



Faculty of Applied and Creative Arts

**Improving Consumer Unboxing Experience: Unboxing-Worthy
Packaging**

Saiful Hairi Othman

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Improving Consumer Unboxing Experience: Unboxing-Worthy Packaging

Saiful Hairi Othman

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DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

.....

Signature

Name: Saiful Hairi Othman

Matric No.: 20020379

Faculty of Applied and Creative Arts

Universiti Malaysia Sarawak

Date :

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ABSTRACT

This research investigates the impact of various packaging design elements on the consumer unboxing experience, with the objective of identifying the factors that significantly enhance consumer satisfaction. Through a combination of case study, surveys, and prototype validation, the study focuses on material quality, layering, and opening mechanisms as key aspects of packaging design. Initial survey findings highlight material quality as the most important factor, emphasizing its role in the tactile and visual appeal of packaging. However, hands-on prototype testing revealed that ease and uniqueness of the opening mechanism have a greater influence on user satisfaction, emphasizing the importance of functional features during direct interaction. The study concludes that while high-quality materials and attractive visuals set the foundation for positive consumer expectations, intuitive and engaging opening mechanisms play a crucial role in delivering a memorable unboxing experience. These findings suggest that a holistic approach, which balances aesthetic appeal with practical usability, is essential for effective packaging design. Future research could further explore cultural and psychological factors that shape consumer preferences, providing deeper insights into designing packaging for diverse markets.

Keywords: Packaging Design, Unboxing Experience, Consumer Satisfaction, Opening Mechanism

Menambah Baik Pengalaman Buka Kotak Di Kalangan Pengguna

ABSTRAK

Kajian ini bertujuan untuk meneliti kesan bagi beberapa elemen reka bentuk pembungkusan terhadap pengalaman pembeli semasa membuka kotak serta mengenal pasti faktor-faktor yang dapat meningkatkan kepuasan pembeli. Melalui beberapa gabungan pemerhatian, tinjauan, dan pengesahan prototaip, aspek reka bentuk pembungkusan ditumpukan pada kualiti bahan, lapisan dan mekanisme pembukaan. Kualiti bahan merupakan faktor yang paling penting kerana ia mempengaruhi daya tarikan sentuhan dan visual pembungkusan. Namun, ujian prototaip secara langsung menunjukkan bahawa pembukaan kotak yang mudah dan unik mempunyai pengaruh yang lebih besar terhadap kepuasan pembeli serta menekankan kepentingan ciri-ciri fungsional semasa melakukan sentuhan langsung. Dapat disimpulkan bahawa bahan berkualiti tinggi dan visual menarik membentuk asas untuk jangkaan positif pengguna, tetapi mekanisme pembukaan yang mudah dan menarik lebih memberikan peranan penting apabila pembeli melakukan pembukaan kotak. Hasil kajian ini menunjukkan bahawa daya tarikan estetik dengan kegunaan praktikal adalah penting bagi reka bentuk pembungkusan yang menarik. Penyelidikan akan datang boleh menyelidik faktor budaya dan psikologi yang mempengaruhi pilihan pengguna, memberi pandangan yang lebih mendalam bagi mereka bentuk pembungkusan untuk pelbagai pasaran

Kata kunci: *Reka Bentuk Pembungkusan, Pengalaman Membuka Bungkusan, Kepuasan Pengguna, Mekanisma Membuka Pembungkusan*

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LIST OF ABBREVIATIONS

PDS	Product Design Specification
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CHAPTER 1

INTRODUCTION

1.1 Study Background

The concept of "unboxing" has emerged as a popular trend, gaining traction alongside the rapid growth of online sales and product reviews. In Malaysia, the convenience and variety offered by online shopping have led to a growing preference among consumers to make purchases through platforms such as Shopee and Lazada (Wicaksono et al., 2023). These online marketplaces often offer lower prices, making it more feasible for consumers to buy items that may otherwise be unaffordable in traditional retail settings.

In the context of online shopping, the traditional notion of “impulse purchase through packaging design” has become less relevant, as buyers are unable to see or touch the product packaging prior to purchase. Consequently, a customer's initial impression of the purchased product is formed when they receive it, rather than when viewing it on a store shelf. This change highlights the significance of the unboxing experience, as it constitutes the consumer's first tangible interaction with the product.

Modern consumers are increasingly discerning and often refer unboxing videos and product reviews before making a purchasing decision (Bhattacharya & Dhingra, 2023). High-value products, particularly technological gadgets, are frequently featured in popular unboxing videos on platforms like YouTube. For example, Apple products consistently attract significant attention, with unboxing experiences that are widely regarded as more engaging than those of other brands.

The unboxing experience plays a crucial role in packaging design. It serves as a vital communication channel between the seller and the consumer, substituting for the traditional in-store interaction with sales personnel. Through thoughtful packaging, brands can convey a sense of care and appreciation to their customers. Moreover, visually appealing unboxing experiences can generate organic advertising, as compelling photos and videos shared online have the potential to reach a wide audience and attract new customers.

1.2 Problem Statement

Online shopping platforms have revolutionized the retail landscape, enabling both large corporations and small businesses to reach consumers directly. With the surge in e-commerce, the number of brands producing and selling their products online has grown significantly. However, despite this shift, a critical aspect of the online shopping experience is often overlooked: the importance of thoughtful packaging design and the unboxing experience. Although packaging has the potential to enhance customer satisfaction, build emotional connections, and foster brand loyalty, many sellers remain unaware of its impact, leading to persistent challenges in the e-commerce sector.

The problem statement regarding packaging design encompasses several critical issues, primarily focusing on the tension between quantity and quality, poor design aesthetics, inadequate instructions, lack of marketability in unboxing videos, and the emotional impact of packaging on consumers.

Firstly, the emphasis on quantity over quality in packaging design often leads to suboptimal consumer experiences. Many businesses prioritize cost cutting measures that result in poorly designed packaging, which can detract from the overall product appeal. Research indicates that effective packaging design significantly influences consumer

perceptions and purchasing behavior, where emotional resonance with packaging can enhance brand loyalty and product desirability (Patel, 2024). Furthermore, the integration of emotional design principles into packaging can create a more engaging consumer experience, which is crucial in a market saturated with similar products (Liu, C., 2024).

Moreover, poor design and inadequate instructions can severely impact user experience. Packaging that fails to communicate effectively can lead to confusion and dissatisfaction among consumers. The emotional experience of users is intertwined with the design elements of packaging, suggesting that a thoughtful approach to user experience can mitigate these issues (Song et al., 2022). For instance, packaging that incorporates clear, user-friendly instructions can enhance usability and satisfaction, thereby fostering a positive emotional connection with the product (Liu, C., 2024).

The rise of unboxing videos as a marketing tool further complicates the packaging design landscape. These videos have become a significant cultural phenomenon, influencing consumer perceptions and purchase intentions (Bhattacharya & Dhingra, 2023). However, packaging that is not visually appealing or engaging in the unboxing experience may fail to attract attention in these videos, which can diminish its marketability. Studies show that the aesthetic and functional aspects of packaging play a crucial role in how products are perceived during unboxing, with attractive designs leading to more favorable consumer responses (Lee, 2023). Therefore, packaging must not only serve its functional purpose but also be designed with the potential for unboxing appeal in mind.

Lastly, the emotional impact of packaging cannot be overstated. Packaging that resonates emotionally with consumers can lead to stronger brand consumer relationships and increased product desirability. The emotional design of packaging, which considers

consumer feelings and experiences, is essential for creating a lasting impression and fostering brand loyalty (Liu, C., 2024). As such, packaging should be designed not only for functionality but also to evoke positive emotional responses that align with consumer expectations and cultural associations.

In summary, the challenges in packaging design—ranging from prioritizing quantity over quality to the emotional implications of design—highlight the need for a more integrated approach that considers both aesthetic appeal and functional effectiveness. By addressing these issues, businesses can enhance consumer experiences and improve marketability, particularly in the context of the growing influence of unboxing videos.

1.3 Research Question

Some key questions have been formulated in order to get a clear picture of the research direction, and the goal of this research is to answer those questions. The questions are;

- i. What are the packaging design criteria that influence unboxing experience?
- ii. How to implement design criteria that influence unboxing experience into packaging?
- iii. What are the most critical design elements that generate positive unboxing experience?

The findings of this study will provide valuable insights for marketers, designers, and e-commerce companies to enhance the unboxing experience and create a positive impact on consumer perception and satisfaction. The results will contribute to the development of best

practices for packaging design and delivery process, which can lead to increased customer loyalty and brand recognition.

1.4 Objectives

A variety of elements influence the experience upon receiving and opening packages. Therefore, the goal of this study is to investigate the topic of unboxing experience in order to learn of what makes an ideal packaging which deliver positive experience towards customer. This can be achieved through the following set of objectives:

- i. To investigate key factors that influence positive unboxing experience to consumer.
- ii. To recommend specific packaging element such as material quality, opening mechanism, and layering that contribute to a positive unboxing experience
- iii. To validate the impact of these identified packaging elements on consumer unboxing experience through a proposed packaging design.

1.5 Research Scope

Packaging design is a broad field of study that can be explored in depth. However, for this study, the focus will be on the experience of unboxing such packaging in terms of design complexity, ease of opening, and the manufacturer's intended message. External factors like late-delivered products or incorrectly delivered items are not considered.

There are numerous "layers" used to distinguish the levels of packaging in the development of packaging design, notably primary, secondary, and tertiary. The primary layer, which is the first layer in direct touch with the product, will be the focus of this study.

Secondary and tertiary layers that wrap primary packaging like corrugated boxes and film packaging are ignored.

Since each product's packaging specifications vary, this study will focus on the most commonly searched products for unboxing terms, namely electronic equipment. Based on observation, smartwatch are the most suitable sample because they have multiple compartments, are affordable, and have a variety of brands to compare.

