

Study on the Acceptance and Brand Communication Strategies of Green Burial in China

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Abstract: This study aims to facilitate the adoption of green burials in China by integrating them with traditional cultural norms. Utilizing questionnaire surveys, the paper analyzes Chinese consumers' attitudes toward green and traditional burial methods. Data analysis indicates that age significantly influences burial choices; younger individuals (18-43 years) prefer green options, while the older demographic (44+ years) favors traditional methods. Regardless of age, environmental considerations were universally important. The paper also explores effective brand-building and communication strategies attuned to Chinese culture to promote green burials. Key recommendations include targeting younger audiences willing to pay extra for green services and leveraging environmental concerns, which resonate across age groups. The study offers insights for stakeholders in adapting and shaping the green burial market in China.

Keywords: Green Burials Chinese Culture, Consumer Attitudes, Age Demographics, Branding Strategies.

1. Introduction

Green burial represents an environmentally conscientious approach to funeral practices aimed at minimizing consumption and pollution of natural resources. The conceptual foundation of green burial integrates the deceased within the natural life cycle, offering a more harmonious and natural means of returning to nature. Emphasizing organic, eco-friendly, and minimalist elements—such as biodegradable urns and natural burial grounds—green burial not only reflects growing public concern for ecological sustainability but also symbolizes a transformative attitude toward mortality. The central objective is to minimize the environmental footprint of funeral activities while still offering a meaningful and respectful method of commemorating the deceased. With rising environmental awareness and resource scarcity, the global trend toward green burial has seen consistent growth in recent years. Consequently, many countries are actively considering how to alleviate the environmental impact of burial practices and promote more sustainable models [1].

In contrast, China possesses a rich cultural history of funeral traditions. Ancient Chinese views on burials and funerals were laden with solemn rituals and ceremonies, often resulting in extensive land usage. In some regions, ancestral burial rites continue to be revered, serving as symbols of familial honor and social standing. This reverential and, at times, elaborate approach to death stands in stark contrast to the minimalist philosophy of green burial. However, given the ongoing urbanization and increasing scarcity of land, combined with a rising ecological consciousness, China's traditional funeral culture is confronting pressures and opportunities for transformation.

2. The Research Direction and Purpose of This Paper

The central aim of this research paper is to integrate the cultural backdrop of China with the emerging trend of green burials, in order to devise effective brand-building and

communication strategies that ensure the successful implementation and promotion of green burials in the Chinese market. The paper delves deeply into traditional Chinese funeral culture and current global trends in green burials with an objective to understand the disparities and commonalities between the two, thereby constructing a bridge to facilitate their integration. Initially, the paper employs questionnaire surveys to ascertain Chinese consumer perceptions, attitudes, and receptivity towards green burials. Data from these surveys will be analyzed to determine the optimal market positioning strategy for green burials in China. Subsequently, based on an understanding of market positioning, the paper will explore how to effectively convey the concept and value of green burials to target consumers through robust brand communication strategies that resonate with Chinese culture and customs. Ultimately, this paper aims to offer strategic recommendations for the further development of the green burial industry in China, assisting stakeholders to better adapt to and shape the market.

3. Overview of traditional Chinese funeral culture

3.1. History background

In ancient China, funeral customs and beliefs were profoundly influenced by Confucianism, Daoism, and Buddhism, and were considered one of the pivotal rites of passage in human life. According to traditional viewpoints, paying respects to the deceased and venerating ancestors were considered crucial expressions of filial piety. Consequently, funeral ceremonies were often solemn and elaborate, designed to ensure a peaceful transition of the deceased's soul to another realm. In contemporary society, residents in some less affluent regions continue to be influenced by these traditional views, considering the scale and form of the funeral as the ultimate tribute to the deceased. The focus is less on the deceased's behaviors or contributions during life, and more on demonstrating filial devotion through the grandiosity of the funeral rites. As such, one may often witness large numbers of relatives in mourning attire,

accompanied by somber music, weeping and commemorating the deceased. In wealthier families, there may even be hired personnel to set off fireworks and guide the procession [2].

