

## A Relationship Model That Illustrates the Effect of Humorous Packaging Designs on Brand Awareness and Brand Attitude

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**Abstract :** As products become increasingly similar in competitive markets, achieving product segmentation and differentiation through packaging design has become the primary task when designing retail product packaging. When the main focus of brand marketing is no longer the product itself, emotional marketing, such as the use of humorous packaging designs, may be employed to successfully promote the brand. Such efforts will capture the hearts of consumers, generate discussions, and allow the brand to leave a deep impression in consumers. In this study, snack packaging was used to develop a relationship model that illustrated the effect of humorous packaging designs on brand awareness and brand attitude. The study was divided into three stages: In the first stage, in-depth interviews and focus group interviews were conducted with experts to construct 24 indicators for assessing humorous packaging designs. In the second stage, survey questionnaires were distributed to a young consumer group; the results showed that the group had a high and low product involvement with chocolate and dried shredded squid, respectively. Humorous packaging designs were subsequently created for two snack types to produce a study sample of 12 different packaging. In the third stage, packaging designs were evaluated by obtaining scores for the consumers' brand awareness, brand attitude, and perceived effects of the packaging designs. Finally, a relationship model was developed to show the effect of humorous packaging designs on brand awareness and brand attitude, confirming that two perceived effects of humorous packaging designs (i.e., 'pleasant and emotionally healing' and 'connected to people's daily life') exhibited a significant and positive effect on 'perceived brand value,' where the effect of 'pleasant and emotionally healing' was the most significant. In addition, 'pleasant and emotionally healing' exerted a significant and positive effect on 'brand purchase intention.' Furthermore, packaging designs with humorous elements helped foster brand awareness.

**Keywords :** brand awareness, brand attitude, humorous design, packaging design

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