

THE DESIGN OF PACKAGING AND ITS EMOTIONAL IMPACT ON PURCHASING BEHAVIOUR: AN ANALYSIS OF SENSORY ADVERTISING

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Abstract: *Everything you feel could be held against you. This is what your body tells everyone around you. And there are some people that could transform this weakness in some money-maker strategies. There is well-known that we are sensitive to emotions of all kinds and that we react differently in emotional context. We feel when something is wrong, and we do everything is necessary not to be in a negative emotional state. Also, when we understand that something negative is the response as a result at some of our actions we're searching for solutions. Advertising can and it does create both the issue and the solution, and the best way to bring the costumer in their yard is through emotion. Emotions are a fundamental function of the brain. They are processed in the oldest progressive structures of the brain, and they have the power to influence the new brain, neocortex, also called the neopallium (new mantle), so evolved but also very easily influenced by emotions' circuit structures. Advertising aims to target structures and to modulate functions with key roles in the conduct of choice positions and preferences induced. The objective of this paper is to provide a detailed examination of recent studies and to exhibit the theoretical frameworks about advertising strategies using emotional appeals. Moreover, with the right kind of strategies, using fear, kindness, negative and positive emotions, marketers could easily touch certain spots in human brain and, they could activate some stimuli that could make them react as they want.*

Keywords: *packaging, emotions, purchasing decision, economy, sales*

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Introduction

Packaging is an essential component of any commercialized product, serving not only as a container or support for the product, but also as a powerful marketing tool capable of influencing consumer emotions and behaviour. For this reason, companies annually invest significant amounts to create attractive and effective packaging that fulfils their marketing objectives and satisfies consumer needs. This article will explore the role that packaging plays in the purchasing process and how it can influence consumer emotions. It also will analyse theories and theoretical concepts related to purchasing decisions and the impact of emotions in the purchasing process in order to understand how packaging can be used to influence consumer behaviour. In the first chapter, the discussion revolves around the main reasons why people buy and how these reasons influence purchasing decisions. The article will also mention the theory of rational decision-making and how this decision-making model can be applied in the context of product purchasing. In the following chapter, the analysis of the anatomy of emotions and how they are triggered in the brain will be presented, and then it will discuss the neurophysiology of emotions and how it influences consumer behaviour, where it will also present positive and negative emotions and how they affect purchasing decisions. In the last chapter, the article will bring up the power of sensory marketing and the impact of packaging on consumer emotions, as well as an analysis of the role of sensory in marketing and how packaging can be designed to trigger positive emotions and improve the buying experience. At the

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same time, it will also discuss how packaging can be used to create an emotional connection between the consumer and the product.

2. Theoretical concepts regarding the main determinants in the consumption process. Why do we buy?

The status of human representative as a successful survivor, in a time when things move faster than we are used to, becomes a symbol of a succession of correct choices, positioned in a context controlled by several independent factors. The quality of an individual's success comes to mind for the people in the group he or she belongs to, the idea of achievement, well-being, and fulfilment on all levels. Judging this aspect from outside the presented situation, the entire process of "fulfilment" can be analysed by invoking Maslow's Theory (Nicolescu and Verboncu, 2008), and, more importantly, by passing this theory through a consumerist filter. The values of the acquisition and acceptance process of sales products can easily represent the object of a fulfilment status. Thus, basic physiological needs, the need for safety, the need for affiliation with a group, esteem, or self-realization can be fulfilled by purchasing packages of services, products, or a combination of both. Through their acquisition, products or services can prepare situations through which these needs, which appear in Maslow's hierarchy, can be satisfied. Jane Velez-Mitchell and Sandra Mohr (2011) authored a book entitled "Addict Nation: An Intervention for America" in which they describe the effects of advertising and campaigns designed to attract consumers and sell products or services, sometimes constructing beautiful messages based on wrong premises. In the context of Maslow's theory, they argue that "when we choose to participate in the process of acquisition, most of the time we come for the wrong reasons. We want the product we purchase to provide us with a status that minimizes our feeling of insecurity. This is called positional consumption because we hope it will improve our social position compared to our peers". The same idea is supported by Martin Lindstrom (2010) in *Buyology*, "Do not forget that our need to integrate, to be accepted, is almost as compelling as the instinct for survival, the need for sex, or chocolate". In this sense, the first determining factor and participant in the drive towards consumption is represented by the fulfilment of these simplified needs in this theory.

