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Research on the Brand Image Design of Pet Funeral Services for Middle-class Women in Shanghai

Zhang Shu[1], and Saowaluck Phanthabutr[2*]
[1, 2]College of Social Communication Innovation, Srinakharinwirot University, Thailand
[1]E-mail: susizhang66@gmail.com, ORCID ID: https://orcid.org/0009-0001-0727-1984
[2*]Email: saowaluck@g.swu.ac.th, ORCID ID: https://orcid.org/0009-0006-0665-4883

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Abstract

Background and Aim: This study focuses on Middle-class women in Shanghai as the core research group, exploring their preferences and demands for pet funeral brands. It aims to integrate traditional cultural elements with modern consumer needs to create a brand image in the pet funeral industry tailored to this demographic.

Materials and Methods: The research adopts a mixed-methods approach, structured as follows: First, a literature review systematically examines Chinese trends in the pet funeral market, consumption characteristics of Middle-class women, and brand-building theories. Second, a case study analysis evaluates existing pet funeral brands in China. Then, a questionnaire survey empirically investigates the brand preferences and psychosocial support of Shanghai middle-class women in pet funeral services. Based on these findings, a customized pet funeral brand image is designed.

Results: 4 Key findings reveal: (1) Women aged 25–45 demonstrate strong affective ties to pet funerals, yet the market lacks women-oriented branding and awareness. (2) The most common pets among this group are cats, rabbits, hamsters, and birds, with smaller pets being preferred. (3) While 41.67% of pet owners expressed intense grief after pet loss, 35.19% appeared outwardly calm, though research suggests this may conceal deeper distress, warranting further study. (4) Core demands include emotionally resonant branding, a "Quiet luxury" aesthetic (Emphasizing a sense of luxury while maintaining an understated visual style), and sustainable, culturally infused funeral products.

Conclusion: Finally, the proposed brand design offers a serene, high-end pet funeral experience priced at 600–4,000 RMB. Inspired by traditional Chinese rebirth narratives, it frames the pet afterlife as a peaceful journey, providing spiritual repose to owners. This approach not only addresses the demands of Middle-class women in Shanghai for pet funeral services but also delivers actionable, practical value to China's burgeoning pet funeral industry. Furthermore, the culturally rooted branding model proposed in this study offers referential significance for brand image design construction in Asia's pet funeral industry.

Keywords: Pet Funeral Brand; Brand Image Design; Middle-class Women in Shanghai

Introduction

With the acceleration of urbanization, the deepening emotional bonds between pet owners and their pets, and the enhanced social function of pets, the global pet economy has experienced robust growth. This has spurred the growth of all-inclusive life-cycle services addressing pets' needs from "birth, aging, sickness to death", giving rise to the pet funeral industry as a downstream sector. Research indicates that the grief caused by pet loss can be as profound as losing a human loved one (Carmack, 1985), and professional pet funeral services help owners bid farewell with dignity while alleviating their sorrow.

The global pet funeral service market continues to expand and is projected to maintain significant growth momentum in the coming years. While mature systems have been established in Europe and America, Asian countries like Japan and South Korea have also developed distinctive pet funeral service frameworks. In contrast, China's pet funeral industry remains in its nascent stage, with the market size reaching 1.825 billion RMB in 2023 (Chinabgao, 2023). Despite its relatively small scale, the market demonstrates enormous potential, currently constrained by factors including policy gaps, low consumer awareness, market fragmentation, and underdeveloped branding systems. Understanding user needs—particularly those of core consumer demographics—represents a critical factor in unlocking China's pet funeral market potential.

Middle-class women constitute the core consumer demographic in China's pet funeral market, representing 89.5% of the nation's pet owners who exhibit a stronger emotional attachment to their pets and greater spending willingness. From a commercial perspective, Wang Shu positions the pet economy as

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paramount in women-driven entrepreneurship, with Middle-class women emerging as the most dynamic consumer segment (Junhan, 2019) - a pattern that equally applies to the pet funeral sector.