Traditionally, the choice and design of burial sites often involve principles of geomancy, or Feng Shui, as it is commonly believed that a well-chosen tomb could bring prosperity to the family lineage. Additionally, tombs are frequently furnished with burial objects such as pottery figurines and treasures, in the hope that the deceased might enjoy a prosperous life in the hereafter. Additionally, the practices associated with traditional Chinese funerals varied based on one's social standing. Ceremonies for royalty and the elite were generally elaborate and could span a duration of multiple months.

In ancient China, death was not just the end of life, but the continuation of life and death. Through detailed and solemn ceremonies, people express their mourning for the dead, respect for life and expectations for the afterlife.

3.2. Regional and Ethnic Variations

In the vast landscape of China, funeral customs display significant variations due to differences in geography, climate, history, and culture across various regions and ethnic groups. In Han Chinese funerary practices, wooden coffins are predominantly used in the north, while the south favors stone sarcophagi or brick chambers for burial. The principles of geomancy, or Feng Shui, play a crucial role in the selection of burial sites. Among minority ethnic groups such as the Tibetans, sky burials are prevalent, where the body is left to be consumed by birds, facilitating the soul's ascent and returning the body to nature [3]. The Hui people, influenced by Islamic beliefs, typically bury the deceased swiftly, usually within 24 hours, facing Mecca, and with unadorned tombstones. The Mongolian traditional funeral rites include leaving the body on open grasslands to decompose naturally or placing it on trees, known as tree burial. The Manchu people in the northeast have a tradition of cremation, believing that fire purifies. The Zhuang people practice water burial, where the body is placed in a cage and submerged in water, symbolizing a return to nature [4].

These funeral customs reflect the diverse understandings and respect each ethnic group has for the concepts of life, death, and cosmology. Underlying these practices are the deep-seated historical and cultural roots, as well as religious beliefs, specific to each ethnicity.

4. Impact of Traditional Funeral Beliefs on Modern Individuals

When examining the impact of traditional Chinese funeral beliefs on modern individuals, distinct perceptions and attitudes emerge across different age groups. Among the elderly population, their views are profoundly influenced by traditional Chinese funerary culture. During their formative years, traditional burial methods were not only seen as the highest form of respect for the deceased but also as blessings for future generations. This perception leads them to place greater emphasis on traditional funeral rituals, such as earthen burials and the geomantic considerations when choosing burial sites. Furthermore, for the elderly, the burial site serves not just as a memorial for the departed; it also acts as a connective bridge between the family and their ancestral past [5] Consequently, periodic tomb-sweeping and ancestral rites are not just seen as ways to remember forebears but are also

considered crucial activities for maintaining and strengthening familial cohesion.

However, with the advent of globalization and the widespread use of the internet, contemporary younger demographics exhibit openness and receptivity to new ideas. In their choices concerning funeral methods, they not only pay greater attention to environmental and social responsibilities but also strive to align funeral practices closely with modern life. For instance, constrained by urbanization and the increasingly limited availability of land, many young people prefer simplified, economical, and eco-friendly options such as cremation diamonds or biodegradable urns. Additionally, while they may no longer strictly adhere to traditional funeral ceremonies, they continue to explore new forms of memorializing the deceased that adapt to modern life, like digital memorial halls and online commemorations. This can be seen as a modern redefinition of traditional beliefs.

In summary, the influence of traditional Chinese funeral beliefs on modern individuals remains profound, but its manifestation varies significantly across different age layers. These changes are not merely the result of progress over time but represent a new form shaped by the collision and fusion of cultures and beliefs.

