THE DESIGN OF PACKAGING AND ITS EMOTIONAL IMPACT ON PURCHASING BEHAVIOUR: AN ANALYSIS OF SENSORY ADVERTISING

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Abstract: *Everything you feel could be held against you. This is what your body tells everyone around you. And there are some people that could transform this weakness in some money-maker strategies. There is well-known that we are sensitive to emotions of all kinds and that we react differently in emotional context. We feel when something is wrong, and we do everything is necessary not to be in a negative emotional state. Also, when we understand that something negative is the response as a result at some of our actions we're searching for solutions. Advertising can and it does create both the issue and the solution, and the best way to bring the costumer in their yard is through emotion. Emotions are a fundamental function of the brain. They are processed in the oldest progressive structures of the brain, and they have the power to influence the new brain, neocortex, also called the neopallium (new mantle), so evolved but also very easily influenced by emotions' circuit structures. Advertising aims to target structures and to modulate functions with key roles in the conduct of choice positions and preferences induced. The objective of this paper is to provide a detailed examination of recent studies and to exhibit the theoretical frameworks about advertising strategies using emotional appeals. Moreover, with the right kind of strategies, using fear, kindness, negative and positive emotions, marketers could easily touch certain spots in human brain and, they could activate some stimuli that could make them react as they want.*

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