Despite Shanghai having China's highest density of pet owners and Middle-class residents and ranking among the top three cities for pet funeral service providers alongside Beijing and Guangzhou, its pet funeral service development significantly lags Beijing and Guangzhou.

Currently, China's pet funeral industry faces dual research gaps: academically, there lacks a systematic research framework targeting Middle-class women as the core consumer group, with insufficient analysis of their cognitive characteristics and consumption demands; commercially, there exists a notable absence of professional pet funeral brands specifically catering to this demographic's needs. This study, therefore, carries significant exploratory value by investigating Shanghai Middle-class women's pet funeral service requirements, enhancing understanding of core consumer needs, and ultimately designing and developing a specialized pet funeral brand image tailored for this target audience.

Objectives

To design and develop a pet funeral brand targeting Middle-class women in Shanghai.

Literature Review

1. Pet funeral market and services

Veldkamp (2016), The Emergence of “Pets as Family” and the Historical Development of Pet Funerals in Japan: This study aims to explore the changing status of pets in modern Japanese families by analyzing the meanings behind animal funerals and pet graves in modern history. The research examines how pets became family members in the early 20th century and the evolution of their posthumous care. It finds that while modern pet funerals resemble human ones, spiritual elements regarding animals persist. After WWII, urbanization increased the demand for pet cemeteries, and pet funerals shifted from prayers for animal souls to expressions of grief by owners (Veldkamp, 2009). This study's revelation of the "pets as family" trend and the evolving emotional functions of funeral rituals provides crucial cross-cultural reference points for the research, particularly in validating the universal pattern of pet funeral services transitioning from spiritual care to emotional healing amid urbanization processes.

2. Middle-class women

Hu Yunge (2022), Research on cultural consumption of Middle-income young women from the perspective of spiritual economy, taking Jiangsu as an example: This paper examines the cultural consumption patterns of Middle-income young women in China amid rapid material economic development. As the spiritual economy era arrives, their consumption focuses more on spiritual and cultural value, with material significance diminishing. Using Professor Li Xiangmin's theory of spiritual economics and Jiangsu as a case study, the paper analyzes the emotional, impulsive, and entertainment-oriented aspects of their cultural consumption, explores the opportunities and challenges, and identifies existing problems and their causes. The study finds that while material forms remain important, spiritual value is increasingly crucial, with a rise in personalized and customized cultural products. Finally, the paper offers development suggestions to foster a healthy market growth (Yunge, 2023). The study's revelation of the paradigm shifts in Middle-class women's consumption, from material satisfaction to spiritual value, provides critical theoretical underpinnings for the research in designing pet funeral brands that cater to the emotional needs of Shanghai's Middle-class women.

3. Brand image theory

David Ogilvy (1980) explicitly defined in his "Brand and Image" speech: "Brand image is the mental picture people hold of a brand - the intangible sum of product attributes, historical reputation, and advertising communications." This theory reveals that brand image essentially represents consumers' emotional perception.

Meanwhile, renowned Japanese designer Harada Susumu outlined three stages of corporate branding: first, determining brand identity; second, establishing brand elements; third, maintaining the corporate

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brand (Harada, 2003). While Harada's original framework encompasses both brand image and promotion, the brand theories proposed by Ogilvy and Harada provide fundamental theoretical frameworks for this study's design of pet funeral brand imagery with emotional healing functions. They establish a brand identity foundation centered on the Affective Requirements of Middle-class women, while this study adapts the original model into three streamlined phases: (1) defining brand identity, (2) establishing brand elements, and (3) brand image design.

Methodology

This study employs a mixed-methods approach combining literature review, case study, and questionnaire survey methods.

The literature review method is a research approach that involves the collection, analysis, and synthesis of a large body of literature within a specific field. In the initial phase of the research, this study will conduct a systematic analysis and organization to summarize the current state of the pet funeral market and services, the definition of Middle-class women, their consumption characteristics, and their emotional bond with pets, and brand theories.

