

## The Impact of Emotional Value Design in Product Packaging on Consumer Purchasing Decisions

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**Abstract:** In today's highly competitive market environment, the packaging design of goods has become one of the key factors for enterprises to attract consumers' attention and influence their purchasing decisions. The design of emotional value, especially positive emotional reactions from consumers, promotes the sales of goods. Emotional value refers to the emotional experience and psychological satisfaction that packaging design can bring to consumers, which enhances the usability of goods and has a profound impact on consumers' purchasing decisions. Emotional value design can enhance the attractiveness of products. Through healing words, graphics, colors, and surface textures, consumers' curiosity is sparked, or their souls are soothed, making the product stand out among numerous competitors. This visual impact is an important factor influencing consumers' first purchase decisions. Emotional value design can create emotional connections for brands. By incorporating design elements that align with consumers' personal values and emotional needs, such as warm text, approachable images, comfortable touch, the use of eco-friendly materials, or charitable donations, packaging not only expresses the product's characteristics but also soothes the audience's hearts, conveys the brand's values, and establishes an emotional bond between consumers and the brand. This emotional connection makes consumers more inclined to choose brands that can touch their emotions when faced with choices. At present, the practice of emotional value in the field of design is gradually becoming more abundant, but there is relatively little literature research on it. This article aims to discuss the impact of the application of emotional value in packaging design on consumer purchasing decisions and enrich the relevant theories of packaging design, design psychology, and consumer behavior.

### 1. Introduction

In today's market with a wide variety of products, consumers are facing unprecedented pressure to choose. With the acceleration of the pace of life and the improvement of consumption level, consumers are paying more and more attention to the emotional experience and value brought by the product when purchasing goods, in addition to focusing on the functionality and quality of the product itself. The importance of product packaging design as the first point of contact between consumers and products is self-evident. Emotional value design refers to imbuing product packaging with emotional colors and resonance through design elements such as text, graphics, colors, and surface textures. This design aims to stimulate consumers' curiosity, evoke emotional resonance, or soothe their souls, thereby standing out among numerous competitors, attracting consumers' attention, and influencing their purchasing decisions.

### 2. The Impact Mechanism of Emotional Value Design on Consumer Purchasing Decisions

#### 2.1 Attract Attention and Stimulate Interest

Emotional value design effectively attracts consumers' attention and stimulates their interest in the product through unique visual elements, creative textual content, and carefully selected materials and craftsmanship. In a market environment with many products, a packaging design that stands out can

quickly capture consumers' attention. The use of color in the design of shapes and patterns is a visual feast and resonates with consumers emotionally, arousing their curiosity and stimulating their desire to explore products. At this stage, consumers' attention and interest are highly stimulated, laying the foundation for further understanding the product and making purchasing decisions in the future.[1]

## 2.2 Shaping Brand Image and Establishing Loyalty

Through emotional value design, brands can effectively convey their values and brand personality to consumers, thereby shaping a unique brand image. When packaging design is closely integrated with brand philosophy, consumers purchase not only the product but also the lifestyle or values advocated by the brand. With the continuous strengthening of brand image, consumers' sense of identification with the brand will gradually increase, and this emotional connection is an important cornerstone for building consumer loyalty. In the long run, a loyal consumer group can create a stable sales foundation for the brand while further expanding the brand's market influence through word-of-mouth communication. As shown in Figure 1:

