Alternative Design Strategies for Virtual Presentation of Packaging Design to Evoke Emotions and Sensory Perceptions of Online Shoppers in E-Tailing

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Alternative Design Strategies for Virtual Presentation of Packaging Design to Evoke Emotions and Sensory Perceptions of Online Shoppers in E-Tailing

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A thesis submitted
In fulfilment of the requirements for the degree of Doctor of Philosophy
(Graphic Design)

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2017
DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Malaysia Sarawak. It is original and is the result of my work, unless otherwise indicated or acknowledged as referenced work. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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ABSTRACT

The constant growth of online retailing is expanding the need for innovative design and marketing strategies. The main purpose of this research is to investigate a new perspective to online shopping experience where emotional effect of packaging design on online shoppers’ perception of senses is explored. In physical retailing environment, packaging that impacts on human senses are known to be most liable to be visible, to provide consumers with positive experience and also to encourage purchase. In general, sensory marketing is becoming more and more valuable in physical environment and is now a meaningful recommendation for online retailing marketing strategy. Yet, in physical retail environment, sensory experience of packaging is obvious while for online context, it is less evident. Consequently, field research was undertaken to initially detect the importance and functions of packaging together with the relevance of using packaging in online shopping context. Findings were classified into two major concepts: Affective-marketing vehicle and Protecting vehicle, representing functions of packaging in online retailing where stimulating human senses to evoke emotional response was among the leading roles of packaging that form Affective-marketing vehicle concept. Following these results, further studies were conducted to explore new packaging design and marketing strategy perspectives for online retailing. Combining qualitative and quantitative research methods, three design dimensions (Attention Vehicle addressing brand visibility, Appearance Vehicle attending product evaluation and Enjoyment Vehicle dealing with online shoppers’ trust) having emotional approach and using human sensory perception of sight, auditory, olfactory and tactile channels were tested. Empirical evidence showed that it is possible to incorporate sensory expressions to packaging design meant for online retailing to stimulate online shoppers’ emotions. The results of this research firstly addressed the gap in the literature and knowledge on emotional design for packaging in e-commerce context and
secondly, directed strategic opportunities of packaging design to enhance online shopping experience. Further, online retailers and marketers are provided with new insights to marketing strategies for online context that may emotionally influence online shoppers and eventually lead to positive purchasing decision. The aspiration of this research was to identify the emotional sensory experience involvement of packaging design in enhancing online shopping experience.

**Keywords:** Packaging design, online retailing, online shopping experience, emotional sensory perceptions, sensory marketing strategies
Strategi Alternatif Reka Bentuk Bagi Persembahan Maya Reka Bentuk Pembungkusan untuk Membangkitkan Emosi dan Persepsi Deria terhadap Pembeli dalam Talian Peruncitan

ABSTRAK

Perkembangan perdagangan dalam talian yang berterusan telah meningkatkan keperluan strategi rekabentuk dan pemasaran yang inovatif. Tujuan utama kajian ini ialah untuk menyiasat perspektif baru terhadap pengalaman pembelian dalam talian di mana kesan emosi rekabentuk pembungkusan ke atas persepsi pembeli dalam talian diterokai. Di dalam persekitaran peruncitan fizikal, pembungkusan yang memberi impak terhadap deria manusia adalah lebih cenderung untuk dilihat, untuk memberi pengguna pengalaman positif dan juga menggalakkan pembelian. Secara amnya, pemasaran sensori menjadi lebih bernilai dalam persekitaran fizikal, dan kini menjadi cadangan yang bermakna untuk strategi pemasaran peruncitan dalam talian. Namun, dalam persekitaran peruncitan fizikal, pengalaman sensori terhadap pembungkusan adalah ketara manakala dari segi konteks peruncitan dalam talian, kesannya adalah kurang nyata. Akibatnya, kajian lapangan dijalankan untuk mengesan kepentingan dan fungsi pembungkusan bersama-sama dengan kerelevan penggunaan pembungkusan dalam konteks pembelian dalam talian. Dapatan kajian diklasifikasikan kepada dua konsep utama: konsep Pemasaran Perlindungan (Protective vehicle), yang mewakili fungsi-fungsi Afektif (Affective-marketing vehicle) dan konsep pembungkusan dalam peruncitan dalam talian di mana perangsangan deria manusia untuk membangkitkan tindak balas emosi adalah di antara peranan utama pembungkusan yang membentuk konsep Affective-marketing vehicle. Berikutnya keputusan yang diperolehi, kajian lanjutan dijalankan untuk meneroka rekabentuk pembungkusan yang baru serta perspektif-perspektif strategi pemasaran untuk peruncitan dalam talian. Melalui penggabungan kaedah penyelidikan
kualitatif dan kuantitatif, tiga dimensi rekabentuk (Attention Vehicle – berkenaan dengan keketaraan jenama, Appearance Vehicle-berkenaan dengan penilaian produk dan Enjoyment Vehicle – berkenaan dengan kepercayaan pembeli dalam talian) yang mempunyai pendekatan emosi dan menggunakan persepsi deria penglihatan, pendengaran, bau dan rasa manusia telah diuji. Bukti empirikal menunjukkan bahawa penggabungan pendekatan sensori kepada rekabentuk pembungkusan untuk peruncitan atas talian untuk merangsang emosi pembeli dalam talian adalah mungkin. Dapatan kajian ini pertamanya menangani jurang antara bacaan ilmiah dan pengetahuan tentang rekabentuk emosi untuk pembungkusan dalam konteks e-perdagangan dan keduanya, peluang rekabentuk pembungkusan strategik yang berarah untuk meningkatkan pengalaman pembelian dalam talian. Selanjutnya, pedagang dalam talian dan pemasar dibekalkan dengan wawasan baru terhadap strategi pemasaran dalam konteks dalam talian yang boleh mempengaruhi pembeli dalam talian secara emosi dan akhirnya membawa kepada keputusan pembelian yang positif. Aspirasi kajian ini ialah untuk mengenalpasti penglibatan pengalaman sensori emosi dalam rekabentuk pembungkusan untuk meningkatkan pengalaman pembelian dalam talian.

Kata kunci: Rekabentuk pembungkusan, peruncitan dalam talian, pengalaman pembelian dalam talian, persepsi sensori emosi, strategi pemasaran sensori
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