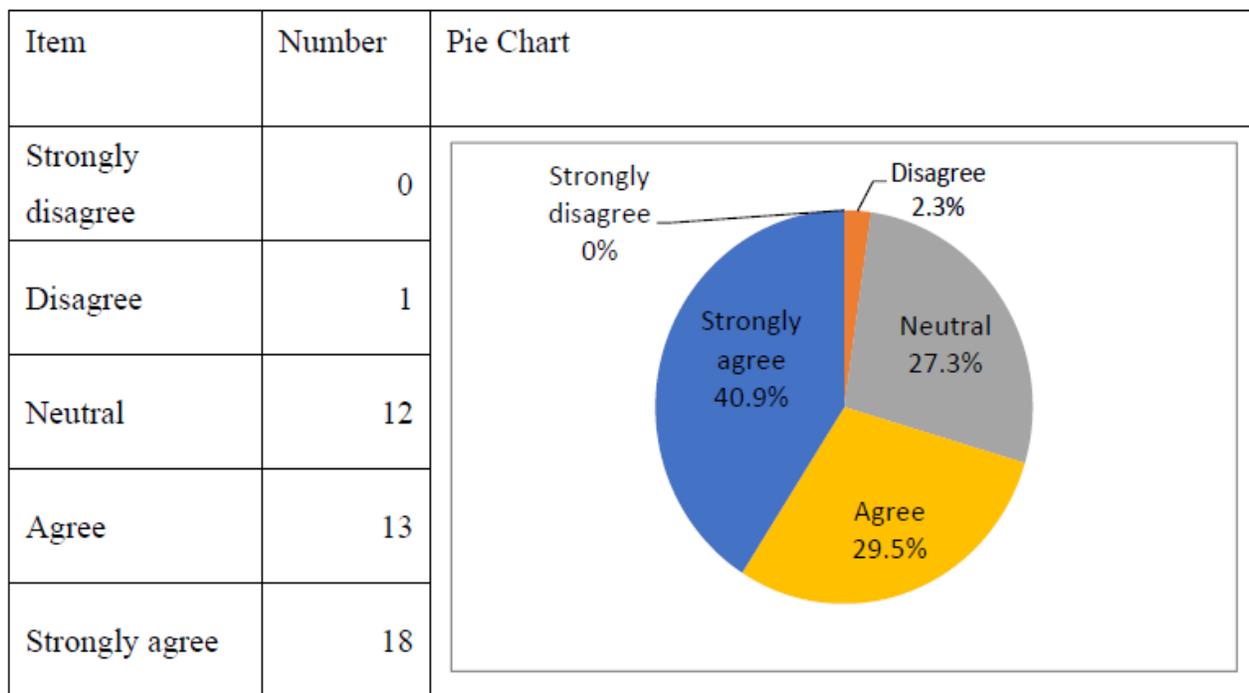
**(6) Overall satisfaction**



Note: More than half of the respondents (77%, 34) felt satisfied; those who selected "Satisfactory" accounted for the majority. Only two the students selected "Unsatisfactory". 18% selected "Neutral". As expressed by their satisfaction for the content of the PPT, it can be concluded that the mascot or the films require improvement.

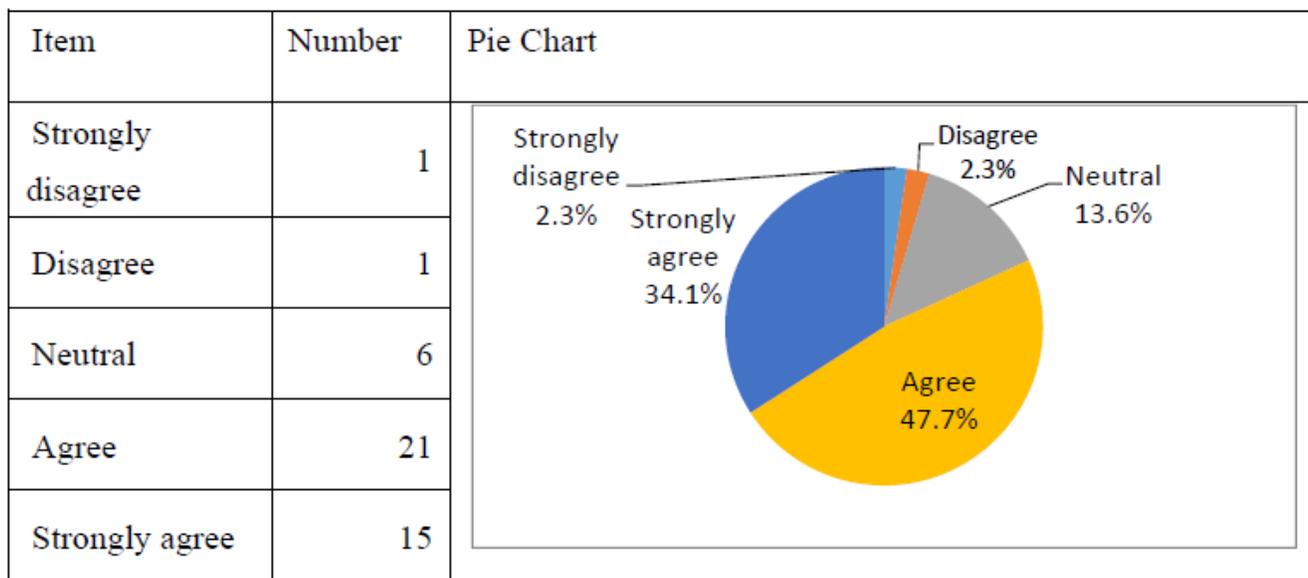
Second aspect: Analysis of the data of tea brick product is, as follows:

- (1) The first impression of the tea brick product is good.