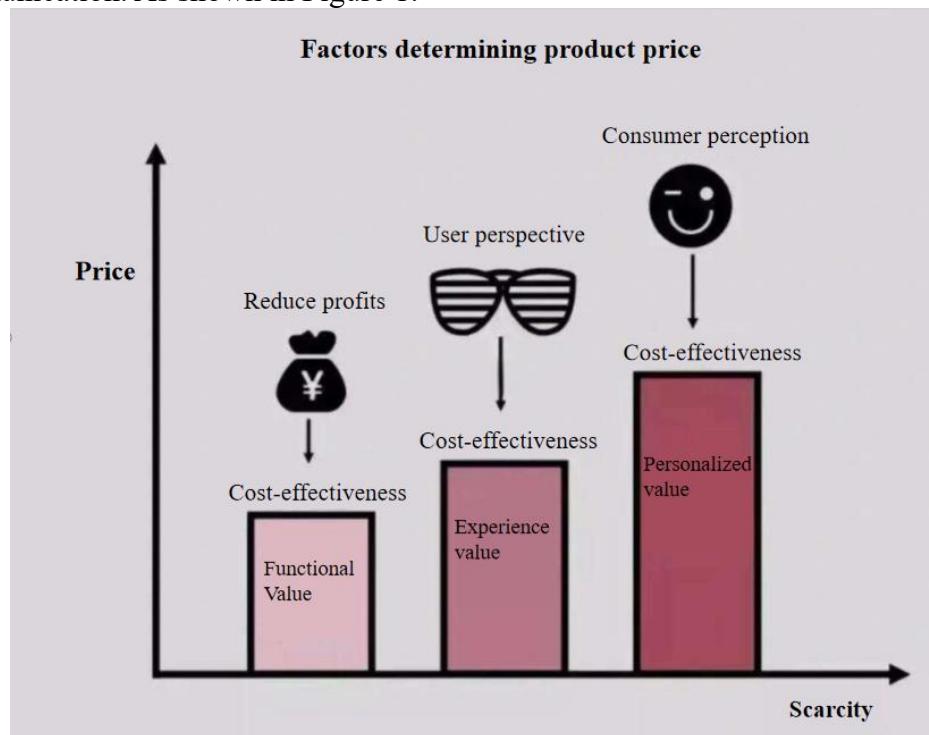


Figure 1. Factors influencing consumer purchase by emotional value

## 2.3 Transmitting Product Information and Reducing Purchase Doubts

Good emotional value design can attract consumers' attention and convey product information and usage value clearly and accurately through carefully designed text and information transmission mechanisms. Providing this information enables consumers to quickly understand the product's core competitiveness and differentiated features, reducing their doubts and uncertainties in purchasing decisions. Especially for innovative or high-value products, through effective information transmission, consumers can better evaluate the value of the product, thereby reducing pre-purchase concerns and increasing the likelihood of purchase. [2]

## 2.4 Guiding Impulse Buying and Increasing Purchase Intention

Emotional value design can guide impulse buying behavior to a certain extent by stimulating consumers' emotional reactions. [3] When consumers are emotionally attracted to the product packaging and the product information is conveyed clearly, creating a strong resonance, they are likely to have an impulse to make an immediate purchase. In addition, through visual and emotional satisfaction, consumers' willingness to purchase will be significantly increased. Even if a product is not immediately purchased upon first sight, strong visual memories and emotional experiences can

leave a lasting impression on consumers, increasing their likelihood of future purchases and effectively increasing the product's sales opportunities. As shown in Table 1:

Table 1. Display emotional value design datasheet

Indicator/Group	Control group	Emotional Value Design Group
Impulsive purchase rate	10%	25%
Purchase intention increase rate	15%	40%
Future purchase rate after first contact	5%	15%

### 3. The Emotional Value Design of Visual Graphic and Textual Information in Product Packaging

#### 3.1 The Use of Visual Elements

##### 3.1.1 Color

Color plays a crucial role in product packaging design. It can directly attract consumers' visual attention and convey specific emotions and feelings. Different colors have different psychological effects and symbolic meanings. For example, red is often associated with passion, vitality, and urgency, while blue gives people a sense of peace, trust, and professionalism. Smart packaging designers will choose color schemes that can stimulate positive emotional reactions in consumers based on the product's nature and the target market's preferences. A product's packaging can silently convey the brand's core values and the expected emotional connection with consumers through appropriate color combinations, leaving a deep impression in their minds.[4]

##### 3.1.2 Shape and Pattern

Shape and pattern are other elements that constitute the visual appeal of packaging design. They create interesting, novel shapes that conform to human visual patterns and psychological habits, making product packaging unique among many products and arousing consumers' curiosity and resonance.[5] For example, rounded and smooth shapes often give people a warm and intimate feeling, while angular designs convey sharp, dynamic, and personalized visual effects.

The use of patterns is equally crucial, as it can reflect the personality of the brand and enhance its recognition. Rich and colorful pattern designs beautify the appearance of products and convey a sense of interest or story, resonating emotionally with consumers. At the emotional level, patterns and icons can evoke emotional resonance and memories in consumers, triggering specific emotional responses. For example, the Wangzai pattern on the Wangzai milk can of the Wangwang brand, with a pair of big eyes staring at the consumer all the time, can enhance their interaction with the audience, stimulate their curiosity, and a laughing mouth has strong emotional appeal. Its cute and happy image can evoke childhood memories of consumers and quickly enhance their positive emotions.