5. The Concept of Green Burial and Its Current Situation in China

5.1. Currently existing green burial methods (including but not limited to)

Firstly, the Biodegradable Coffin Initiative advocates for the use of naturally decomposable materials such as paper or bamboo in coffin construction to reduce soil contamination. This approach stands in stark contrast to the traditional use of wood or metal, which often leads to unsustainable land resource consumption. Secondly, the "Become a Tree" scheme employs biodegradable urns, wherein a sapling is planted. This method not only enables the natural recycling of ashes but also allows the deceased to "live on" in a symbolic form. Thirdly, the Chemical-Free Burial option avoids the use of chemical preservatives or other substances in corpse treatment, thereby reducing the potential environmental impact of such chemicals. Fourthly, the Ashes to Diamonds proposal transforms the ashes of the deceased into diamonds or other gemstones through high-pressure, high-temperature processes. This approach not only circumvents land occupation but also serves as a memorial heirloom for family inheritance. Lastly, the Digital Memorial Initiative encourages the creation of commemorative sites on digital platforms as a substitute for physical tombstones. This strategy contributes to the reduction of land resource usage and simultaneously makes remembrance more convenient and accessible.

5.2. Current situation in China

Amidst the backdrop of China's sustained economic growth and the increasing penetration of environmental awareness, eco-friendly funerals are gradually becoming a social focus. However, despite garnering some attention within the Chinese context, the development of green burial practices is still in its nascent stage and faces multiple challenges. Firstly, while public awareness regarding the importance of eco-friendly funerals is growing, traditional funerary beliefs, particularly among the elderly demographic, continue to serve

as a constraint. Many within this age group still consider traditional earth burials as the most respectful way to honor the deceased. Secondly, infrastructure related to green funerals is lacking in some smaller cities and rural areas. Additionally, owing to regional cultural and economic disparities, there is no unified national standard or certification for green burials. In terms of industry layout, although the range of products and services related to eco-friendly funerals is still limited, there are emerging enterprises entering this sector, signaling its future growth potential[6]. In summary, for green burials to truly become mainstream in China, a concerted effort and collaboration among government agencies, businesses, and the public are essential to catalyze its in-depth development within the country[1].

5.3. The Significance of Green Funerals

The benefits of green funerals are chiefly manifested in the considerable advantages they bring to both the environment and society. Firstly, green funerals exert multiple positive impacts on the environment. By avoiding the use of chemical preservatives, these funerary practices effectively mitigate soil and groundwater pollution. Additionally, the adoption of biodegradable materials and eco-friendly body processing techniques significantly curtails the consumption of non-renewable resources. Extending beyond this, green burial grounds often serve as habitats for local flora and fauna in their natural state, thereby enhancing ecological diversity. Lastly, in comparison to traditional burial sites, green cemeteries may occupy less land and require reduced maintenance, thus contributing to the efficient utilization of land resources.

Furthermore, green funerals not only benefit the environment but also induce positive social transformations. They offer the public a method of demonstrating environmental concern, thereby stimulating exploration and adoption of other eco-friendly lifestyles [7]. Simultaneously, green funerals blend respect for tradition with the pursuit of contemporary values, thereby offering families a more economical alternative. Moreover, these eco-friendly practices encourage greater family and community engagement throughout the funeral process, strengthening social bonds within communities.

6. Market Research (Questionnaire Survey)

6.1. Objective of the Survey

The purpose of this questionnaire survey is to explore the market demand, preferences, and consumer behavior for green funerals across different age groups in China. The findings will inform brand communication strategies and provide strategic recommendations for relevant enterprises and organizations.

6.2. Target Population

Given the unique characteristics and objectives of green funerals, the target sample should encompass a diverse cross-section of the Chinese population, spanning various

socioeconomic, cultural, educational, and age backgrounds. Accordingly, the present survey includes participants ranging in age from 18 to over 70. Secondly, considering that different ethnicities and regions possess distinct funeral customs, the target sample is diverse in terms of cultural, ethnic, and religious representation.