The Case Study Method refers to a research approach in which scholars conduct in-depth and detailed investigations into specific or multiple examples during their academic or professional work. The case study method examines China's top three pet funeral brands to analyze the core components of successful brand building. By identifying market gaps, it provides valuable references for developing new brands in this sector. As the world's first third-party consumer review platform and China's leading local lifestyle information and trading hub, the Dianping APP provided crucial data support for this research. The research conducted keyword searches for "pet funeral services" on the Dianping APP (data as of October 15, 2024, 13:07), targeting Guangzhou, Beijing, and Shanghai, respectively. Evaluations were performed across four key dimensions: merchant tier rating, star rating, review volume, and brand identification markers. The research ultimately identified and selected China's top three pet funeral brands for case study analysis.

Questionnaire Survey Method is a quantitative research approach that involves collecting empirical data through questionnaires and analyzing the obtained results. This method is conducted through an online platform targeting Middle-class women in Shanghai, aiming to understand their consumption characteristics and brand preferences regarding pet funeral services. This study distributed questionnaires to pet owners in Shanghai and implemented rigorous screening to ensure data quality. The selection standards included: women respondents, educational background of a bachelor's degree or above, and annual income ranging from 100,000 to 500,000 RMB. A total of 216 valid samples were ultimately collected from 289 responses received, which provided data-supported insights for subsequent brand design.

The research was conducted in 3 steps:

Step 1: Researchers selected China's Top 3 pet funeral brands and analyzed their brand image designs. This phase aimed to examine and learn from successful market players to identify opportunities for brand differentiation. The findings served as a reference for subsequent questionnaire design and brand development.

Step 2: Researchers conducted a questionnaire survey among pet owners in Shanghai, comprising 27 questions across 4 sections: (1) Basic user information; (2) Emotional bond between users and pets; (3) User acceptance of pet funeral services; (4) Preference factors for pet funeral brands.

Step 3: Based on preliminary research findings and guided by brand image theory, designed and developed a pet funeral brand specifically targeting Middle-class women in Shanghai.

Conceptual Framework

The conceptual framework of this chapter is illustrated in Figure 1.

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Figure 1 Conceptual Framework
Note: Constructed by the researcher

Results

This study adopts a systematic approach to summarize the characteristics of pet funeral brands and investigate the demand for pet funeral services among Middle-class women in Shanghai. Based on the identified brand preference traits of this demographic, the research ultimately aims to design a targeted pet funeral brand.

Step 1: The result of studying pet funeral brands in China

This study identified China's Top 3 pet funeral brands through the Dianping APP: Tianpet in Guangzhou, Rainbow Planet in Beijing, and ReHug in Shanghai. After an investigation of the 3 pet funeral brands, it was found that all 3 pet funeral brands emphasize the emotional connection between pet owners and pets. The Tianpet brand system is the most complete and has formed a chain of stores. The brand tone is luxurious and exquisite, providing users with the ultimate experience; Rainbow Planet emphasizes professional standards and care for pet owners. It not only provides pet funeral services but also pet funeral training services. It currently has 2 stores in Beijing, but the brand design is not unified, and the brand name is easy to confuse. There is only one ReHug in China, which mainly cares about owners' affection, provides high-quality and exquisite services, has a unified brand system, and creates a warm and healing atmosphere through hand-painting.

During the investigation, it was found that 3 brands would use traditional Chinese funeral cultural elements in their farewell rooms, such as Taoist death quilts, and ReHug designed one of the farewell rooms to be a Chinese-style environment, but no relevant Chinese culture appeared in the brand design. Elements, even Tianpet, Rainbow Planet's brand logo, draw on stories and elements of Western culture. There is a gap in the market for a Chinese-style pet funeral brand image.

Step 2: The result of analyzing the Middle-class women's demand for pet funeral services in Shanghai

The research analysis yields the following key findings: Firstly, Middle-class women in Shanghai (aged 25-45) demonstrate a strong emotional attachment to their pets and are willing to pay mid-range prices (600-4000 RMB) for pet funeral services. They prefer funeral methods that combine environmental consciousness (such as tree burial and space burial) with a sense of ritual. According to Figure 2, 86.11%

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of Shanghai's Middle-class women have learned about pet funeral services, and nearly half of them have consulted about pet funeral services, but data shows that 70.37% of respondents are unfamiliar with existing pet funeral brands, indicating a significant awareness gap in the market.