Therefore, appropriate shape and pattern design can effectively enhance the attractiveness of products and stimulate consumers' purchasing motivation.

##### 3.1.3 Font Design and Application

The appropriate use of fonts is another key means of conveying the emotional value of product packaging. Design appropriate fonts based on product characteristics, brand visual identity, consumer preferences, and packaging design style. Incorporating Song-style fonts into the antique Chinese-style packaging can enhance consumers' perception and understanding of the cultural heritage and delicacy of the packaging. Incorporating a round font style into children's packaging will further enhance consumers' perception of the product's affinity and safety. Incorporating bold font style into fashion packaging can enhance the fashionable and concise style of the packaging, resonate with consumers who pursue simplicity and fashion, and strengthen consumers' recognition of the

connotation of the product.[6]

Vivid images can quickly convey a product's main characteristics and purposes, while symbolic icons can effectively convey concise and clear information. Carefully designed images and icons are not only easy to recognize but also enhance consumers' memory of the brand. Through the clever application of these visual elements, product packaging can intuitively convey the values and emotional implications behind it, further enhancing consumers' willingness to purchase.

### **3.2 Communication of Text and Information**

#### **3.2.1 Brand Name and Product Name**

Brand name, product name, and slogan are essential textual elements in product packaging, which directly reflect brand identity and market positioning. Brand and product names can succinctly and effectively convey the core characteristics of a brand, enhance brand recognition, and enhance consumers' emotional value experience. For example, the Chinese brand name "Hu Shu Bao" for Whisper sanitary napkins can quickly convey the brand image and selling points of protecting women and providing comfort to women. In packaging design, the characteristics of the brand name can be emphasized, and the three characters "Hu Shu Bao" can be creatively combined with cloud, hug, and other comfortable and warm graphics in the form of personification illustrations to further highlight the textual connotation of its brand name.[7]

#### **3.2.2 Slogans**

The slogans appearing in product packaging mainly consist of brand concepts, product slogans, and core selling point words of the product. Slogans can also summarize brand concepts and evoke emotional resonance among consumers. The Chinese meaning of the word "wang" in the brand name of Haowangshui Fruit Juice Bubble Water is a beautiful expectation for the future. The packaging prominently displays a creative slogan that combines the word "wang" in the brand name with homophonic words that blend the taste of the product into a beautiful wish word. The slogan for apricot-flavored fruit juice sparkling water is 'Wish for happiness,' and the slogan for plum-flavored fruit juice sparkling water is 'Wish for goodness.' The Chinese meaning of "Jie" in the Fengjie brand is to solve difficulties. Its tea beverage packaging uses the word "Jie" in the brand name and homophonic words with the beverage taste to form a product taste slogan with healing functions. The slogan of Yashixiang Tea (Duck Feces Fragrance, a traditional tea variety with a unique name and flavor) is "Relieving the Depression," and the slogan of the lemon jasmine tea drink is "Relieving the dull." These packagings, combined with product taste and healing vocabulary, can soothe consumers' negative emotions, guide their positive emotions, promote their sense of brand and product identification, further enhance product value, and effectively promote product sales.

#### **3.2.3 Product Information and Usage Tips**

Product information and usage prompts provide consumers with necessary product information and product usage guidance.[8] A structured product information area design can effectively help consumers understand the product's features, characteristics, and unique selling points in detail and quickly. The design of the product information area should ensure detailed and comprehensive text content while increasing consumer reading organization and information recognition efficiency. Clear text layout design can enhance consumers' trust in the brand. The human eye likes to process neat and regular images, believing that such images have beauty and can bring spiritual pleasure. Therefore, the neat and orderly layout can heal the soul, and these factors are extremely important for purchasing decisions. The product information area design of Luckin Coffee's hanging ear coffee packaging (see Figure 2-1) uses neat line elements to classify and arrange product information, and dots and lines graphic elements to vividly indicate product sweetness, acidity, bitterness, and other information. This design method of categorizing information and labeling it with visual graphics to simplify complexity can enhance the display of product information, enhance consumers' enjoyment of reading, and help them strengthen their understanding and recognition of the product.