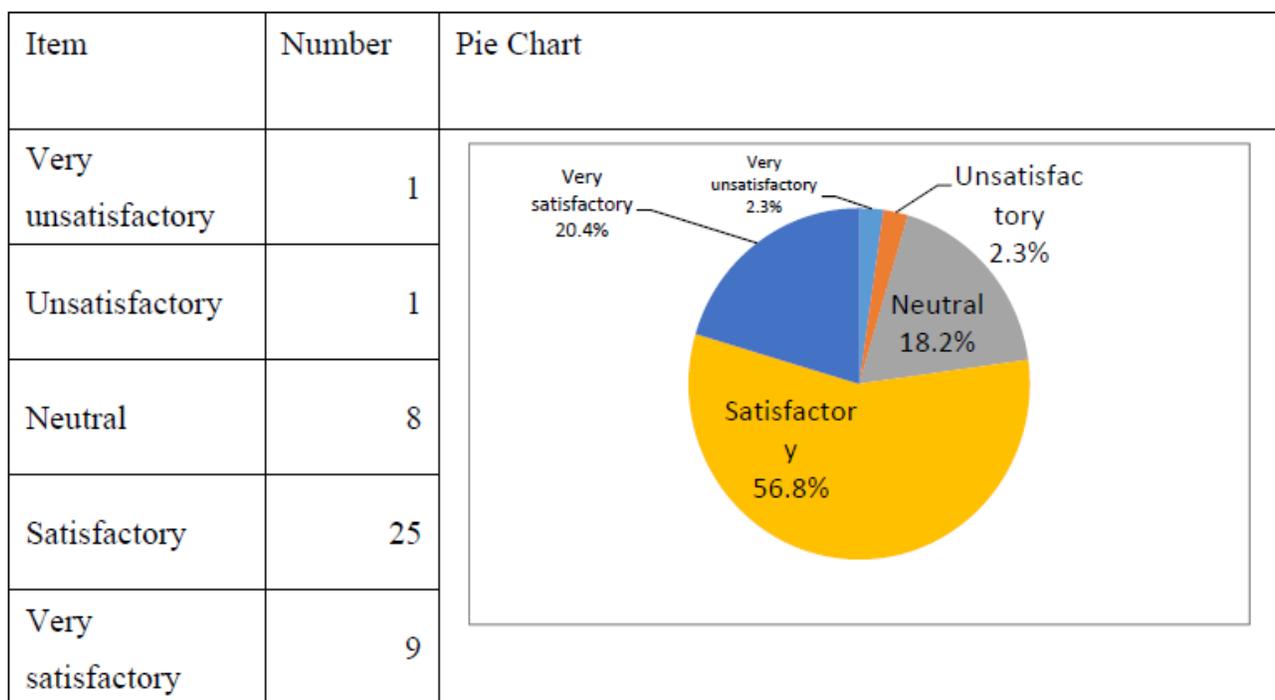
Note: More than half of the respondents (31, 70.4%) had good impressions of the product, those who selected "Strongly agree" accounted for the majority. 27% selected "Neutral", and believed it was not special. Only one student felt it was not good. The findings suggest that the tea brick has high acceptance of first impression.

**(2) This tea brick product is creative and unique Item**



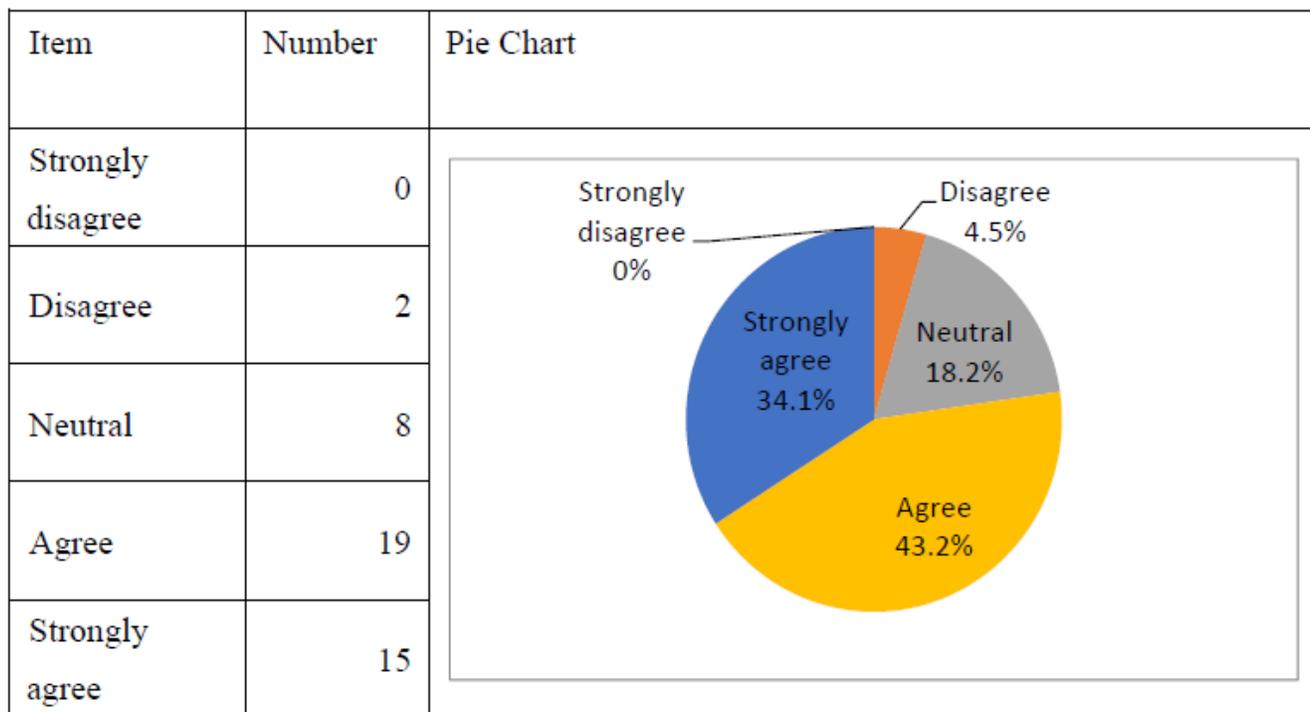
Note: More than half (36, 81.8%) respondents agreed that the product was creative and unique; those who selected "Agree" accounted for the majority. It is generally believed this tea brick is unique.

(2) The overall satisfaction for this tea brick product



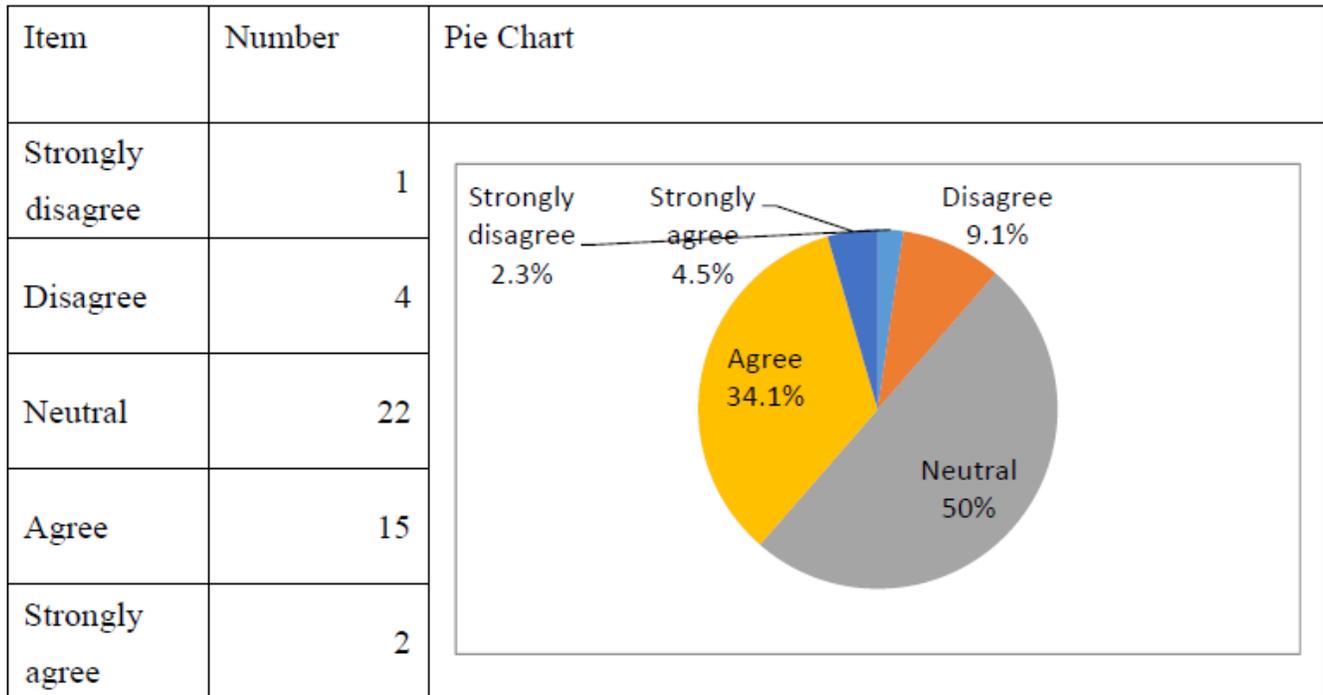
Note: More than half (34, 77%) respondents were satisfied with the product; those who selected "Satisfactory" accounted for the majority. The main reasons for those who were not satisfied were due to high price, plain packaging, low quality, and the necessity for improvement. If the product can have a design that meets the style preferences of young people, and is sold at a price they can afford, the purchase rate will increase.

