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ANALYSIS OF YOUTH'S AESTHETIC PREFERENCES FOR PACKAGING DESIGN UNDER THE INFLUENCE OF NEW MEDIA

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The article examines the analysis of the aesthetic preferences of young people regarding packaging design in the new media environment, drawing on innovative developments in the field of packaging design. Analyzing young people's consumption habits, aesthetic trends, and packaging design characteristics in the new media environment, reveals their aesthetic preferences. Under the new media environment, young people's preferences for packaging design show diversification and personalization. They increasingly value interactive packaging design experiences, expecting emotional communication with brands and the inheritance of traditional culture through packaging. Future packaging design should focus on new media integration, utilizing digital technology to enhance design interactivity and fun.

Key words: New Media Environment, Youth Aesthetic Preferences, Packaging Design Trends, Packaging Design Trends, Interactive Design.

INTRODUCTION

In recent years, new media technology, with its interactivity, immediacy, and ubiquity, has rapidly emerged as a dominant force in information dissemination, transforming people's lifestyles and aesthetic experiences. Youth, as the primary consumer group in society, exhibit diversified, personalized, and easily changeable aesthetic preferences, a trend that has been further intensified by the proliferation of new media. In an increasingly competitive commodity market, packaging design serves as the first visual encounter between products and consumers, playing a crucial role in capturing the attention of young consumers and stimulating their purchase desires.

PURPOSE

The objective of this research is to undertake a comprehensive analysis of the aesthetic preferences of young individuals towards packaging design, with a particular emphasis on the influence exerted by new media. The study seeks to unveil the prevalent aesthetic trends and patterns observed among youth in the realm of packaging design, and to examine the manner in which these trends and patterns are molded by new media platforms and their content. Furthermore, the investigation delves into the impact of new media on the perceptions and preferences of youth towards packaging design, encompassing the roles played by social media



influencers, advertisements, and online communities. The implications of these research findings for the packaging industry are also explored, offering valuable insights to businesses on how to adapt to the evolving aesthetic preferences of youth and leverage new media to augment brand image and expand market coverage.

RESULTS AND DISCUSSION

In the new media environment, young people's aesthetic preferences for packaging design exhibit diversified and personalized characteristics. Designs with bright colors, creative patterns, unique fonts, and a coherent brand tone are more popular. Young consumers increasingly value the interactive experience of packaging design, expecting to engage in emotional communication and traditional culture with brands through packaging, thereby enhancing their brand identity and loyalty. Future packaging design should prioritize integration with new media, leveraging digital technology to enhance design interactivity and fun, while also emphasizing environmental protection and sustainability, in alignment with the values of young consumers.

In the new media environment, packaging design communication has evolved significantly, particularly in catering to the aesthetic preferences of young consumers. Brands like «Sexy Tea» exemplify this evolution through their innovative and interactive packaging strategies. «Sexy Tea» excels at capturing social trends and consumer interests, particularly those of young people. The brand leverages these insights to create packaging designs that are not only visually appealing but also deeply resonate with its target audience. By integrating modern aesthetics with traditional cultural elements in Fig. 1, the tea packaging is designed in the shape of ancient Chinese palace lanterns, which can be repurposed into nightlights. This approach aligns with the preferences of young consumers for personalized and differentiated products that reflect their unique tastes and identities. Therefore, incorporating a certain level of personalization into the packaging design process can stimulate the spending desires of young consumers [1].



Fig. 1. Packaging Design for «Sexy Tea» (author Design Department of «Sexy Tea»): a – Tea Packaging Exterior Design; b – Reusable Tea Packaging of Light; c – Inner Box Design of Tea Packaging



The emphasis on consumer interaction and feedback in packaging design is another key characteristic of brands in the new media environment. «Sexy Tea», for instance, initiates packaging design contests on social media, encouraging consumer participation and voting. This not only stimulates creative enthusiasm but also strengthens the brand-consumer connection. Moreover, youth consumers value emotional resonance and expression in packaging. «Sexy Tea»'s interactive design approach allows the brand to incorporate emotional elements that resonate with consumers, creating warm, moving, or interesting designs that touch their hearts. The packaging design of some products can inspire consumers' emotional expression, allowing them to find elements on the packaging that resonate with their own emotions, thereby reflecting their unique taste or emotional expression [2].