6.3. Survey Content

The survey aims to deeply understand the Chinese population's perception, attitudes, and corresponding consumer behavior regarding green funerals. The questionnaire collects basic demographic information, such as the respondents' age and gender. Secondly, it assesses the level of respondents' awareness about the definitions, types, and advantages of green funerals. Thirdly, the survey probes respondents' attitudes and preferences toward traditional and green funerals, identifying the factors they prioritize most when selecting a funeral option (e.g., environmental consciousness, cost, traditional beliefs, etc.). Fourthly, the questionnaire explores how respondents view the influence of traditional funeral beliefs on their choices and whether they are willing to change these notions. Lastly, the survey gathers some suggestions and expectations from the respondents concerning the green funeral industry.

6.4. Sample Size

A total of 200 questionnaires were distributed, with 172 returned and 158 deemed valid for analysis.

6.5. Data Analysis

For the purposes of this study, data analysis will employ difference analysis techniques, aimed at exploring the relationship between the willingness to opt for green funerals across different age groups.

7. Difference Analysis

In this section, cross chi-square analysis will be used to analyze the differences between different demographic variables in each variable. Crossed chi-square analysis is a statistical method for comparing the relationship between two or more variables, and its principle is based on the chi-square test. In a crossed chi-square analysis, we compare the observed data with the expected data to determine if there is a correlation between two or more variables. If the P-value is less than a given significance level (usually 0.05), the null hypothesis is rejected, indicating a significant difference (association) between two or more variables. Conversely, the null hypothesis is accepted, stating that there is no significant difference (association) between two or more variables.

The difference analysis concerning age and future preferences for either traditional or green funerals is presented in Table 1. With a Chi-square value of 59.842 and a P-value of less than 0.05, the analysis reveals a significant difference in the future choices of funeral types based on age. Specifically, individuals in the age groups 18-26, 26-34, and 35-43 predominantly favor green funerals, whereas those in the age brackets 44-52, 53-70, and above 70 tend to prioritize traditional methods.

Table 1. Difference Analysis on Age-based Future Preferences for Traditional vs. Green Funeral Methods

Variables	Future Preferences for Traditional vs. Green Funeral Methods					Chi-square Value	P-value
	I only consider the traditional method, as it follows ancestral customs (or aligns with my religious beliefs)	I prioritize the traditional method, as I am skeptical of green alternatives	I would prioritize green methods. If green methods become (or have already become) prevalent in my area, I would opt for them.	I would undoubtedly choose green methods. Given the escalating environmental concerns, a simpler and more peaceful approach that allows my body to return to nature is more appealing to me.	I am indifferent and would defer to my children's preferences.		
18-26	4	6	5	16	5	59.842	0
26-34	2	1	1	13	3		
35-43	1	3	8	27	3		
44-52	2	15	6	5	9		
53-70	0	10	0	6	2		
Over 70 years old	0	2	0	0	0		

Table 2 presents the difference analysis regarding age-based perceptions of the attractiveness of green funeral methods. With a Chi-square value of 43.06 and a P-value of 0.342, which is greater than the commonly accepted

significance level of 0.05, the data suggest that there is no statistically significant difference in perceptions of the attractiveness of green funeral methods across different age groups.

Table 2. Age-Based Difference Analysis in Perceptions of the Attractiveness of Green Funeral Options

Variables	Attractiveness of Green Funeral Options										Chi-square Value	P-Value
	Tree Burial	Lawn/Flo werbed Burial	Wall Burial	Burial at Sea	Cremation Diamonds	Digital Memorials	None Supported, Only Traditional Methods Acceptable	Other	No Preference During Lifetime, Dependent on Offspring's Choices			
18-26	14	0	0	4	12	2	1	2	1	43.06	0.342	
26-34	8	1	2	3	3	0	2	0	1			
35-43	24	3	0	5	5	1	1	2	1			
44-52	15	4	1	6	3	1	2	1	4			
53-70	8	2	0	3	2	0	0	0	3			
Over 70 years old	0	0	0	1	1	0	0	0	0			

