



Cross-Cultural Comparison of the Impact of Product Packaging on Consumer Behavior in Portuguese and Czech Republic markets

Dissertation

Master in International Business

Tiago Novo

Leiria, September of 2024



Cross-Cultural Comparison of the Impact of Product Packaging on Consumer Behavior in Portuguese and Czech Republic markets

Dissertation

Master in International Business

Tiago Novo

Dissertation developed under the supervision of Doctor Cátia Fernandes Crespo, professor at
the School of Technology and Management of the Polytechnic Institute of Leiria

Leiria, September of 2024

Originality and Copyright

This dissertation represents an original contribution, created specifically for this purpose, with appropriate recognition given to all authors whose research and publications have been referenced.

Limited reproduction of this document is permitted, contingent upon the explicit acknowledgment of the Author, along with the designation of the study cycle, namely, the Master's degree in International Business for the academic year 2023/2024 at the School of Technology and Management of the Polytechnic Institute of Leiria, as well as the date of the public defense of this work.

Acknowledgements

I wish to convey my heartfelt appreciation to my supervisor, Dr. Cátia Fernandes Crespo, professor at the School of Technology and Management at the Polytechnic Institute of Leiria, for the guidance. I am profoundly grateful for her support during this endeavor. Her encouragement, extensive knowledge, and constructive criticism were invaluable throughout my research process.

I am also grateful to all the participants who completed my survey, as their contributions were crucial to the success of my master's thesis.

Lastly, I would like to acknowledge any person from my professional and family group who gave me unwavering indirect support in helping me reach my objectives.

Abstract

Packaging is a key tool for brand communication and consumer engagement, as it can contribute to brand emotional connection by establishing trust and embedding narratives that resonate with consumers, enhancing their overall satisfaction. This satisfaction is crucial for brand success, influencing consumer loyalty and the perceived value of products, and is particularly important in global markets, where cultural differences affect consumer preferences and behaviors. Understanding these dynamics is vital for businesses aiming to thrive in diverse cultural contexts.

The study focuses on the Portuguese and Czech market and investigates the impact of the product packaging on consumer behavior. The methodology mainly included a quantitative survey methodology, gathering data via a self-administered questionnaire distributed online in both Portuguese and English. The analysis of the data was conducted using PLS-structural equation modeling. A total of 160 responses were collected, and findings show that for Portuguese consumers, product packaging is able to evoke brand emotional connection and brand identification, subsequently enhancing customer satisfaction and purchase intention. However, for Czech consumers the impact of product packaging on brand emotional connection is not significant. The results offer support for the assertion that companies should tailor their packaging strategies to align with these cultural inclinations to foster consumer engagement.

Keywords: Product Packaging, emotional connection, brand identification, customer satisfaction, purchase intention, consumer behavior

List of Figures

Figure 1. Conceptual model.....	19
Figure 2. Structural model for the Portuguese sample	34
Figure 3. Structural model for the Czech sample	34

List of Tables

Table 1 – Research Hypotheses.....	16
Table 2 – Variables and its Measures.....	22
Table 3 – Common Method Bias for Portuguese and Czech Sample.....	24
Table 4 – Descriptive Statistic Analysis of the Construct.....	31
Table 5 - Reliability of Items for the Portuguese and Czech Sample.....	35
Table 6 – Discriminant Validity of the Portuguese Sample.....	39
Table 7 – Discriminant Validity of the Czech Sample.....	40
Table 8 – Hypotheses Verification for Portuguese Sample (two tailed).....	41
Table 9 – Hypotheses Verification for Czech Sample (two tailed).....	42

List of Graphs

Graph 1 - Portuguese sample by sex	25
Graph 2 - Portuguese sample by gross income	26
Graph 3 - Portuguese sample by age.....	26
Graph 4 - Portuguese sample by education level.....	27
Graph 5 - Portuguese sample by occupation	27
Graph 6 - Czech sample by sex	28
Graph 7 - Czech sample by gross income	28
Graph 8 - Czech sample by age.....	29
Graph 9 - Czech sample by education level.....	29
Graph 10 - Czech sample by occupation	30

List of Acronyms

Average Variance Extracted – AVE

Brand Identification – BI

Customer Satisfaction – CS

Emotional Connection – EC

Heterotrait-monotrait ratio of correlations – HTMT

Partial Least Squares – PLS

Purchase Intention – PI

Product Packaging – PP

Structural equation modeling – SEM

Social Identity Theory – SIT

TABLE OF CONTENTS

Originality and Copyright	i
Acknowledgements	ii
Abstract	iii
List of Figures	iv
List of Tables	v
List of Graphs	vi
List of Acronyms	vii
1. Introduction.....	1
1.1. Scope of the Investigation.....	1
1.2. Main research question	3
1.3. Aims.....	4
1.4. Contributions.....	5
1.5. Dissertation structure	5
2. Literature Review.....	7
2.1. Product Packaging.....	7
2.2. Social Identity Theory.....	8
2.3. Brand Identification.....	10
2.4. Emotional Connection.....	11
2.5. Customer Satisfaction	12
2.6. Purchase Intention	13
2.7. The role of culture on consumer behavior.....	13
3. Conceptual Model and Research Hypotheses	16
4. Methodology	20
4.1. Sampling Procedure	20
4.2. Questionnaire Development and Pre-Test.....	21
4.3. Measures.....	21
4.4. Common Method Bias.....	24
4.5. Non-response Bias.....	25
4.6. Sample Profile	25
5. Data Analysis	31
5.1. Descriptive analysis	31
5.2. Validity and Reliability of the Measures and Structural Evaluation.....	33

5.2.1.	Reliability of the Items	34
5.2.2.	Convergent Validity	38
5.2.3.	Discriminant Validity	39
5.2.4.	Evaluation of the Structural Model	40
5.3.	Results Evaluation	40
6.	Discussion and Conclusion	43
6.1.	Main findings.....	43
6.2.	Theoretical and Managerial Implications.....	45
6.3.	Main Limitations and Suggestions for Future Research.....	47
	References	46
	APENDIX	59

1. Introduction

1.1. Scope of the Investigation

Packaging serves a significantly greater purpose in today's intricate consumer culture than merely safeguarding products. In the contemporary landscape, packaging design has emerged as a potent instrument for brand communication, evoking emotional responses, and fostering customer engagement (Underwood, 2003; Shukla et al., 2022). This research delves into a comprehensive exploration of the profound interplay between food product packaging (PP) and consumer behavior, with a particular emphasis on the multifaceted aspects that define the modern consumer experience. The modern consumer, being a discerning group, is influenced by a myriad of factors, and among these, PP holds paramount importance. Various elements of package design, including material choices, color palettes, and intricate designs, act as influential stimuli that shape consumer perceptions and ultimately impact their purchasing decisions. Consequently, companies aiming to attract and retain a discerning customer base must comprehend the intricate dynamics of food PP design (Alden et al., 2006; Tavares et al, 2021).

The examination of brand emotional connection (EC) sheds light on the underlying emotions present in the relationship between brands and consumers. Packaging, serving as the initial point of interaction, possesses the ability to evoke emotions, establish trust, and create enduring connections. The colors, visuals, and messages displayed on packaging transcend mere visual aesthetics, as they serve as channels for storytelling, enabling brands to engrave narratives into the minds of consumers. This fosters emotional resonance that extends well beyond the moment of purchase (Akgün et al., 2013; Crespo et al., 2022; Loureiro et al., 2012).

Packaging design plays a crucial role in ensuring consumer satisfaction (CS), which is a key factor in brand success. The sensory and aesthetic experiences that packaging provides significantly contribute to overall consumer satisfaction. A well-designed and visually appealing package not only protects the product but also enhances its perceived value, creating a positive feedback loop that resonates throughout the entire consumer journey (Elsäßer & Wirtz, 2017). The decision to purchase is not solely based on product attributes; rather, it is a response to the cumulative impact of packaging design on consumer perceptions, brand identification (BI), EC, and CS. Therefore, it is essential for businesses to understand this intricate web of factors to achieve sustained consumer loyalty, not just one-time transactions.

BI serves a significantly greater purpose in today's intricate consumer culture. In the contemporary landscape, it has emerged as a potent instrument for brand communication, evoking emotional responses, and fostering customer engagement (Fournier, 1998; Schmitt, 1999; Escalas & Bettman, 2005; Keller, 2016). This heightened role of BI reflects a deeper shift in consumer expectations and interactions, where brands are no longer just symbols of products but integral to personal identity and cultural narratives (Fournier, 1998; Arnould & Thompson, 2005; Cova & Dallı, 2009). This literature review delves into a comprehensive exploration of the profound interplay between BI, specifically from a food product, and consumer behavior, with a particular emphasis on the multifaceted aspects that define the modern consumer experience.

The examination of brand EC sheds light on the underlying emotions present in the relationship between brands and consumers. Creating an EC between a brand and its audience is essential for cultivating robust BI, as they tend to perceive it as a reflection of their own identity. Brands that successfully elicit positive EC forge a significant connection that goes beyond the basic functionality of the product. Consequently, consumers not only acknowledge the brand but also incorporate it into their self-

concept, thereby strengthening BI. (Akgün et al., 2013; Crespo et al., 2022; Loureiro et al., 2012).

BI plays a crucial role in ensuring CS, which is a key factor in brand success. Effective BI can enhance the perceived value of a product, in which a brand that is associated with high quality can make consumers feel that their purchase is worthwhile (Keller, 1993; Kotler & Keller, 2016).

As global markets expand, it is imperative to comprehend the influence of BI on consumer behavior across various cultural settings. Portugal and the Czech Republic, while both European nations sharing certain socio-economic features, display unique cultural traits that significantly shape consumer preferences and behaviors. In Portugal, a collectivist culture prioritizes interpersonal relationships and EC, potentially influencing how consumers view and engage with brands (Moleiro et al., 2017). In contrast, the Czech Republic's more individualistic and pragmatic orientation may lead to different consumer behavior patterns (Lux & Sunega, 2022). Considering these cultural distinctions, this research intends to investigate the effects of BI on consumer behavior in these two countries.

1.2. Main research question

Packaging is often the first point of contact between a consumer and a product. Visually appealing and well-designed packaging can capture the consumer's attention and spark interest and satisfaction. Packaging communicates information about the product, its features, and benefits. High-quality packaging suggests a higher value for the product, influencing consumers to believe that the product inside is of superior quality. Understanding and strategically addressing these factors in packaging design can contribute to a positive impact on consumers' satisfaction.

In the contemporary consumer-driven landscape, BI has evolved beyond its conventional function of merely signifying products. It now serves as a potent

mechanism for eliciting emotional reactions, establishing trust, and nurturing enduring relationships with consumers. By analyzing the effects of PP on elements such as CS, purchase intention (PI) and EC, this study aims to offer valuable insights for businesses seeking to customize their branding and packaging strategies to effectively connect with consumers in diverse markets. Based on this cultural context, the proposed research question for this thesis is: How does the product packaging influences the creation of emotional connections, brand identification, consumer satisfaction and purchase intention among consumers in Portugal and the Czech Republic?".

1.3. Aims

The dissertation adopts a comprehensive methodology, intending to thoroughly investigate and analyze the complex interplay between PP and consumer behavior, assessed through EC, BI, CS and PI. Thus, the primary focus of the research is to investigate how different visual cues of PP influence consumer perceptions and affect their purchasing decisions. First, this research examines the role of PP in establishing EC between brands and consumers, highlighting its potential to evoke emotions and foster lasting connections. By examining the role of PP in cultivating an EC with the brand, this study investigates the influence of sensory and aesthetic experiences on enhancing consumer engagement and brand success. Second, the study intends to evaluate the significance of EC in reinforcing BI, highlighting how profound emotional ties with a brand can strengthen consumer attachment and identification. Furthermore, the study examines the positive effects of BI on CS, offering insights into how a robust connection with a brand can elevate overall consumer happiness and satisfaction. Moreover, the study seeks to explore the impact of BI on PI, elucidating how a strong sense of alignment with a brand influences consumers' propensity to select and acquire its products or services. Additionally, the research aims to investigate the correlation between CS and PI, assessing how satisfaction with a brand affects the overall purchasing behavior. Through these objectives, the dissertation endeavors to offer a comprehensive understanding of the profound impact that packaging design has on the contemporary consumer experience.

1.4. Contributions

This dissertation presents significant findings that contribute to the comprehension of consumer behavior and the dynamics of packaging design. Firstly, through a comprehensive analysis and synthesis of extensive research and theoretical frameworks, it enhances our understanding of the various aspects that shape the modern consumer experience. Secondly, it offers valuable insights for businesses navigating the complex intersection of consumer behavior and packaging design, aiming to uncover subtle nuances in the modern consumer-packaging dynamic and bridge the gap between theoretical frameworks and practical implications for businesses. Its contribution lies in bridging theoretical knowledge with actionable strategies, enabling businesses to grasp the intricate network of elements that impact consumer's EC, BI, and CS. Lastly, by examining cultural factors and comparing consumer behaviors in Portugal and the Czech Republic, it enhances our understanding of diverse consumer behaviors within Europe, as it offers businesses tailored insights to optimize packaging strategies in culturally distinct markets. Overall, these contributions collectively advance the knowledge base in the field, providing a comprehensive and insightful perspective for both academia and industry professionals.

1.5. Dissertation structure

The dissertation is organized in a systematic manner, consisting of several interconnected sections that aim to thoroughly investigate the complex relationship between PP and consumer behavior. The initial section introduces the literature review which is presented in various segments, beginning with an examination of PP and its evolution beyond traditional roles. It then delves into Social Identity Theory, Consumer-Brand Identification, EC, CS, and PI, offering a comprehensive analysis of theoretical frameworks that shape consumer behavior. The following section zooms in on the role of cultural factors, with a particular emphasis on the distinct consumer

behaviors observed in Portugal and the Czech Republic. Next, the dissertation presents the conceptual model and research hypotheses. Subsequently, this study presents the methodology and data analysis. Finally, the Discussion and Conclusion section is presented. This structured approach ensures a comprehensive exploration of the multifaceted dynamics between PP and consumer behavior, making a valuable contribution to both academic knowledge and practical applications for businesses.

