

NEUROMARKETING AND THE POWER OF PACKAGING: ANALYZING CONSUMER REACTIONS TO MULTIPLE VISUAL AND EMOTIONAL STIMULI

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Abstract:

This study explores the essential role of neuromarketing in evaluating the effectiveness of product packaging, highlighting how neurophysiological reactions can provide deeper insights than traditional research methods. The research was conducted using an experimental method on a sample of 22 subjects aged between 18 and 49. During the experiment, participants were exposed to the same product under five distinct conditions: without packaging, with neutral packaging, with intensely coloured packaging (different shades of red or blue), with branded packaging, and within the context of a 16-second video advertisement. To capture cognitive and emotional responses, three complementary metrics were used—eye tracking, face response, and galvanic skin response—which allowed for the measurement of visual attention, facial expressions, and the level of emotional arousal. The results suggest that colourful and branded packaging generate higher levels of attention capture and emotional engagement, while video presentation enhances the intensity of affective responses. The study confirms the usefulness of neuromarketing as an integrated method for optimizing packaging design and for understanding how consumers perceive a product in varied visual contexts.

Keywords: *neuromarketing, branding, advertising*

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