The impact of age on prioritizing specific aspects when choosing a burial method is elucidated in Table 3. With a chi-square value of 40.258 and a P-value of 0.005, which is less than the standard significance level of 0.05, the data indicates a statistically significant difference among different age groups regarding what they prioritize most when selecting a burial method. Specifically, individuals aged 18-26 predominantly value innovation and uniqueness when

choosing a burial method, with a count of 15 respondents. For those aged 26-34, the most emphasized factor is environmental sustainability, with 8 respondents. Similarly, among individuals aged 35-43, 44-52, and 53-70, the most prioritized aspect is environmental sustainability, with counts of 19, 21, and 14 respondents, respectively. In the group aged 70 and above, 2 respondents placed the highest importance on environmental sustainability.

Table 3. Age-based Differential Analysis on Prioritized Aspects in Choosing Burial Methods

Variables	Most Prioritized Aspects When Choosing a Burial Method					Chi-square Value	P-Value
	Traditio nal	Environmental Sustainability	Co st	Innovation and Uniqueness	Oth er		
18-26	9	5	5	15	2	40.258	0.005
26-34	4	8	3	5	0		
35-43	5	19	7	8	3		
44-52	6	21	4	6	0		
53-70	1	14	0	2	1		
Over 70 years old	0	2	0	0	0		

The analysis of age differences on whether people are willing to pay higher fees for green funerals is shown in Table 4. The chi-square value is 35.389, $P=0.002<0.05$, indicating that age has a cognitive effect on whether people are willing to pay higher fees for green funerals. There is a significant

difference. The largest number of people aged 18-26 are willing to pay higher fees for green burial; the largest number of people aged 26-34 need to consider it; those aged 35-43, 44-52, 53-70, and those over 70 are unwilling. The highest number of people paid more for green burials.

Table 4. Analysis of Age-Related Differences in Willingness to Pay Higher Fees for Green Funerals

Variables	Willingness to Pay Higher Fees for Green Funerals				Chi-square Value	P-Value
	Willin g	Unwillin g	Considerin g	Dependent on Children's Opinion		
18-26	16	11	4	5	35.389	0.002
26-34	4	5	9	2		
35-43	9	16	13	4		
44-52	6	26	2	3		
53-70	4	8	2	4		
Over 70 years old	0	2	0	0		

The analysis of age-related differences in areas for improvement in green funerals is presented in Table 5. The chi-square value for this analysis is 9.994, with a p-value of 0.997, which is greater than the conventional significance

threshold of 0.05. This suggests that there is no statistically significant variation across age groups concerning the areas in which green funerals could be improved.

Table 5. Analysis of Age-Related Differences in Areas for Improvement in Green Funerals

Variables	Areas for Improvement in Green Funerals:						Chi-square Value	P-Value
	Providing More Options	Increasing Promotion and Education	Reducing Costs	Better Integration with Local Culture and Traditions	Need for Improved Services	Other		
18-26	14	17	19	23	15	0	9.994	0.997
26-34	7	12	9	12	8	0		
35-43	16	27	19	31	20	1		
44-52	13	20	15	20	13	0		
53-70	7	14	10	9	10	1		
Over 70 years old	0	1	0	1	1	0		

The analysis of age-related differences in preferred or acceptable channels for promoting green funerals is outlined in Table 6. The chi-square value for the analysis is 16.94, with a p-value of 0.322, which exceeds the conventional

significance level of 0.05. This indicates that there is no statistically significant difference across age groups regarding the channels through which they are more likely to prefer or accept recommendations for green funerals.

