

Can Sustainable Packaging Boost Brand Experience? The Influence of Sustainability on Sensorial Perceptions and Brand Evaluations

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Abstract

Prior research shows that packaging can influence consumers' perceptions and brand evaluations. This research extends previous findings exploring how the use of sustainable (vs. conventional) packaging modifies brand experience and attitudes. Moreover, sensory perceptions of the packaging are analyzed as the underlying mechanism, suggesting the strategic use of sustainable packaging and sensory marketing to elicit brand outcomes. Results from an experimental study reveal that sustainable (vs. conventional) packaging increases consumers' brand experience and attitudes for products of different categories (dishwasher and coffee). In addition, consumers believe that sustainable packaging is more sensorial and, therefore, it boosts brand evaluations. Findings present important theoretical and practical implications for sustainable packaging and brand outcomes.

Subject Areas: *Attitude, Branding, Consumer Behaviour, Product Management*

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