Sustainable Packaging and Consumer Behavior in a Customer Experience: A Neuromarketing Perspective

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Abstract : This study focuses on sustainability and consumer behavior in relation to packaging aesthetics. It investigates the significance of product packaging as a potent marketing tool with a specific emphasis on commercially available pasta as a case study. The research delves into the visual components of packaging, encompassing aspects such as color, shape, packaging material, and logo design. The findings of this study hold particular relevance for food and beverage companies as they seek to gain a comprehensive understanding of the factors influencing consumer purchasing decisions. Furthermore, the study places a significant emphasis on the sustainability aspects of packaging, exploring how eco-friendly and environmentally conscious packaging choices can impact consumer preferences and behaviors. The insights generated from this research contribute to a more sustainable approach to packaging practices and inform marketers on the effective integration of sustainability principles in their branding strategies. Overall, this study provides valuable insights into the dynamic interplay between aesthetics, sustainability, and consumer behavior, offering practical implications for businesses seeking to align their packaging practices with sustainable and consumer-centric approaches. In this study, packaging designs and images from the website of Eataly US.Eataly is one of the leading distributors of authentic Italian pasta worldwide, and its website serves as a rich source of packaging visuals and product representations. By analyzing the packaging and images showcased on the Eataly website, the study gained valuable insights into consumer behavior and preferences regarding pasta packaging in the context of sustainability and aesthetics.