The discussion that arises here pertains to the participation of the conscious and the unconscious in the process of consumption. According to Freud (2002), the unconscious is "only a characteristic of the psyche which, however, is by no means sufficient to describe it. [...] On the one hand, the unconscious includes acts that are simply latent, temporarily unconscious, but which do not differ in any way from conscious acts. [...] It has also been shown that a successful action can be built on the admission of the unconscious, through which we can significantly influence the course of conscious processes. We can go further and assert, in support of the admission of an unconscious psychic state, that at any given moment consciousness only encompasses a small content, so that most of what we call conscious knowledge must always be in a state of latency, and therefore in a state of psychic unconsciousness". Freud's description forms the basis for most of the actions that are reported as consumerist impulses. At the same time, producers have understood this state early on and have assumed it as part of their strategic process. The entire economy recognizes the importance of identifying the moment when the consumer is vulnerable, or especially recognizing the state that leads them to participate in the general welfare through their engagement in the consumption process. In the book *Why We Buy*, a statement was encountered that supports this moment and states that "if we only went to stores when we needed to purchase a good, and once there, only bought what we needed, the economy would collapse" (Underhill, 2009). This determinant, which is not easy to control, is responsible most of the time for unplanned purchases. And this action maintains the optimistic confidence of traders in their strategies, based on targeting and influencing the consumer in that "state of latency". Thus, we have discovered the second important factor, a silent witness and powerful influence in the moment when the purchasing decision is made.

In addition, the principle of manipulating the senses to integrate the constant need to buy in the consumer's mind exists and manifests itself. This principle often operates unconsciously and is based on the power to create strong emotions and feelings in those who come into contact with this strategy, permanently marking their decisions. An example in this regard is found in Martin Lindstrom's (2009) work, *Brand Sense*, where he highlights how unprepared we are for these actions and how our senses react to daily experiences. He provides a concrete example that “Bondi Beach in Sydney is full of stores selling various beach equipment and accessories. On a winter day, while a terrible cold wind was blowing outside, a friend of his who was in a hurry to buy a jewellery gift entered one such store. She suddenly found herself searching through the swimwear section. Surprised by her behaviour, she realized that there was a “summer” scent in the air, even though the summer season was still five months away. Asking the store employees about their secret, they led her to a corner where a hidden machine was spreading the scent of coconut. This experience supports the existence of a trend among retailers to focus on understanding and analysing the senses, to integrate details about accessing them into their strategies, and most importantly, to make their promotional campaigns more effective by addressing consumers in this way. The above example highlights the reference to a single sense, namely smell, which is one of the most powerful. However, large stores develop situations that use alternative strategies that refer to all the senses, and thus, they manage to prepare the consumer's mind to instil the desire to purchase. This aspect is the third main factor used by retailers and which can answer the question “why do we buy”.

Another important factor in this process is represented by the proximity of products. An interesting chapter from *Can't Buy My Love: How Advertising Changes the Way We Think and Feel*, a book by Jean Kilbourne (2000), presents the following example: “Coca-Cola has established several partnerships with schools in the USA, in which it invests several million dollars in exchange for exclusivity in participating with products placed in vending machines in these locations. [...] The company representative, who signs himself as “The Coke Dude”, has asked school officials to allow students to buy Coca-Cola products during the day, at any time, and has placed vending machines in key locations where they could be accessible all day long”. This proximity is a process designed to increase consumption and thus the company's economy, but most of the time, the consumer takes this action as a favour to himself and his comfort. In the same vein, Paco Underhill (2009) argues that the temptation to buy is constantly fuelled by the evolution and creativity of retailers in bringing their products or services as close as possible to potential consumers, packaging them attractively and using new techniques to reach them, so as not to miss any chance to sell. “These days, you almost have to make an effort to avoid buying. You try to avoid themed stores, museums, and restaurants and still find yourself in front of online shopping 24 hours a day, seven days a week. [...] The economy itself cannot keep up with the growth of retail. Judging by the birth rate, we are opening new stores much faster than we are 'producing' new consumers”.