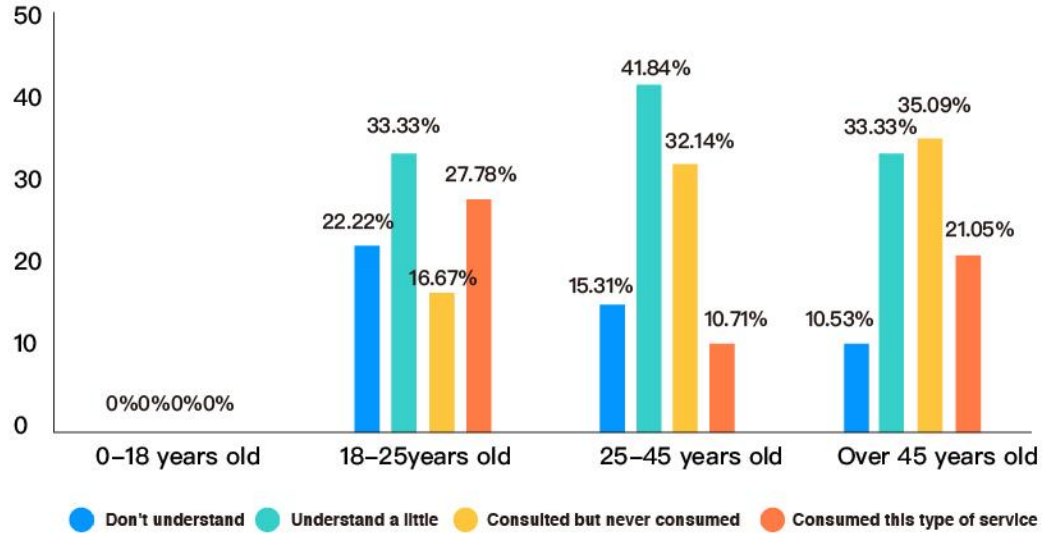

Figure 2 Crosstab of user age and user emotions when a pet dies
Note: WJX (2025)

Secondly, this demographic tends to favor visually light luxury and warm-toned branding styles, with prominent demand for a "quiet luxury" aesthetic that integrates traditional Chinese cultural elements. The research reveals that current brands generally lack Chinese design elements, while users show clear preferences for unified visual systems, bilingual (Chinese and English) logos, warm and soothing color schemes, and sustainable funeral products. These findings provide clear direction for developing pet funeral brands with Chinese characteristics.

Specifically, the ideal pet funeral brand for this target group should be positioned as: mid-range pricing (600-4000 RMB service range) but with high-end visual quality; brand philosophy needs to balance dual appeals of "emotional healing" and "understated luxury"; the visual system should adopt warm and elegant primary colors combined with design language incorporating traditional Chinese elements; funeral product development should emphasize personalization to enhance sustainability. Notably, using images of cats or dogs as core brand elements should be avoided to maintain industry professionalism, replaced instead by typographic designs (like Tianpet) or cultural symbols (like Rainbow Planet's rainbow element) to establish differentiated branding. These findings provide data-supported guidance for developing pet funeral brand designs targeting Shanghai's Middle-class women demographic as the core customer base.

Step 3: Design and Develop a Pet Funeral Brand

The new brand is named "YouNian" in Chinese and "Yurealm" in English. This dual-naming system preserves Eastern cultural heritage while projecting an international brand identity.

Step 3.1 Determining brand identity

The brand identity is defined through 3 key dimensions: brand vision, brand positioning, and brand concept.

Brand vision: Yurealm is not only a pet funeral service agency, but also an emotional healing space that spans life and death.

Brand positioning: Yurealm is a pet funeral brand exclusively designed for Middle-class women pet owners in Shanghai, specializing in pet funeral services and commemorative products.