2. Literature Review

2.1. Product Packaging

PP has evolved beyond its traditional role of protecting products and has become a powerful tool for brand communication and consumer engagement. The visual and tactile aspects of packaging, such as color, design, material, and functionality, are crucial in shaping consumer perceptions. Research has shown that packaging aesthetics have a significant impact on product evaluations and purchase decisions. The choice of packaging design can communicate brand personality, quality, and sustainability, all of which contribute to shaping consumer attitudes and behaviors (Xie et al., 2023). In the field of consumer behavior, PP serves as the initial impression, providing a visual and tactile introduction to the essence of a brand. The importance of packaging goes beyond its practical function, extending into the realm of psychological impact and consumer decision-making processes. This section delves into the intricate aspects of PP, exploring its diverse elements and the profound influence they have on consumer perceptions (Tavares et al, 2021).

The captivating visual appeal of PP plays a crucial role in capturing the attention of consumers and shaping their initial impressions. Colors, imagery, and graphic elements are strategic tools that not only differentiate a product on the store shelf but also convey subtle messages about the brand's personality, values, and product characteristics (Spence & Van Doorn, 2022). Research suggests that visually appealing packaging can enhance brand recall, attract consumer interest, and foster positive associations (Mohebbi, 2014; Orquin et al., 2020; Gil-Pérez et al., 2020). Packaging acts as a silent ambassador, communicating brand messages and narratives even before the consumer interacts with the actual product. The choice of text, taglines, and brand messaging on the packaging can significantly influence consumer perceptions, aligning the product with specific lifestyles, values, or cultural trends. Effective brand

messaging establishes a connection with consumers, creating a sense of familiarity and resonance (Shukla et al., 2022). In the era of globalization, there is an increased need for cultural sensitivity in packaging design. Symbols, colors, and visual elements can carry diverse cultural connotations, impacting consumer perceptions differently across various regions. Understanding and adapting packaging design to align with cultural nuances is crucial for brands aiming for success in diverse markets (Machiels & Orth, 2019; Berg-Weitzel & Laar, 2001).

To summarize, PP serves as more than just a practical tool. It encompasses various dimensions, going beyond its utilitarian purpose. It acts as a visual and tactile narrator, silently representing the brand and serving as a strategic instrument to create remarkable consumer experiences. For businesses, comprehending the intricacies of packaging design is crucial, as it not only attracts consumers during the purchase process but also establishes enduring connections that span the entire consumer journey.

2.2. Social Identity Theory

Tajfel and Turner's Social Identity Theory (SIT) suggests that individuals derive a portion of their identity from the social groups they belong to and categorize themselves into these groups based on shared characteristics. This process creates a sense of social identity (Tajfel et al., 1979). In the realm of consumer behavior, this theory holds significant relevance as it offers a valuable framework for analyzing how individuals tend to associate themselves with brands that either reflect or enhance their deep connection between self-concept and group affiliations (Tajfel & Turner, 1979). The emotional bond consumers establish with brands can be strongly influenced by their social identity, which in turn affects brand loyalty and purchase decisions (Worchel, 1979). Gaining a comprehensive understanding of this theory is crucial in unraveling the complex dynamics of consumer-brand relationships and the role of packaging in fostering such connections.

In order to explore the integration of SIT in the human connection with PP, it is important to consider certain key components. One such component is "Social Categorization," which is a cognitive process that simplifies the complexity of the social world. In the realm of consumer behavior, individuals often categorize brands into symbolic groups that align with their values, lifestyles, and aspirations (Tajfel & Forgas, 2000; Turner, 2010). Another important component is "Social Identity," which proposes that individuals derive a social identity from their affiliation with a particular social group (Tajfel, 1978). This social identity becomes a significant aspect of an individual's self-concept, influencing their perceptions, preferences, and behaviors. In the context of consumerism, the choice of certain brands becomes a reflection of the consumer's desired social identity. Lastly, "Social Comparison" suggests that individuals engage in social comparison, assessing the relative standing of their own social group against others (Tajfel & Turner, 2001). This comparison influences perceptions of self-worth and group cohesion. In the consumer context, individuals may choose brands that elevate their perceived social status or align with aspirational group values (White & Argo, 2009).

The utilization of strategies in PP, based on the sociocharacteristics of social identity theory (SIT), plays a significant role in consumer-brand relationships. Visual elements such as colors, imagery, and messaging are employed as symbolic representations of specific social groups. This understanding and application of SIT have profound implications in the field of marketing research, particularly in the domain of packaging design. Consumers, driven by the desire to express or enhance their social identity, are drawn to brands that align with their desired image (Underwood, 2003; Jian et al., 2019; Shukla et al., 2022). By crafting brand narratives that resonate with specific social categories and identities, consumer engagement can be enhanced (Crespo et al., 2022). Packaging serves as a medium for storytelling, effectively communicating values and aspirations that connect with the target audience's social identity (Mills & John, 2021). Moreover, inclusive marketing initiatives that acknowledge and celebrate diverse social identities through packaging design can attract a wider consumer base,

fostering a more extensive and loyal customer community (Goodman-Deane et al., 2016).

The application of SIT provides a robust framework for understanding the complex dynamics of consumer-brand relationships. By acknowledging the social categorization and identity formation inherent in consumer behavior, businesses can tailor their marketing strategies in packaging design to recognize BI, establish connections, and enhance CS beyond mere transactions (He et al., 2012).

2.3. Brand Identification

BI refers to the psychological connection that consumers establish with specific brands. This connection is based on the alignment between the brand's values, lifestyle, and self-concept and those of the consumer (Tuškej et al., 2013). Packaging, as a tangible representation of the brand, plays a crucial role in facilitating this identification. Research has shown that consumers are more likely to form strong connections with brands when they perceive a congruence between their own identity and the brand image projected through packaging (Stokburger-Sauer et al., 2012). The identification process has a significant impact on brand loyalty, advocacy, and overall satisfaction (Coelho et al., 2018). Therefore, understanding BI is essential for businesses that aim to build enduring relationships with consumers, rather than just focusing on short-term transactions (Popp & Woratschek, 2017).

BI is characterized by a deep emotional bond between the consumer and the brand. This emotional attachment goes beyond rational considerations and involves a sentimental connection (Grisaffe & Nguyen, 2011). Positive brand experiences, shared values, and consistent brand messaging nurture this emotional resonance (Thomson et al., 2005). BI fosters a sense of trust and loyalty, and consumers who identify with a brand are more likely to remain loyal, repurchasing products and advocating for the brand (Coelho et al., 2018; Tuškej et al., 2013). This loyalty is built

on the foundation of a perceived alignment between the brand and the consumer's self-concept and identity (He et al., 2012).

BI plays a significant role in shaping packaging design and its impact on consumer behavior. When consumers are able to easily identify and connect with a brand, packaging comes a powerful tool for reinforcing that connection (Shukla et al., 2022). By consistently incorporating distinctive visual elements, brands can achieve instant brand recognition and BI. Additionally, understanding the values and preferences of the target audience enables brands to customize packaging in a way that emotionally resonates with customers (Stokburger-Sauer et al., 2012; Grisaffe & Nguyen, 2011).

A strong BI guides the selection of PP, resulting in a cohesive and memorable brand experience that influences consumer purchasing decisions (Sihvonen, 2019). Brands leveraging packaging as a strategic communication tool to convey values, nurture a sense of belonging, and foster emotional attachments enhance the probability of consumers forming a strong identification with the brand. This identification, in turn, leads to greater brand loyalty, positive word-of-mouth marketing, and overall success in the market (An et al., 2019).

2.4. Emotional Connection

In the ever-changing and competitive business environment of today, the establishment of a meaningful and enduring relationship between a brand and its target audience surpasses mere transactions. The concept of brand EC has emerged as a crucial aspect in modern marketing, highlighting the importance of developing deep emotional bonds between consumers and the brands they engage with. It goes beyond the conventional focus on product features and benefits, delving into the realm of human emotions, values, and experiences. A brand that effectively nurtures EC with its audience has the ability to foster loyalty, trust, and resonance that extend beyond the functional attributes of its offerings. This emotional bond not only cultivates customer loyalty but also serves as the bedrock for brand advocacy and long-term success in an

increasingly interconnected and emotionally-driven consumer landscape. The establishment of a EC by consumers is a crucial factor in determining brand loyalty and long-term engagement, as highlighted by Robertson et al. (2022).

The literature emphasizes the importance of emotional branding strategies in packaging to cultivate enduring connections with consumers. Akgün et al. (2013) suggest that PP has the potential to elicit emotions and create a memorable brand experience. Studies indicate that brands that are successful in building strong EC through packaging design tend to enjoy higher levels of customer loyalty and positive word-of-mouth, as noted by Loureiro et al. (2012) and Robertson et al. (2022). The use of EC in packaging design is crucial as it fosters a deeper and more meaningful connection between the consumer and the brand (Malär et al., 2011). The visual elements of packaging have the power to evoke emotions and create a specific mood that resonates with the brand's identity, leading to a positive association with the brand (Shukla et al., 2022). Consistent packaging design reinforces the brand's identity and fosters a sense of familiarity and trust among consumers (Sahin et al., 2011). Additionally, packaging can be used as a storytelling tool to communicate the brand's values and mission, creating a more profound emotional bond with consumers (Solja et al., 2018). When faced with multiple options, consumers are more likely to choose a product with packaging that triggers positive emotions or memories associated with the brand (Lam et al, 2010; Solja et al., 2018). Therefore, EC plays a pivotal role in packaging design by creating a memorable and positive experience for consumers, ultimately influencing purchasing decisions and fostering brand loyalty.

2.5. Customer Satisfaction

CS is a crucial measure in the marketing and consumer behavior domain, which reflects the overall assessment and happiness of customers with a particular product or service. Research studies have highlighted that packaging, which is both visually appealing and functional, has a positive impact on consumer satisfaction (Reimann et al., 2010).

Attractive packaging creates a positive first impression and enhances the perceived value of the product, leading to increased CS (Qiao et al., 2022). This indicates that packaging that aligns with the preferences and needs of consumers can significantly enhance overall satisfaction.

For businesses looking to optimize their packaging strategies to positively influence consumer perceptions, it is essential to understand the connection between packaging design and CS (Shukla et al., 2022). Packaging serves as a tangible and visual representation of the brand, playing a significant role in shaping customer perceptions and overall satisfaction (Chitturi et al., 2021; Shukla et al., 2022). By strategically addressing the factors that contribute to satisfaction, businesses can establish long-lasting relationships with their customers (Righetti et al., 2022; Shukla et al., 2022).

2.6. Purchase Intention

The concept of PI, which refers to a consumer's inclination to purchase a product or service in the future, is closely tied to various preceding variables and is a crucial aspect of consumption behavior (Rodrigues et al., 2021; Zong et al., 2023). Research has demonstrated that well-designed and visually appealing packaging can have a positive impact on consumers' likelihood to purchase (Bigoin-Gagnan & Lacoste-Badie, 2018). Hence, it is imperative for enterprises to strategically utilize packaging design in order to enhance consumer perceptions and stimulate PI.

2.7. The role of culture on consumer behavior

Culture encompasses a shared set of values, beliefs, customs, and behaviors that are passed down from one generation to the next. Cultural values and traditions can impact how individuals perceive risk, make choices, and assess the credibility of information (Kastanakis & Voyer, 2014). Understanding the role of culture as a determinant of consumer behavior is crucial for businesses that want to navigate

diverse markets and establish genuine connections with their target audiences (Kastanakis & Voyer, 2014), and cultural nuances is of utmost importance when developing effective packaging strategies for different markets (Ploom et al., 2019). Businesses often prefer to start their international expansions in countries with stable environments that align with their strategic goals. Europe, being culturally diverse, offers a unique opportunity to compare countries with distinct cultural aspects, enabling a comprehensive understanding of how culture influences consumer behavior. The Czech Republic and Portugal, two European countries, both significant markets, possess consumer bases with unique characteristics and enjoy relatively stable political climates, as well as a shared common socioeconomic status (Worlddata, 2023). By analyzing these markets, valuable insights can be gained into the diverse consumer behaviors within Europe.

Portugal and the Czech Republic possess distinct cultural variations that arise from their unique historical, social, and geographical circumstances. Portugal is often characterized by a collectivist culture which emphasis on relationships extends to business interactions, where establishing trust and building rapport are crucial (Moleiro et al., 2017). On the other hand, the Czech Republic, rooted in Central Europe, has been influenced by both Eastern and Western cultures. Czech society tends to adopt a more reserved and pragmatic approach (Lux & Sunega, 2022). Individualism is often emphasized, and personal space and privacy are highly valued. In the business realm, Czech professionals lean towards a formal and structured approach, emphasizing clear communication and professionalism (World Business Culture, 2023).

Taking into account the cultural disparities between the populations of these countries, Portuguese consumers may respond more favorably to emotionally resonant packaging (Jansberg & Brandão, 2021). They may have a preference for packaging that reflects a sense of tradition or cultural heritage, as EC to family and community play a significant role in their decision-making process. Communication styles may also differ, with Portuguese conversations often accompanied by expressive

body language and animated gestures, while Czech communication tends to be more reserved and straightforward. At this moment, there is no clarity on the proper marketing approach in terms of considering the “think” and “feel” clusters developed by Zandpour and Zarich (1996).

In conclusion, understanding the cultural nuances of different markets is crucial for developing effective packaging strategies. By recognizing the cultural differences between the Czech Republic and Portugal, businesses can tailor their packaging designs to meet the specific preferences and expectations of each consumer base, ultimately increasing their chances of success in these diverse European markets.

3. Conceptual Model and Research Hypotheses

The conceptual model that has been developed seeks to investigate how PP affects consumer behavior. This chapter will outline the proposed conceptual model and provide a theoretical rationale for the hypotheses formulated.

Table 1 – Research Hypotheses

H1	<i>Product Packaging is positively related to Emotional Connection.</i>
H2	<i>Emotional Connection is positively related to Brand Identification.</i>
H3	<i>Brand Identification is positively related to Customer Satisfaction.</i>
H4	<i>Brand Identification is positively related to Purchase Intention.</i>
H5	<i>Customer Satisfaction is positively related to Purchase Intention.</i>

The relationship between the product packaging and the emotional connection.

Packaging design elements such as color, imagery, and messaging play a crucial role in evoking emotions. Well-designed packaging can create an EC by aligning with the consumer's values and preferences (Spence & Van Doorn, 2022). PP serves as a medium for storytelling and can effectively communicate brand values and narratives that resonate emotionally with consumers. This emotional resonance enhances the connection between the consumer and the brand (Solja et al., 2018). There is a need to consider the relevance of cultural factors in PP design. PP that is culturally sensitive and aligns with local emotional values can strengthen the EC between consumers and the brand (Machiels & Orth, 2019). Based on these arguments, it is proposed the following hypothesis:

H1: *Product Packaging is positively related to Emotional Connection.*

The relationship between the emotional connection and the brand identification.