This question “Why do we buy?” can have diverse and complex answers. It is not possible to come up with a universally valid answer based on a specific trend considered as correct. The power of traders to plan interdisciplinary new methods to ensure they reach their consumers is impressive. Recent studies focus on how advertising campaigns target children, campaigns that build the future consumer's behaviour, *loyalizing* and shaping their preferences early in their evolution. The tendency to acquire excessively, especially without a real reason, becomes a well-known and accepted aspect of society. Moreover, besides this constant and hungry construction of attracting the consumer's attention, traders and participants in the economic rise forget to identify the human side of their target, using them as a means to achieve their objectives.

3. The theory of rational decision-making

The term “rational choice” can be defined from multiple perspectives, using the terminology of various domains through which we analyse this construct. In economics, rational choice is a derivative of the utilitarian theory of the neoclassical period. The foundation of this assumption is an

economic transaction carried out following a cost-benefit analysis. In this process, the main actor must establish their intention to buy, independently of the opinion of a group and outside the influence of other people. The purchasing decision must represent a hierarchy of values and utilities that arise from this process, which promises to maximize benefits and reduce costs (Zey, 1997).

On another note, the theory of rational decision-making can be translated as an instrumental theory. This assumes that agents have a set of basic values and preferences that they commit to satisfying, and which then specify the optimal way in which this is accomplished. This theory is often proposed as a simple normative theory, without any incidence on the actual context explaining what people actually do. At the same time, it is mostly used as a research hypothesis in the context of studying human behaviour. Most results from such studies on topics related to economic behaviour or cognitive participation in the decision-making process are based either on practical tests of the theory of rational decision-making or on the development of the theory itself (Friedman and Sunder, 2020)

The theory emphasizes certain conditions that should be met for a moment involving the process of choice to be considered rational. In addition to this, a context is constructed that explains standard steps that are taken into account when constructing the decision. At the core of these details is the concept that humans, and all organisms in general, suffer from a severe limitation in their ability to process information. Moreover, as a consequence of this limitation, they do not have well-defined preferences in relation to the options they come into contact with. Rather, in the development of a decision, the evaluation of all the factors involved is made in the moment and is based on the information obtained from the circumstances that define the context. These circumstances act as memory cues and categorical triggers in constructing the scenario (Anand et. al., 2009).

The work “The Limits of Rationality” discusses the logic of the act of choice. This book mainly deals with the general theory of choice and the process of decision-making under conditions of risk, and the misinterpretation of this theory as a representative behavioural model for real-life decision-making processes. The concept of “choice logic” is discussed here, which is not considered representative of a descriptive theory of the decision-making process. This theory of choice logic fails to predict consumer behaviour, and the resulting details are considered too theoretical and do not fit real-world cases (Cook, Levi, 2008).

Indeed, the consumerist theory neglects an important stage that easily leads a rational choice to an addictive behaviour. The aspect of addiction sometimes becomes an overlooked factor by this theory, and thus, no attention is paid to the possibility that an individual may develop an addiction, lose control, and consequently become a slave to their own consumerist urges (Vale, 2009).

Indeed, there are multiple perspectives on the subject of decision-making. While psychologists, sociologists, and economists strive to explain rational behaviour in the face of decisions, they often neglect the real-life aspects of situations and engage in endless theorizing. However, it should be remembered that “an alternative to rational decision theory is the strong influence of preferences, which may or may not be rationalized” (Cook and Levi, 2008).