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Brand concept: The brand is built upon 3 foundational pillars: (1) Return to Nature - promoting sustainable pet memorial practices that allow owners to commemorate their companions in natural settings; (2) Eternal Bonds - preserving cherished memories of departed pets while helping owners process grief and retain comforting recollections; (3) Eastern Philosophy - integrating Buddhist reincarnation philosophy and Taoist naturalism into minimalist aesthetic memorial services that provide spiritual.

Step 3.2 Establishing brand elements

The brand elements are defined through 3 key dimensions: brand name, corporate statement, and brand logo.

Brand name: The Chinese name combines "You," meaning returning to nature, with "Nian," meaning remembrance. The English name blends "Yu" from the Chinese name with "Realm" to express the concept of a natural space that brings both dignity and emotional comfort.

Corporate statement: Yurealm is a pet funeral service brand dedicated to Shanghai's Middle-class women pet owners, addressing their emotional needs after losing a companion. The brand slogan is Love returns to nature.

Brand logo: The Chinese typography is built upon the SimSun font as its structural foundation, artfully blending soft curves and delicate strokes to embody feminine grace while preserving cultural resonance. In the bilingual logo integration, the horizontal stroke of the Chinese character "You" is strategically lowered to visually connect with the English baseline, while the intentional negative space in the letter "E" echoes the balanced proportions of traditional Chinese calligraphy. This thoughtful synthesis creates a typographic system that simultaneously achieves innovative layout dynamics and harmonious visual lightness. The final brand logo execution demonstrates this refined design approach.

Figure 3 Brand logo form
Note: Constructed by the researcher

Step 3.3 Brand image design

Brand image design consists of 4 parts: basic elements, brand materials, shop decoration, and funeral supplies.

Step 3.3.1 Basic elements

The Brand elements comprise four core components: basic color, brand typeface, brand visual symbol, and brand visual image.

Brand color: Drawing on user research and Eastern aesthetic philosophy, the brand has developed a low-saturation warm color palette for the brand identity system: Mihe Yellow (#E0D2BC) embodies emotional connections, Tingsong Green (#6E6855) expresses the natural cycle of life's return, and Tanshi Purple (#463A4B) resonates with refined feminine sensibilities. The three colors construct an emotional narrative of "Memory-Healing-Transcendence.", perfectly capturing the brand's distinctive oriental ethos of "Serene Warmth."

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Figure 4 Primary brand colors
Note: Constructed by the researcher

Brand typeface: In terms of typeface selection for brand applications, Source Han Sans is selected for Chinese fonts. In terms of brand application typeface selection, the English typeface is Exotc350 DmBd BT Demi, and only the Bold version is available.

Brand visual symbol: Yurealm employs an abstracted Shanghai Garden pane as its core brand visual symbol. This design serves dual purposes: preserving urban cultural heritage while symbolizing the connection between life and nature through the traditional "Enframed scenery" technique. Yurealm serves as an emotional bridge, using the imagery of the Shanghai Garden pane to connect two dimensions of space. This central visual element has been systematically integrated throughout the entire brand identity.

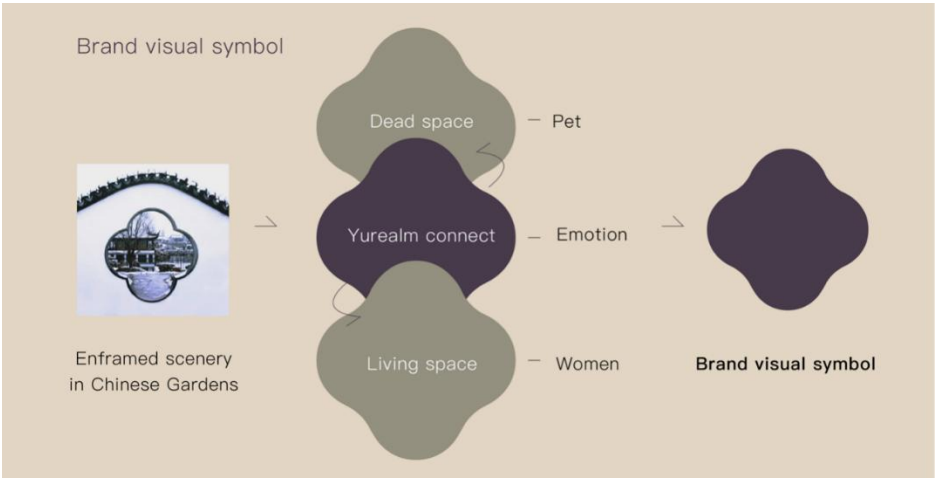

Figure 5 Origin of brand visual symbol
Note: Constructed by the researcher

Brand visual image:

Based on survey research, cats, rabbits, hamsters, and birds were identified as the 4 most popular pets for Middle-class women in Shanghai and selected as visual themes. The design incorporates elements traditionally associated with funerary culture: chrysanthemums symbolizing mourning in Chinese funeral traditions, pine and cypress trees representing wishes for the eternal preservation of the deceased's soul, lotuses symbolizing the soul's transcendence to paradise, and cranes embodying prayers for the

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deceased's ascension to immortality. These elements have been reinterpreted through contemporary design language to collectively construct a visual system for the pet funeral brand.

In terms of cultural connotation, rooted in traditional Chinese euphemisms surrounding death, the brand design developed 4 core poetic metaphors: "stellar demise", "slumber everlasting", "withered into eternal rest", and "transcend the mortal plane". This system's brand visual image constructs a complete narrative chain of "mourning on earth-soul protection-rebirth on the other side-sublimation in the fairyland", praying for the deceased pets. The textual symbolism was seamlessly woven into the brand's visual identity. This visual system achieves dual significance by both preserving the essence of traditional Chinese funerary culture and offering warm-hearted blessings for departed pets, successfully realizing the combined value of cultural heritage and emotional expression.

Figure 6 Brand visual image
Note: Constructed by the researcher

Step 3.3.2: Brand materials

Survey results indicated customer interest in 3 key aspects: Yurealm's service procedures, pricing structure, and pet funeral care education. Accordingly, the author created three environmentally friendly paper cards: Service Price Card, Service Process Card, and Funeral Science Card, to communicate brand values and pet funeral guidance.

Figure 7 Service price card, Service process card, Funeral Science Card
Note: Constructed by the researcher

Step 3.3.3 Store decoration

Storefront: The Yurealm flagship store is designed as a healing space in Shanghai's core business district, rooted in "Oriental aesthetics." It features a serene retail environment with custom brand colors.

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Healing Device: A public therapeutic installation is placed in-store—The mirrored cube device, featuring the brand's signature visual symbol engraved on each of its reflective surfaces, creates a captivating memorial experience. The transparent mirrors reveal an intricate miniature tropical rainforest ecosystem housed within, centered around a pink crystal that embodies warmth and vital energy. When activated by a user's presence, the device orchestrates a multi-sensory healing environment: it plays ethereal therapeutic music while simultaneously releasing fragrance. This harmonious combination of visual symbolism, soothing acoustics, and aromatic therapy transforms the space into a fully immersive sanctuary for contemplation and emotional restoration, where the infinite reflections in the mirrored surfaces enhance the sense of connection between the physical and spiritual realms.

Private Memorial Room: The Yurealm Memorial Room offers an intimate sanctuary designed exclusively for pet owners, accommodating just one individual per session to ensure complete privacy and tranquility. Centered around a lush ecological wall adorned with ferns, the space features a comfortable soft mat where users can sit in quiet contemplation. The wall's focal point is a mirror art installation shaped after the brand's signature visual symbol, which functions as an intelligent interactive memorial system. When activated by a gentle touch, this sophisticated installation creates a deeply personal experience: projecting cherished memories of owner and pet while enveloping the space in ethereal healing music and fragrance. Within this serene, nature-immersive environment, each photograph transforms into a profound emotional vessel, enabling meaningful reflection and granting the farewell process dignified, ritual-like significance through its harmonious integration of biophilic design and memorial technology.

Figure 8 Storefront, Healing device, Private Memorial Room
Note: Constructed by the researcher

Step 3.3.4 Funeral supplies

Urn: Centered around the brand visual symbol as an eternal conduit of love and memory, these urns allow users to whisper messages of remembrance through their openings.