EC fosters a sense of belonging and attachment to a brand. This emotional bond can enhance BI as consumers feel a stronger connection and alignment with the brand's identity (Loureiro et al., 2012). When packaging creates a meaningful emotional experience, it strengthens the consumer's identification with the brand (Akgün et al., 2013). A strong EC often translates into a deeper BI. Consumers who feel emotionally connected to a brand are more likely to identify with it and develop a strong sense of loyalty and affiliation (Shukla et al., 2022). Based on these arguments, it is proposed the following hypothesis:

H2: Emotional Connection is positively related to Brand Identification.

The relationship between the brand identification and the customer satisfaction

CS is influenced by how well the packaging aligns with their expectations and enhances their experience. If BI is strong, consumers are likely to perceive the product more positively, contributing to higher satisfaction levels (Elsäßer & Wirtz, 2017). The role of the brand in shaping consumer perceptions is highlighted, indicating that effective BI through packaging can enhance CS by creating a positive and cohesive brand experience (Shukla et al., 2022). Products that successfully communicate the brand's values and identity can foster a stronger EC and BI, leading to higher satisfaction as consumers feel their expectations and values are being met (Akgün et al., 2013). Based on these arguments, it is proposed the following hypothesis:

H3: Brand Identification is positively related to Customer Satisfaction.

The relationship between the brand identification and the purchase intention.

Purchase decision is influenced by shaping perceptions of brand quality and value. Strong BI through appealing packaging can increase PI as consumers are more inclined to buy products that align with their self-concept (Xie et al., 2023). A strong identification with a brand often translates into a greater likelihood of repeat purchases and a higher PI. When consumers identify with a brand, they are more likely to consider buying its products (Tuškej et al., 2013). Effective brand recognition and identification can positively influence PI by making the brand more memorable and appealing (Stokburger-Sauer et al., 2012). Based on these arguments, it is proposed the following hypothesis:

H4: Brand Identification is positively related to Purchase Intention.

The relationship between the customer satisfaction and the purchase intention.

CS leads to positive evaluations of the product and brand, which often results in increased PI. Satisfied customers are more likely to repurchase and recommend the product to others (Chitturi et al., 2021), as this satisfaction can boost PI as consumers are more likely to buy products that have previously met or exceeded their expectations (Reimann et al., 2010). A positive feedback loop exists where higher satisfaction with the product can lead to increased PI, as consumers are more inclined to choose products that have previously provided a high level of satisfaction (Qiao et al., 2022). Based on these arguments, it is proposed the following hypothesis:

H5: Customer Satisfaction is positively related to Purchase Intention

Figure 1 presents the conceptual model.

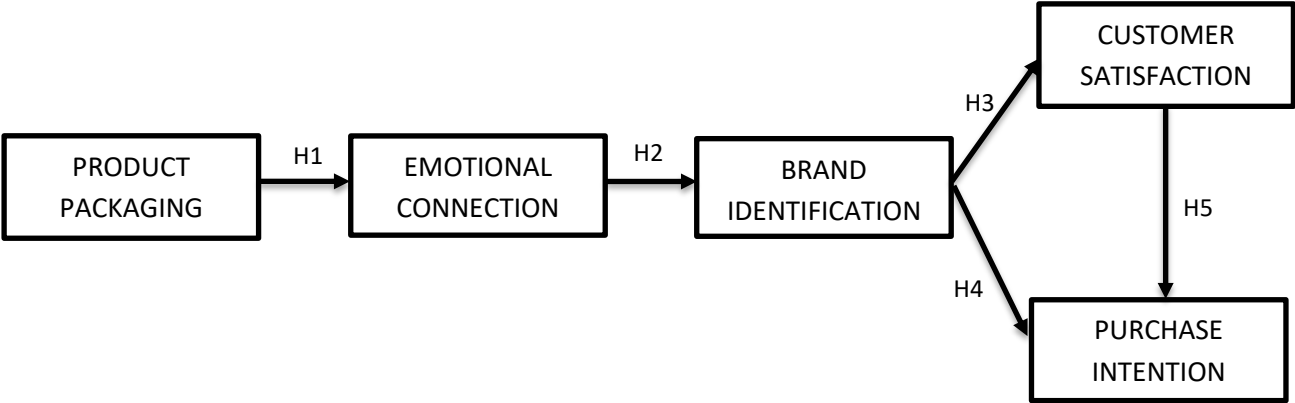


Figure 1. Conceptual model

4. Methodology

A questionnaire will be used to collect data. The questions selected for their proper instrumental representation are validated according to other sources of questionnaires in the scientific literature.

Data of a quantitative interval nature will be collected through a Likert scale (values 1 to 5), such as CS, PI, EC, BI and perception of PP. Nominal data will be collected such as sex, education and occupation. Finally, we will also collect quantitative data such as age and gross income.

4.1. Sampling Procedure

Data for this study was gathered via an online survey designed using Google Forms, conducted from February 2024 to June 2024. The self-administered questionnaire was developed in both Portuguese and English to cater to the Portuguese and Czech populations, respectively, which are pertinent to the research focus. The survey encompasses all necessary variables to evaluate the impact of PP on CS and PI. The essential variables for the conceptual framework were identified during the literature review process and are assessed using scales that have been previously validated in scientific studies. The surveys were disseminated through various channels. For university students in both nations, distribution was facilitated through group pages on social media platforms such as Facebook and WhatsApp. Beyond the academic context, outreach was conducted to several companies and individuals via direct email communications. This approach yielded a substantial participant pool, resulting in a total of 160 relevant responses, with 108 collected from Portugal and 52 from Czech Republic.

4.2. Questionnaire Development and Pre-Test

The initial phase of the survey involved a sample of five Portuguese participants in January 2024, aimed at gathering feedback regarding the clarity of the questions and statements, the overall structure of the questionnaire, and its relevance to the proposed hypotheses. Following the collection of suggestions for enhancement and subsequent modifications, the English version was translated into both Portuguese and English. Both translations underwent proofreading to rectify any linguistic inaccuracies and grammatical errors. The survey is organized into three distinct sections, which cover: (1) an example of a recently introduced food product, (2) perceptions regarding the branding of that product, and (3) demographic information. Prior to commencing the second section of the survey, respondents were prompted to provide an example of a recent food product. Based on this example, participants were required to answer the questions in the second section. Each question allowed for only one response, and it was compulsory for respondents to answer every question in the survey. The final English version of the survey is available in the Appendix.

4.3. Measures

The analysis of the branding of the food product and its influence on consumer behavior was conducted using several key variables: food PP, CS, PI, EC, and BI. These variables were identified and selected through a review of relevant academic literature on the topic. Participants were instructed to assess the selected variables using a five-point Likert Scale, where 1 represents "strongly disagree," 2 indicates "disagree," 3 signifies "neutral," 4 denotes "agree," and 5 corresponds to "strongly agree." Table 2 presents the variables employed in the study, along with the corresponding items and sources.

Table 2 – Variables and its Measures

Variable	Items	Adapted from
Brand identification	<ol style="list-style-type: none"> 1. This brand says a lot about the kind of person I am and I want to be. 2. This brand's image and my self-image are similar in many respects. 3. This brand plays an important role in my life. 4. I am very attached to this brand. 5. I feel a strong sense of belonging to this brand. 6. This brand has a great deal of personal meaning for me. 7. This brand embodies what I believe in. 	<p>Popp, B., & Woratschek, H. (2017). Consumer–brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word of mouth. <i>Journal of Brand Management</i>, 24(3), 250–270. https://doi.org/10.1057/s41262-017-0033-9.</p>
Customer satisfaction	<ol style="list-style-type: none"> 1. I am very satisfied with ease of the use of this product. 2. I am very satisfied with the information provided by this product. 3. I am very satisfied with the personalization offered by this product for me. 4. My experience with this product is very satisfactory. 5. I am very satisfied with the packaging of this product. 6. This product fulfills my needs. 7. The information on product packaging helps me in purchasing this product. 	<p>Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. <i>Frontiers in Psychology</i>, 12. https://doi.org/10.3389/fpsyg.2021.720151.</p>

<p>Purchase Intention</p>	<ol style="list-style-type: none"> 1. I intend to buy this brand frequently. 2. I plan to buy this brand more often. 3. I will buy this brand in the near future. 4. Whenever I need to buy a product, it is very likely that I will purchase this brand. 	<p>Lee, M., Kim, Y., Pelton, L., Knight, D., & Forney, J. (2008). Factors affecting Mexican college students' purchase intention toward a US apparel brand. <i>Journal of Fashion Marketing and Management: An International Journal</i>, 12(3), 294–307. https://doi.org/10.1108/13612020810889263.</p> <p>Son, J., Jin, B., & George, B. (2013). Consumers' purchase intention toward foreign brand goods. <i>Management Decision</i>, 51(2), 434–450. https://doi.org/10.1108/00251741311301902.</p>
<p>Emotional connection</p>	<ol style="list-style-type: none"> 1. This brand symbolizes the kind of person I really am inside. 2. This brand reflects my personality. 3. This brand is an extension of my inner self. 4. This brand mirrors the real me. 5. This brand contributes to my image. 6. This brand has a positive impact on what others think of me. 	<p>Loureiro, S.M.C., Jaufmann, H.R., & Vrontis, D. (2012). Brand Emotional Connection and Loyalty. <i>Journal of Brand Management</i>, 20(1), 13. https://doi.org/10.1057/bm.2012.3.</p>
<p>Food Packaging</p>	<ol style="list-style-type: none"> 1. The packaging color impacts my buying behavior. 2. The label of the package is important for me. 3. The quality of the packaging material is important for me. 4. The package design has an impact on me during my purchase. 	<p>Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. <i>Frontiers in Psychology</i>, 12. https://doi.org/10.3389/fpsyg.2021.720151.</p>

4.4. Common Method Bias

The evaluation of Common Method Bias was conducted using exploratory factor analysis, as outlined by Podsakoff et al. (2003). The findings from this analysis indicate that there is no predominant factor that accounts for the majority of the variance in the results for both the Portuguese and Czech samples, as presented in Table 3. Consequently, it can be inferred that the data do not exhibit common method bias.

Table 3 – Common Method Bias for Portuguese and Czech Sample

Common Method Bias							
Portuguese Sample				Czech Sample			
Component	Initial Eigenvalues			Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %		Total	% of Variance	Cumulative %
1	11,807	38,088	380,88	1	5,958	19,221	19,211
2	3,516	11,343	49,431	2	4,761	15,359	34,579
3	3,408	10,992	60,423	3	3,354	10,819	45,398
4	1,659	5,352	65,776	4	2,377	7,666	53,065
5	1,339	4,318	70,094	5	1,840	5,937	59,002
6	0,942	3,038	73,132	6	1,797	5,798	64,800
7	0,910	2,936	76,068	7	1,365	4,402	69,202
8	0,819	2,642	78,710	8	1,208	3,895	73,097
9	0,682	2,200	80,910	9	1,137	3,667	76,764
10	0,668	2,155	83,065	10	1,011	3,260	80,024
11	0,556	1,794	84,859	11	0,842	2,716	82,740
12	0,491	1,585	86,444	12	0,788	2,542	85,282
13	0,469	1,514	87,959	13	0,751	2,422	57,704
14	0,453	1,463	89,422	14	0,594	1,915	89,619
15	0,400	1,292	90,713	15	0,503	1,623	91,242
16	0,387	1,247	91,961	16	0,478	1,542	92,783
17	0,366	1,182	93,142	17	0,370	1,193	93,976
18	0,327	1,055	94,198	18	0,316	1,019	94,995
19	0,274	0,885	95,083	19	0,286	0,924	95,918
20	0,234	0,753	95,836	20	0,258	0,834	96,752
21	0,216	0,696	96,532	21	0,223	0,719	97,471
22	0,197	0,635	97,167	22	0,184	0,594	98,065
23	0,159	0,513	97,680	23	0,111	0,358	98,423
24	0,143	0,460	98,140	24	0,100	0,324	98,747
25	0,135	0,436	98,575	25	0,096	0,311	99,058
26	0,110	0,354	98,929	26	0,083	0,269	99,327
27	0,105	0,337	99,266	27	0,070	0,224	99,551
28	0,084	0,273	99,539	28	0,045	0,146	99,698
29	0,062	0,198	99,737	29	0,041	0,132	99,830
30	0,055	0,176	99,913	30	0,029	0,093	99,923
31	0,027	0,087	100,000	31	0,024	0,077	100,000

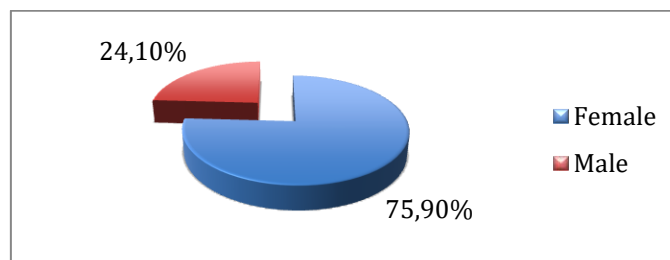
4.5. Non-response Bias

In order to assess non-response bias, a comparison was made between early and late respondents, defined as the first 75% and the final 25% of individuals who submitted their questionnaires, respectively. This analysis was conducted across all constructs of the conceptual model within both Portuguese and Czech samples (Armstrong & Overton, 1977). The findings indicated that there were no statistically significant differences between the early and late respondents.

4.6. Sample Profile

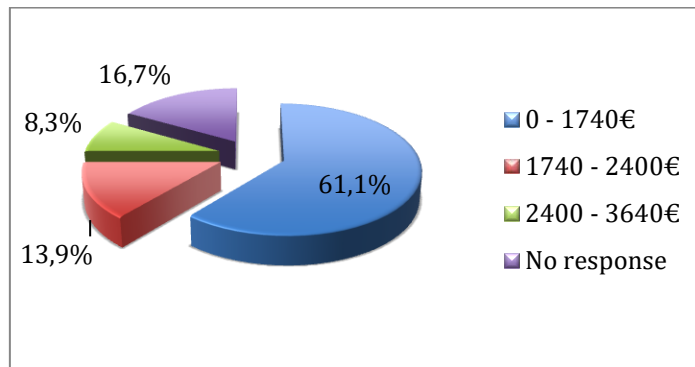
The survey included a demographic section designed to gain a deeper insight into the characteristics of the sample population. This section comprised questions related to the participants' gender, educational level, occupation, age, and overall income. The research primarily focuses on the markets of Portugal and the Czech Republic. In total, the survey received 160 responses, with 102 participants (67.5%) representing the Portuguese sample, of which 75.9% were female and 24.1% were male (Graph 1).