Figure 2. Design case of product information area and usage prompts in product packaging

The usage instructions in the packaging should provide clear and easy-to-understand operating steps to help consumers better use the product. The use of prompts runs through the entire process of product use, involving both the exterior and interior of the packaging. Therefore, its impact on consumer purchasing decisions is not only in the initial purchase stage but also plays an important role in influencing consumers' repeat purchases. The design of the external usage prompt area of the packaging mainly helps to explain the opening direction and method of the product packaging, improve the rationality of the use of packaging and products, and often uses personification and emotional words to bring the psychological distance between the product and consumers closer. Xianjing Caishi is a self-owned brand of JD Baking. Its dessert packaging features a friendly prompt in the opening area that reads, "Cute people open from here." This completes the product usage guide and praises consumers, quickly bringing the product closer to them, increasing positive emotions among consumers, and helping the product win their love.

## 4. Emotional Value Design of Product Packaging Structure and Material Technology

### 4.1 Package Structure Design

#### 4.1.1 Interesting Packaging Structure

Utilize packaging structure to enhance the fun of packaging, strengthen the display of product attributes, and enhance the dynamic interaction between packaging and consumers. The Japanese brand's flexible Ramen Noodles packaging design (see Figure 3-1) uses an accordion-style flexible carton packaging structure. The process of people taking out Ramen Noodles through flexible packaging is consistent with Ramen Noodles stretching so that consumers can experience the fun of product production and increase their deep understanding and recognition of the product.

#### 4.1.2 Practical Packaging Structure

By enhancing the convenient functionality of the product through the packaging structure, consumers can feel the company's attentive care and quickly increase their positive impression of the brand and product. The packaging of Japanese Gotanda Island Tenri Salt (see Figure 3-2) differs from the pain points of traditional packaging bags that cannot control the amount of salt used or need to be poured into seasoning boxes. A retractable salt lateral pouring port is set on the side of the paper box. A reasonable packaging structure can facilitate consumer use, allowing consumers to immediately associate the convenience and comfort of product use through the packaging structure, thereby strengthening their liking for the product and promoting purchasing behavior.

#### 4.1.3 Sustainable Packaging Structure

The continuous use of packaging is beneficial for environmental protection and the continuous penetration and promotion of brands and products. The packaging structure can be disassembled and pieced together into items related to the product, enhancing the sustainability of the packaging. For

example, disassembling objects to match tableware on food packaging boxes and disassembling scoops from drinking water packaging bottles. The packaging box of the clothing brand ALEPH APPAREL (see Figure 3-3) can be spliced into a hanger for secondary use after use, effectively strengthening the brand's environmental protection concept and resonating with consumers, promoting product sales through economic and environmental protection.



Figure 3: Emotional Design Case in Product Packaging Structure

## 4.2 Packaging Material and Process Selection

In product packaging design, the choice of materials and craftsmanship not only concerns product protection and practical functionality but also has a profound impact on consumers' purchasing decisions at the emotional level. Selected packaging materials and advanced manufacturing techniques can significantly enhance the overall appearance of the product, convey the brand's quality and value positioning, and thereby enhance consumer trust and purchasing desire.

The most closely related factors between packaging material selection and consumer emotional value are the environmental friendliness of packaging materials, the surface texture of packaging materials, and the additional functions of packaging materials.

### 4.2.1 Environmental Friendliness of Packaging Materials

The use of biodegradable, reusable, and renewable materials, as well as environmental protection and sustainability, are important considerations in the selection of packaging materials today. With the increasing awareness of environmental protection among consumers, the use of recyclable or biodegradable materials not only reflects the social responsibility of enterprises but also attracts consumers who value sustainable lifestyles. For example, using bamboo fiber, biodegradable plastic, or recycled paper to make packaging can effectively convey the brand's environmental protection concept, express the resonance between the company's environmental protection concept and consumers, and establish emotional resonance with consumers.

### 4.2.2 Surface Texture of Packaging Materials

The texture surface of packaging materials is mainly transmitted through touch, determined by the outermost layer material of the packaging, mainly including glossy smooth materials, frosted materials, and skin-like materials. Packaging can choose surface texture materials that match the product's functionality. The paper box and bottle body of soft liquid foundation can be designed with skin-like materials so that consumers can feel the touch of delicate human skin when they touch the packaging during purchase and use, feel friendly to the packaging at the psychological level, and strengthen the emphasis on product efficacy to promote consumers' purchase decisions.