**(4) Tea brick has high artistic value**



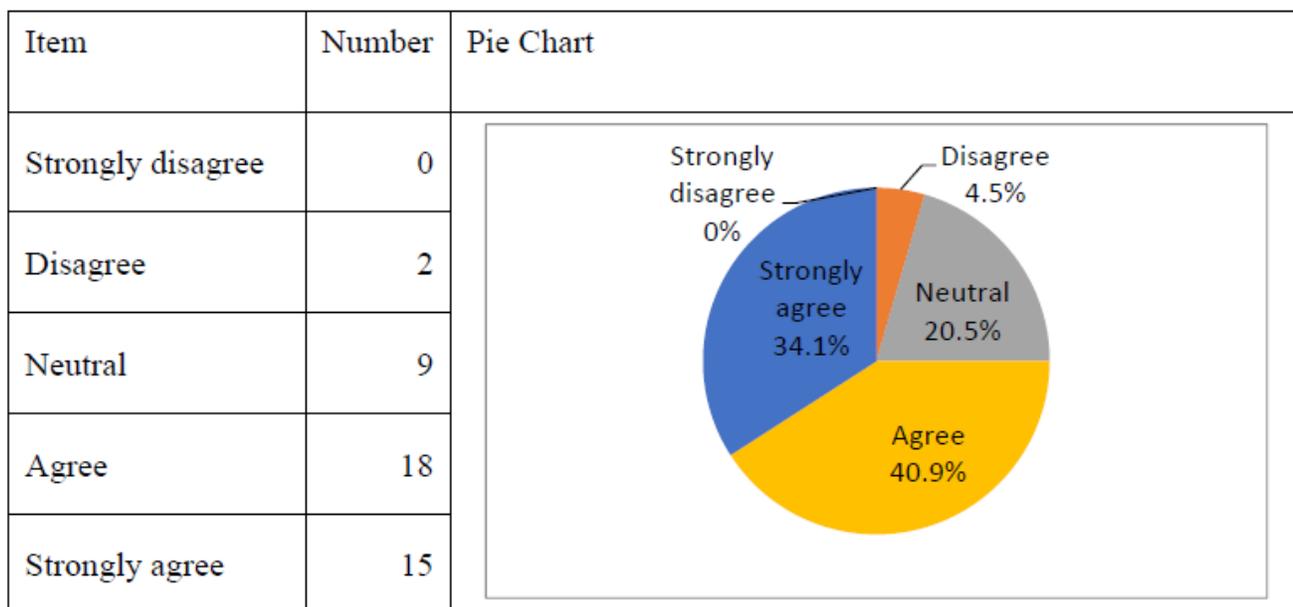
Note: More than half (34, 77%) respondents agreed that the tea brick had high artistic value; those who selected "Agree" accounted for the majority, which shows that they generally considered that the tea brick had high artistic value.

**(6) The price is reasonable**



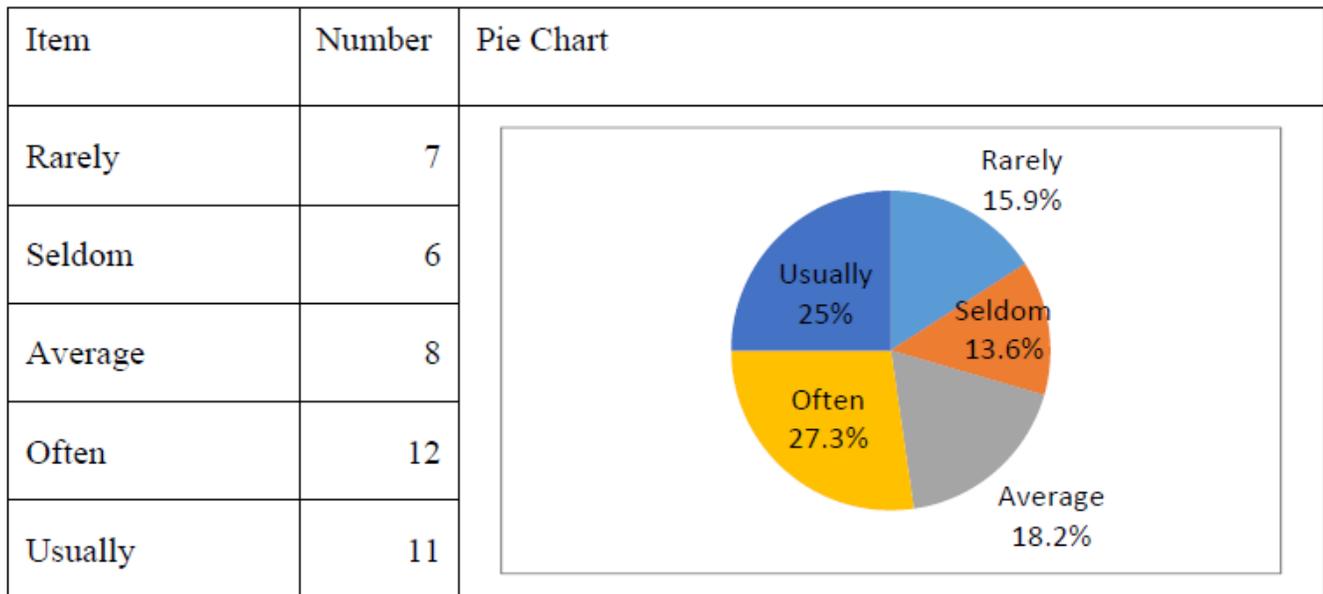
Note: Half of respondents selected "Neutral" for reasonableness of price. Presumably, they agreed with its artistic value. There were 17 (38%) people who selected a positive response, which was more than those with a negative response. However, according to the results of the open-ended question, their willingness to buy tea bricks was not very high, due to the high price or their preference for other tea.

