

Introduction



「飲」起你的注意-飲料包裝

以清心福全為例探討飲料包裝為生活帶來的變化

To stand out among numerous bubble tea brands, besides the beverage itself, the most important factor is the "drink packaging," which is a key indicator of whether a brand can succeed. The main focus of this research is to examine whether "drink packaging" can bring new business opportunities for a particular company and whether it influences the consumer base. The study aims to understand the changes brought about by "drink packaging" in people's lives through questionnaire surveys, chart analysis, and other methods.

**Beverage
packaging**

Marketing analysis

Motivation to buy

Business impact



Based on the research findings, we would like to provide the following two recommendations for companies:

- The packaging theme should focus more on the preferences of students and working professionals.
- Is recommended that the company switches to using recyclable and reusable paper cups. Paper cups have significant advantages over polystyrene cups in terms of reducing environmental impact. This change not only demonstrates a commitment to sustainability but also attracts environmentally conscious consumers.