### 4.2.3 Additional Functions of Packaging Materials

Use laminated cardboard or plastic materials that are easy to fold and transform, combined with a detachable structure, to transform the packaging into daily necessities or for other purposes after use. For example, combining the traditional Chinese puzzle toy Luban Lock with its packaging structure can be packaged as a toy after use. This design is both fun and practical, bringing children the joy of exploring toys and promoting parents' purchasing decisions. Alternatively, seeds can be placed in

paper materials and applied to packaging design. After the product is used, the packaging can be buried in soil for degradation, and the seeds in the material will also sprout and bear fruit. Observing the process of plant germination and growth can enhance consumers' positive emotional feelings and strengthen their recognition of the company's environmental protection concept, thereby promoting product sales.

### **4.3 Packaging Process Production**

The innovation of process technology has brought more possibilities to product packaging. Through special processes such as hot stamping, embossing, UV printing, and laser engraving, the packaging surface presents a unique texture and visual effect, enhancing the high-end and aesthetic sense of the product. Fine craftsmanship not only demonstrates attention to product details but also provides consumers with a richer and more profound experience in terms of touch and vision, thereby subconsciously enhancing their expectations and recognition of product quality.

#### **4.3.1 Hot Stamping Process Enhances Visual Expression**

The hot stamping process can increase the beauty and attractiveness of products and enhance their sense of grade by hot stamping patterns, trademarks, and text. In the design of packaging emotional value, hot stamping technology can be used to print dazzling fireworks on holiday gift boxes, creating a lively festive atmosphere and stimulating and strengthening consumers' festive joy. Increase consumers' desire to purchase.

#### **4.3.2 Laser Hollowing Technology Enhances Creative Interaction**

Using laser engraving technology in packaging to create hollow patterns not only enhances visual expression, but also strengthens the interactive design of product packaging and enhances the emotional appeal of the packaging. Like traditional Chinese mooncake packaging, laser engraved traditional Chinese floral window patterns are used to vaguely reveal the full moon pattern placed on the lower layer. When consumers open the packaging, it is like opening a real Chinese classical door and window, enjoying the moon in a realistic Chinese atmosphere, enriching the usage scenarios of the packaging, strengthening the interaction between consumers and the packaging, enhancing consumers' positive emotions, and improving their product experience.

#### **4.3.3 Embossing Technology Enriches Texture**

Embossing technology can create rich surface textures. Embossing technology can be used to print patterns on the surface of packaging materials to imitate natural textures and enhance the selling point of products derived from nature. Suppose the texture of the fruit is printed on the surface of the juice packaging using concave-convex printing technology. In that case, consumers can perceive the natural texture of the fruit flesh through touch, enhance the promotion of product selling points, and enhance the interactive experience between consumers and the packaging.

When choosing packaging materials and processes, designers need to fully consider the positioning of the product, the preferences of the target market, and the core values of the brand. Appropriate material and process selection can effectively protect the product, strengthen the brand image invisibly, and stimulate consumers' purchasing interest. Therefore, the careful selection of materials and craftsmanship is an important aspect that cannot be ignored in product packaging design, as it relates to the product's performance in the market and the long-term development of the brand.

## **5. Conclusions**

The applicability and effectiveness of emotional value design in product packaging have been validated by multiple brands and industries. This design strategy is a display of visual aesthetics and a bridge for emotional communication between the brand and consumers. Good emotional value design can directly affect consumers' perception, stimulate purchasing desire, and thus gain an advantage in a fiercely competitive market. The emotional value design in packaging not only increases the product's attractiveness at the first purchase but also strengthens the emotional

connection between the brand and consumers through product packaging, promoting long-term customer loyalty and word-of-mouth communication. Emotional value design plays a crucial role in modern product packaging strategies and will continue to lead brand competition and development in future markets.

Therefore, visual graphic design, packaging structure, and packaging material process design can be used to achieve emotional infection and resonance among consumers, enhance their love and recognition of products and brands, and improve their purchasing decision rate for common products. Attract consumers' attention through captivating visual elements and quickly capture the target audience's attention through the clever use of color, shape, pattern, and other elements, stimulating their interest and desire for exploration. Secondly, the meticulous textual information and layout design further build a sense of high quality and professionalism for the product and brand, enhancing consumers' trust. The selection of packaging structure design and material technology enhances the interaction between packaging and consumers while also expressing the brand's design philosophy of environmental protection and sustainability, reflecting the brand's social responsibility and care for consumers, in line with contemporary consumers' pursuit of sustainable lifestyles, and further deepening the brand's positive image and emotional connection with consumers.

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