Graph 1 - Portuguese sample by sex



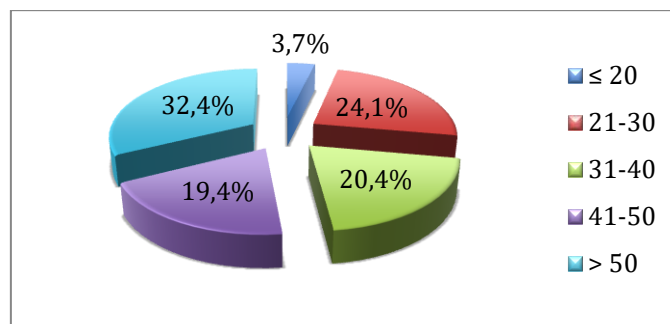
A significant portion of the Portuguese sample, specifically 61.1%, reported a monthly income of 1740€, while 16.7% of the participants opted not to disclose their income. The remaining respondents indicated a gross income ranging from 1740€ to 3640€ (Graph 2).

Graph 2 - Portuguese sample by gross income



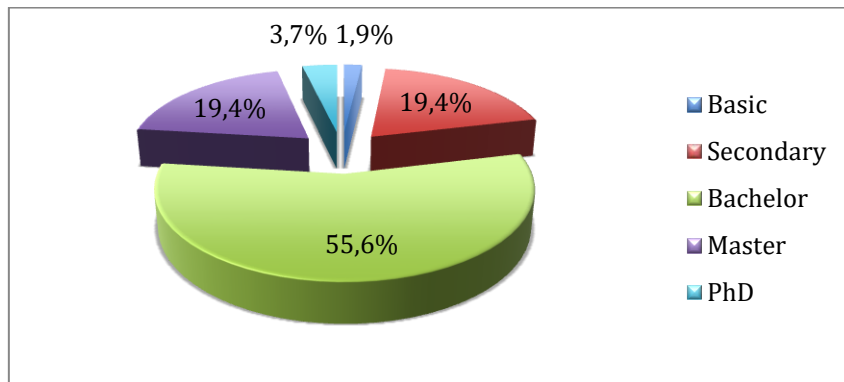
The age demographics of the participants exhibited considerable diversity, with approximately 32.9% of the Portuguese respondents being over the age of 50, while 3.7% were 20 years old or younger. The remaining participants were fairly evenly distributed across the age categories of 21-30, 31-40, and 41-50, as illustrated in Graph 3.

Graph 3 - Portuguese sample by age



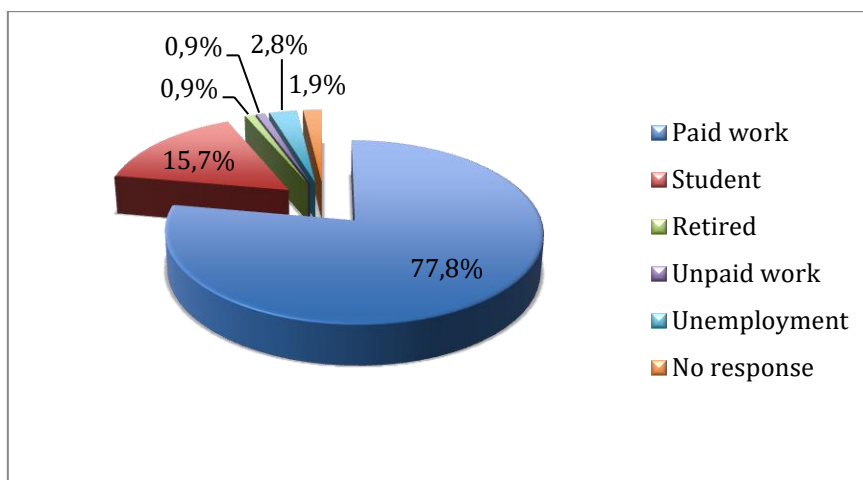
Analyzing the educational attainment of the Portuguese sample within the context of higher education, it is observed that 55.6% possess a bachelor's degree, 19.4% hold a master's degree, and 3.7% have achieved a doctoral degree. In contrast, a mere 1.9% of the population has completed only basic education, while 19.4% have attained a secondary education level (Graph 4).

Graph 4 - Portuguese sample by education level



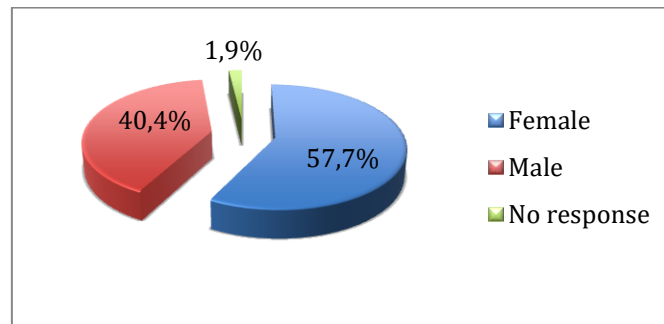
A majority of the Portuguese participants are employed, accounting for 77.8% of the total, whereas a notable segment, comprising 15.7%, are currently students. The remaining participants, who constitute less than 7%, include retirees (0.9%), unemployed individuals (2.8%), those engaged in unpaid work (0.9%), and a small fraction who did not provide a response (1.9%) (Graph 5).

Graph 5 - Portuguese sample by occupation



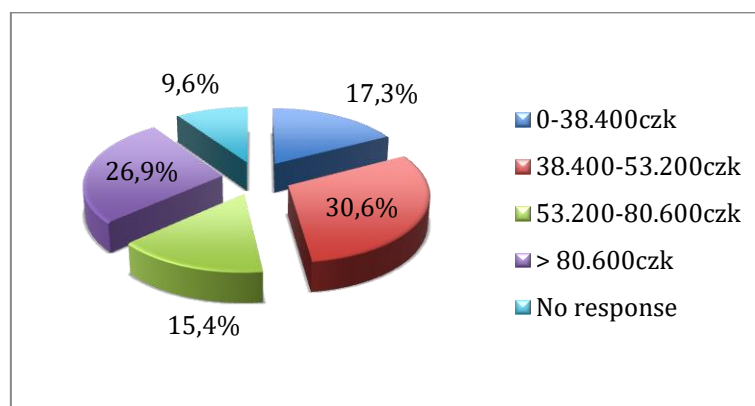
In reference to the Czech sample profile, which includes a total of 52 participants (32.5%), the composition of the sample is comprised of 57.7% female and 40.4% male respondents (Graph 6).

Graph 6 - Czech sample by sex



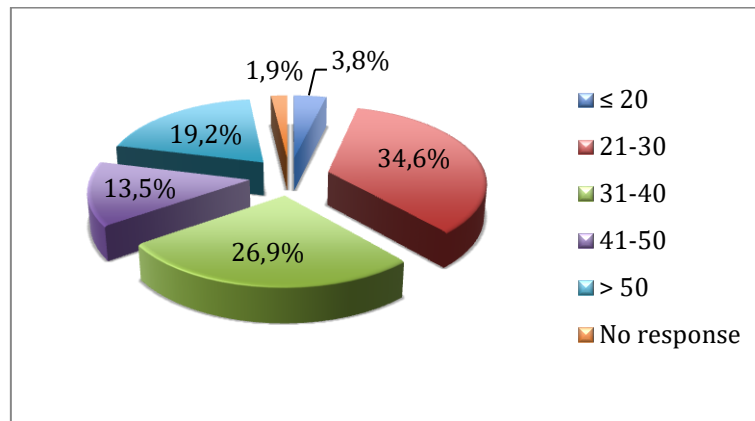
The gross income distribution among participants exhibited considerable diversity, with the majority of Czech respondents earning between 38,400 and 53,200 CZK, accounting for 30.7% of the total. The second largest group consists of individuals earning over 80,600 CZK, representing 26.9%. Notably, a significant portion of participants, 9.6%, did not provide any income information. The remaining participants reported incomes below 38,400 CZK (17.3%) and between 53,200 and 80,600 CZK (15.4%) (Graph 7).

Graph 7 - Czech sample by gross income



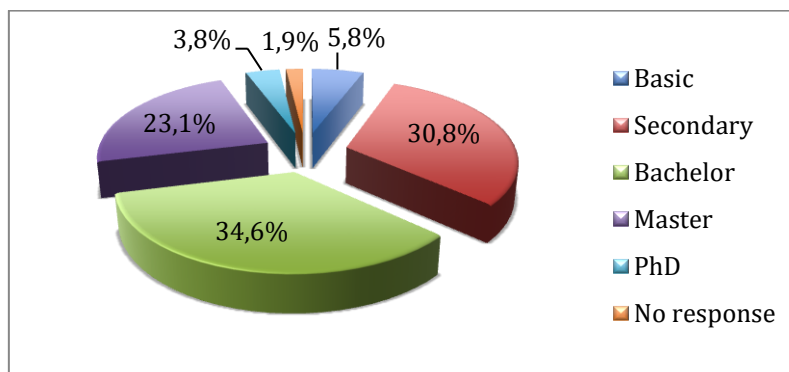
The majority of participants fall within the age brackets of 21-30 years, comprising 34.6% of the sample, and 31-40 years, which accounts for 26.9%. The next largest demographic is individuals over 50 years old, representing 19.2% of the participants. Conversely, only a minor fraction of the sample, at 3.8%, is aged 20 or younger (Graph 8).

Graph 8 - Czech sample by age



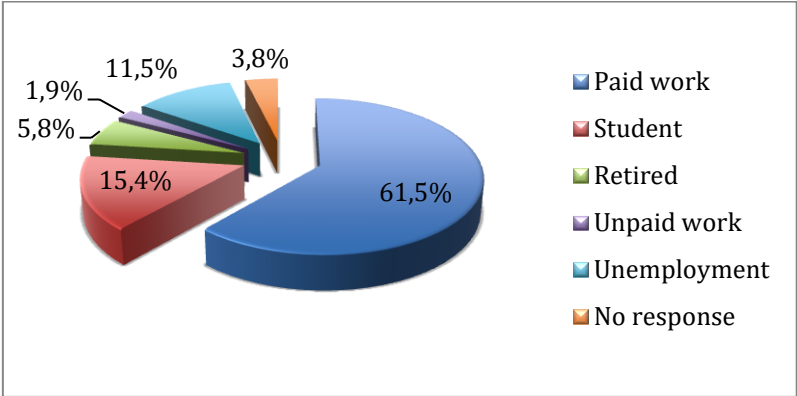
In examining the educational attainment of the Czech sample, it is observed that 34.6% hold a bachelor's degree, 30.8% have completed secondary education, and 23.1% possess a master's degree. A minor proportion of participants, specifically 3.8%, have obtained a PhD, while 5.8% have only a basic education (Graph 9).

Graph 9 - Czech sample by education level



A majority of the Czech participants are employed, accounting for 61.5% of the total, whereas notable percentages, 11.5%, are currently unemployed. Additionally, 15.4% of the participants are students. The remaining individuals include retirees, who make up 5.8%, those engaged in unpaid work at 1.9%, and a portion who did not provide a response, which stands at 3.8% (Graph 10).

Graph 10 - Czech sample by occupation



5. Data Analysis

5.1. Descriptive analysis

The subsequent section provides a descriptive analysis aimed at elucidating the content of each variable and its associated items within the study. To this end, the mean and standard deviation for each item were computed using Microsoft Office Excel, as presented in Table 4. Furthermore, the internal consistency of the variables was assessed, which relies on the correlations among the various items within the same construct. The investigation into the internal reliability of the variables employed Cronbach's Alpha, a widely recognized metric. Prior research indicates that a Cronbach's Alpha value exceeding 0.7 is indicative of acceptable internal consistency (Churchill, 1979). Conversely, other scholars have posited that values greater than 0.6 are also acceptable and reflect internal consistency within the data (Hair et al., 2009; Malhotra et al., 2012). As illustrated in Table 4, all Cronbach's Alpha values surpass the 0.7 threshold, confirming that the measurements utilized in the study are valid for both the Portuguese and Czech samples. Specifically, the values for the Portuguese sample are as follows: PP $\alpha=0.777$, CS $\alpha=0.861$, PI $\alpha=0.858$, EC $\alpha=0.951$, customer identification $\alpha=0.961$. For the Czech market, the corresponding values are: PI $\alpha=0.796$, EC $\alpha=0.756$, customer identification $\alpha=0.856$ (Table 4).

Table 4 – Descriptive Statistic Analysis of the Construct

Construct	Items	Portugal		Czech Republic	
		Mean	Standard Deviation	Mean	Standard Deviation
Brand Identification	1. This brand says a lot about the kind of person I am and I want to be	2,741	1,017	2,962	1,102
	2. This brand's image and my self-image are similar in many respects	2,574	1,052	2,596	0,975
	3. This brand plays an important role in my life	2,787	1,111	2,635	1,205
	4. I feel a strong feeling of	2,870	1,120	2,308	1,001

	identification with this brand				
	5. I feel a strong sense of belonging to this brand	2,787	1,077	2,596	1,176
	6. This brand has a great deal of personal meaning for me	2,630	1,073	2,769	0,983
	7. This brand embodies what I believe in	2,685	1,065	2,731	1,223
	Cronbach's Alpha		0,961		0,856
Customer Satisfaction	1. I am very satisfied with ease of the use of this product	4,074	0,651	3,077	1,281
	2. I am very satisfied with the information provided by this product	3,954	0,647	3,096	1,192
	3. I am very satisfied with the personalization offered by this product for me	3,565	0,800	2,712	0,848
	4. My experience with this product is very satisfactory	4,102	0,640	2,615	1,430
	5. I am very satisfied with the packaging of this product	3,796	0,829	2,942	1,363
	6. This product fulfills my needs	4,222	0,585	2,769	1,395
	7. The information on product packaging helps me in purchasing this product	3,954	0,689	2,827	1,396
		Cronbach's Alpha		0,861	
Purchase Intention	1. I plan to buy this brand regularly	4,102	0,710	2,692	1,365
	2. I plan to buy this brand more often	3,611	0,884	3,269	0,866
	3. I will buy this brand in the near future	4,102	0,723	2,327	1,410
	4. Whenever I need to buy a product, it is very likely that I will purchase this brand	3,991	0,780	2,788	1,405
		Cronbach's Alpha		0,858	
Emotional Connection	1. This brand symbolizes the type of person I identify with	3,083	1,095	2,962	0,839
	2. This brand reflects my personality	2,917	1,069	2,712	1,160
	3. This brand is an extension of my inner self	2,630	1,028	2,558	0,958
	4. This brand mirrors the real me	2,648	0,970	2,385	1,123
	5. This brand contributes to my image	2,611	1,012	2,731	1,031
	6. This brand has a positive impact on what others think of me	2,509	1,018	2,654	1,118
		Cronbach's Alpha		0,951	
Product Packaging	1. The packaging color impacts my buying behavior	3,194	1,180	3,442	0,802
	2. The label of the package is important for me	3,824	1,012	2,519	1,229
	3. The quality of the packaging material is important for me	3,880	0,924	3,077	1,064
	4. The package design has an impact on me during my purchase	3,574	0,969	3,058	1,111
	5. The information printed on the packaging helps me to purchase the specific product	4,185	0,833	2,481	1,407
	6. The language used on the package	3,731	1,010	3,019	0,980

	influences my buying decision				
	7. Innovation and practicability in product packaging is important for me during purchasing	3,889	0,910	3,212	1,054
	Cronbach's Alpha		0,777		1,000

5.2. Validity and Reliability of the Measures and Structural Evaluation

The statistical evaluation in this research employed a structural equation modeling (SEM) approach, specifically utilizing the Partial Least Squares (PLS) software developed by SmartPLS version 4 (Rindle et al., 2024). SEM is a sophisticated multivariate statistical method frequently applied in the social sciences. This technique was chosen for its capability to analyze and validate the structural relationships among observed variables and underlying latent constructs. The PLS software was preferred due to its proficiency in developing and estimating intricate path models without estimation biases. Additionally, it facilitates the analysis, exploration, and testing of the conceptual framework established in this study. The assessment of the PLS model followed the methodology proposed by Hulland (1999). Initially, the reliability and validity of the model were examined, followed by an evaluation of the structural model for each market. To commence the analysis, SEM models for both markets were depicted through graphical path models. In these representations, rectangular shapes denote the measured variables, circles signify the latent variables, and arrows illustrate the relationships among the variables (Suhr, 2006). The following figures (Figure 2, Figure 3) represent those SEM models.