**(6) The packaging can help enhance product value**



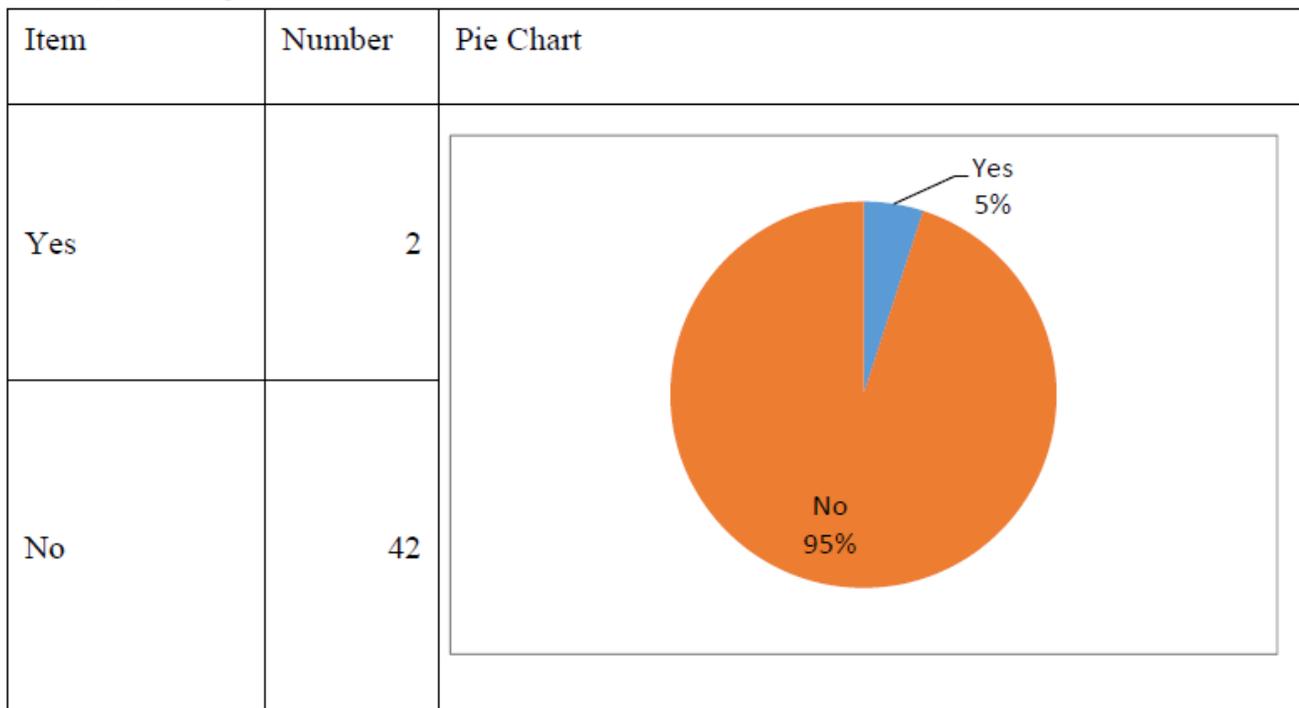
Note: More than half (33, 75%) respondents recognized that the packaging could help enhance product value; those who selected "Agree" accounted for the majority. According to the feedback of students who selected disagree, some still thought that the tea brick packaging could not reflect the good quality of the tea brick. If the design could be more extravagant or elaborate, and meet the style preference of young people, the degree of recognition would be Analysis of personal experience is summarized, as follows:

**(1) The frequency of drinking tea**



Note: Only about half (33, 52%) respondents felt that their frequency of drinking tea was high. The market is filled with all kinds of drinks, such as freshly made drinks and traditional drinks. The variety of drinks was a key factor influencing the answer selection of the respondents.

**(3) Have you heard of the artistic tea brick?**



Note: Most of the respondents (42, 95%) have not heard of the artistic tea brick, which showed that the promotions and ads for artistic tea bricks were insufficient, or the top 10 gifts of Chiayi were not well-known. Efforts should be made in terms of promotion methods and channels; however, perhaps it was because the respondents seldom come in contact with such ads.

**(4) Have you ever brought a tea brick?**

Item	Number	Pie Chart
Yes	2	<p>A pie chart with two segments. A small blue segment at the top is labeled 'Yes 5%'. The large orange segment is labeled 'No 95%'.</p>
No	42	

Note: Most of the respondents (42, 95%) have not brought a tea brick. More promotion is needed to change the ideas and impressions of young people regarding tea bricks, in order to make it a gift selection for the young people of the new generation.

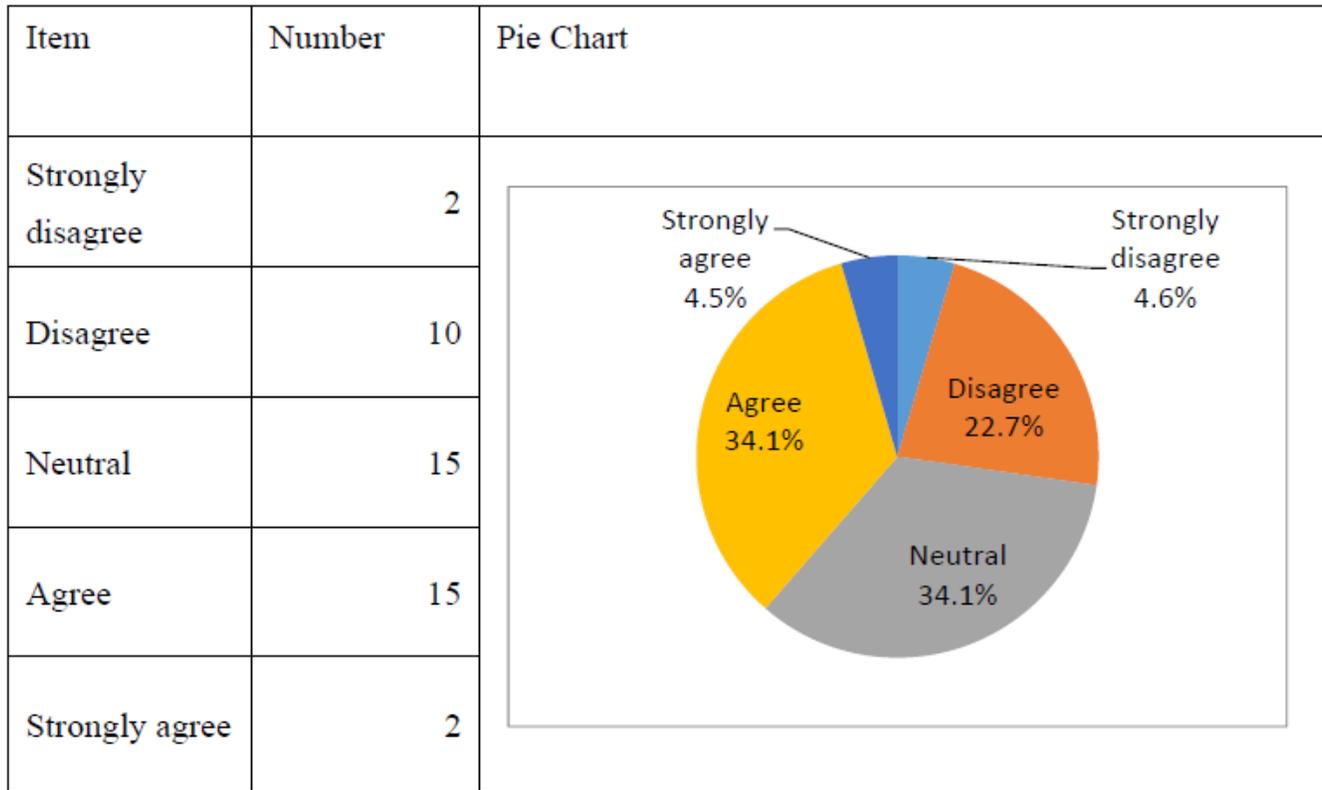
**(4) Do you understand how to brew a tea brick?**