CHAPTER 2

LITERATURE REVIEW

2.1 Packaging

2.1.1 What is Packaging?

Packaging refers to the process of designing and producing containers or wrappers for products, serving multiple functions that are critical to marketing and consumer engagement. It plays a vital role in protecting the product, facilitating transportation, and providing essential information to consumers. Moreover, effective packaging design is closely linked to branding, as it conveys the identity and values of a brand while influencing consumer perceptions and purchasing decisions (Zhang & Yang., 2021, Mensah et al., 2022). Research indicates that packaging significantly impacts perceived quality and brand loyalty, particularly in competitive markets where visual appeal can differentiate products (Mensah et al., 2022). Additionally, the rise of sustainable packaging solutions reflects a growing consumer preference for environmentally friendly options, further emphasizing the importance of packaging in modern marketing strategies (Ocicka, 2023). Packaging is not merely a protective layer; it is a strategic tool that shapes consumer behavior and brand perception in the marketplace.

2.1.2 The Role of Packaging

The role of packaging has expanded in recent years, with a growing emphasis on sustainability and environmental impact. Modern packaging must not only fulfill its primary functions but also align with consumer expectations regarding eco-friendliness and recyclability (Borman et al., 2019). Thus, packaging has become a multifaceted discipline

that encompasses design, marketing, and environmental considerations, making it essential for businesses to adopt innovative approaches to packaging design (Kovačević et al., 2020; Rahman, Z., 2023).

The role of packaging is multifaceted, encompassing protection, communication, and convenience. Firstly, packaging protects products from physical damage, contamination, and spoilage, thereby ensuring product integrity from production to consumption (Luo et al., 2022; Li et al., 2022). Secondly, packaging serves as a communication tool, conveying essential information about the product, such as ingredients, usage instructions, and brand values (Wade & White, 2020; Chrysochou & Festila, 2019). This communication is particularly crucial in competitive markets where consumers rely on packaging to make informed purchasing decisions.

Moreover, packaging plays a significant role in enhancing consumer convenience. Features such as easy-open mechanisms, resealable closures, and portion control can significantly influence consumer satisfaction and brand loyalty. Research indicates that these functional aspects of packaging are not merely practical but also contribute to a positive consumer experience, which is essential in fostering brand loyalty (Mattia et al., 2021). For instance, easy-open features reduce the effort required to access products, making them more appealing to consumers, particularly in fast-paced environments where convenience is paramount (Vasile & Baican, 2021).

2.1.3 Elements & Principles of Packaging Design

Packaging design is a critical aspect of product marketing that encompasses various elements and principles aimed at creating an effective and appealing package.

2.1.3.1 Elements of packaging design

Elements of packaging design are critical in shaping consumer perception and the overall user experience, including during the unboxing process. Key elements include:

a. Visual Elements



Figure 2.11: Julie's biscuit colourful packaging
(Source: <https://www.julies.com.my/product/biscuit-assorties/>)

Color is one of the most influential visual elements in packaging design. It not only attracts attention but also evokes emotions and associations that can significantly impact consumer behavior. For instance, warm colors like red and yellow can create feelings of excitement and urgency, while cool colors like blue and green are often associated with calmness and trust. Research has shown that color can influence brand recognition and consumer preferences, making it a crucial consideration in packaging design (Li, Z., 2023). Specifically, studies have demonstrated that the choice of color can affect consumers' perceptions of healthfulness and quality, which in turn impacts their purchasing decisions (Su, J., 2024). Therefore, understanding the psychological effects of color in packaging is essential for brands aiming to create effective and appealing product presentations.

The choice of fonts and typography is essential for conveying brand identity and product information. Typography significantly affects readability and can evoke specific feelings associated with the brand. For instance, serif fonts may convey tradition and reliability, while sans-serif fonts can suggest modernity and simplicity (Kulczynski, 2024). The arrangement of text, including size and spacing, also plays a critical role in guiding consumer attention and enhancing the overall aesthetic appeal of the package. Research indicates that effective typography can influence consumer perceptions and purchasing decisions, as it helps to communicate the brand's message clearly and attractively (Yuting & Mohamed, 2023; Corallo et al., 2021). Thus, understanding the impact of typography in packaging design is vital for brands aiming to create a strong visual identity and engage consumers effectively.

Imagery encompasses photographs, illustrations, and graphics used on packaging. Effective imagery can communicate product features, benefits, and brand values, making it an essential tool for storytelling (Kovačević et al., 2020; Rahman, Z., 2023). High-quality images can enhance perceived product quality and attract consumer interest, while poorly executed imagery can detract from the overall appeal of the package (Dolić et al., 2022).

b. Structural Elements

The physical shape of packaging can influence consumer perceptions and usability. Unique shapes can differentiate a product from competitors, while ergonomic designs can enhance functionality and ease of use. For example, packaging that is easy to hold and pour can improve the consumer experience and encourage repeat purchases (Zhou et al., 2022; Vladić et al., 2022).



Figure 2.22: Toblerone signature triangle packaging

(Source: <https://food.ndtv.com/food-drinks/thin-peaks-britons-grumble-as-toblerone-chocolate-shrinks-1623363>)



Figure 2.3:3 Matte textured box with embossed logo

(Source: <https://www.dreamcustomboxes.com/what-is-uv-coating-in-packaging/>)

The choice of materials and textures in packaging design can influence consumer perceptions of quality and sustainability. For instance, premium products often utilize materials that convey luxury, such as glass or high-quality paper. Additionally, tactile elements, such as embossing or soft-touch finishes, can enhance the sensory experience, making the product more memorable. As consumers increasingly prioritize sustainability, the

use of eco-friendly materials has become a significant consideration in packaging design (Chrysochou & Festila, 2019).

c. Informational Elements

Labels provide essential information about the product, including ingredients, usage instructions, and nutritional information. Clear and informative labeling is crucial for consumer trust and compliance with regulatory requirements (Ajie & Syaroni, 2022). The design of labels should prioritize readability and clarity to ensure that consumers can easily access important information.



Figure 2.4:4 Patek Philippe wooden box with logo

(Source: <https://www.watchesmiles.com/product/patek-philippe-wooden-box/>)

Branding elements, such as logos and brand colors, are integral to packaging design. Consistent branding across packaging helps reinforce brand identity and recognition, fostering consumer loyalty (Shukla et al., 2022). Packaging that effectively communicates brand values and personality can create a stronger emotional connection with consumers.

2.1.3.2 Principles of Packaging Design

The principles of packaging design guide the arrangement and integration of these elements to create a cohesive and effective package. Key principles include:

- a) **Balance:** Achieving visual balance involves distributing elements evenly across the packaging to create a harmonious composition. This can be achieved through symmetrical or asymmetrical arrangements, depending on the desired aesthetic (Velasco et al., 2019).
- b) **Contrast:** Contrast enhances visibility and draws attention to key elements of the packaging. This can be achieved through the use of contrasting colors, sizes, and shapes, helping to highlight important information or features (Tan & Abdullah, 2022; Yanna, 2022).
- c) **Hierarchy:** Establishing a clear hierarchy in packaging design is essential for guiding consumer attention and emphasizing critical information. Visual hierarchy plays a significant role in consumer behavior, as it allows consumers to quickly identify key messages and make informed decisions (Günay, M. 2021).
- d) **Unity:** Unity refers to the overall coherence of the packaging design, where all elements work together to create a unified message and aesthetic. Consistency in style, color, and typography contributes to a strong brand identity and enhances consumer recognition (Günay, M. 2021).

By thoughtfully integrating these elements and principles, designers can create packaging that not only protects and preserves products but also engages consumers and communicates brand values effectively.

2.1.4 Packaging design influence on consumer behavior

Packaging design significantly influences consumer behavior, impacting perceptions of quality, brand loyalty, and purchase intentions. Research indicates that visually appealing packaging can enhance perceived product quality, leading to increased consumer trust and willingness to pay a premium. Furthermore, packaging serves as a critical touchpoint in the consumer decision-making process, often serving as the first interaction a consumer has with a product.

The research believed that emotional response elicited by packaging design can also drive consumer behavior. Elements such as color, shape, and imagery can evoke feelings of nostalgia, excitement, or comfort, influencing consumers' purchasing decisions. Additionally, packaging that effectively communicates sustainability and ethical considerations can resonate with environmentally conscious consumers, further influencing their buying choices (Borman et al., 2019). Thus, packaging design is a powerful tool for shaping consumer perceptions and driving brand loyalty.

2.1.5 Current Packaging Trends

Current packaging trends reflect a growing emphasis on sustainability, minimalism, and personalization. Eco-friendly packaging solutions, such as biodegradable materials and reduced plastic usage, are increasingly prioritized as consumers become more environmentally conscious (Borman et al., 2019; Rahman, Z., 2023). Brands are adopting sustainable practices not only to meet regulatory requirements but also to align with consumer values and enhance brand reputation.



Figure 2.5:5 Puma shoe box design includes reusable bag designed by Yves Béhar

(Source: <https://popsop.com/the-true-reward-for-great-thinking/>)

Minimalist packaging design is also gaining traction, characterized by simple graphics, limited color palettes, and clean typography. This trend reflects a desire for clarity and sophistication, appealing to consumers seeking high-quality products (Rahman, Z., 2023). Furthermore, personalization in packaging is becoming more prevalent, with brands leveraging technology to create customized packaging that resonates with individual consumers (Tan & Abdullah, 2022). To echo the above statement, the research trust that these trends indicate a shift towards more thoughtful and intentional packaging design that prioritizes consumer engagement and environmental responsibility.

2.1.6 The Future of Packaging

The future of packaging is poised to be shaped by technological advancements, sustainability initiatives, and evolving consumer preferences. Innovations such as smart packaging, which incorporates sensors and QR codes, are expected to enhance consumer interaction and provide real-time information about products. This technology can facilitate better inventory management and improve the overall consumer experience by providing personalized content and offers.