4. Anatomy of Emotions

The understanding of the specificities related to the construction and manifestation of emotions as an essential part of human development necessitates the acceptance of an in-depth study and recognition of the values that are highlighted early on, dating back to ancient philosophy. Consequently, at the outset of identifying emotions as a self-standing part of human behaviour research, a range of interdisciplinary aspects emerged that had an impressive impact on the masses and were successful in shaping the arguments of those interested in this subject. The Cartesian dualism principle sustained for a significant period the notion of the immateriality of the mind and the independence of the body as a structure. These two entities existed and formed differently, developing the idea that the mind and matter (the body) are two separate entities that influence each other. Descartes' “problem of interaction” raised the question of how the immaterial part manages to

influence the material body and vice versa. Thus, the pineal gland is recognized as the centre of the connection between mind and body, between immaterial and material. For the first time, Descartes proposed identifying the pineal gland as the central point of interaction between the two separate groups. Later, this theory was further developed, and its implications were found through the study of neuroscience. The functions and role of the pineal gland were later discovered empirically. The pineal gland, also known as the epiphysis, is a small organ located in the centre of the brain that is influenced by light and has a direct connection with sleep and the alternation of night and day. This gland (Nițulescu-Arsenep et al, 2009), which is still little known and studied to this day, secretes melatonin, a controversial neurohormone that is attributed with various beneficial effects, including the maintenance of youthfulness. At the same time, due to its central location, it borders directly on the limbic system, which is responsible for emotions in the brain. Through their connections, these two parts can influence each other, although there is no certainty in this regard. Thus, we discover that the idea from which science's arguments evolved early in antiquity was erroneous, and the process of establishing the organ responsible for emotional activity began as a response to a major philosophical concept. Antonio Damasio (1994) formulates a complex response to Descartes' theory in which he argues his position by demonstrating the discovered error. He tells a story about a participatory complex of multiple systems in the human brain that work at many levels of neuronal organization, rather than being cantered on a single brain centre. At the same time, he argues that emotions involve physiological changes in both the brain and the body. Thus, emotional feelings are guided not only by situational knowledge and cognitive evaluations, but also by the participation of bodily reactions (Saxbe et al, 2012).

Furthermore, Damasio categorizes emotions into three main groups: “(a) six primary or universal emotions, namely happiness, sadness, fear, anger, and disgust; (b) other “behaviours” or secondary or social emotions, such as shyness or embarrassment, jealousy, guilt, and pride; (c) a class of “background” emotions, such as well-being or ill-being, calm or tension, fatigue or energy, anticipation, or dread” (Mosca, 2000).

4.1. The Neurophysiology of Emotions

The terms used to explain emotions belong primarily to neuroscience and psychology. These fields study and translate the essence of behavioural changes and the main factor that produces them. Moreover, the particularity of emotions is studied starting from their identification and localization, continuing with the formation of an adaptable behavioural framework (Kuppens et al., 2021). Understanding emotions is important not only for psychological and neuroscience research, but also for practical applications in fields such as marketing and design. For example, companies use emotions as a way to influence consumer behavior and increase sales. By understanding how emotions are processed in the brain and how they affect behavior, companies can design products and marketing campaigns that target specific emotions and increase the likelihood of consumers making a purchase (Zhang et al., 2020).

Antonio Damasio offers a concise explanation regarding the behaviourist psychopathology and the neural basis of emotions. "In modern neurobiological terms, emotions are complex action programs triggered by the presence of precise external stimuli, or internal to the body, which activate certain neural systems" (Nemri et al., 2011). Carol Izard proposes a more precise identification and a slightly more biological localization, linking her explanations to “primary emotions and a more evolved cognitive process. These two can activate complex emotions in the absence of an appraisal process. Emotional activation usually involves the interaction of circuits in the amygdala, the orbitofrontal cortex, and the anterior cingulate cortex” (Izard, et al., 2011). On the other hand, Dragoș Cîrneai (2004) presents “the conclusion of the neurophysiology studies from this period is that 'emotion' is not a function of the brain, but a label that refers to a set of its functions. The brain does not possess a system that mediates emotion, but systems that mediate fear, anger, disgust, or pleasure”.