The Jade Urn combines an upper tray serving both meditation and emotional catharsis purposes with a lower jade vessel whose serene texture elevates farewell ceremonies into enduring memorial art pieces for home sanctums.

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The Biodegradable Urn, crafted from sustainable cork, contains a memorial sapling that transforms ashes into nutrients for arboreal growth, perpetually sustaining love and life through the living tree's upward journey.

Figure 9 Jade Urn and Biodegradable Urn
Note: Constructed by the researcher

Yurealm's eco-memorial collection features biodegradable ritual paper objects ("Lotus Prayer" & "Crane Guidance") crafted from bamboo frames and recycled pulp, incorporating lotus and crane motifs to transform grief into blessings. The line also includes customizable keepsakes - Reusable bags, Pendants, Commemorative scarves embedded with brand symbols, allowing pet owners to preserve memories through personalized pet designs.

Figure 10 Paper ritual object, Reusable bag, Pendant, and Commemorative scarf
Note: Constructed by the researcher

Commemorative Necklace: Featuring an 18K rose gold reversible pendant with five interchangeable designs. The central hollow compartment securely stores pet hair, photos, or ashes. Each rotation symbolizes life's eternal cycle.

Commemorative Bracelet: Crafted with an 18K gold nameplate for remembrance, flanked by symmetrical rose quartz and green aventurine stones that embody love and healing. This wearable emotional guardian blends Eastern aesthetics with modern therapeutic principles.

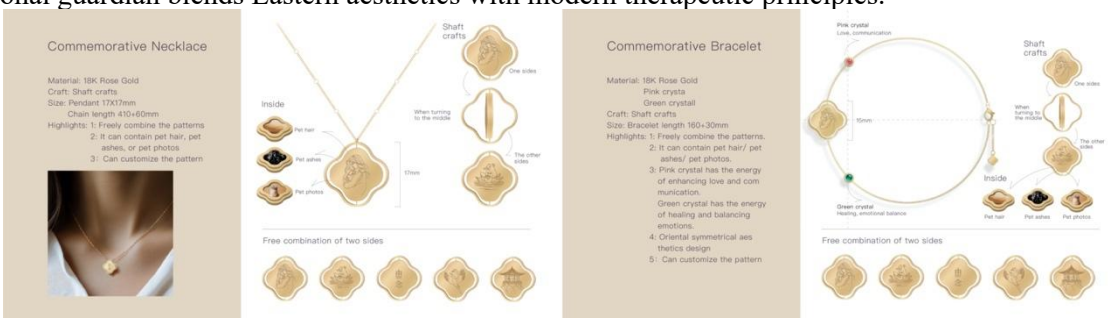

Figure 11 Commemorative necklace and bracelet
Note: Constructed by the researcher

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The researcher interviewed 6 cross-disciplinary senior designers (all pet owners) through 8 structured questions, gathering dual feedback from both design professionals and end-users. Respondents unanimously identified 3 key differentiators: the emotional resonance of therapeutic installations and memorial spaces, professional brand visual presentation, and meticulously designed Commemorative products - qualities that distinctly set Yurealm apart from conventional pet funeral services. Finally, optimized it to form a complete brand image guideline.

Discussion

Research findings demonstrate Shanghai's considerable potential in the pet funeral market as China's leading international metropolis, where the emergence of professional services like ReHug signifies the market's transition into a new developmental phase. Survey data indicate remarkably high awareness levels, with 86.11% of Middle-class women in Shanghai familiar with pet funeral services. Importantly, the study reveals this demographic's strong demand for science-based funeral information, a critical insight that directly shaped the final design solution through the strategic incorporation of the funeral science card. These carefully designed materials systematically communicate evidence-based pet funeral knowledge, effectively bridging a crucial knowledge gap while supporting the market's ongoing development through informed users' education.