Sustainability will continue to be a driving force in packaging design, with brands exploring new materials and production methods that minimize environmental impact (Borman et al., 2019). The integration of circular economy principles, where packaging is designed for reuse and recyclability, will become increasingly important as consumers demand more sustainable options. Additionally, the rise of e-commerce will necessitate packaging solutions that ensure product safety during transit while also providing an engaging unboxing experience for consumers. Overall, the research conclude that the future of packaging will be characterized by innovation, sustainability, and a focus on enhancing consumer experience.

2.2 Unboxing Experience

The unboxing experience has become a significant aspect of consumer interaction with products, especially with the surge in digital content creation on platforms like YouTube, TikTok, and Instagram (Lee et al., 2022). What began as a niche interest has now evolved into a global trend, with millions of consumers seeking out unboxing videos before making purchase decisions. Channels like "Unbox Therapy" and "TheRelaxingEnd" have gained millions of followers by showcasing the entire process of unpacking products, focusing on the packaging, presentation, and user experience.

Further, the genre of unboxing videos is distinct from product review videos. While both formats share similarities in their primary goal of assessing products, unboxing videos focus more on the actual experience of unwrapping the product—highlighting packaging, presentation, and initial interactions. In contrast, product review videos tend to concentrate on post-experience evaluations that detail the performance and value of the product after extensive use (Bhattacharya & Dhingra, 2023). This differentiation illustrates that unboxing

videos primarily operate in the moment of initial awe and satisfaction, while reviews analyze longer-term interactions, each serving unique roles in the consumer journey.

2.2.1 Introduction to Unboxing

Unboxing refers to the process of unpacking a product from its packaging, often accompanied by a sense of anticipation and excitement. This experience has gained significant attention in recent years, particularly with the rise of social media and influencer culture, where unboxing videos have become a popular form of content (Neville, 2020). The unboxing experience is not merely about the physical act of opening a package; it encompasses the emotional and sensory engagement that consumers experience during this process.

The significance of unboxing lies in its ability to create memorable moments that enhance consumer satisfaction and brand loyalty. A well-designed unboxing experience can evoke positive emotions, reinforcing the consumer's connection to the brand and product. As such, brands are increasingly focusing on creating engaging and memorable unboxing experiences that go beyond traditional packaging to foster deeper consumer relationships. Research indicates that the sensory aspects of unboxing, including visual appeal and tactile interactions, play a crucial role in shaping consumer perceptions and enhancing overall satisfaction. Therefore, understanding the dynamics of the unboxing experience is essential for brands aiming to leverage this powerful marketing tool.

2.2.2 The Key Elements of Unboxing

The unboxing experience is a multifaceted interaction that encompasses various key elements that contribute to its overall impact on consumers. Understanding these elements is

essential for brands seeking to create memorable and engaging unboxing experiences that resonate with their target audience.

a. Packaging Design

The design of the packaging itself is the first element that consumers encounter during the unboxing experience. Effective packaging design should be visually appealing, functional, and aligned with the brand's identity. Elements such as color, typography, and imagery play a crucial role in creating an initial impression and setting the tone for the unboxing experience. For instance, a sleek and modern design may evoke feelings of sophistication, while playful and colorful packaging may create a sense of fun and excitement (Li, Z., 2023).

b. Presentation

The way a product is presented within its packaging significantly influences the unboxing experience. Thoughtful arrangement and organization of the contents can enhance the sense of anticipation and excitement as consumers open the package. For example, using custom inserts or compartments can create a visually appealing layout that showcases the product and adds an element of surprise (Kovačević et al., 2020). Additionally, incorporating branding elements, such as logos or taglines, into the presentation can reinforce brand identity and create a cohesive experience (Dolić et al., 2022; Wade & White, 2020).

c. Tactile Experience

The tactile experience during unboxing is a critical element that can enhance consumer engagement. The feel of the packaging materials, such as texture and weight, can influence perceptions of quality and value (Chrysochou & Festila, 2019). For instance, premium materials, such as thick cardboard or soft-touch finishes, can create a sense of

luxury and elevate the overall experience. Additionally, the act of opening the package, including the sounds produced (e.g., tearing, crinkling), can contribute to the sensory experience and evoke positive emotions.

d. Emotional Engagement

Emotional engagement is a key component of the unboxing experience, as it can create lasting memories and foster a connection between consumers and the brand. Brands that successfully evoke positive emotions during the unboxing process can enhance consumer satisfaction and encourage repeat purchases. This can be achieved through personalized touches, such as handwritten notes or thank-you cards, that make consumers feel valued and appreciated. Additionally, incorporating elements of surprise or delight, such as unexpected gifts or unique packaging features, can further enhance emotional engagement.

e. Social Sharing

In the age of social media, the unboxing experience has become a shareable moment for consumers. Many individuals document their unboxing experiences through videos or photos, sharing them on platforms such as Instagram, YouTube, and TikTok. Brands can leverage this trend by encouraging consumers to share their unboxing experiences, creating a sense of community and engagement around the brand. The research assume that, by fostering a culture of sharing, brands can amplify their reach and visibility, ultimately driving sales and brand loyalty.

f. Brand Storytelling

Unboxing is an opportunity for brands to communicate their story and values through packaging design and presentation. Incorporating elements that reflect the brand's mission, vision, and personality can create a more meaningful experience for consumers. For example,

brands that prioritize sustainability can use eco-friendly packaging materials and communicate their commitment to environmental responsibility through messaging on the packaging. This storytelling aspect of unboxing can enhance consumer connections and reinforce brand loyalty.

In summary, the key elements of unboxing encompass packaging design, presentation, tactile experience, emotional engagement, social sharing, and brand storytelling. By thoughtfully integrating these elements, brands can create memorable unboxing experiences that resonate with consumers and foster long-term relationships.

2.2.3 Unboxing and Consumer Buying Decisions

The unboxing experience can significantly influence consumer buying decisions, as it shapes perceptions of product quality and brand value (Pasharibu et al., 2020). Research indicates that a positive unboxing experience can enhance consumers' overall satisfaction and increase the likelihood of repeat purchases. Furthermore, the emotional engagement elicited during unboxing can lead to positive word-of-mouth and social sharing, amplifying the brand's reach and visibility.

Brands that prioritize the unboxing experience can differentiate themselves in competitive markets, creating a unique selling proposition that resonates with consumers. The researcher believes, integration of personalized touches, such as handwritten notes or customized packaging, can further enhance the unboxing experience, fostering a sense of connection between the consumer and the brand. Thus, the unboxing experience is a critical factor in shaping consumer perceptions and driving brand loyalty.

2.2.4 Emotional Impact and Social Sharing

The emotional impact of the unboxing experience is profound, as it can evoke feelings of joy, excitement, and satisfaction. This emotional engagement is often amplified by social sharing, as consumers increasingly document and share their unboxing experiences on social media platforms. The act of sharing unboxing videos or photos not only reinforces the consumer's positive experience but also serves as a form of social validation, influencing the perceptions of potential buyers.

The researcher strongly agreed that brands can leverage this trend by encouraging consumers to share their unboxing experiences, creating a sense of community and engagement around the brand. By fostering a culture of sharing, brands can enhance their visibility and reach, ultimately driving sales and brand loyalty. The emotional connection established during the unboxing experience can lead to long-term relationships between consumers and brands, making it a vital aspect of modern marketing strategies.

2.3 Consumer Experience

Consumer experience refers to the entirety of an individual's perceptions, emotions, and interactions with a product or service, from initial awareness to post-purchase engagement. This multi-faceted construct encompasses not only the functional aspects of a product or service but also the emotional, cognitive, and sensory responses elicited during the interaction (Yin & Xu, 2021). In today's highly competitive markets, delivering a superior consumer experience has become a critical differentiator, with businesses investing heavily in understanding and enhancing every touchpoint a customer encounters.

2.3.1 Defining Consumer Experience

Consumer experience encompasses the overall interaction a consumer has with a brand, product, or service throughout the purchasing journey. It includes every touchpoint, from initial awareness to post-purchase evaluation, and is influenced by various factors, including packaging design, product quality, and customer service. The significance of consumer experience lies in its ability to shape perceptions, drive satisfaction, and influence brand loyalty.

In the context of packaging, consumer experience is particularly important, as packaging serves as a critical touchpoint that can significantly impact consumer perceptions and behaviors. Effective packaging design can enhance the overall consumer experience by providing essential information, evoking emotions, and creating a sense of connection with the brand (Sagha et al., 2022). Thus, understanding consumer experience is essential for brands seeking to differentiate themselves in competitive markets.

2.3.2 The Role of Emotions in Consumer Experience

Emotions play a pivotal role in shaping consumer experience, influencing perceptions, behaviors, and decision-making processes. Research indicates that positive emotions, such as joy and excitement, can enhance consumer satisfaction and drive brand loyalty. In the context of packaging, emotional engagement can be elicited through various design elements, including color, imagery, and typography (Dolić et al., 2022)

Packaging that evokes positive emotions can create memorable experiences that resonate with consumers, leading to increased brand affinity and repeat purchases. Conversely, negative emotions, such as frustration or disappointment, can detract from the consumer experience and lead to negative perceptions of the brand. Therefore, brands must

prioritize emotional engagement in their packaging design to foster positive consumer experiences.

2.3.3 Sensory Input and Consumer Experience

Sensory input is a critical component of consumer experience, as it encompasses the various ways in which consumers interact with products and packaging through their senses. Visual elements, such as color and design, play a significant role in attracting consumer attention and influencing perceptions (Dolić et al., 2022). Additionally, tactile elements, such as texture and weight, can enhance the overall experience by providing a sense of quality and value.

The researcher believes that auditory elements, such as the sound of packaging being opened, can also contribute to the sensory experience, creating a more engaging and memorable interaction. Brands that effectively integrate sensory input into their packaging design can create a more immersive consumer experience, ultimately influencing purchasing decisions and brand loyalty. Understanding the role of sensory input is essential for brands seeking to enhance consumer experience through packaging.