4.2. Positive Emotion

In *Brand Sense*, Martin Lindstrom (2009) recalls the foundations of advertising strategies' evolution, particularly by developing the profile of a loyal consumer for a brand through the update of their profile. Starting from these aspects, the author goes on to explain the direction in which campaigns are formed in this modern period and the details that help them become truly successful, both from an economic perspective and from a psychological perspective regarding the consumer's attachment to a brand. Thus, he states that "in the 1950s, brands relied on USP - Unique Selling Proposition. This ensured that the physical product, rather than the brand, was the main differentiating factor. In the 1960s, we began to see the first signs of brands built on the idea of ESP - Emotional Selling Proposition. Similar products were perceived as different mainly due to emotional attachment to the brand". Furthermore, Jean Kilbourne (2000), the author of the famous phrase "Ads turn lovers into things and things into lovers", develops a whole plea for how advertisements manage to find gateways and establish themselves in the consumer's mind, which they then develop into consumerist habits using emotion as a central tool. She argues that the success of these campaigns is guaranteed if the entire strategy established in the central message is that the product is the primary provider of individual happiness, and that happiness finds its source in the product or service consumed. Marketers and advertisers exploit one of human's natural desires, that of establishing connections, socializing, being calm, being respected, but also the desire to experience more or less powerful emotions. "Every emotion is used to sell something. The cumulative effect of these advertisements is to sensitize and romanticize us in relation to objects and to transform our attitude into a sceptical one towards people, who are more complicated entities than products".

Indeed, the use of positive emotions by advertising professionals to create effective promotion campaigns is identified through a process of behavioural study, as well as the implications of emotions on the brain and the activations they produce. In this regard, it is worth mentioning that there are areas of neural activity in the brain that are activated when individuals identify with a social emotion, such as empathy (Saxbe, 2012). This information held by communication and marketing strategists can direct the entire message of a campaign by developing an environment conducive to identifying social emotions.

In other words, "Positive emotion is ideal for humans. Individuals who declare themselves happy want to maintain this state by supporting this emotional mechanism. [...] A large majority of young people consider online shopping a relaxing activity and a form of entertainment. They often want to 'reward' themselves when they are happy and in a good mood, and this type of online shopping is considered a form of self-reward" (Chou, 2009).

There are a number of authors who promote packaging targeted emotional experiences as freshness, a new idea, or a change, specifically designed to attract interest and stimulate some form of emotional expression. "If marketers develop promotional campaigns for new products or create a brand refresh opportunity, they use novelty as the basis for attracting interest and attention. The characteristics of novelty and novelty in general have the potential to develop positive emotions, as novelty attracts, and especially stimulates emotional curiosity" (O'Shaughnessy et al., 2002).

Therefore, the context of positive emotions is created to introduce the consumer or potential consumer into a disposition that favours consumption. This emotion is most often stimulated by developing an environment in which we feel various feelings related to joy, nostalgia, curiosity, empathy, safety, friendship, success, etc., an environment in which we find it difficult to remain aware of all the details, ignore most of the information we have access to, and even suppress the rational, cognitive part that would urge us to consider the details regarding our actual need to make the purchase we are prepared to make.

4.3. The negative emotion

The negative emotion is on the other side of the spectrum of the emotion study, and it can have a strong influence on consumer behaviour. It can depersonalize the consumer, making them easy

to mold and influence. It can be seen as the identity of a character who chases the need for safety and ignores details that could help them make a rational and correct decision. This powerful stimulus has been discovered by those who need the consumer decision to be controlled by them and who want to ensure that they have representatives available to purchase the products or services they promote.