Table 6. Analysis of Age-Related Differences in Preferred or Acceptable Channels for Promoting Green Funerals

Variables	Preferred or Acceptable Channels for Promoting Green Funerals				Chi-square Value	P-Value
	Internet or Media Platforms	Television Advertisements	Newspapers and Magazines	Recommendations from Friends or Family		
18-26	27	9	2	17	16.94	0.322
26-34	15	2	2	11		
35-43	39	12	3	13		
44-52	28	6	5	14		
53-70	8	6	4	9		
Over 70 years old	2	0	0	0		

8. Conclusion Summary

Based on the collected data, age plays a pivotal role in the choice between traditional and green funeral practices. The younger demographic (ages 18-43) exhibits a stronger preference for green options, while the older age group (44 and above) leans more towards traditional methods. However, when it comes to the appeal of green funerals, no significant cognitive differences were observed across age groups.

In terms of the factors considered important in selecting a funeral method, varying priorities exist among different age groups: younger individuals place a higher value on

innovation and uniqueness. Among all age groups, environmental considerations are commonly emphasized, particularly among those aged 26 and above.

Additionally, the younger age group (18-26 years old) is more willing to incur extra costs for green funerals, a sentiment not largely shared by the older population. Regarding areas for improvement and preferred channels for promoting green funerals, opinions were found to be consistent across different age groups, with no significant variations observed.

9. Brand Communication Strategy

9.1. Target Audience Identification

Based on data analysis, the young age group of 18-26 years shows a significant level of acceptance for green funerals, along with a higher willingness to pay additional costs. Hence, this age bracket can be identified as the primary target audience. Furthermore, considering the general concern for environmental conservation exhibited by individuals aged 26 and above, it is recommended that this demographic be considered as a secondary target audience.

9.2. Content Customization and Strategy Formulation

For the creation of a distinct and differentiated brand image, a comprehensive strategic design is crucial. Initially, the brand's core values and the target audience it aims to attract must be clearly identified. Based on these foundational elements, the brand can employ a multi-dimensional approach to construct its uniqueness. One effective strategy is Segmented Messaging, designed to cater to the specific needs and expectations of different age groups and interest communities.

For instance, for the primary target audience aged between 18-26, a focus on innovative and personalized products or service offerings is likely to resonate strongly, given this demographic's heightened interest in innovation and individuality. This could serve to establish a unique brand position within this age group. Conversely, for the secondary target audience of those aged 26 and above, an emphasis could be placed on the brand's environmental responsibility and commitments, resonating with this group's general concerns about environmental conservation and thus building a brand image rooted in social responsibility.

Beyond content and message segmentation, multi-channel dissemination is another aspect that cannot be overlooked. This includes, but is not limited to, various communication platforms such as social media and traditional media, to ensure that the brand message comprehensively reaches diverse target groups. Concurrently, the brand should effectively integrate with local cultures and social trends to enhance the cultural relevance and appeal of its messaging. Last but not least, it is essential for the brand to maintain consistency in messaging and visual design across all communication channels and platforms. This enhances brand recognition and constructs a positive brand image in the minds of consumers. In summary, through this series of comprehensive strategic deployments, the brand can not only effectively craft a distinctive image but also establish a unique position within the target market.

9.3. Channel Dissemination Strategy

In the formulation of an overall brand communication strategy, the selection and deployment of appropriate channels is of paramount importance. Given the high reliance on digital platforms among younger demographics, especially those aged 18-26, a Digital-First Approach is considered crucial. This can be executed through various means, including but not limited to, social media promotion, online ad placements, and influencer marketing, aimed at maximizing brand exposure and influence within this age bracket. However, digital channels cannot entirely substitute for face-to-face community engagement, particularly for the secondary target audience aged 26 and above. To effectively

reach this group, the brand could initiate public engagement activities in local communities, such as relevant charitable events or seminars. This not only provides a platform for consumers of this age group to directly understand the brand and its values, but also provides an opportunity for the brand itself to establish a deeper relationship with potential consumers. To sum up, through a multi-level and multi-channel communication strategy, a brand can more comprehensively reach different age groups and interest groups, thereby increasing its visibility and influence in the target market.