2.3.4 Packaging and Consumer Experience

Packaging serves as a critical touchpoint in the consumer experience, influencing perceptions of quality, brand value, and overall satisfaction. Effective packaging design can enhance the consumer experience by providing essential information, evoking emotions, and creating a sense of connection with the brand. Research indicates that well-designed packaging can lead to increased consumer trust and willingness to pay a premium for products.

Moreover, packaging that aligns with consumer values, such as sustainability and ethical considerations, can further enhance the overall experience, fostering a sense of brand loyalty (Borman et al., 2019; Magnier & Schoormans, 2017). Brands that prioritize packaging design as a key component of the consumer experience can differentiate themselves in competitive markets, ultimately driving sales and brand loyalty. Therefore, understanding the relationship between packaging and consumer experience is essential for brands seeking to create meaningful connections with their customers.

2.3.5 Measuring Consumer Experience

Measuring consumer experience is essential for brands seeking to understand and enhance their interactions with customers. Various methods can be employed to assess consumer experience, including surveys, focus groups, and observational studies. These methods can provide valuable insights into consumer perceptions, preferences, and behaviors, allowing brands to identify areas for improvement in their packaging design and overall consumer experience.

Key metrics for measuring consumer experience may include customer satisfaction, brand loyalty, and emotional engagement. By analyzing these metrics, brands can gain a deeper understanding of the factors that influence consumer experience and make informed decisions to enhance their packaging design and marketing strategies. Ultimately, measuring consumer experience is crucial for brands seeking to create meaningful connections with their customers and drive long-term loyalty.

2.4 Three level of Design in the Unboxing Experience

In "Emotional Design: Why We Love (or Hate) Everyday Things," Donald Norman (2004) presents a model that explains the emotional impact of design through three levels:

visceral, behavioral, and reflective. These levels are crucial for understanding not only product interaction but also how consumers experience unboxing. Unboxing is more than just opening a package; it is a multisensory experience that can evoke excitement, satisfaction, and a deeper connection with a product. Each of Norman's design levels can be directly applied to improve and enhance the unboxing experience, transforming it from a functional act into an emotionally charged event that can influence brand perception and consumer loyalty.

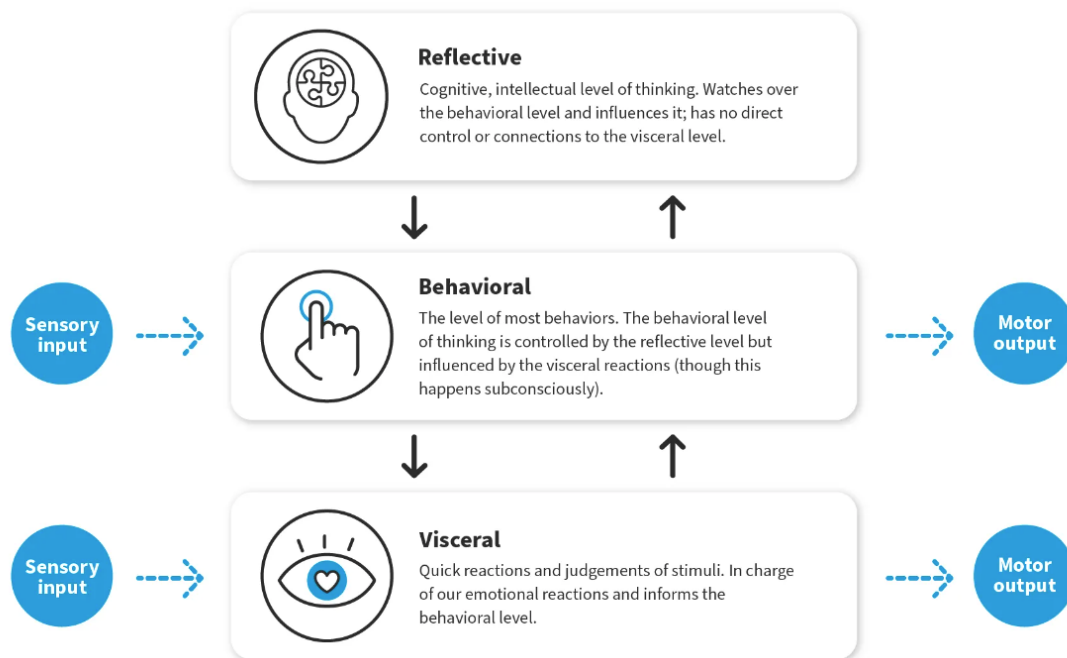


Figure 2.66: Three level of Design

(Source: <https://www.interaction-design.org/literature/topics/emotional-design>)

2.4.1 Visceral Design in Unboxing

Visceral design refers to the immediate emotional response elicited by a product or packaging upon first encounter. In the context of unboxing, visceral design encompasses the

visual and tactile elements that create an initial impression and evoke feelings of excitement and anticipation. Key elements of visceral design include color, shape, texture, and overall aesthetic appeal, all of which contribute to the consumer's first impression of the product (Velasco et al., 2019).

Effective visceral design can enhance the unboxing experience by creating a sense of delight and satisfaction as consumers engage with the packaging. Brands that prioritize visceral design can create memorable unboxing experiences that resonate with consumers, ultimately influencing their perceptions of product quality and brand value. Therefore, understanding the role of visceral design in unboxing is essential for brands seeking to create engaging and memorable experiences for their customers.

2.4.2 Behavioral Design in Unboxing

Behavioral design focuses on the functional aspects of a product or packaging that influence user interactions and experiences. In the context of unboxing, behavioral design encompasses elements such as ease of opening, organization of contents, and the overall flow of the unboxing process. Effective behavioral design can enhance the unboxing experience by providing a seamless and enjoyable interaction that minimizes frustration and maximizes satisfaction.

Brands that prioritize behavioral design can create unboxing experiences that not only delight consumers but also encourage positive word-of-mouth and social sharing. By considering the functional aspects of packaging and how they impact consumer interactions, brands can enhance the overall unboxing experience and foster deeper connections with their customers. Thus, understanding the role of behavioral design in unboxing is crucial for brands seeking to create engaging and memorable experiences.

2.4.3 Reflective Design in Unboxing

Reflective design refers to the deeper meanings and associations that consumers attach to a product or packaging based on their experiences and values. In the context of unboxing, reflective design encompasses the emotional and psychological connections that consumers develop with a brand through their unboxing experiences. This level of design goes beyond the immediate sensory experience to consider the long-term impact of packaging on consumer perceptions and brand loyalty.

Brands that prioritize reflective design can create unboxing experiences that resonate with consumers on a deeper level, fostering emotional connections and reinforcing brand values. By considering the broader implications of packaging design and how it aligns with consumer values, brands can enhance the overall unboxing experience and drive long-term loyalty. Therefore, understanding the role of reflective design in unboxing is essential for brands seeking to create meaningful connections with their customers.

2.4.4 Integration of the Three Levels in Unboxing Design

Successful unboxing experiences integrate all three of Norman's design levels—visceral, behavioral, and reflective. A product's packaging that appeals to the senses (visceral), offers an intuitive unboxing process (behavioral), and aligns with the consumer's identity and values (reflective) is likely to leave a positive and lasting impression.

For example, companies like Apple and luxury watch brands such as Rolex have perfected the integration of these three levels. The visceral appeal of their sleek, minimalist packaging catches the consumer's eye, the smooth and effortless unboxing process enhances the user experience, and the reflective elements—such as brand prestige and status—create a sense of accomplishment and personal connection.

By integrating visceral, behavioral, and reflective design into the unboxing experience, brands can elevate consumer engagement and foster emotional connections that go beyond the product itself. The unboxing experience becomes a pivotal moment of interaction between the consumer and the brand, capable of shaping long-term perceptions and driving loyalty.

2.5 Research gap

The literature on packaging design and the unboxing experience has expanded significantly in recent years, yet several critical research gaps remain that warrant further exploration. Identifying these gaps is essential for advancing the field and addressing the evolving needs of consumers and brands alike.

i. Integration of Packaging Design and Unboxing Experience

While existing studies have examined packaging design elements and their impact on consumer behavior, there is a lack of comprehensive research that integrates packaging design with the unboxing experience. Most studies focus on either packaging aesthetics or the emotional responses elicited during unboxing, but few have explored how these two aspects interact to influence overall consumer satisfaction and brand loyalty. This research could investigate how specific design elements, such as color, shape, and texture, affect the emotional responses during unboxing and how these responses, in turn, influence consumer perceptions of product quality and brand identity

ii. Emotional and Psychological Dimensions of Unboxing

The emotional and psychological dimensions of the unboxing experience are often underexplored. While some studies have highlighted the importance of emotional engagement in packaging design there is a need for more focused research on how unboxing

experiences can evoke specific emotions and how these emotions impact consumer behavior. For instance, research by Lee (2023) on unboxing videos indicates that different qualities of unboxing experiences can lead to varying consumer responses, suggesting that emotional engagement during unboxing could be a significant factor in shaping brand loyalty and purchase intentions.

iii. Consumer Preferences for Packaging Features

There is a gap in understanding consumer preferences for specific packaging features that enhance the unboxing experience. While studies have identified general trends in consumer preferences, such as the desire for sustainable packaging there is limited research on how particular features such as easy-open mechanisms, resealable closures, and portion control affect consumer satisfaction during unboxing. This studies could explore how these features influence not only the unboxing experience but also subsequent product usage and overall brand perception.

iv. Augmented Reality in Packaging and Unboxing

Further diversifying the research framework, the potential of augmented reality (AR) in packaging design presents another gap worthy of inquiry. The integration of AR technologies in packaging can transform the unboxing experience by providing interactive and immersive elements that engage consumers on a deeper level. Current literature has begun to explore how AR can enhance emotional responses during unboxing and its impact on consumer perceptions and brand loyalty, though substantial research is still needed in this area (Bobadilla et al., 2021; Mensah et al., 2022). Exploring the dynamic between AR-enhanced packaging and the resulting consumer sentiments presents an innovative avenue for research that could lead to significant advancements in packaging design practices.