Item Number Pie Chart

Item	Number	Pie Chart
Strongly disagree	2	<p>A pie chart with five segments. Clockwise from top-right: a small blue segment labeled 'Strongly disagree 4.6%', an orange segment labeled 'Disagree 22.7%', a large grey segment labeled 'Neutral 38.6%', a yellow segment labeled 'Agree 20.5%', and a blue segment labeled 'Strongly agree 13.6%'.</p>
Disagree	10	
Neutral	17	
Agree	9	
Strongly agree	6	

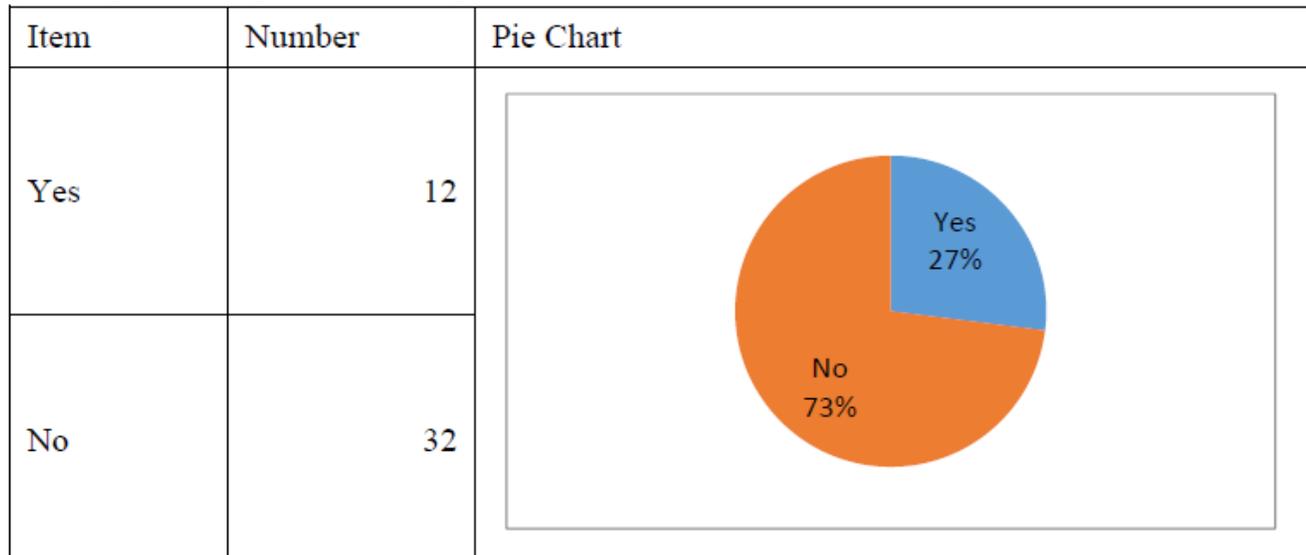
Note: Most respondents (Average (included) above 72%, 32) (after the report by the report group) roughly understand how to brew a tea brick; the percentage of agree is higher than that of disagree. Though respondents' feedback suggested that the report was interesting, it still required improvement in order to allow those who selected disagree to better understand the method to brew a tea brick.

**(5) Do you know the process to brew a tea brick?**



Note: 27% (12) of respondents selected "Disagree" for their understanding of the process to brew a tea brick, which showed that some did not understand the process. The explanation of this part was provided orally by the report group (because the respondents could not visit the tea brick factory in person).

**(7) Have you seen any ads or news reports related to tea bricks?**



Note: More than half (73%, 32) of respondents have never seen ads or news reports related to tea bricks, which shows that tea bricks are not widely spread in Taiwan. It also highlighted the special visits of the report group to tea brick companies. Moreover, promotions by tea brick companies and other tea brick practitioners are not sufficient, which explains why most of the students had no knowledge about ads or news reports related to the product.

### 4.1 Cross-analysis

Based on the integrated figure regarding marketing techniques (Figure 2), the respondents had good comments of the marketing techniques, such as films and brief reports. Regarding question No. 3, "Is the content of the film attractive to you?", 84% of respondents selected agree or strongly agree. However, regarding question No. 4 "Will you consider buying a tea brick as a gift after watching the film?", the percentage of agree and strongly agree dropped to 56%. Since there were few problems in terms of marketing techniques, presumably, it may relate to the product or its packaging. After integrating the results of the aspects of tea bricks (Figure 3), it can be seen that the packaging and mascot, as designed by the report group, had received good response. In addition, the results of question No. 5 regarding the "reasonable price" of tea brick products were very different from the results of the others. Furthermore, both question No.5 regarding the "reasonable price" of tea brick products, and question No.4 "Will you consider buy a tea brick as a gift after watching the film?" had low satisfaction. However, based on the open-ended questions, some of the respondents believed that the price was a bit high. Thus, question No. 4 about marketing techniques might be affected by price.