The feeling of fear that governs decision-making has also been studied by Lindstrom, the Danish researcher responsible for most of the books in the field of neuromarketing. He stated that “a recent study in neuroscience has shown that fear influences our behaviour to a greater extent than most of us would like to admit. The culprit is the amygdala, that small region of the brain responsible for generating and perpetuating fear” (Lindstrom, 2010). Damasio explains fear more in terms of biology and precisely locates the product of fear induced by external influences, such as a sharp sound, a scream or a visual representation, for example in the form of a shadow. He says that this emotion is generated by nuclei located in each temporal lobe. The signals processed by the neuronal complex develop the behaviour that is described as fear: adjusting the heart rate, breathing, the degree of intestinal contraction, changing facial expression and posture, and especially “freezing” in a certain place or running away (Cîrneai, 2004).

Aristotle said that “fear can be defined as a pain or disturbance arising from the mental image of an imminent evil” (Lindstrom, 2010). This imminent evil can be propagated and shaped as an idea for the purpose of selling. The best example in this regard is given by Martin Lindstrom in *Buyology*. He tells the story of the antibacterial product bottle experiment. This product was created immediately after the major crisis with E.coli bacteria. Fears related to germs and people's safety in the face of the threat of bacteria propelled a product that does not guarantee the destruction of this threat, but is well-promoted enough to offer formal safety, especially for mothers, but also for anyone who is more acutely aware of a risk of disease (Lindstrom, 2010).

In terms of sociology, “individuals may experience emotions, such as suffering and other negative emotions, which lead them to cognitive and behavioural changes for the development of internal equilibrium” (Stets, et al., 2007). This explanation can greatly influence the decisions of marketers and advertisers. Knowing the continuous state of seeking emotional balance when an individual experiences a strong negative emotion, they can determine the development of campaigns for products that help consumers and promise them the desired comfort, relief from the ‘pain’ felt, and support in this healing process, regardless of its nature. Along the same lines, but from a different perspective, it is well known that many people tend to engage in impulsive purchases to improve their mood and eliminate negative emotions. “When an individual experiences a negative emotion, they focus on their current state and behave without a particular plan. That's why many young people turn to online shopping and make impulsive purchases to detach themselves from negative emotions. [...] It doesn't matter if people feel frustrated, discouraged, or bored, the impulse to buy seems to be an effective strategy for dismantling emotional dissatisfaction” (Chou, 2009).

Moreover, when studied and compared in the same context, negative and positive emotions have different influences and obtain different reactions. “While positive emotions directly influence cognitive processing, negative emotions can lead to a more detailed cognitive analysis of emotional stimuli” (Hansen, Christensen, 2007).

Therefore, influencing the consumer's decision towards consumption can be successfully achieved by locating moments of emotional instability, involving external influencers in the cognitive process, or identifying weaknesses arising from the need for safety and using them as means of encouraging the consumer towards consumption. The direction that marketing strategies can approach depends strictly on the resources at hand and the identity of the promoted product. Involving positive emotions in this process ensures the same success as addressing the consumer through a sentiment based on a negative emotion. The easiest way to process the consumer's mood and availability in relation to the promoted products is to use the senses as a strategic part. By using loud or distinctive sounds, specific scents or colours, and contoured surfaces in a certain way, the idea of

fear, excitement, or joy can be induced. In both situations, the individual undergoes cognitive detachment and reacts impulsively.

5.The Impact of Packaging on Consumer Emotions and Purchase Decisions

Packaging, as a physical and visible element of the product, plays an important role in the buying process. While the primary function of packaging is to protect the product and facilitate its transportation and storage, packaging can also play an important role in attracting and motivating consumers to buy the product (Lopes et al., 2020).

Although purchasing a product may seem like a rational process, buying decisions are often influenced by emotions and sensations. In this sense, packaging can have a significant impact on consumers' emotions and can directly or indirectly determine their purchasing decisions. One of the most obvious influences of packaging is related to the quality and authenticity of the product. Packaging can subtly convey a message about these aspects and can generate a positive or negative emotion in the consumer (Melewar and Akel, 2020). A clean, well-designed, and attractive packaging can suggest the superior quality of the product, while a damaged, dirty, or unappealing packaging can generate negative emotions and discourage buyers.