In conclusion, addressing these research gaps will provide valuable insights into the complex relationship between packaging design, unboxing experiences, and consumer behavior. Future investigations should aim to integrate these various dimensions to develop a more holistic understanding of how packaging and unboxing influence consumer decisions in an increasingly competitive marketplace.

CHAPTER 3

METHODOLOGY

3.1 Overview

A packaging project is unique in that it encompasses both the design of three-dimensional components as well as the design of two-dimensional features that serve as protection, utility, and communication. This study utilized a mixed-methods approach, integrating case study, preliminary survey, and validation process to comprehensively evaluate the unboxing experience of smartwatch packaging. Since experience is the primary focus of this study, the best procedure to utilise is one that analyses user experience directly.

The researcher applies three procedures in getting the data related to the proposed topic. The procedures are case study, survey and validation. Refer to Table 3.1 for further information.

Table 3.1: Methodology process

Methodology	Data collection	Analysis
Case study	The researcher will watch YouTube unboxing videos with high engagement (over 5 million views), featuring limited-edition or newly released products. Videos were selected based on views, likes, and tech industry creators. This is important to seek consumer/expert reaction towards the product packaging.	Analysis of packaging elements like material quality, design, opening mechanism, and expert comments. Patterns were identified using a structured case study table.

Table 3.1 continued

Survey	Online questionnaire is employed and distributed via Microsoft Forms. Questions focused on respondents' online shopping habits, familiarity with unboxing, and their perspectives on packaging design.	SPSS was used to calculate mean scores for packaging elements like material quality, visual design, and ease of unwrapping. Results guided packaging design improvements.
Validation	The face-to-face interviews with 20 respondents (10 males, 10 females, aged 18-24). A sample of 20 participants was selected to ensure manageable data collection while maintaining diversity in consumer preferences. Participants are required to watch an unboxing video of the smartwatch. The validation will review the unboxing process from the beginning until the end.	SPSS analysis comparing results with preliminary survey data to validate the packaging prototype. Responses were evaluated for consistency and suggestions for improvement.

3.2 Research framework

The researcher employs three phases for this study. It is divided into three distinct phases that guide the research from data collection to the final design recommendation. Each phase is designed to incorporate both qualitative and quantitative methods to provide a comprehensive understanding of consumer preferences.

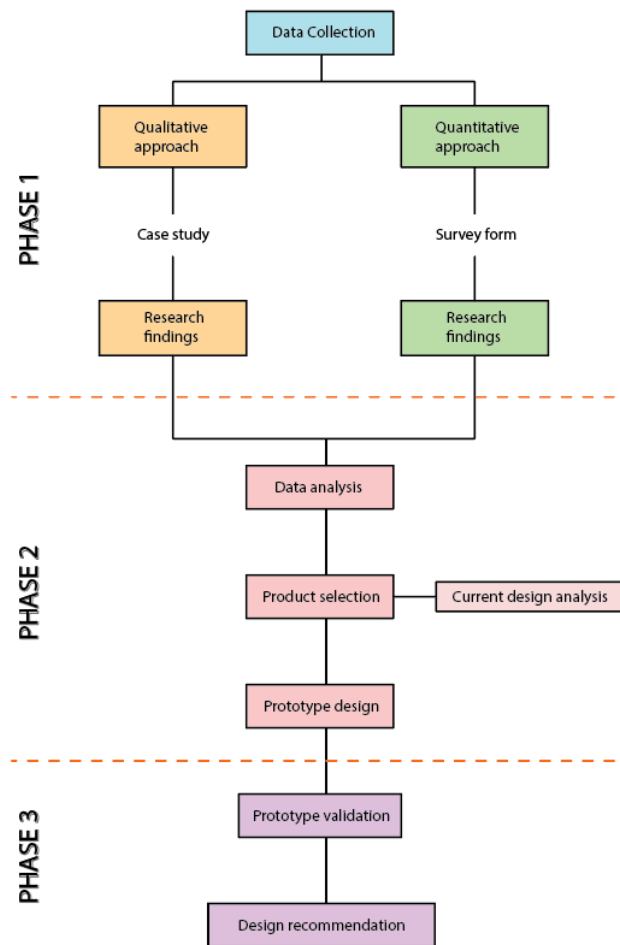


Figure 3.1: Research framework for this study

The first phase of the research begins with data collection, using two parallel approaches: qualitative and quantitative. In Phase 2, the findings from Phase 1 are subjected to data analysis to extract meaningful insights. The analysis helps in identifying which elements of packaging design are most important for an optimal unboxing experience. The third and final phase involves prototype validation. Here, the prototype designed in the previous phase is tested, and consumer feedback is gathered to evaluate its effectiveness.

3.3 Case Study

Case study is one of the procedure involved in this study. Researcher will observe videos from YouTube to gain information on product unboxing and expert feedback. Unboxing videos are a popular form of content on YouTube, often associated with the excitement and anticipation of new product releases. These videos provide an in-depth look at the packaging and presentation of products, allowing viewers to vicariously experience the unboxing process. YouTube, as a platform, offers a vast repository of user-generated content, making it an ideal source for observing and analyzing unboxing experiences across various product categories.

The case study phase of this study leverages the power of YouTube to identify the key characteristics that make a package exciting and memorable. Videos were selected based on view count and relevance to ensure diverse consumer feedback. By analyzing popular unboxing videos, researcher can discern patterns and elements that consistently resonate with viewers. These elements might include the quality of the packaging materials, the complexity of the unboxing process, the use of surprise elements, and the overall aesthetic design of the packaging.

3.3.1 Data collection

The selection of videos for case study is based on specific parameters such as the number of views, likes, and the subscriber count of the channel. Videos with high engagement metrics are more likely to represent successful unboxing experiences, as they attract larger audiences and generate significant interest. High engagement of unboxing videos is indicative of their influence on consumer behavior, particularly in generating excitement and driving purchase decisions.

Moreover, the focus is on videos that showcase limited-edition or newly released products, as these often offer the most elaborate and thoughtfully designed packaging. Limited-edition products tend to come with unique packaging that enhances the overall unboxing experience, making it more likely to captivate and delight consumers. Exclusive packaging can significantly elevate the perceived value of a product and enhance consumer satisfaction.

3.3.2 Data Analysis Technique

The data analysis for the case study phase involves systematically examining key packaging characteristics that contribute to the unboxing experience. Specific aspects observed include material quality, shape, opening mechanism, color scheme, clarity of opening instructions, highlighted features, and the content creators comments on the packaging. Each of these factors is assessed to understand how they enhance or detract from the overall unboxing experience.

A structured case study table will be used to record these elements for each video analyzed. This approach allows for a consistent and detailed comparison across different unboxing experiences, facilitating the identification of common themes and successful strategies in packaging design. For instance, material quality will be noted based on its appearance and description by the content creator, while the shape and opening mechanism will be evaluated based on how they are presented and interacted with in the video. Color schemes and highlighted features will be observed for their visual appeal and alignment with brand identity. The clarity of opening instructions will be assessed based on their visibility and ease of understanding.

The case study of unboxing videos on YouTube provides valuable insights into the elements of packaging that contribute to a memorable and enjoyable unboxing experience. By carefully selecting and analyzing popular videos, characteristics that resonate with consumers and inform the design of packaging that maximizes user satisfaction and engagement can be identified.

3.4 Surveys

Surveys are a means of gathering self-reported information from individuals about their qualities, thoughts, feelings, perceptions, actions, or attitudes. They are a prevalent method for collecting data from consumers, particularly regarding their experiences with product packaging. In this context, the survey aims to collect data on respondents' online shopping habits, their familiarity with the concept of "unboxing," and their perspectives on packaging design and unboxing experiences. The survey is designed to collect quantitative data that will inform subsequent phases of the study, including prototype validation.

3.4.1 Research Design

The preliminary survey utilized a quantitative research design, which is widely employed in consumer behavior studies for collecting data that can be quantified and analyzed systematically. The survey consisted of closed-ended questions, enabling respondents to choose from predetermined options. This structured approach ensured that the data could be systematically analyzed, revealing patterns and preferences regarding online shopping behavior, familiarity with unboxing, and factors influencing excitement during the unboxing process. The data also served as a foundation for developing a proof of concept for packaging design, aimed at enhancing the unboxing experience.

3.4.2 Data collection

Data was collected using an online questionnaire distributed through Microsoft Forms, a reliable tool for remote data collection that allows for efficient response management. The questionnaire was composed of multiple-choice questions designed to gather detailed information about respondents' shopping habits, the types of products they purchased online, their primary considerations before making a purchase, and their understanding and experiences with unboxing.

The selection of questions in the preliminary survey was carefully designed to gather relevant data on various aspects of the consumer experience related to online shopping and unboxing. Each question was chosen based on its ability to provide insights into specific factors that influence consumer behaviour and preferences.

The main question is to ask respondents to rank various design elements of packaging that contribute to a positive unboxing experience. These elements include Material Quality, Visual Design, and Ease of Unwrapping, among others. The goal is to determine which aspects of packaging design are most important to consumers, information that will guide the development of packaging aimed at enhancing the unboxing experience.

3.4.3 Data Analysis Techniques

The data analysis for this study was conducted using SPSS (Statistical Package for the Social Sciences), a powerful software widely used for statistical analysis in social science research. SPSS allows for efficient management and analysis of large datasets, making it ideal for handling the quantitative data collected through the surveys. The primary technique will involve calculating the means of responses for each survey question to identify central

tendencies and overall trends. This approach helps in summarizing the general attitudes, preferences, and behaviors of the respondents.