Cross-brand collaboration is another strategy employed by brands like «Sexy Tea» to achieve public opinion integration and expansion in Fig. 2. It has engaged in cross-over partnerships with the Hunan Provincial Museum, the production of «Dream of the Red Chamber» at Jiangsu Grand Theatre, and the blockbuster film «Nezha». These collaborations not only promote traditional culture but also cater to the novelty-seeking and personalized needs of young consumers. Additionally, young consumers pay attention to packaging trends and their alignment with current aesthetics. By closely following market dynamics and consumer demands, brands like «Sexy Tea» adjust their design strategies to stay current, ensuring their packaging remains relevant and appealing to young consumers. Younger consumers prefer products that are novel, unique, and aesthetically pleasing. Therefore, designers need to keep pace with the times and make rational use of technology in material selection, production, or final packaging [2].



a



b



c

Fig. 2. Packaging Design for «Sexy Tea»: a – Collaborative Cultural Creative with Packaging Design by «Sexy Tea» & Hunan Provincial Museum; b – Co-branded Packaging Design Merging «Sexy Tea» & «Jiangsu Grand Theatre»; c – Co-branded Packaging Design Merging «Sexy Tea» & Movie «Nezha»

CONCLUSIONS

This study reveals that the dissemination characteristics and aesthetic trends of packaging design in the new media environment are undergoing profound



changes, profoundly influencing young consumers' aesthetic preferences. As a successful case, «Sexy Tea» excels in packaging design dissemination strategies, aesthetic characteristics, and its impact on young consumers' aesthetic preferences in the new media environment. By capturing social hotspots, leveraging celebrity influence, interacting with consumers, and collaborating across brands, «Sexy Tea» has successfully attracted the attention and purchases of numerous young consumers, enhancing the brand's popularity and influence.

In the future, packaging designers need to keep up with new media trends and continuously innovate design concepts and methods to meet the personalized and differentiated needs of young consumers. Additionally, emphasizing the environmental friendliness and sustainability of packaging is an important direction for future packaging design. Furthermore, with the continuous development of AR, VR, and other new media technologies, their application in packaging design will become increasingly widespread. Meanwhile, brands should strengthen interaction and feedback mechanisms with consumers to better understand changes in consumer needs and aesthetic preferences, laying a solid foundation for the brand's long-term development.

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АНАЛІЗ ЕСТЕТИЧНИХ УПОДОБАНЬ МОЛОДІ ЩОДО ДИЗАЙНУ УПАКОВКИ ПІД ВПЛИВОМ НОВИХ МЕДІА

У статті розглянуто аналіз естетичних уподобань молоді щодо дизайну упаковки в новому медіа-середовищі, спираючись на інноваційний розвиток в галузі дизайну упаковки. Проаналізовано споживчі звички молодих людей, естетичні тенденції та характеристики дизайну упаковки в новому медіа-середовищі, які впливають на їхні естетичні уподобання. У новому медіа-середовищі переваги молодих людей щодо дизайну упаковки демонструють диверсифікацію та персоналізацію. Вони все більше цінують інтерактивний досвід дизайну упаковки, очікуючи емоційного спілкування з брендами та успадкування традиційної культури через упаковку. Майбутній дизайн упаковки має бути зосереджений на інтеграції нових засобів масової інформації, використовуючи цифрові технології для підвищення інтерактивності дизайну та задоволення.

Ключові слова: нове медіа середовище, естетичні уподобання молоді, тенденції дизайну упаковки, тренди дизайну упаковки, інтерактивний дизайн.