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The exploration of effective food & beverage packaging design with the measured brain response

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Ongoing trends to promote a healthy and higher quality lifestyle have led to the importance in the study of consumer insights towards food packaging. As the marketplaces have grown, visual appeal of the packaging design increasingly competed for consumers' attention. The use of graphic elements can enhance a product's overall perception. Packaging effectiveness is associated with how consumers comprehend the content message and perceive the product quality. In this study, two experimental stimuli (novel and conventional classic) were manipulated on a packaging design. The purpose of this research was to explore novel and conventional classic packaging design prototypes in the marketplace and how consumers perceived effective packaging design with an analysis of Event-Related Potential (ERP), measure of brain responses by means of Electroencephalography (EEG). The experiment was conducted with 120 packaging design samples. Whether familiar or unknown to the consumers, packaging design prototypes in the marketplace showed: brand name, color combination, layout, typography, and the usage of imagery through photography or illustrations. Analysis of event-related potentials indicated that for novel and conventional classic packaging design, N1 was involved in the visual discrimination processing and spatial attention; P3 was involved in the novelty and affective processing; and N400 was involved in response to familiarity detection. Through this research, new findings can contribute and provide reference on how to obtain better result design guidelines in order to create an effective packaging design.

Biography

Chyau Huiy Jang has completed her Bachelor of Science degree in Industrial Design in 2016 from National Cheng Kung University. Currently, she is in her second year pursuing her Master's degree in Industrial and Commercial Design in National Taiwan University of Science and Technology, focusing on food packaging design.

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