To determine the most influential factors in the unboxing experience, responses to questions about various packaging design elements were analyzed to find their mean scores. Elements such as Material Quality, Visual Design, Ease of Unwrapping, Opening Mechanism, and Product Placement were evaluated based on their average ratings. The criteria with the highest mean scores will be identified as the most significant contributors to a positive unboxing experience.

By systematically comparing these mean scores, the study aims to pinpoint which packaging design elements are perceived as most valuable by consumers, thereby informing the development of effective packaging strategies. This data-driven approach ensures that the findings are grounded in empirical evidence, offering a reliable basis for recommendations on packaging design improvements. These findings were then used in designing a prototype for validation in the next step.

3.5 Prototype Validation

Prototype validation is an essential step in the design process, especially when developing product packaging that aims to enhance the consumer experience. This phase allows designers and researchers to test and refine their concepts by actively engaging users with a prototype. The goal of prototype validation is to ensure that the packaging design meets consumer expectations and delivers a superior unboxing experience. By comparing the results of this validation with insights gathered from preliminary surveys, the effectiveness and appeal of the packaging can be accurately assessed and optimized.

In this study, prototyping validation is helpful in exploring the complexities of product packaging. It allows the researchers to evaluate and compare how different levels of packaging elements impacted the unboxing process and shaped consumer expectations. For instance, the way a package is opened, layering of the compartments, and the sequence of actions required can significantly affect a consumer's perception and satisfaction. Through hands-on interaction with prototypes, the study aimed to identify which packaging features contribute to a positive unboxing experience and which might reduce from it.

3.5.1 Prototype Design

The validation process in this study involves designing a prototype based on the findings from the preliminary survey. The prototype was developed to reflect the characteristics identified as most important by survey respondents, such as material quality, product placement, and ease of unboxing. Once the prototype is created, it undergoes a validation process where participants will interact with the packaging. During this process, various aspects of the packaging such as the number of components, their layering, the opening mechanism, product positioning, and opening instructions were observed and documented. These elements serve as independent variables that can be quantitatively measured to assess their impact on the unboxing experience. The results from this validation process then analyzed and compared with the data obtained from the preliminary survey to evaluate consistency and identify areas for improvement.

3.5.2 Data Collection

To validate the smartwatch packaging design, a structured evaluation was conducted through a series of face-to-face interviews with 20 respondents. Respondents were selected to include an equal representation of gender, with ten males and ten females, all aged between

18 and 24 years. The validation process began by introducing respondents in the product context through a 30-second video presentation from the brands official YouTube video, which provided an overview of the smartwatch. Following this, respondents were given 2 minutes to explore the specifications and features of the smartwatch on the official Amazfit website. This step is intended to familiarize respondents with the product and establish a baseline understanding prior to the unboxing experience.

Respondents then were be briefed on a hypothetical scenario in which they had recently purchased the smartwatch and were about to unbox it for the first time. This scenario is designed to simulate a realistic consumer experience and to stimulate genuine reactions to the packaging. Each respondent was subsequently provided with the packaging prototype and allotted up to 5 minutes to complete the unboxing process. During this phase, respondents were encouraged to engage with the packaging naturally, as they would in a typical unboxing situation.

Upon completion of the unboxing, respondents were invited to ask any questions they had regarding the packaging, which provided an opportunity to address any immediate observations or concerns. This validation process aimed to gather detailed insights into the effectiveness of the packaging in enhancing the unboxing experience, thereby informing potential improvements in the design.

3.5.3 Data Analysis

For the prototype validation phase, data was analyzed using the same statistical approach employed during the preliminary survey, specifically utilizing SPSS (Statistical Package for the Social Sciences). Comparing them with the data obtained from the preliminary survey to check for consistency and to identify areas for improvement. This

approach not only validates the prototype but also provides actionable insights for optimizing packaging design to meet consumer expectations better.

CHAPTER 4

DATA FINDINGS

4.1 Introduction

This chapter presents the results of the data collection process, focusing on both qualitative and quantitative findings gathered through case study and surveys. The primary goal of this chapter is to provide a detailed analysis of how various packaging design elements, such as material quality, opening mechanisms, and visual appeal, influence the unboxing experience.

4.2 Case study findings

Case study was conducted through the analysis of YouTube videos featuring unboxing experiences of tech devices. YouTube was selected as the primary source for case study due to its widespread use and extensive range of consumer-generated content, which provides valuable insights into real-world consumer interactions with packaging. YouTube was chosen because it offers a vast repository of unboxing videos, which are often detailed and reflect genuine consumer reactions. The platform allows for the case study of diverse perspectives and practices, making it an ideal medium for gathering data on how packaging is received and perceived by consumers.

To ensure the relevance and quality of the observed content, specific parameters were set for selecting videos. Only videos with a minimum of 1 million views were considered to ensure a large viewer base and high engagement, indicating that the content was both popular and influential. Additionally, videos created by content creators categorized within the tech

industry were prioritized, as these individuals are often regarded as experts in the field and are likely to provide more informed and critical assessments of packaging design.

Table 4.1: List of videos in the case study process

No	Video title	Channel	Product	Category	Views	Minutes	Link	Product(s) in this video
1	The ROG Phone 6 Pro Unboxing - A Monster Gaming Smartphone + Gameplay	TheRelaxingEnd	ROG Phone 6 Pro	Tech/ASMR	12M	20:33	https://www.youtube.com/watch?v=Vpk4Y-Uj9XY	
2	Unboxing the Tesla Electro Phone!	Mrwhosetheboss	i. Oppo Reno7 Pro (League of Legends Limited Edition) ii. Oneplus 9RT (Genshin Impact Limited Edition) iii. OnePlus Phone PACMAN Edition iv. Red Magic (Transformers Decepticon limited edition)	Tech	12M	15:45	https://www.youtube.com/watch?v=uPxkrGL0l7U	  

Table 4.1 continued

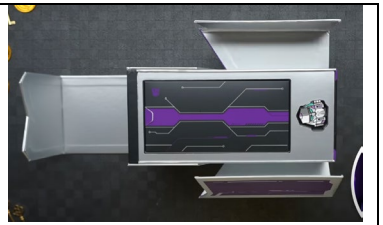
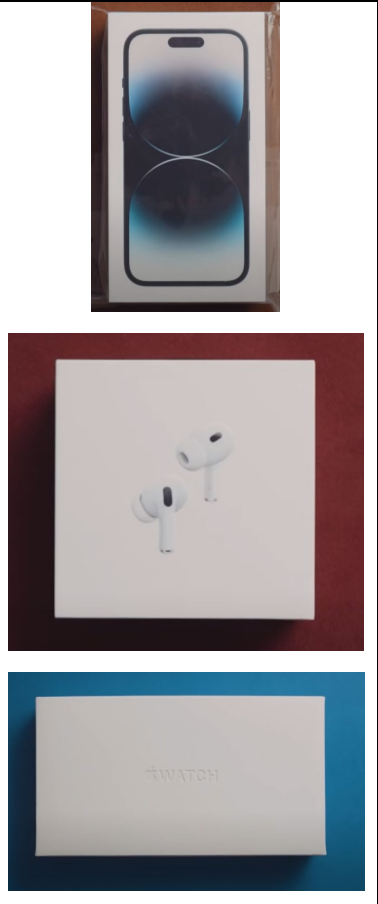
								
3	Samsung Galaxy Fold Unboxing: Magnets!	Marques Brownlee	Samsung Galaxy Fold	Tech	23M	5:04	https://www.youtube.com/watch?v=x4yF3a3Zn4Y	
4	The Ultra Rare Samsung Unboxing...	Unbox Therapy	Samsung Galaxy S23 Ultra BMW M edition	Tech	1.4M	5:45	https://www.youtube.com/watch?v=izpvTqmoJQM	

Table 4.1 continued

5	Giving Papa an Apple Watch Ultra iPhone 14 Pro & AirPods Pro 2 Unboxing (ASMR)	Gio San Pedro	i. iPhone 14 Pro ii. Airpod Pro 2 iii. Apple Watch Ultra	Tech	5M	3:39	https://www.youtube.com/watch?v=IJNRyup418w	
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The videos in Table 4.1 were selected based on specific criteria to ensure the analysis included content that reflected widespread consumer interest and provided insightful commentary on packaging design. Firstly, the videos chosen have a high viewership, with a minimum of 1 million views, ensuring they reached a significant audience and had considerable engagement. High view counts indicate that the content has resonated with a broad audience, and the packaging elements in these videos are likely to reflect features that capture consumer attention.

Secondly, the videos were produced by tech-focused content creators, such as Marques Brownlee and Unbox Therapy, who are recognized for their expertise in reviewing tech products. These creators often provide in-depth critiques and focus on the technical aspects of products, including the quality of packaging. Their status as respected figures within the tech industry makes their observations more credible and valuable for understanding how packaging contributes to the unboxing experience.

Finally, the selected products featured in the videos represent a variety of categories within the tech industry, ranging from smartphones to wearable technology. This ensures that the analysis covers different packaging styles and approaches, offering a comprehensive view of the various factors that can enhance or detract from the unboxing experience across different product types. By analyzing videos from diverse tech categories, the study can identify common elements of successful packaging that transcend product differences.

This selection strategy enhances the validity and relevance of the research by focusing on content that has been widely received and critically reviewed, offering a rich source of data on consumer interaction with packaging.