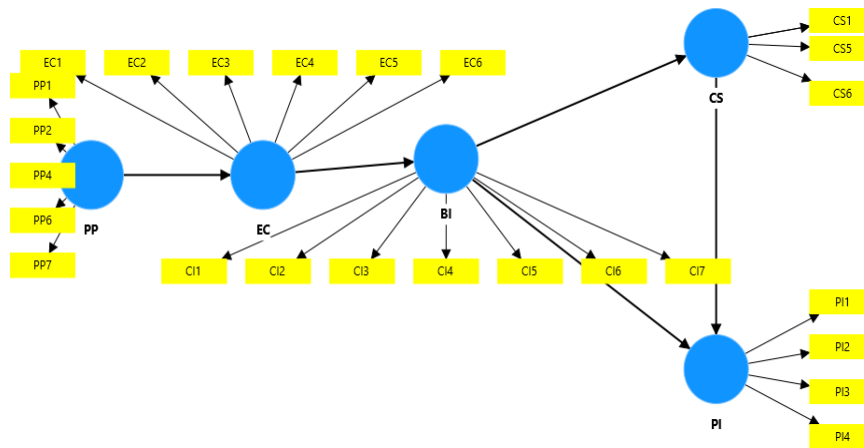


Figure 2. Structural model for the Portuguese sample

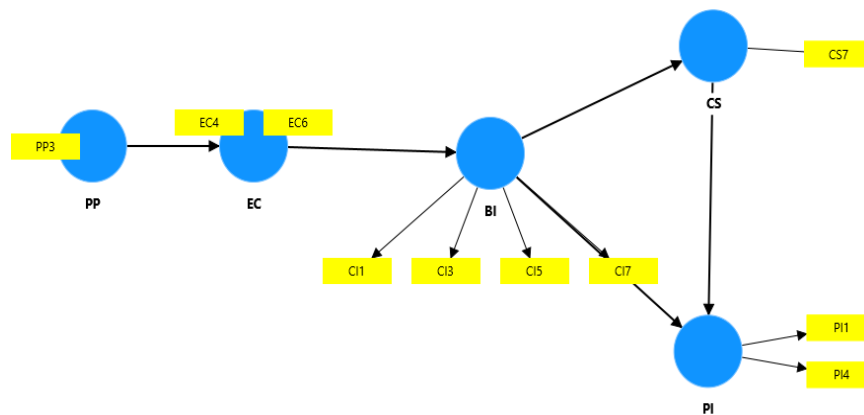


Figure 3. Structural model for the Czech sample

5.2.1. Reliability of the Items

The assessment of model adequacy commences with a thorough examination of each individual item, which is conducted by analyzing the simple correlations between the measurements and their corresponding constructs (latent variables). Researchers typically accept items that exhibit factor loading values of 0.6 or higher (Bagozzi & Yi 1988, 2012). This threshold signifies that the shared variance between the construct and its measurement surpasses the error variance. The factor loading values represent the linear regression coefficients illustrated by the arrows connecting each item to the measured variable. As detailed in Table 5, all items demonstrate loadings that exceed the 0.6 threshold. Consequently, it can be inferred that the factor loadings for these items are deemed reliable (Hair et al., 2020).

Table 5 - Reliability of Items for the Portuguese and Czech Sample

Construct	Items	Portuguese sample					Czech sample				
		Factor loading	Cronbach alpha	Composite Reliability	AVE	R ²	Factor loading	Cronbach alpha	Composite Reliability	AVE	R ²
Brand Identification	1. This brand says a lot about the kind of person I am and I want to be	0,880	0,961	0,961	0,811	0,740	0,836	-0,856	0,931	0,688	0,164
	2. This brand's image and my self-image are similar in many respects	0,902					*				
	3. This brand plays an important role in my life	0,854					0,777				
	4. I feel a strong feeling of identification with this brand	0,871					*				
	5. I feel a strong sense of belonging to this brand	0,939					0,839				
	6. This brand has a great deal of personal meaning for me	0,933					*				
	7. This brand embodies what I believe in	0,921					0,864				
Customer satisfaction	1. I am very satisfied with ease of the use of this product	0,799	0,861	0,882	0,704	0,084	*	1,000	1,000	1,000	-
	2. I am very satisfied with the information provided by this product	*					*				

Cross-Cultural Comparison of the Impact of Product Packaging on Consumer Behavior in Portuguese and Czech Republic markets

	3. I am very satisfied with the personalization offered by this product for me*	*						*				
	4. My experience with this product is very satisfactory	0,896						*				
	5. I am very satisfied with the packaging of this product	0,851						*				
	6. This product fulfills my needs	0,807						*				
	7. The information on product packaging helps me in purchasing this product	*						1,000				
Purchase Intention	1. I plan to buy this brand regularly	0,864	0,858	0,864	0,701	0,282		0,906	0,796	0,797	0,830	0,111
	2. I plan to buy this brand more often	0,815						*				
	3. I will buy this brand in the near future	0,832						*				
	4. Whenever I need to buy a product, it is very likely that I will purchase this brand	0,837						0,916				
Emotional Connection	1. This brand symbolizes the type of person I identify with	0,852	0,951	0,951	0,804	0,133		*	0,756	0,773	0,803	0,032

Cross-Cultural Comparison of the Impact of Product Packaging on Consumer Behavior in Portuguese and Czech Republic markets

	2. This brand reflects my personality	0,853						*				
	3. This brand is an extension of my inner self	0,957						*				
	4. This brand mirrors the real me	0,934						0,915				
	5. This brand contributes to my image	0,911						*				
	6. This brand has a positive impact on what others think of me	0,868						0,876				
Product Packaging	1. The packaging color impacts my buying behavior	0,815						*				
	2. The label of the package is important for me	0,697						*				
	3. The quality of the packaging material is important for me	*	0,777	0,802	0,528	-		1,000	1,000	1,000	1,000	-
	4. The package design has an impact on me during my purchase	0,718						*				
	5. The information printed on the packaging helps me to purchase the specific product	*						*				

	6. The language used on the package influences my buying decision	0,761						*			
	7. Innovation and practicability in product packaging is important for me during purchasing	0,630						*			

Note:* Item deleted due to scale purification

5.2.2. Convergent Validity

The constructs' reliability can be assessed using Cronbach's Alpha, which measures the feasibility through the consistency of each construct (Cronbach, 1951). Additionally, composite reliability evaluates the internal consistency of all indicators associated with the latent variables (Aaker & Bagozzi, 1980). Furthermore, the average variance extracted (AVE) indicates the degree to which the variances of the items are accounted for by the latent variables (Fornell & Lacker, 1981). As illustrated in Table 5, all Cronbach's Alpha values exceed 0.7, thereby affirming the reliability of the scales and the content validity of the measures employed (Churchill, 1979; Hair et al., 2009; Malhotra et al., 2012). Moreover, the composite reliability for each construct surpasses the recommended threshold of 0.7 in both the Portuguese and Czech markets (Aaker & Bagozzi, 1980; Bagozzi & Yi, 1988). The AVE for each construct also exceeds the benchmark of 0.5, suggesting that at least half of the variance is elucidated by the latent variable. With the lowest AVE recorded at 0.692 in the Portuguese market and 0.617 in the German market, the convergent validity of the constructs is established (Chin, 1998; Fornell & Lacker, 1981).

5.2.3. Discriminant Validity

Discriminant validity serves as a complement to convergent validity, assessing whether items that are intended to be unrelated indeed exhibit no significant relationships. This approach involves analyzing how the items designed to measure a specific construct differ from those measuring other constructs within the same framework. In this study, the methodology proposed by Fornell and Larcker (1981) was employed to assess discriminant validity. The correlation matrix illustrates the relationships among various constructs, with the square roots of the AVE values positioned along the main diagonal. For discriminant validity to be established, these diagonal values must exceed the corresponding off-diagonal elements in their respective rows and columns, as demonstrated in Tables 6 and 7 (Fornell & Larcker, 1981; Shook et al., 2004). Furthermore, all heterotrait-monotrait ratio of correlations (HTMT) values are below the recommended threshold of 0.85 (Hair et al., 2020), supporting the presence of discriminant validity.

Table 6 – Discriminant Validity of the Portuguese Sample

	Brand Identification	Customer Satisfaction	Emotional Connection	Purchase Intention	Product Packaging
Brand Identification	0,900	0,306	0,838	0,450	0,362
Customer Satisfaction	0,290	0,839	0,312	0,499	0,304
Emotional Connection	0,860	0,299	0,897	0,368	0,412
Purchase Intention	0,411	0,442	0,336	0,837	0,150
Product Packaging	0,324	0,252	0,365	0,008	0,727

Note: The scores in bold on the diagonal are the square root of AVE; the correlations between variables are below the bold diagonal; the HTMT ratios are above the bold diagonal.

Table 7 – Discriminant Validity of the Czech Sample

	Brand identification	Customer Satisfaction	Emotional Connection	Purchase Intention	Product Packaging
Brand identification	0,830	0,057	0,475	0,311	0,139
Customer Satisfaction	0,022	1,000	0,509	0,152	0,181
Emotional Connection	0,405	0,458	0,896	0,236	0,199
Purchase Intention	0,300	0,138	0,004	0,911	0,109
Product Packaging	0,141	0,181	0,179	0,066	1,000

Note: The scores in bold on the diagonal are the square root of AVE; the correlations between variables are below the bold diagonal; the HTMT ratios are above the bold diagonal.

5.2.4. Evaluation of the Structural Model

Given that the PLS software lacks a specific metric to encapsulate the quality of model adjustments, it is advisable to assess the structural model through the R² statistic. This coefficient of determination pertains to the latent variables and indicates the extent of variance explained for each dependent variable. Falk and Miller (1992) suggest that this value should exceed 10%. As illustrated in Table 5, the R² values for each dependent variable meet or closely approach the suggested threshold of 0.1.

5.3. Results Evaluation

The Table 8 provides a summary of the hypothesis verification for the Portuguese market, along with an assessment of the results.

Table 8 – Hypotheses Verification for Portuguese Sample (two tailed)

Hypotheses	T-Value	Path Coefficient (β)	Result
H1: The product packaging is positively related to the emotional connection	4,994	0,365***	Supported
H2: The emotional connection is positively related to the brand identification	23,705	0,860***	Supported
H3: The brand identification is positively related to the consumer satisfaction	2,949	0,290**	Supported
H4: The brand identification is positively related to the purchase intention	3,085	0,309**	Supported
H5: The customer satisfaction is positively related to the purchase intention	3,164	0,352**	Supported

* $p < .05$; ** $p < .01$; *** $p < .001$; two-tailed test was for all hypotheses

The findings indicate that Hypothesis 1 is substantiated by the data, corroborated by the results, which show the following values: (β) = 0.365; $p < 0.001$; t-value = 4.994, indicating that PP is positively related to EC. Additionally, the analysis reveals that EC is positively correlated with BI, thereby supporting Hypothesis 2, which is evidenced by the following values: (β) = 0.860; $p < 0.001$; t-value = 23.705. Furthermore, Hypothesis 3 is also supported, as indicated by the values: (β) = 0.290; $p < 0.01$; t-value = 2.949. This suggests a positive correlation between BI and consumer satisfaction. Similarly, Hypothesis 4 is validated by the results, which reveal the following values: (β) = 0.309; $p < 0.01$; t-value = 3.085. This indicates that BI is positively associated with PI. Finally, Hypothesis 5 is also supported, as indicated by the values: (β) = 0.352; $p < 0.01$; t-value = 3.164, demonstrating a positive relationship between CS and PI.

The second sample pertains to the Czech market. Table 9 illustrates the verification of its hypotheses, which is subsequently followed by an assessment of the results.