Besides quality, packaging can influence consumers' emotions through the use of colours, images, and textures. Colours can create certain emotions when they reach the consumer's visual field, for example: red can suggest energy and power, yellow can suggest enthusiasm and optimism, green can suggest nature and health, and blue can suggest trust and calm. Images can communicate information about the product or can generate emotions in consumers, such as a feeling of comfort or joy, while textures can add tactile elements to the shopping experience and convey a sense of superior quality, premium or luxury (Velasco et al., 2020).

Moreover, packaging can influence consumer emotions by associating with cultural or personal values. For example, packaging containing a bio, vegan or gluten-free product can be perceived as being associated with a healthy and responsible lifestyle, which can generate a positive emotion for the consumer (Hsu, 2021). At the same time, packaging containing a luxury or premium product can be perceived as being associated with social status and personal reward, which can generate positive emotions. In addition to the cultural and personal values, packaging can also influence consumer emotions through its visual and sensory cues. According to research by Velikova et al. (2020), visual stimuli such as colour, shape, and design of packaging can have a significant impact on consumer emotions and behaviour. Additionally, sensory cues such as touch, sound, and smell can also play a role in generating emotions and influencing consumer behaviour towards the product. Moreover, research has shown that sensory cues such as touch, sound, and smell can also play a role in generating emotions and influencing consumer behaviour towards the product (Spence, and Piqueras-Fiszman, 2020). For example, the sound of a crisp packet being opened, or the feel of a soft drink can influence the perceived freshness of the product, which can in turn impact the consumer's emotional response and purchase behaviour. Additionally, the smell of a product can create an emotional connection to positive memories and associations, which can also influence consumer behaviour (Velasco et al., 2021).

In addition, packaging can influence consumer emotions in a variety of ways, from quality and authenticity to the use of colours, images, textures, and association with cultural or personal values and can significantly impact consumers' emotional responses towards the product. Research suggests that understanding consumer emotions and needs can lead to successful sales campaigns and increased customer loyalty. A study by Rucker and Galinsky (2020) highlights the importance of emotional intelligence and empathizing with consumers' needs and preferences in creating effective packaging designs. Similarly, research by Böckenholt and Hildebrandt (2021) emphasizes the significance of personal values and identity in shaping consumer preferences and purchasing decisions. Understanding the emotions and needs of consumers often creates the most successful sales

campaigns. In conclusion, packaging plays a crucial role in influencing consumer emotions and ultimately, their purchasing decisions.

Thus, marketers and packaging designers need to consider emotional and psychological factors while designing packaging for their products to ensure maximum consumer engagement and satisfaction.

Conclusions

After a thorough discussion of theoretical concepts regarding the main determinants in the consumption process, rational decision theory, and the anatomy of emotions, we have come to the conclusion that emotions play a critical role in the purchasing process and that packaging can influence consumers' emotions and, therefore, their buying decisions. On the other hand, the neurophysiology of emotions shows that emotions are generated by specific brain structures and can influence consumers' cognitive and behavioural processes. Positive emotions can lead to a more positive evaluation of the product and a more favourable attitude towards its purchase, while negative emotions can lead to a less positive evaluation and a less favourable attitude towards purchasing the product. By using colours, images, and textures, packaging can create certain emotions in consumers and convey a message about the quality and authenticity of the product. Moreover, by associating with cultural or personal values, packaging can generate positive or negative emotions and can influence consumers' purchasing decisions.

Regarding the theory of rational decision-making, it suggests that consumers make purchase decisions rationally, by evaluating all available information and choosing the option that is most beneficial in terms of utility. However, studies show that emotions can affect the decision-making process and that consumers may choose products that are not necessarily the most rational in terms of utility but are more pleasant or comfortable emotionally.

In conclusion, the buying process is influenced by a variety of factors, and emotions play an important role in this process. Packaging can influence consumers' emotions and can determine their buying decisions. Understanding how emotions and emotional factors affect the buying process is essential for developing effective marketing and branding strategies that meet the needs and desires of consumers.

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