**Figure 2 The distribution and percentage of the answers to the questions on marketing techniques (%)**

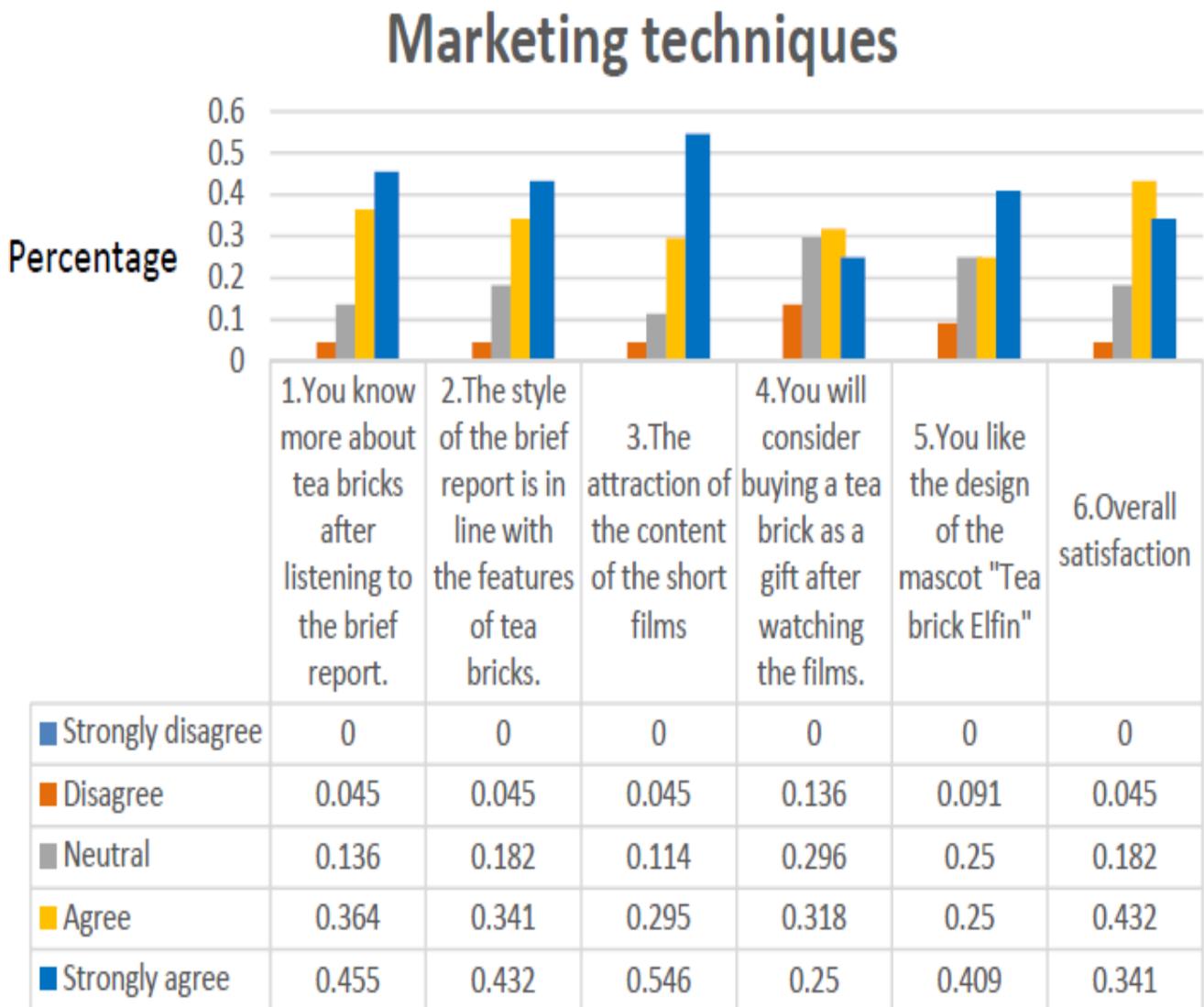


Figure 3 Comparison of the answer to the questions on the tea brick product

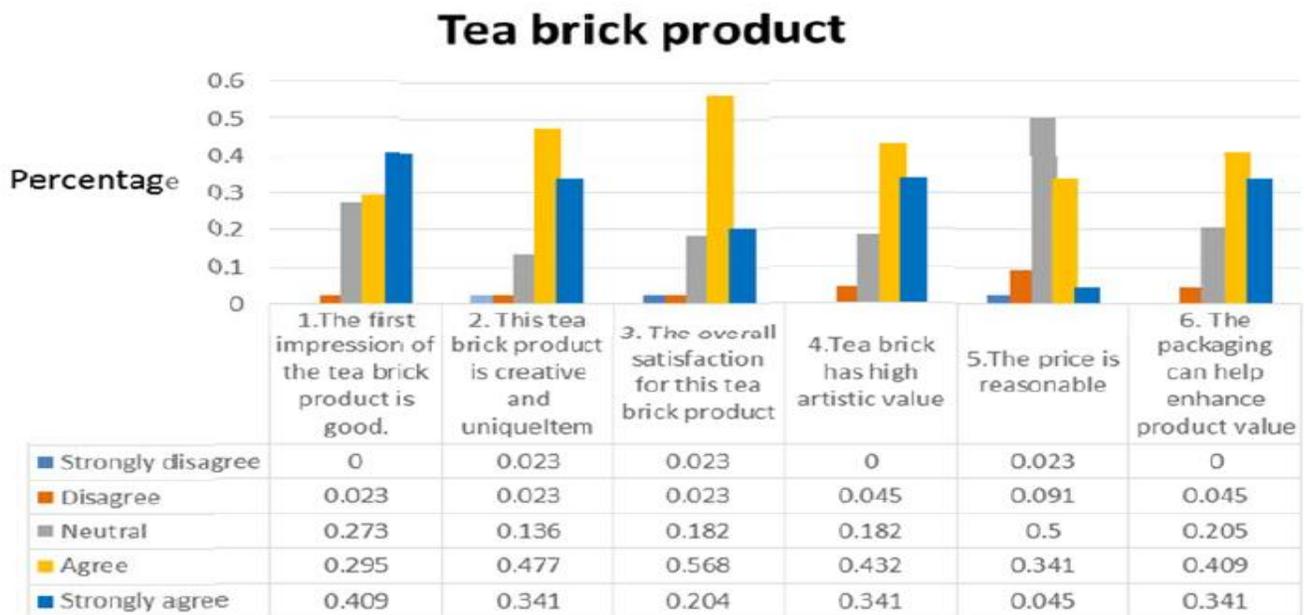
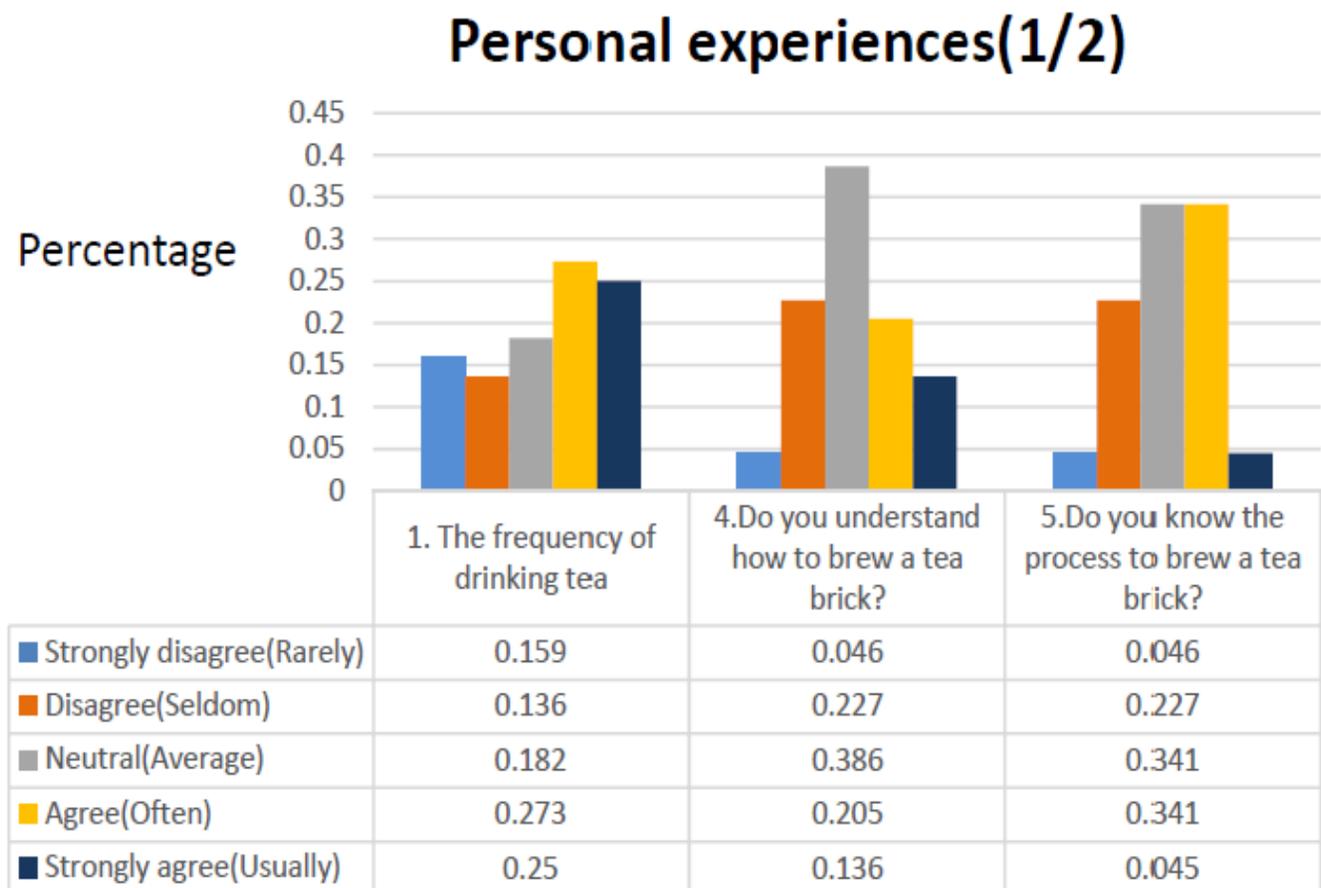
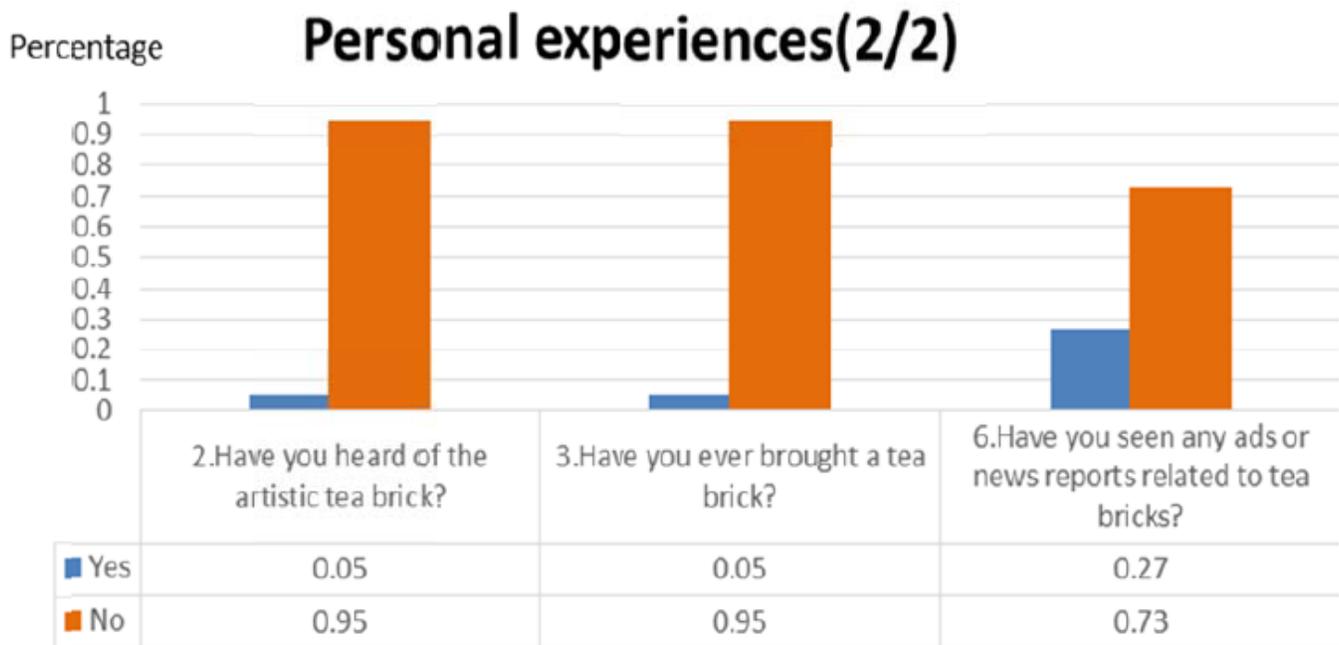


Figure 4 Comparison of the answer to the questions on personal experiences



**Figure 5 Comparison of the Yes and N answers to the questions on personal experiences**



**4.2 T suggestion and comments by the respondents**

The suggestions a comment from the respondents regarding the PPT, films, and mascot:

The suggestions and comments on the PPT:

- (1) The content is detailed and well prepared
- (2) The colors match the product impression.
- (3) It can be a more interesting.
- (4) It is a bit simple.
- (5) It would be better if there are more pictures.
- (6) The explanation of the production process can be more detailed with more pictures to deepen the impression of the process.
- (7) The interactive questions of the host are very interesting.
- (8) The background of the brief report immediately reflects the atmosphere of tea.
- (9) Personally visits made the report’s content rich and real.
- (10) The reporters delivered a good speech with good manners, good body language, and clear articulation. Unfortunately, the speech was a bit fast.

The above feedback suggests: it can be seen that the respondents felt that the content of the report was detailed however; the pictures were insufficient, which indicates one of the reasons why the impression of the respondents were not deep. The overall atmosphere of the report was in line with the impression of tea. In the future, reports can be more interesting and delivered slowly in order to help the audience better absorb the content.