Research indicates that a significant proportion of pet owners exhibit calm emotions after losing their pets. This aligns with the findings of Rachel M. Park et al. (2023) in "Pet Bereavement and Coping Mechanisms", which suggest that insufficient societal recognition of pet loss leads to "disenfranchised grief", where pet owners suppress their sorrow due to fear of judgment. This apparent calmness is a psychological defense mechanism that may mask inner pain, requiring pet funeral service providers to discern the true emotional state and offer genuine emotional support.

Survey questionnaires indicate that pet funeral services targeting Middle-class women consumers require strategic brand positioning that harmoniously blends mid-tier affordability with premium quality attributes. This balanced approach reflects the dual consumption psychology of this demographic: while demonstrating social status aspirations through quality perception, they simultaneously exhibit characteristically prudent spending behaviors characteristic of their socioeconomic group.

This study, through questionnaire surveys, found that users tend to prefer sustainable lifestyles. For pet funeral products, they consider not only their commemorative function but also their environmental value. This finding aligns with the conclusion in Du Yuqian's study "Design and Development of Pet Memorial Products", which argues that pet funeral services should not blindly pursue a high-end positioning but should incorporate environmental awareness (Yuqian, 2021). In Yurealm's funeral product designs, such as urns, paper offerings, and eco-friendly bags, sustainable materials are adopted to achieve green funeral services.

The comprehensive questionnaire data from this study reveal that 70.37% of Middle-class women in Shanghai have never heard of any pet memorial brands, indicating low brand awareness in this sector. This finding was further corroborated during post-design expert interviews. When asked in Question 8, "Compared with other pet funeral brands, how do you think this visual design performs in terms of differentiation? Is it unique?", most interviewed experts admitted having no prior knowledge of other pet memorial brands.

In Yurealm's brand identity design, the combination of Mihe Yellow, Tingsong Green, and Tanshi Purple creates a serene yet warm visual aesthetic. During expert interviews, most participants reported strong impressions of Yurealm's color scheme. Notably, those experts who particularly remembered the color palette showed higher purchase intention toward Yurealm's pet funeral services.

Conclusion

Through analyzing China's top 3 pet funeral brands (Tianpet, Rainbow Planet, ReHug), this study demonstrates that new brands integrating emotional experiences with Chinese aesthetic styles can achieve market differentiation.

Analysis of 216 valid questionnaires revealed 4 key characteristics of Shanghai Middle-class women regarding pet memorial services: emphasis on emotional care, preference for high-quality yet rational consumption, strong identification with traditional Chinese culture, inclination toward warm color palettes, and commitment to sustainable brand concepts.

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Accordingly, Yurealm has established its brand visual image system, integrating solemn ritualistic elements with emotional healing through dimensions rooted in Eastern life philosophy: typographic reconstruction, color deconstruction, and transformation of funeral cultural symbols. This approach fills the design gap in modern pet funeral branding while precisely addressing the dual needs of "cultural belonging" and "emotional healing" for Middle-class women in Shanghai.

This study defines Yurealm's brand direction through China's pet funeral market analysis and Shanghai middle-class women's surveys. While insightful, two limitations exist: (1) Yurealm's visual system needs richer traditional funeral symbols for cultural depth; (2) its 2D memorial designs require 3D upgrades for a better spatial experience. These gaps show funeral brands must go beyond basic services by combining sustainability, multi-sensory features, and tailored solutions to express life values at every customer interaction.

Recommendations

This study, based on a cross-analysis of literature review and questionnaire surveys, reveals the pet funeral service needs and brand preferences of Middle-class women in Shanghai. The brand image design focuses on achieving deep integration across 3 dimensions: combining traditional funeral cultural connotations with modern design language to develop pet funeral brands with Chinese cultural significance; constructing an "emotional healing" brand system that integrates emotional care into every aspect of the brand; and adopting a "quiet luxury positioning + mid-range pricing" brand strategy.

The data and practical conclusions of this study provide the pet funeral industry with a segmented user profile model and a standardized brand visual image guideline, effectively driving the market toward refinement and premium development. It deepens industry standards and user awareness, enhances market penetration in China's pet funeral sector, and promotes the healthy construction of the industry ecosystem.

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