Table 9 – Hypotheses Verification for Czech Sample (two tailed)

Hypotheses	T-Value	Path Coefficient (β)	Result
H1: The product packaging is positively related to the emotional connection	1,092	0,179	Not Supported
H2: The emotional connection is positively related to the brand identification	2,241	0,405*	Supported
H3: The brand identification is positively related to the consumer satisfaction	0,134	0,022	Not Supported
H4: The brand identification is positively related to the purchase intention	1,885	0,303	Not Supported
H5: The customer satisfaction is positively related to the purchase intention	0,970	-0,145	Not Supported

* $p < .05$; two-tailed test was for all hypotheses

The data indicates that Hypothesis 1 is not supported, as shown by the values: (β) = 0.179; $p > 0.05$; t-value = 1.092, indicating no positive relationship between PP and EC. In contrast, the results affirm Hypothesis 2, demonstrating a positive relationship between EC and BI, as indicated by the following values: (β) = 0.405; $p < 0.05$; t-value = 2.241. Hypothesis 3 lacks support from the results, as evidenced by the following statistics: (β) = 0.022; $p > 0.05$; t-value = 0.134. Consequently, the findings do not substantiate a positive relationship between BI and consumer satisfaction. Similarly, Hypothesis 4 is not corroborated by the results, which reveal the following values: (β) = 0.303; $p > 0.05$; t-value = 1.885. Thus, the evidence does not support a positive correlation between BI and PI. Furthermore, Hypothesis 5 is also unsupported, with the results showing: (β) = -0.145; $p > 0.05$; t-value = 0.970. This indicates that CS does not have a positive association with PI. Lastly, Hypothesis 5 In summary, only Hypothesis 2 receives support across both markets, while Hypotheses 1, 3, 4, and 5 are not supported in the Czech market, although they are all supported in the Portuguese market.

6. Discussion and Conclusion

6.1. Main findings

In terms of the characterization of the sample, in the Portuguese and Czech populations respectively, there was a greater representation of females (75.9% vs 57.7%), the predominant education was a bachelor's degree (55.6% vs 34.6%) and the predominant occupation was employment (77.8% vs 61.5%). Gross income differed between the populations: while 61.1% of the Portuguese population had an income of less than or equal to €1,740, the Czech population was more heterogeneous, with around 28.8% having an income of less than or equal to €3,800 and 26.9% having an income of more than €80,600. Regarding the age range of the sample, around 32.4% of the Portuguese population was over 50 years old and 34.6% of the Czech population was between 21 and 30 years old.

This research seeks to investigate the influence of PP on consumer behavior, with a particular emphasis on the markets of Portugal and the Czech Republic. The objective is to provide valuable insights for both academic scholarship and managerial practice. A conceptual framework was constructed based on key scholarly articles identified within the relevant research domain, ensuring the credibility and statistical robustness of the employed metrics. The structural assessment, along with analyses of validity and reliability, confirmed that the metrics utilized were of high quality. The research examining the impact of PP on consumer behavior reveals notable regional disparities between the Portuguese and Czech markets. In Portugal, an attractive PP contributes to foster emotional ties and to enhance customer's emotional connection with brand. This aligns with literature that defends the influence of packaging on the consumer perceptions and emotions towards a brand (Underwood et al., 2001; Gil-Pérez et al., 2020). Furthermore, EC is pivotal in strengthening BI. This result is in accordance with literature that suggests that emotional bonds enhance consumers' self-concept and

identity with the brand, leading to stronger BI (Stokburger-Sauer et al., 2012; Escalas & Bettman, 2003; Fournier, 1998). Furthermore, in the Portuguese market there is a strong and significant association between BI and CS, as well as between BI and PI. This indicates that consumers in Portugal who have a strong identification with a brand tend to experience higher satisfaction levels and are more inclined to make repeat purchases. This is consistent with the literature, which posits that a strong sense of brand identity enhances CS by aligning the brand with the consumer's self-concept and show loyalty (Nam et al., 2011) (Suh & Yi., 2006). Furthermore, elevated CS is linked to a greater likelihood of PI, underscoring the importance of CS in promoting repeat buying behavior. This result is aligned with numerous studies showing that satisfied customers are more likely to buy again and recommend the brand to others (Taylor & Baker 1994; Oliver, 1999). The positive correlation reinforces the importance of CS in fostering purchase behavior.

In contrast, the dynamics within the Czech market differ significantly. Here, the role of PP in enhancing EC is not supported by the data, suggesting that packaging may hold less significance in developing emotional relationships with consumers in the Czech Republic, and indicating that packaging's impact on EC may vary by region (R sibois et al, 2017; Moodie et al., 2020). Furthermore, while EC does positively influence BI in the Czech market, its effect is less pronounced compared to Portugal. Moreover, BI does not have a substantial effect on CS or PI. This might be attributed to lower brand attachment or varying levels of brand loyalty among Czech consumers compared to the Portuguese market, due to different consumer behaviors, cultural factors, or brand perceptions specific to the Czech market. These discrepancies imply that other factors, such as price or product attributes, may play a more critical role in influencing these aspects within the Czech context.

The results from the Portuguese market are consistent with literature, while the Czech market results highlight potential regional differences. All of the hypotheses are supported in the Portuguese sample, which reflects established marketing theories, with in the Czech sample suggests different market dynamics. The differing results

between the two markets can largely be attributed to cultural factors. Portuguese consumers appear to place higher value on EC, BI, and aesthetic elements, which drive their satisfaction and PI (Crespo et al., 2022; Jansberg & Brandão, 2021). On the other hand, considering the “think” and “feel” clusters developed by Zandpour and Zarich (1996), Czech consumers may prioritize practical and functional aspects of products, leading to weaker correlations between emotional factors and consumer behavior (Park & Moon, 2003; Kim et al., 2020, Bettiga et al., 2020). Overall, the findings align with many aspects of the literature but also reveal important regional differences in certain markets, emphasizing the need to consider local characteristics when applying theoretical models.

6.2. Theoretical and Managerial Implications

Analyzing the demographic variables reveals that gross income and age groups are particularly pertinent variables concerning the two sample divergent characteristics. The pronounced income inequality, especially the diverse income distribution within the Czech sample, may indicate that income levels may significantly affect BI (Aaker, 1997; Kotler & Keller, 2016). In the Portuguese sample, where a substantial portion of the population experiences lower income levels, brands may need to focus on affordability and perceived value to enhance CS and foster EC (Homburg et al., 2005). Conversely, the broader income spectrum in the Czech Republic suggests that brands should implement a more segmented marketing strategy, appealing to both affluent consumers with practical and rational products with more economical alternatives (Kotler & Keller, 2016). The differences in age distribution, characterized by an older demographic in Portugal and a younger one in the Czech Republic, may imply distinct influences on BI (Cleveland et al., 2011) and a significant determinant of PI and preferences for PP (Hervé & Mullet, 2009). Older Portuguese consumers may favor brands that embody reliability, quality, and tradition, thereby enhancing their satisfaction and emotional ties (Laurent & Lambert-Pandraud, 2010; Helm & Landschulze, 2013). In contrast, the younger Czech demographic may gravitate towards brands that are innovative, fashionable, and aligned with their current life

stage, which influences their emotional engagement with the brand (Jiang Y. et al., 2020).

The significant disparities between the Portuguese and Czech markets suggest that cultural factors heavily influence the effectiveness of PP in driving consumer behavior (Torelli et al., 2024). This aligns with cross-cultural marketing theories that emphasize the importance of tailoring strategies to local consumer preferences (Engelen & Brettel, 2011; Lindridge, 2014; Safeer et al., 2022). The strong impact of BI on CS and PI in Portugal (Supported H1 and H2), but not in the Czech Republic, could indicate that Portuguese consumers resonate better with the brand image. Theoretical models should account for these cultural nuances when predicting consumer behavior in different regions. The research supports existing theories that highlight the importance of EC in strengthening BI (Supported H2) in both markets (Loureiro et al., 2012; Shimul, 2022). However, the varying degrees of impact across the two markets reveal that the effectiveness of emotional appeals is context-dependent. While EC strongly influence BI in Portugal, the Czech Republic exhibits a weaker relationship, suggesting that emotions may play a secondary role to functional aspects in some markets (Candi & Kahn, 2016). This finding has theoretical implications for understanding the limits of emotional branding and the need for a more nuanced approach that considers the interplay of emotional and functional factors in different cultural contexts (Karandashev, 2021; Pugh et al., 2022; Chatterjee et al., 2022). Furthermore, the differential impact of PP on EC in the two markets highlights the importance of considering regional variations in consumer perceptions (Shukla et al., 2022, Orth & Malkewitz, 2008). In Portugal, where packaging significantly enhances emotional ties, theories around packaging design and consumer behavior could be reinforced (Pires & Stanton, 2014). Conversely, the lack of significant influence in the Czech Republic challenges the universal applicability of these theories, suggesting that the visual and aesthetic appeal of packaging may not be as crucial in all cultural settings (Orth & Malkewitz, 2008). This implies that theoretical models should integrate cultural context when assessing the role of packaging in consumer decision-making (Ploom et al., 2019). The contrasting findings between the Portuguese and Czech markets

underscore the need for caution when generalizing theoretical models across different markets, highlighting the importance of adapting strategies to specific markets. While Portuguese findings align with established theories, the Czech results suggest the need to consider unique alternative market dynamics and local factors where traditional models may not fully apply.

The final results and supported hypotheses for the Portuguese sample could provide possible effective brand management strategies in Portugal. Firms must tailor their approaches to align with regional consumer preferences. In Portugal, brands should prioritize the development of strong EC and emphasize BI. This entails investing in appealing packaging and engaging brand stories to enhance CS and encourage repeat purchases. Marketing strategies should leverage storytelling and personalized marketing techniques to connect with consumers' values and self-perception, thereby cultivating brand loyalty. There are not enough supported hypotheses to provide a contextual framework for effective strategies in the Czech Republic.

6.3. Main Limitations and Suggestions for Future Research

A significant constraint of this study is its limited sample size of 160 participants, as the Czech sample was smaller than the Portugal sample, which could restrict the generalizability of the findings. In Portugal, the questionnaire was distributed more densely in university schools and a public institution within one city, while in the Czech Republic, it was sent to university schools and private entities across several cities, potentially introducing variations in the sample because of the participants' different regional disparities in terms of cross-cultural behaviors. Another constraint of the study is its cross-sectional design, as this approach restricts the ability to assess causal relationships or monitor changes over time, resulting in lingering uncertainties about the interactions between variables. The use of an English-language questionnaire with Czech participants may lead to inaccuracies in measurement due to language barriers, potentially impeding comprehension and the accuracy of responses, which in turn could undermine the validity and reliability of the research findings. All of these

conditions could be significant on the variability of the final results and the interpretation of the main findings.

In order to overcome the identified limitations, subsequent investigations should focus on increasing the sample size while ensuring a broader demographic and geographic representation. This approach would improve the generalizability of the results and facilitate meaningful comparisons across various cultural settings. Furthermore, the implementation of longitudinal studies could yield valuable insights into the evolution of consumer perceptions and behaviors over time, thereby enhancing the understanding of the enduring impacts of PP on the customer behavior. Incorporating these elements would provide a more comprehensive understanding of the factors influencing consumer decision-making. Expanding the research to include diverse markets, sectors, and product types may further determine the applicability of this study's findings across different contexts, thus revealing trends and insights specific to various industries.

In the context of methodology, employing a mixed-methods strategy that integrates both qualitative and quantitative approaches may produce more comprehensive and detailed understandings of consumer attitudes and behaviors. Furthermore, investigating causal relationships among the variables under study through experimental or quasi-experimental frameworks would allow researchers to make more definitive conclusions about the nature and intensity of these relationships, thereby offering more precise recommendations for both practitioners and academics.

References

- Underwood, R. (2003). The Communicative Power of Product Packaging: Creating Brand Identity via Lived and Mediated Experience. *Journal of Marketing Theory and Practice*, 11(1), 62-76. <https://doi.org/10.1080/10696679.2003.11501933>.
- Shukla, P., Singh, J., & Wang, W. (2022). The influence of creative packaging design on customer motivation to process and purchase decisions. *Journal of Business Research*, 147, 338-347. <https://doi.org/10.1016/j.jbusres.2022.04.026>.
- Alden, D. L., Steenkamp, J., & Batra, R. (2006). Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences. *International Journal of Research in Marketing*, 23(3), 227-239. <https://doi.org/10.1016/j.ijresmar.2006.01.010>.
- Tavares, D., Junior, O. C., Guimarães, L. B. M., & Rudek, M. (2021). A Systematic Literature Review of Consumers' Cognitive-Affective Needs in Product Design From 1999 to 2019. *Frontiers in Neuroengineering*, 1(5), 617799. <https://doi.org/10.3389/fnrgo.2020.617799>.
- Akgün, A. E., Koçoğlu, I., & İmamoğlu, S. Z. (2013). An Emerging Consumer Experience: Emotional Branding. *Procedia - Social and Behavioral Sciences*, 99, 503-508. <https://doi.org/10.1016/j.sbspro.2013.10.519>.
- Crespo, C. F., Ferreira, A. G., & Cardoso, R. M. (2022). The influence of storytelling on the consumer–brand relationship experience. *Journal of Market Analytics*, 11(4), 1–16. <https://doi.org/10.1057/s41270-021-00149-0>.
- Loureiro, S., Ruediger, K., & Demetris, V. (2012). Brand emotional connection and loyalty. *Journal of Brand Management*, 20, 13–27. <https://doi.org/10.1057/bm.2012.3>.

Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343-353.
<https://doi.org/10.1086/209515>.

Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1), 53-67.
<https://doi.org/10.1362/026725799784870496>.

Escalas, J. E., & Bettman, J. R. (2005). Self-Construal, Reference Groups, and Brand Meaning. *Journal of Consumer Research*, 32(3), 378-389. <https://doi.org/10.1086/497549>.

Keller, K. L. (2016). Unlocking the Power of the Brand. *Journal of Brand Management*, 23(6), 466-482. <https://doi.org/10.1080/15252019.2023.2258875>.

Arnould, E. J., & Thompson, C. J. (2005). Consumer Culture Theory (CCT): Twenty Years of Research. *Journal of Consumer Research*, 31(4), 868-882.
<https://doi.org/10.1086/426626>.

Cova, B., & Dall'Aglio, D. (2009). Working Consumers: The Next Step in Marketing Theory?. *Marketing Theory*, 9(3), 315-339. <https://doi.org/10.1177/1470593109338144>.

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22. <https://doi.org/10.2307/1252054>.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson. ISBN: 978-0133856460.

Moleiro, C., Ratinho, I., & Bernardes, S. (2017). Autonomy-connectedness in collectivistic cultures: An exploratory cross-cultural study among Portuguese natives, Cape-Verdean and Chinese people residing in Portugal. *Personality and Individual Differences*, 104, 23-28. <https://doi.org/10.1016/j.paid.2016.07.031>.

Lux, M., & Sunega, P. (2022). Pragmatic Socioeconomics: A Way Towards New Findings on Sources of (Housing) Market Instability. *Housing, Theory and Society*, 39(2), 129-146. <https://doi.org/10.1080/14036096.2020.1853226>.