9.4. User Interaction and Feedback Mechanism

During brand development and maintenance, user interaction and feedback mechanisms play a crucial role. To achieve this, it is recommended to establish specific online feedback channels. These channels offer users a platform to express their views and suggestions concerning green funeral concepts, service quality, and other relevant aspects, while also offering the brand opportunities for continual improvement (Feedback Loops). Furthermore, through regular Educational Webinars, the brand can timely disseminate updates and market trends about green funerals to consumers, deepening their understanding and long-term trust in the brand. Through these strategies, the brand can better meet user needs while continuously strengthening its image and market position.

9.5. Pricing Strategy and Promotions

Within the business model, pricing strategies and promotional offers are crucial for attracting and retaining consumers. For those yet to experience green funeral services, limited-time discounts or bundled services can be considered to lower their barriers to entry and risks. This strategy aims to accelerate the acceptance of green funerals in mainstream markets through price incentives. Conversely, for younger consumers willing to pay a premium for green funerals, the brand can offer more high-end and customized service options to meet their needs for innovation and uniqueness. Overall, through flexible and targeted pricing strategies, the brand can expand its consumer base and more effectively meet the specific needs of different consumer groups.

9.6. Integration of Traditional Chinese Funeral Culture Elements

In the strategy for green funeral brands, effective integration of Chinese culture is a key consideration. This research proposes four strategic pathways to enhance brand appeal and establish closer cultural ties with target audiences.

Firstly, connecting history with modernity emphasizes the roots of green funeral concepts within traditional Chinese culture. For example, referencing traditional Chinese funeral methods that align with green funeral concepts, like tree burials and sky burials, can underline the fusion of modern concepts with ancient wisdom. Additionally, emotional storytelling featuring family, ancestors, and traditional festivals (like Qingming) can be used to build emotional connections. Secondly, visual designs incorporating traditional Chinese elements serve as another means of shaping brand image, such as using culturally symbolic colors like imperial red and jade green, as well as traditional landscape paintings and papercuts. Thirdly, public activities or talks related to green funerals on important traditional

festivals like Qingming and Mid-Autumn festivals can be used to strengthen brand association with these cultural events. Collaborations with local communities and NGOs can be leveraged to promote green funeral practices against the backdrop of traditional culture. Finally, improvements in product and service design are also key to achieving cultural integration, such as incorporating traditional patterns into biodegradable urns or adding traditional ceremonial elements into provided services. Educational content emphasizing the resonance between green funerals and traditional culture can further deepen the brand's cultural richness and broad appeal.

Overall, these four strategic pathways collectively comprise a comprehensive plan aimed at establishing a green funeral brand image in the Chinese market that is both integrated with tradition and reflective of modern environmental concepts.

10. Recommendations for the Future

In China, the promotion and adoption of eco-friendly funerary practices confront a series of challenges, with cultural and traditional resistance being perhaps the most formidable. Many senior citizens, influenced by traditional beliefs, continue to prefer conventional burial methods, such as interment and geomantic selection of grave sites, perceiving these as the highest form of respect for the deceased and as blessings for future generations. These perceptions not only permeate the older demographic but also influence the younger generation to some extent, thereby inhibiting the propagation of green funerary methods.

To address this hurdle, the following recommendations are proposed: First, educational initiatives and advocacy campaigns should emphasize that eco-friendly funerary practices can also manifest respect for the departed as well as nature, aligning with contemporary societal values related to environmental sustainability. Second, leveraging culturally specific festivals and traditions, such as the Qingming

Festival, would be advantageous for launching public awareness campaigns related to green funerary practices. This approach aims to guide public opinion towards new concepts while respecting existing traditions. Lastly, collaborations with governmental and non-governmental organizations, as well as local communities, should be pursued to introduce financial subsidies or other incentives to lower the economic barriers for adopting eco-friendly funerary practices. By implementing these comprehensive measures, it is anticipated that the cultural and traditional hindrances to the advancement of eco-friendly funerary practices will be progressively mitigated, thereby fostering their proliferation in China.

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