Table 4.2: Data findings from case study for ROG Phone 6 Pro

Product: ROG Phone 6 Pro	Technical description		Accessories & included items	Comments from the reviewer
Price (on release date): RM4999.00	Material:	Rigid cardboard	i. Plastic phone case	None – ASMR (Autonomous Sensory Meridian Response) video
	Shape:	Hexagon		
	Color:	Pearl white		
	Opening mechanism:	Slide & Pull tab		
	Opening instruction:	Arrow image		

Table 4.3: Data findings from case study for Oppo Reno7 Pro (League of Legends Limited Edition)

Product: Oppo Reno7 Pro (League of Legends Limited Edition)	Technical description		Accessories & included items	Comments from the reviewer
Price (on release date): RM3500.00	Material:	Plastic & rigid cardboard	i. Game character action figure ii. Phone case iii. Bullet shaped necklace functions as SIM ejector tool iv. Custom graphic phone charger v. USB type-c charger	<i>“Oppo know how to make limited edition”</i> <i>“The coolest smartphone box you’ve ever seen”</i>
	Shape:	Rocket		
	Color:	Silver		
	Opening mechanism:	Bottom cap		
	Opening instruction:	None		

Table 4.4: Data findings from case study for Oneplus 9RT (Genshin Impact Limited Edition)

Product: Oneplus 9RT (Genshin Impact Limited Edition)	Technical description		Accessories & included items	Comments from the reviewer
Price (on release date): RM3900.00	Material:	Rigid Cardboard	i. Special code for in-game item in an envelope ii. Pin badge iii. Game character poster iv. Limited edition phone case v. External phone cooling device	<i>"It kinda look like the budget went to the box content"</i>
	Shape:	Rectangular		
	Color:	Green		
	Opening mechanism:	Sliding		
	Opening instruction:	None		

Table 4.5: Data findings from case study for OnePlus (PACMAN Edition)

Product: OnePlus (PACMAN Edition)	Technical description		Accessories & included items	Comments from the reviewer
Price (on release date): RM2620.00	Material:	Rigid Cardboard	i. Limited edition phone case ii. Stickers	<i>"Beautiful box"</i> <i>"I freaking love this phone"</i>
	Shape:	Rectangular		
	Color:	White & Orange		
	Opening mechanism:	Flap		
	Opening instruction:	None		

Table 4.6: Data findings from case study for Red Magic (Transformers Decepticon limited edition)

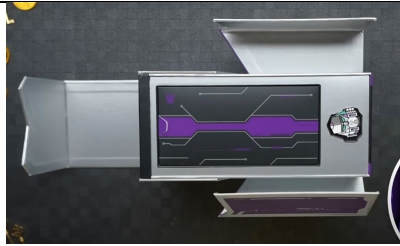
Product: Red Magic (Transformers Decepticon limited edition)	Technical description		Accessories & included items	Comments from the reviewer
Price (on release date): RM6100.00	Material:	Rigid Cardboard	i. Pin badge ii. Transformers stickers iii. Limited edition phone case iv. Custom charger brick v. Limited edition braided type-c charging cable vi. External phone cooling device	<i>“This gonna break some boundaries”</i> <i>“I just love how confident the design is here. It makes this feel like a proper Transformers experience”</i>
	Shape:	Rectangular		
	Color:	Steel grey & purple		
	Opening mechanism:	Flap & sliding compartment		
	Opening instruction:	None		

Table 4.7: Data findings from case study for Samsung Galaxy Fold

Product: Samsung Galaxy Fold	Technical description		Accessories & included items	Comments from the reviewer
Price (on release date): RM8630.00	Material:	Rigid Cardboard	i. Kevlar tphone case ii. SIM card ejector tool iii. Charging brick iv. Samsung Galaxy Bud wireless headphone v. Type-c charging cable	<i>“Samsung trying really hard to make you feel like your money was well spent”</i> <i>“The presentation of the box is you’ve seen – within a box, within a box.”</i> <i>“Its awesome, super extra”</i>
	Shape:	Rectangular		
	Color:	Black, white & blue		
	Opening mechanism:	Flap & sliding compartment		
	Opening instruction:	None		

Table 4.8: Data findings from case study for iPhone 14 Pro

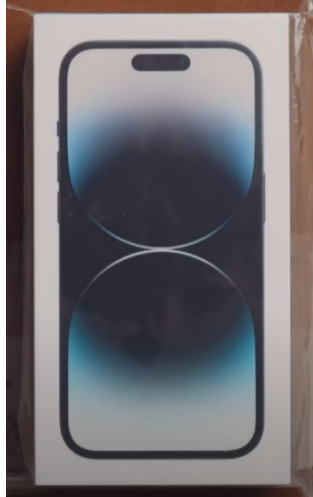
Product: iPhone 14 Pro	Technical description		Accessories & included items	Comments from the reviewer
Price (on release date): RM4698.00	Material:	Rigid Cardboard	i. Sticker ii. Braided charging cable	None – ASMR (Autonomous Sensory Meridian Response) video
	Shape:	Rectangular		
	Color:	White		
	Opening mechanism:	Tear strip		
	Opening instruction:	Arrow to tear off strip		

Table 4.9: Data findings from case study for Apple Watch Ultra

Product: Apple Watch Ultra	Technical description		Accessories & included items	Comments from the reviewer
Price (on release date): RM3799.00	Material:	Rigid Cardboard and thick paper	ii. Braided charging cable	None – ASMR (Autonomous Sensory Meridian Response) video
	Shape:	Rectangular		
	Color:	White & grey		
	Opening mechanism:	Flap & tear strip		
	Opening instruction:	Arrow to tear off strip		

Table 4.10: Data findings from case study for Apple AirPods Pro 2

Product: Apple AirPods Pro 2	Technical description		Accessories & included items	Comments from the reviewer
Price (on release date): RM1099.00	Material:	Rigid Cardboard	i. Charging cable ii. Silicone ear tips	None – ASMR (Autonomous Sensory Meridian Response) video
	Shape:	Square		
	Color:	White		
	Opening mechanism:	Tear strip		
	Opening instruction:	Arrow to tear off strip		

Table 4.11: Data findings from case study for Samsung Galaxy S23 Ultra BMW M edition

Product: Samsung Galaxy S23 Ultra BMW M edition	Technical description		Accessories & included items	Comments from the reviewer
Price (on release date): RM6000.00	Material:	Metal and rigid cardboard	i. BMW Emblem ii. History photo book iii. Keychain iv. Sunglass holder v. Air compressor vi. Posters vii. Phone case	<i>“Completely unique unboxing experience”</i> <i>“This is one of the most ridiculous unboxing videos ever”</i>
	Shape:	Replica model of the front of a BMW car		
	Color:	Red & black		
	Opening mechanism:	Flap		
	Opening instruction:	None		

i. ROG Phone 6 Pro



a) Hexagon-shaped box



b) $\frac{3}{4}$ perspective view of the box



c) Pull tab function to open the box



d) Pull tab function to slide the phone out from the box

Figure 4.1: ROG Phone 6 Pro packaging

The unboxing experience of the ROG Phone 6 Pro is documented in a video by TheRelaxingEnd, a YouTube channel specializing in technology unboxings. The video

begins with the presentation of an accessory box, characterized by a minimalistic black exterior with subtle holographic accents. The accessories included—such as a phone casing, a phone cooler, and a gamepad—are tailored to enhance the gaming capabilities of the device. The main product, the ROG Phone 6 Pro, is housed in a distinctive pearl white, hexagon-shaped box featuring a futuristic and minimalistic design. The unboxing process involves sliding a section of the box to the right and lifting a tab to unveil the phone encased in frosted paper. Subsequent steps involve sliding out the compartment to reveal additional accessories, including a charging cable and a power brick.

ii. Oppo League of Legends Edition



a) Rocket-shaped box (left) inspired by in-game weapon (right)



c) 2nd layer cylinder-shaped container which houses the phone and accessories

Figure 4.2: Oppo League of Legends Edition rocket shaped box

The Oppo League of Legends Edition smartphone comes in packaging inspired by the League of Legends game, shaped like a rocket, a special weapon from the game. The packaging opens by removing the rocket's bottom, revealing a character figure. The phone itself is housed in a cylinder-shaped container, which separates into two compartments, one for the phone case and the other for the phone, charging cable, and brick.

iii. OnePlus Genshin Impact Edition



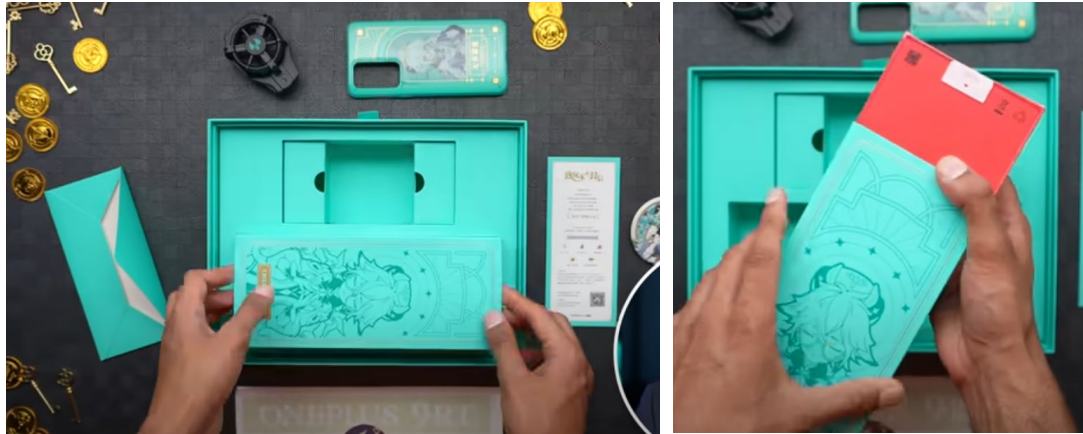
a) Top view (left) and side view (right) of the packaging