- Elsässer, M., & Wirtz, B.W. (2017). Rational and emotional factors of customer satisfaction and brand loyalty in a business-to-business setting. *Journal of Business and Industrial Marketing*, 32(1), 138-152. <https://doi.org/10.1108/JBIM-05-2015-0101>.
- Xie, S., Wei, H., & Liu, F. (2023). Is beauty always good? Effects of visual presentation of Influencer's aesthetic labor on brand purchase intention. *Journal of Retailing and Consumer Services*, 75, 103528. <https://doi.org/10.1016/j.jretconser.2023.103528>.
- Spence, C., & Van Doorn, G. (2022). Visual communication via the design of food and beverage packaging. *Cognitive Research*, 7, 42. <https://doi.org/10.1186/s41235-022-00391-9>.
- Mohebbi, B. (2014). The art of packaging: An investigation into the role of color in packaging, marketing, and branding. *International Journal of Organizational Leadership*, 3(2), 92-102. <https://doi.org/10.33844/ijol.2014.60248>.
- Orquin, J.L., Bagger, M. P., Lahm, E. S., Grunert, K. G., Scholderer, J. (2020). The visual ecology of product packaging and its effects on consumer attention. *Journal of Business Research*, 111, 187-195. <https://doi.org/10.1016/j.jbusres.2019.01.043>.
- Gil-Pérez, I., Rebollar, R., & Lidón, I. (2020). Without words: the effects of packaging imagery on consumer perception and response. *Current Opinion in Food Science*, 33, 69-77. <https://doi.org/10.1016/j.cofs.2019.12.006>.
- Machiels, C. J. A., & Orth, U. R. (2019). Multisensory Packaging Design across Cultures. In: Velasco, C., Spence, C. (eds) *Multisensory Packaging*. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-319-94977-2_11.
- Berg-Weitzel, L., & Laar, G. (2001). Relation between culture and communication in packaging design. *Journal of Brand Management*, 8(3), 171-184. <https://doi.org/10.1057/palgrave.bm.2540018>.
- Tajfel, H., & Turner, J. C., Austin, W. G., & Worchel, S. (1979). An integrative theory of intergroup conflict. *Organizational identity: A reader*, 56-65.

- Tajfel, H., & Turner, J. C. (1979). *An integrative theory of intergroup conflict*. In W. G. Austin & S. Worchel (Eds.), *The social psychology of intergroup relations* (pp. 33–48). Brooks/Cole.
- Tajfel, H., & Forgas, J. P. (2000). Social categorization: Cognitions, values and groups. In C. Stangor (Ed.), *Stereotypes and prejudice: Essential readings* (pp. 49–63). Psychology Press.
- Turner, J. C. (2010). Social categorization and the self-concept: A social cognitive theory of group behavior. In T. Postmes & N. R. Branscombe (Eds.), *Rediscovering social identity* (pp. 243–272). Psychology Press.
- Tajfel, H. (Ed.). (1978). *Differentiation between social groups: Studies in the social psychology of intergroup relations*. Academic Press.
- Tajfel, H., & Turner, J. (2001). An integrative theory of intergroup conflict. In M. A. Hogg & D. Abrams (Eds.), *Intergroup relations: Essential readings* (pp. 94–109). Psychology Press.
- White, K., & Argo, J. J. (2009). Social identity threat and consumer preferences. *Journal of Consumer Psychology*, 19(3), 313-325. <https://doi.org/10.1016/j.jcps.2009.03.007>.
- Jian, Y., Zhou, Z. & Zhou, N. (2019). Brand cultural symbolism, brand authenticity, and consumer well-being: the moderating role of cultural involvement. *Journal of Product & Brand Management*, 28(51). <https://doi.org/10.1108/JPBM-08-2018-1981>.
- Mills, A. J. & John, J. (2021). Brand stories: bringing narrative theory to brand management. *Journal of Strategic Marketing*. <https://doi.org/10.1080/0965254X.2020.1853201>.
- Goodman-Deane, J., Waller, S., Bradley, M., & Yoxall, A. (2016). *Designing Inclusive Packaging*. In book: *Integrating the Packaging and Product Experience in Food and Beverages: A Road-Map to Consumer Satisfaction* (pp.37-57). Publisher: Woodhead Publishing. <https://doi.org/10.1016/B978-0-08-100356-5.00003-6>.

- He, H., Li, Y., & Harris, L. (2012). Social identity perspective on brand loyalty. *Journal of Business Research*, 65(5), 648-657. <https://doi.org/10.1016/j.jbusres.2011.03.007>.
- Tuškej, U., Golob, U. & Podnar, K. (2013). The role of consumer–brand identification in building brand relationships. *Journal of Business Research*, 66(1), 53-59. <https://doi.org/10.1016/j.jbusres.2011.07.022>.
- Stokburger-Sauer, N., Ratneshwar, S., & Sem, S. (2012). Drivers of consumer–brand identification. *International Journal of Research in Marketing*, 29(4), 406-418. <https://doi.org/10.1016/j.ijresmar.2012.06.001>.
- Coelho, P. S., Rita, P., & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. *Journal of Retailing and Consumer Services*, 43, 101-110. <https://doi.org/10.1016/j.jretconser.2018.03.011>.
- Popp, B. & Woratschek, H. (2017). Consumer–brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word of mouth. *Journal of Brand Management*, 24, 250–270. <https://doi.org/10.1057/s41262-017-0033-9>.
- Grisaffe, D. B., & Nguyen, H. P. (2011). Antecedents of emotional attachment to brands. *Journal of Business Research*, 64(10), 1052-1059. <https://doi.org/10.1016/j.jbusres.2010.11.002>.
- Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. *Journal of Consumer Psychology*, 15(1), 77-91. https://doi.org/10.1207/s15327663jcp1501_10.
- Sihvonen, J. (2019). Understanding the drivers of consumer–brand identification. *Journal of Brand Management*, 26(3). <https://doi.org/10.1057/s41262-018-00149-z>.

- An, J., Do, D., Ngo, L. V., & Quan, T. H. M. (2019). Turning brand credibility into positive word-of-mouth: integrating the signaling and social identity perspectives. *Journal of Brand Management, 26*(4). <https://doi.org/10.1057/s41262-018-0118-0>.
- Robertson, J., Botha, E., Ferreira, C., & Pitt, L. (2022). How deep is your love? The brand love-loyalty matrix in consumer-brand relationships. *Journal of Business Research, 149*, 651-652. <https://doi.org/10.1016/j.jbusres.2022.05.058>.
- Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. *Journal of Marketing, 75*(4). <https://doi.org/10.1509/jmkg.75.4.35>.
- Sahin, A., Zehir, C., & Kitapçı, H. (2011). The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands. *Procedia - Social and Behavioral Sciences, 24*(1197), 1288-1301. <https://doi.org/10.1016/j.sbspro.2011.09.143>.
- Solja, E., Liljander, V., & Söderlund, M. (2018). Short brand stories on packaging: An examination of consumer responses. *Psychology and Marketing, 35*(4), 294-306. <https://doi.org/10.1002/mar.21087>.
- Lam, S. K., Ahearne, M., Hu, Y., & Schillewaert, N. (2010). Resistance to Brand Switching When a Radically New Brand Is Introduced: A Social Identity Theory Perspective. *Journal of Marketing, 74*(6). <https://doi.org/10.2307/25764287>.
- Reimann, M., Zaichkowsky, J., Neuhaus, C., Bender, T., & Weber, B. (2010). Aesthetic package design: A behavioral, neural, and psychological investigation. *Journal of Consumer Psychology, 20*(4), 431-441. <https://doi.org/10.1016/j.jcps.2010.06.009>.
- Qiao, Y., Yin, X., & Xing, G. (2022). Impact of Perceived Product Value on Customer-Based Brand Equity: Marx's Theory – Value-Based Perspective. *Frontiers in Psychology, 13*, 931064. <https://doi.org/10.3389/fpsyg.2022.931064>.

- Chitturi, R., Londono, J. C., & Daza, M. C. H. (2021). Visual design elements of product packaging: Implications for consumers' emotions, perceptions of quality, and price. *Color Research & Application*, 47(1). <https://doi.org/10.1002/col.22761>.
- Righetti, F., Faure, R., Zoppolat, G., & Meltzer, A. L. (2022). Factors that contribute to the maintenance or decline of relationship satisfaction. *Nature Reviews Psychology*, 1, 161–173. <https://doi.org/10.1038/s44159-022-00026-2>.
- Rodrigues, R., Lopes, P., & Varela, M. (2021). Factors Affecting Impulse Buying Behavior of Consumers. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.697080>.
- Zong, Z., Liu, X., & Gao, H. (2023). Exploring the mechanism of consumer purchase intention in a traditional culture based on the theory of planned behavior. *Frontiers in Psychology*, 14, 1110191. <https://doi.org/10.3389/fpsyg.2023.1110191>.
- Bigoin-Gagnan, A., & Lacoste-Badie, S. (2018). Symmetry influences packaging aesthetic evaluation and purchase intention. *International Journal of Retail & Distribution Management*, 46(3). <https://doi.org/10.1108/IJRDM-06-2017-0123>.
- Kastanakis, M. N., & Voyer, B. G. (2014). The effect of culture on perception and cognition: A conceptual framework. *Journal of Business Research*, 67(4), 425-433. <https://doi.org/10.1016/j.jbusres.2013.03.028>.
- Ploom K., Pentus, K., Kuusik, A., & Varblane, U. (2019). The Effect of Culture on the Perception of Product Packaging: A Multimethod Cross-Cultural Study. *Journal of International Consumer Marketing*, 32(3), 163-177. <https://doi.org/10.1080/08961530.2019.1660752>.
- Worlddata (Assessed in 30th November, 2023). Country comparison. Available in: <https://www.worlddata.info/country-comparison.php?country1=CZE&country2=PRT>.
- World Business Culture (Assessed 30th December, 2023). Czech Business Communication Styles. Available in: <https://www.worldbusinessculture.com/country-profiles/czech-republic/business-communication-styles/>.

- Jansberg, C., & Brandão, A. (2021). Measuring the effects of retail brand experiences and brand love on word of mouth: a cross-country study of IKEA brand. *The International Review of Retail, Distribution and Consumer Research*, 31(1):78-105. <https://doi.org/10.1080/09593969.2020.1768577>.
- Zandpour, F., & Harich, K. R. (1996). Think and Feel Country Clusters: A New Approach to International Advertising Standardization. *International Journal of Advertising*, 15(4), 325-344. <https://doi.org/10.1080/02650487.1996.11104663>.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879-903. <https://doi.org/10.1037/0021-9010.88.5.879>.
- Armstrong, J. S., & Overton, T. S. (1977). Estimating nonresponse bias in mail surveys. *Journal of Marketing Research*, 14(3), 396-402. <https://doi.org/10.2307/3150783>.
- Churchill, G. A. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing Research*, 16(1), 64-73. <https://doi.org/10.2307/3150876>.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2009). *Multivariate Data Analysis*. Prentice Hall, 816.
- Malhotra, N. K., Birks, D. F., & Wills, P. (2012). *Marketing research: An applied approach*. Harlow: Pearson.
- Ringle, C. M., Wende, S., & Becker, J. M. (2024). *SmartPLS 4*. Monheim am Rhein: SmartPLS. <https://www.smartpls.com>.
- Hulland, J. (1999). Use of partial least squares (PLS) in strategic management research: a review of four recent studies. *Strategic Management Journal*, 20(2), 195-204. [https://doi.org/10.1002/\(SICI\)1097-0266\(199902\)20:2%3C195::AID-SMJ13%3E3.0.CO;2-7](https://doi.org/10.1002/(SICI)1097-0266(199902)20:2%3C195::AID-SMJ13%3E3.0.CO;2-7).

- Suhr, D. (2006). The Basics of Structural Equation Modeling.
<https://www.lexjansen.com/wuss/2006/tutorials/TUT-Suhr.pdf>.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science*, 16, 74-94. <https://doi.org/10.1007/BF02723327>.
- Bagozzi, R. P., & Yi, Y. (2012). Specification, evaluation, and interpretation of structural equation models. *Journal of the academy of marketing science*, 40, 8-34.
<https://doi.org/10.1007/s11747-011-0278-x>.
- Aaker, D., & Bagozzi, R. (1980). On using response latency to measure preference. *Journal of Marketing Research*, 17, 237–244. <https://doi.org/10.2307/3150934>.
- Fornell, C., & Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research*, 18(3), 382. <https://doi.org/10.1177/002224378101800313>.
- Chin, W. W. (1998). The Partial Least Squares Approach to Structural Equation Modeling. In G.A. Marcoulides [ed.]. *Modern Methods for Business Research*, 295-336. Mahwah, NJ: Lawrence Erlbaum Associates Publisher.
- Shook, C. L., Ketchen, D. J., Hult, G. T., & Kacmar, K. M. (2004). An assessment of the use of structural equation modeling in strategic management research. *Strategic Management Journal*, 25(4), 397-404. <https://doi.org/10.1002/smj.385>.
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101–110.
<https://doi.org/10.1016/j.jbusres.2019.11.069>.
- Falk, R. F., & Miller, N. B. (1992) *A Primer for Soft Modeling*. University of Akron Press, Akron.
- Baccarella, C., Maier, L., & Voight, K. (2021). How consumption-supportive packaging functionality influences consumers' purchase intentions: the mediating role of

- perceived product meaningfulness. *European Journal of Marketing*.
<https://doi.org/10.1108/EJM-10-2019-0799>.
- Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009-1030.
<https://doi.org/10.1016/j.annals.2011.01.015>.
- Suh, J., & Yi, Y. (2006). When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement. *Journal of Consumer Psychology*, 16(2), 145-155. https://doi.org/10.1207/s15327663jcp1602_5.
- Taylor, S. A., & Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of Retailing*, 70(2), 163-178. [https://doi.org/10.1016/0022-4359\(94\)90013-2](https://doi.org/10.1016/0022-4359(94)90013-2).
- Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of Marketing*, 63, 33-44.
<https://doi.org/10.2307/1252099>.
- Escalas, J. E., & Bettman, J. R. (2003). You Are What They Eat: The Influence of Reference Groups on Consumers' Connections to Brands. *Journal of Consumer Psychology*, 13(3), 339-348. https://doi.org/10.1207/S15327663JCP1303_14.
- Underwood, R., Klein, N. M., & Burke, R. R. (2001). Packaging communication: Attentional effects of product imagery. *Journal of Product & Brand Management*, 10(7), 403-422.
<https://doi.org/10.1108/10610420110410531>.
- Gil-Pérez, I., Rebollar, R., & Lidón, I. (2020). Without words: the effects of packaging imagery on consumer perception and response. *Current Opinion in Food Science*, 33, 69-77.
<https://doi.org/10.1016/j.cofs.2019.12.006>.
- Résibois, M., Verduyn, P., Delaveau, P., Rotgé, J., Kuppens, P., Mechelen, I. V., & Fossati, P. (2017). The neural basis of emotions varies over time: different regions go with onset- and offset-bound processes underlying emotion intensity. *Social Cognitive and Affective Neuroscience*, 12(8), 1261–1271, <https://doi.org/10.1093/scan/nsx051>.