**The suggestions a comments on the films:**

- (1) The marketing tactic of the films is very compelling.
- (2) The explanation attached to the films makes it easier to understand tea bricks.
- (3) The films are beautiful, creative, and funny, which further deepen our impression of the tea. However, the information in the report could be more detailed.
- (4) In such a tight timeline, the reporters managed to shoot the films. It is a well-prepared report.

The above feedback suggests: it can be seen that the respondents are satisfied with the content of the films, which can effectively attract their attention to the knowledge of tea.

**The suggestions and comments regarding the mascot:**

- (1) The mascot is cute and adorable.
- (2) The mascot is too cute to meet the style of tea brick.
- (3) The mascot can be placed in a more obvious place.
- (4) The mascot is lovely, but not impressive.
- (5) The package can be more diverse. The appearance of the mascot can change along with special events.
- (6) It is a female type of mascot.

The mascot fails to attract male audiences, who might even reject it. It is not impressive enough and can be hardly linked with tea bricks. It can be adjusted, meaning for the same product, the designed patterns can be altered to attract the attention of male customers.

**Overall suggestions and comments:**

- (1) Overall speaking, it is a good and well-prepared report.
- (2) It can be seen that many efforts have been taken for the report.
- (3) The PPT, films, mascot, and the speech attract our attention.
- (4) It is roughly an impeccable report.
- (5) The PPT, films, and mascot are in line with the theme of tea bricks.
- (6) There is nothing to improve.
- (7) The title is attractive and impressive, which makes people want to read on. The films are creative and in line with the content explained. It is a great report.

Overall speaking, the respondents have high acceptance and satisfaction; however, improvements can be made based on the above feedback, and the report can be promoted to the young people of the new generation.

**The suggestions and comments on the product and packaging:**

- (1) The color of the packaging is too simple and cannot reflect the good quality of the tea brick. It can be more beautiful.
- (2) Personally I feel that the packaging is a bit plain, not colorful.
- (3) The packaging is creative.
- (4) The patterns on the package are attractive. If they can be mass produced, it can be great.
- (5) It can be more innovative.
- (6) The sizes of the gift boxes can be different.
- (7) I think the packaging is too loose, and the tea brick inside will fall out. The package should cover the tea brick well. As a tea brick should not get wet, the packaging should be water-proof.
- (8) Personally, I think the style of the packaging should be more elegant, rather than just splendid, so that the tea can reflect its artistic feature and temperament.
- (9) The packaging can be more diversified. The product itself has high value, so the elegant style of the packaging should match it.
- (10) Tea bricks are a traditional product. It is a good idea to change to new packaging, which will refresh customers' impression and bring about more consumption.
- (11) Special versions can be designed according to different festivals.
- (12) The product itself is good, but the price is a bit high. I suggest lowering the price.
- (13) More ads should be created to enhance the public's awareness of the product.
- (14) The product has unique packaging, but it would be better if the price can be lower.
- (15) More promotions should be done. The red package is too plain.
- (16) Maybe KUSO elements can be added to the packaging to attract young customers.
- (17) Maybe the concept of a single-brew brick can be realized. Each brew uses one small brick, which is convenient.

In summary, while most respondents believed that the packaging is a bit plain, it is already different from the old packaging. It can be more creative. For practical usage of the packaging regarding storage, some suggest that the strength of the packaging can be enhanced. In addition, some customers deemed that the price was a bit high. The price could be lowered to meet the expectation of customers.

Will you choose loose tea or a tea brick? Why? Those who chose loose tea thought that:

- (1) A tea brick is too artistic to drink.
- (2) Because a tea brick is expensive, and cannot be finished for a long time, it will be wasted.
- (3) Other tea is cheaper.
- (4) Other tea is easier to brew.
- (5) Other tea is easy to buy (Tea bricks can be bought online).
- (6) Drinking habits.
- (7) Be familiar with the brewing method (The two have the same brewing method.)

Most of the respondents chose other tea, because it was easy, convenient, and cheap, and they were used to other tea.

Those who chose tea bricks thought that:

- (1) A tea brick is a decent gift.
- (2) The packaging is creative.
- (3) It is both art and appreciation to drink a tea brick.
- (4) Long-term preservation.
- (5) After listening to the report, I want to choose tea brick, as it is practical and artistic.
- (6) It is suitable for gifts and self-consumption.

The main reason why the respondents chose a tea brick is because of its artistic value, meaning it is a decent gift.

## **5. Conclusion**

Below is the conclusion of the answers to the questions, including the open-ended questions:

Regarding the report by the report group:

1. PPT: The color and layout are consistent with the impression of tea brick products. It will be better and more fashionable if there are more pictures added to the regular and elegant design.
2. Oral report: Overall, it is good. It will be better if the speaker can speak slowly.
3. Films and mascot: The films are widely accepted. It will be better if they can have more explanation and sound effects. While in general, the mascot received positive feedback, some believe that the target of the mascot is too narrow, as it is mostly attractive to females. In addition, some suggest that the packaging quality can be enhanced.

### **Regarding tea bricks:**

1. Product: The feedback of the respondents to the tea brick product is generally positive. Its first impression is good regarding artistic value and distinctiveness.
2. Packaging: According to the answers to the open-ended questions, most respondents held a negative impression of the original packaging, felt it was too plain and simple, and the tea brick inside could easily fall out. The feedback to the improved packaging was positive and helpful to enhance the value of the product.
3. Popularity: Tea brick companies have low exposure in ads, newspapers, and magazines, thus, the public has only a vague impression of the product; therefore, tea bricks should be further marketed and promoted.
4. Willingness to purchase: The respondents felt that, while the report (including PPT, films, and packaging design) and the product were good, their willingness to purchase was low. Presumably, this was due to the high price, and respondents could not afford to purchase it. Moreover, due to the low popularity of tea bricks and the tea drinking habits of the respondents, while they had good impression of tea bricks, their willingness to purchase was not high. The appreciation, taste, and fragrance of tea being gradually fermented, along with the artistic visual effects of new designs for tea bricks, facilitated the recollection of a memory common to our generation. As young people are studying at school, they have little interaction with such enterprises. Through this study, the students had opportunities for direct contact with tea bricks and packaging design companies, and their opinions of mascot designs were recognized by tea brick companies, thus, the students of the new generation were enabled to directly understand the needs and situation of the industry. Regarding the promotional report of tea bricks, the students could understand the internal and actual situation of an enterprise, as well as the differences between the ideas of customers and manufactures, which will be helpful for their future endeavors in commercial marketing. Through dialogues with young people, tea brick companies could understand their demands for products.

In order to attract both female and male young customers, they should design patterns preferred by the new generation, and make design changes according to festivals, in order to enhance the influencing factors to purchase. This study promoted students' acquisition and creative thinking of the basic theoretical knowledge of management science, and promoted interactive simulation between students and enterprises. For students, artistic designs with visual effects are necessary for the operation and marketing of products in the future. Such experience has practical and educational significance. For tea brick enterprises, they can understand the demands of young people through interactions with students, which would be helpful to enhance the diverse design and packaging of tea bricks, as well as the development of their tea brick businesses.

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