- Moodie, C. A., Suri, G., Goerlitz, D. S., Mateen, M. A., Sheppes, G., McRae, K., Lakhan-Pal, S., Thiruchselvam, R. & Gross J. J. (2020). The neural bases of cognitive emotion regulation: The roles of strategy and intensity. *Cognitive Affective, & Behavioral Neuroscience, 20*, 387–407. <https://doi.org/10.3758/s13415-020-00775-8>.
- Park, C., & Moon, B. (2003). The Relationship between Product Involvement and Product Knowledge: Moderating Roles of Product Type and Product Knowledge Type. *Psychology and Marketing, 20*(11), 977–997. <https://doi.org/10.1002/mar.10105>.
- Kim, C., Jeon, H. G., & Lee, C. K. (2020). Discovering the Role of Emotional and Rational Appeals and Hidden Heterogeneity of Consumers in Advertising Copies for Sustainable Marketing. *Sustainability, 12*(12), 5189; <https://doi.org/10.3390/su12125189>.
- Bettiga, D., Bianchi, A. M., Lamberti, L., & Noci, G. (2020). Consumers Emotional Responses to Functional and Hedonic Products: A Neuroscience Research. *Frontiers in Psychology, 6*(11), 559779. doi: 10.3389/fpsyg.2020.559779.
- Aaker, J. (1997). Dimensions of brand personality. *Journal of Marketing Research, 34*(3), 347–356. <https://doi.org/10.2307/3151897>.
- Homburg, C., Koschate, N., & Hoyer, W. D. (2005). Do Satisfied Customers Really Pay More? A Study of the Relationship Between Customer Satisfaction and Willingness to Pay. *Journal of Marketing, 69*(2), 84-96. <https://doi.org/10.1509/jmkg.69.2.84.60760>.
- Cleveland, M., Papadopoulos, N., & Laroche, M. (2011). Identity, demographics, and consumer behaviors: International market segmentation across product categories. *International Marketing Review, 28*(3), 244-266. <https://doi.org/10.1108/02651331111132848>.
- Hervé, C., & Mullet, E. (2009). Age and factors Influencing Consumer Behaviour. *International Journal of Consumer Studies, 33*(3), 302-308. <https://doi.org/10.1111/j.1470-6431.2009.00743.x>.

- Laurent, G., & Lambert-Pandraud, R. (2010). Why Do Older Consumers Buy Older Brands? The Role of Attachment and Declining Innovativeness. *Journal of Marketing*, 74(5).
<https://doi.org/10.1509/jmkg.74.5.104>.
- Helm, R., & Landschulze, S. (2013). How does consumer age affect the desire for new products and brands? A multi-group causal analysis. *Review of Managerial Science*, 7(1), 29-59.
<https://doi.org/10.1007/s11846-011-0072-7>.
- Nawaz, S., Jiang, Y., Alam, F. & Nawaz M. Z. (2020). Role of Brand Love and Consumers' Demographics in Building Consumer–Brand Relationship. *SAGE Open*, 10(4).
<https://doi.org/10.1177/2158244020983005>.
- Torelli, C. J., Jie, S., & Rodas, M. A. (2024). Culture and Consumer Behavior: A Review and Agenda for Future Research. In *The Oxford Handbook of Cross-Cultural Organizational Behavior (Oxford Academic*, pp.561-582).
<https://doi.org/10.1093/oxfordhb/9780190085384.013.22>.
- Engelen, A., & Brettel, M. (2011). Assessing cross-cultural marketing theory and research. *Journal of Business Research*, 64(5), 516-523.
<https://doi.org/10.1016/j.jbusres.2010.04.008>.
- Lindridge, A. (2014). Cross-cultural marketing, theory, practice and relevance. *Journal of Marketing Management*, 30(13–14), 1526.
<https://doi.org/10.1080/0267257X.2014.946240>.
- Safeer, A. A., Zhou, Y., Abrar, M. & Luo, F. (2022). Consumer Perceptions of Brand Localness and Globalness in Emerging Markets: A Cross-Cultural Context. *Frontiers in Psychology*, 13, 919020. <https://doi.org/10.3389/fpsyg.2022.919020>.
- Shimul, A. S. (2022). Brand attachment: a review and future research. *Journal of Brand Management*, 29, 400–419. <https://doi.org/10.1057/s41262-022-00279-5>.

Candi, M., & Kahn, K. B. (2016). Functional, emotional, and social benefits of new B2B services. *Industrial Marketing Management*, 57, 177-184.

<https://doi.org/10.1016/j.indmarman.2016.02.002>.

Karandashev, V. (2021). Emotional Processes in Cultural Contexts. *In book: Cultural Models of Emotions (pp.159-189)*. https://doi.org/10.1007/978-3-030-58438-2_4.

Pugh, Z. H., Choo, S., Leshin, J. C., Lindquist, K.A. & Nam, C.S. (2022). Emotion depends on context, culture and their interaction: evidence from effective connectivity. *Social cognitive and affective neuroscience*, 17(2), 206-217.

<https://doi.org/10.1093/scan/nsab092>.

Chatterjee, S., Chaudhuri, R., & Vrontis, D. (2022). Examining the role of cross-cultural factors in the international market on customer engagement and purchase intention. *Journal of International Management*, 28(3), 100966.

<https://doi.org/10.1016/j.intman.2022.100966>.

Orth, U. R., & Malkewitz, K. (2008). Holistic Package Design and Consumer Brand Impressions. *Journal of Marketing*, 72(3), 64-81. <https://doi.org/10.1509/JMKG.72.3.064>.

Pires, G., & Stanton, J. (2014). *Ethnic Marketing – Culturally Sensitive Theory and Practice*. London: Routledge. ISBN-13: 978-0415836005.

Ploom, K., Pentus, K., Kuusik, A., & Varblane, U. (2019). The Effect of Culture on the Perception of Product Packaging: A Multimethod Cross-Cultural Study. *Journal of International Consumer Marketing*, 32(3), 163-177.

<https://doi.org/10.1080/08961530.2019.1660752>.

APENDIX

QUESTIONNAIRE FOR PORTUGUESE PARTICIPANTS

Análise Intercultural do Design de Embalagens: Um Estudo Comparativo do Impacto das Embalagens de Alimentos na Satisfação do Cliente em Portugal e na República Checa

Este questionário faz parte de uma dissertação no âmbito do Mestrado em Negócios Internacionais da Escola Superior de Tecnologia e Gestão do Instituto Politécnico de Leiria.

Está convidado a participar num estudo de investigação que visa uma análise comparativa das diferenças interculturais no impacto do design de embalagens de alimentos na satisfação de compra entre Portugal e a República Checa.

A sua participação é voluntária e todas as informações obtidas são anónimas e confidenciais e serão utilizadas apenas para fins de investigação, sendo a sua privacidade garantida em todos os momentos. O questionário leva aproximadamente 5 minutos para ser preenchido. Caso necessite de algum esclarecimento adicional não hesite em contactar:

Tiago Novo (Estudante de Mestrado), E-mail: rdn.tiagonovo@gmail.com

* Indicates required question

1. Indique uma marca de produto alimentar que você comprou recentemente. *
Considerando a marca do produto alimentar acima indicado, responda às seguintes questões.

2. **Questão 1 - Em termos de embalagens alimentares, selecione a opção com que mais se identifica.** *
Por favor, dê a sua opinião pessoal sobre as seguintes afirmações (1= discordo totalmente; 5 = concordo totalmente).

Mark only one oval per row.

	Discordo totalmente	Discordo	Neutro	Concordo	Concordo totalmente
A cor da embalagem influencia o meu comportamento de compra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O rótulo da embalagem é importante para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A qualidade do material de embalagem é importante para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O design da embalagem tem um impacto em mim durante a minha compra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As informações impressas na embalagem ajudam-me a adquirir o produto específico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A linguagem usada na embalagem influencia minha decisão de compra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inovação e praticidade na embalagem dos produtos são importantes para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inovação e praticidade na embalagem dos produtos são importantes para mim durante a compra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. **Questão 2 - Em termos de satisfação do cliente, selecione a opção com que mais se identifica.** *

Por favor, dê a sua opinião pessoal sobre as seguintes afirmações (1= discordo totalmente; 5 = concordo totalmente).

Mark only one oval per row.

	Discordo totalmente	Discordo	Neutro	Concordo	Concordo totalmente
Estou muito satisfeito com a facilidade de utilização deste produto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estou muito satisfeito com as informações fornecidas por este produto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estou muito satisfeito com a personalização que este produto me oferece	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A minha experiência com este produto é muito satisfatória	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estou muito satisfeito com a embalagem deste produto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este produto satisfaz as minhas necessidades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A informação na embalagem do produto ajuda-me a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

comprar este produto

4. **Questão 3 - Em termos de intenção de compra, selecione a opção com que mais se identifica.**

Por favor, dê a sua opinião pessoal sobre as seguintes afirmações (1= discordo totalmente; 5 = concordo totalmente).

Mark only one oval per row.

	Discordo totalmente	Discordo	Neutro	Concordo	Concordo totalmente
Tenciono comprar esta marca regularmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenciono comprar esta marca com mais frequência	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irei comprar esta marca num futuro próximo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sempre que preciso de comprar um produto, é muito provável que compre esta marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. **Questão 4 – Em termos de conexão emocional, selecione a opção com que mais se identifica.** *

Por favor, dê a sua opinião pessoal sobre as seguintes afirmações (1= discordo totalmente; 5 = concordo totalmente).

Mark only one oval per row.

	Discordo totalmente	Discordo	Neutro	Concordo	Concordo totalmente
Esta marca simboliza o tipo de pessoa com que me identifico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca reflete a minha personalidade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca é uma extensão do meu eu interior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca reflete o meu verdadeiro eu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca contribui para a minha imagem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca tem um impacto positivo no que os outros pensam de mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. **Questão 5 – Em termos de identificação do consumidor, selecione a opção * com que mais se identifica.**

Por favor, dê a sua opinião pessoal sobre as seguintes afirmações (1= discordo totalmente; 5 = concordo totalmente).

Mark only one oval per row.

	Discordo totalmente	Discordo	Neutro	Concordo	Concordo totalmente
Esta marca diz muito sobre o tipo de pessoa que sou e quero ser	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A imagem desta marca e a minha auto-imagem são semelhantes em muitos aspectos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca desempenha um papel importante na minha vida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tenho uma conexão elevada pela marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sinto um forte sentimento de identificação com esta marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca tem um grande significado pessoal para	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Rendimento Bruto (Mensa/Individual) *

Mark only one oval.

- 0 - 1740€
- 1740 - 2400€
- 2400 - 3640€
- > 3640€
- Prefiro não dizer

11. Ocupação *

Mark only one oval.

- Em situação de emprego
- Estudante
- Reformado
- Trabalho não remunerado
- Desempregado
- Prefiro não dizer

This content is neither created nor endorsed by Google.

Google Forms

QUESTIONNAIRE FOR THE CZECH PARTICIPANTS

Cross-Cultural Analysis of Packaging Design: A Comparative Study of the Impact of Food Packaging on the Customer Satisfaction from Portugal and Czech Republic

This questionnaire is part of a dissertation within the scope of the Master's in International Business at the School of Technology and Management of the Polytechnic Institute of Leiria.

You are invited to participate in a research study that aims at a comparative analysis of intercultural differences in the impact of food packaging design on purchase satisfaction between Portugal and the Czech Republic.

Your participation is voluntary and all information obtained is anonymous and confidential and will only be used for research purposes, with your privacy guaranteed at all times. The questionnaire takes approximately 5 minutes to complete. If you require any additional clarification, do not hesitate to contact:

Tiago Novo
(Student of Master's), E-mail: rdn.tiagonovo@gmail.com

* Indicates required question

1. Indicate a brand of food product that you have recently purchased. Considering * the brand of the food product indicated above, answer the following questions.

2. Question 1 - In terms of the food packaging, select the option that you most identify with.

Please give your personal opinion about the following statements (1= strongly disagree; 5 = strongly agree).

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The packaging color impacts my buying behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The label of the package is important for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the packaging material is important for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The package design has an impact on me during my purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information printed on the packaging helps me to purchase the specific product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The language used on the package influences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

influences my buying decision

Innovation and practicality in product packaging is important for me during purchasing

3. Question 2 - In terms of the customer satisfaction, select the option that you most identify with. *

Please give your personal opinion about the following statements (1= strongly disagree; 5 = strongly agree).

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I am very satisfied with ease of the use of this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very satisfied with the information provided by this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very satisfied with the personalization offered by this product for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My experience with this product is very satisfactory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very satisfied with the packaging of this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product fulfills my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information on product packaging helps me in purchasing this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Question 3 - In terms of the purchase intention, select the option that you most identify with. *

Please give your personal opinion about the following statements (1= strongly disagree; 5 = strongly agree).

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I plan to buy this brand regularly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to buy this brand more often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy this brand in the near future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whenever I need to buy a product, it is very likely that I will purchase this brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Question 4 - In terms of the emotional connection, select the option that you most identify with. *

Please give your personal opinion about the following statements (1= strongly disagree; 5 = strongly agree).

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
This brand symbolizes the type of person I identify with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand reflects my personality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is an extension of my inner self	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand mirrors the real me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand contributes to my image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand has a positive impact on what others think of me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Question 5 - In terms of the consumer identification, select the option that you most identify with.

Please give your personal opinion about the following statements (1= strongly disagree; 5 = strongly agree).

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
This brand says a lot about the kind of person I am and I want to be	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand's image and my self-image are similar in many respects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand plays an important role in my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a strong feeling of identification with this brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a strong sense of belonging to this brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand has a great deal of personal meaning for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This brand

10. **Gross Income (Monthly/Individual) ***

Mark only one oval.

- 0 - 38,400 czk
- 38,400 - 53,200czk
- 53,200 - 80,600 czk
- > 80,600 czk
- I don't wanna answer

11. **Occupation ***

Mark only one oval.

- Paid work
- Student
- Retired
- Unpaid Work
- Unemployment
- I don't wanna answer

This content is neither created nor endorsed by Google.

Google Forms