b) Pop-up design featuring character from the game



c) Pull-out tab to reveal main compartment

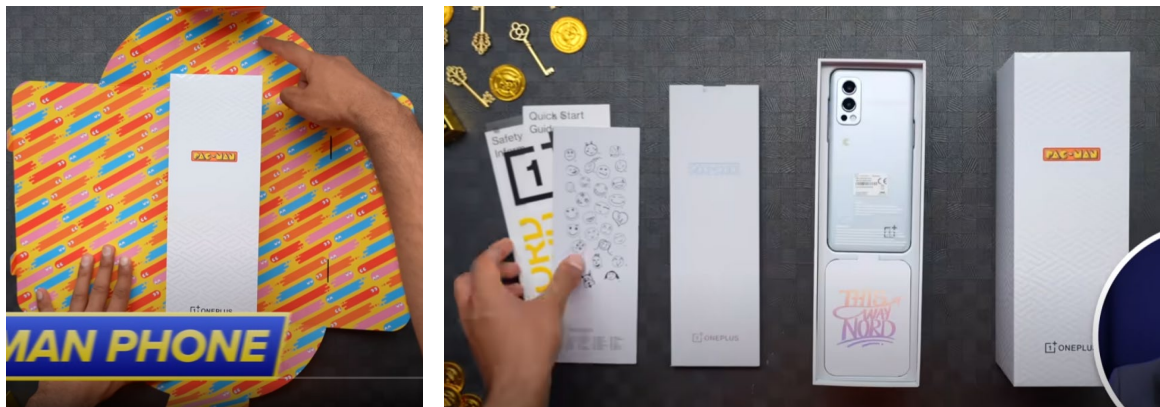


d) Compartment which houses the phone and accessories

Figure 4.3: OnePlus Genshin Impact Edition packaging

This limited-edition OnePlus smartphone was developed in collaboration with the popular game *Genshin Impact*. Upon opening the packaging, a pop-up design featuring a character from the game is revealed. A compartment containing a game code, a badge, and a poster is pulled forward, followed by another compartment with the phone case, a phone cooler, and the OnePlus 9RT phone itself.

iv. OnePlus PacMan Edition



a) PacMan-themed graphics in the first layer

b) User manual, phone and charging brick



c) A hidden compartment underneath holds a limited-edition phone cover.

Figure 4.4: OnePlus PacMan Edition packaging

The OnePlus PacMan Edition is another collaboration, featuring a design inspired by the iconic PacMan game. The rectangular white box features vibrant, colorful PacMan-themed graphics inside. Upon opening, users first see the user manual, followed by the phone and the charging brick located at the bottom. A hidden compartment underneath holds a limited-edition phone cover.

v. Red Magic Decepticon Edition



a) Box opens in three directions



b) Hidden compartments that house phone and accessories



c) Decepticon limited edition case



d) User manual and stickers

Figure 4.5: Red Magic Decepticon Edition packaging

The Red Magic Decepticon Edition, based on the *Transformers* franchise, features a Decepticon-themed design. Its square-shaped packaging is gray and purple, reflecting the Decepticon robot theme. The box includes hidden compartments at the top and bottom that hold the charging cable, brick, and a phone cooler. The packaging opens in three directions, offering a unique unboxing experience.

vi. Samsung Galaxy Fold



a) Second box comes up when flap is lifted



b) Sleeve which covers the second box



c) Compartments with accessories



d) Top box houses the phone while the bottom houses the accessories



e) Slim box houses the Samsung Galaxy Fold

Figure 4.6: Samsung Galaxy Fold packaging

Tech influencer Marques Brownlee unboxes the Samsung Galaxy Fold smartphone. The packaging is a black box with a plastic sleeve on the outside. To open the box, the top

flap is lifted, and another black box emerges from the bottom. This box is removed by sliding off the cover, revealing a white box inside. To access the phone, the top cover of the white box is opened. Additionally, the white box contains earphones, ear tips, a USB dongle, a phone case, a charging cable, and a brick. Brownlee describes the unboxing experience as being "within a box, within a box."

vii. iPhone 14 Pro



a) Tear strip to open the box



b) Box is opened by lifting the top



c) Simple compartment for the packaging



d) Paper covers the screen

Figure 4.7: Apple iPhone 14 Pro packaging

The iPhone 14 Pro is presented in minimalist packaging, typical of Apple's products. The packaging has a safety tab on the back for easy opening, with the phone placed on top

and the charging cable and documentation located at the bottom. This simple yet functional design reinforces Apple's consistent approach to user-friendly unboxing experiences.

viii. Airpod Pro 2



a) Tear strip to open the box



b) Simple product image on top of the box



c) Frosted paper wraps the product with tab to easy lift

Figure 4.8: Apple AirPods Pro 2 packaging

Similar to the iPhone 14 Pro, the AirPods Pro 2 feature packaging with a safety tab for easy access. Once the top cover is removed, the AirPods Pro 2 are revealed, wrapped in frosted paper that can be easily opened by peeling off a sticker. The additional earbuds are located at the bottom of the box.

ix. Apple Watch Ultra



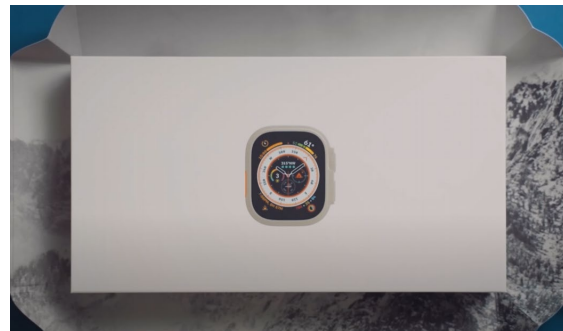
a) Apple Watch logo embossed on the top layer



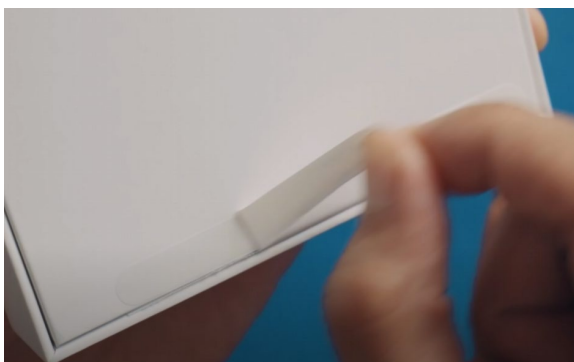
b) Flap which holds the first layer



c) Image of mountain inside and top of the box



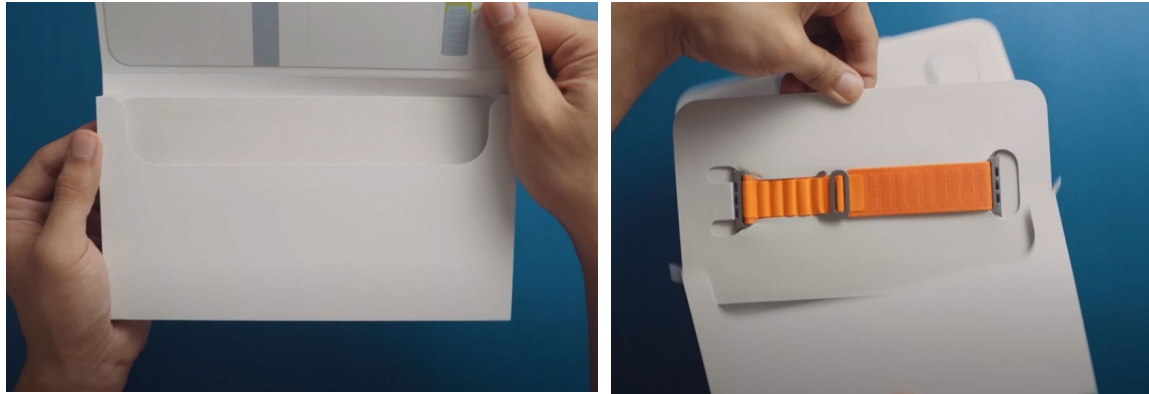
d) Simple product image on top of the box



e) Tear strip to open the box



f) Apple Watch placed on the left and user manual on the right



g) Envelope design which holds the watch strap

Figure 4.9: Apple Watch Ultra packaging

The Apple Watch Ultra packaging includes a cover that wraps the box, which opens by pulling two tabs on the sides. Underneath the manual, featuring a graphic of snowy mountains and the word “WATCH,” is a box containing the watch and charging cable, both secured with safety tabs. The watch is wrapped in frosted paper, while the strap is housed in a separate box. Each Apple product packaging is a minimalist matte white rectangular box with a picture of the product on it and is easy to open.

x. Samsung Galaxy S23 Ultra BMW M edition



a) Black box with plastic window



b) Front view of the packaging



c) Back view of the packaging



d) Two parts of compartments: Top and bottom



e) BMW metal emblem



f) Accessories included in bottom compartment



g) Hood-like opening mechanism



h) Images of engine replicate the actual car

Figure 4.10: Samsung Galaxy S23 Ultra BMW M Edition

The following video showcases the Samsung Galaxy S23 Ultra BMW M edition and its unique packaging. The box is black and features a plastic window on the top and front. Inside the box, there is a metal replica model of the front of a BMW car with the plate number ULTIMATE G23. The model is in two parts, with the lower part revealing seven metal BMW emblems and a black watch when opened. After removing the lower layer, a photo book that highlights the history of BMW car models, a keychain, a sunglass holder, and an air compressor can be found. The upper part of the box features a graphic of the engine part of a BMW car when the hood is lifted. Inside, there are three other boxes that contain posters, metal emblems, smartphones, and phone cases. Informed at the end of the video that this edition has only 1000 released.

4.3 Survey findings

Through the analysis of disseminated questionnaires, the researcher has gathered data for this study. One of the strategies used in data collection is the distribution of this questionnaire. To help the researcher and other researchers view the statistics of the information that has been analysed by the researcher in this study, the collected data will then be recorded in visual form, such as charts and tables. Conclusions on the study's subjects will be formed by the researcher using the tables and charts that have been created.

One hundred respondents were selected for this study, consisting of an equal distribution of 50 male and 50 female participants. The age distribution among respondents was as follows: 22% were aged 18-24, 24% were aged 25-34, 36% were aged 35-44, and 18% were aged 45 and above. As a result, the majority of respondents were from the age group 35-44, followed by those aged 25-34, with the fewest respondents in the 45 and above age group.

4.3.1 Section 1: Demographics

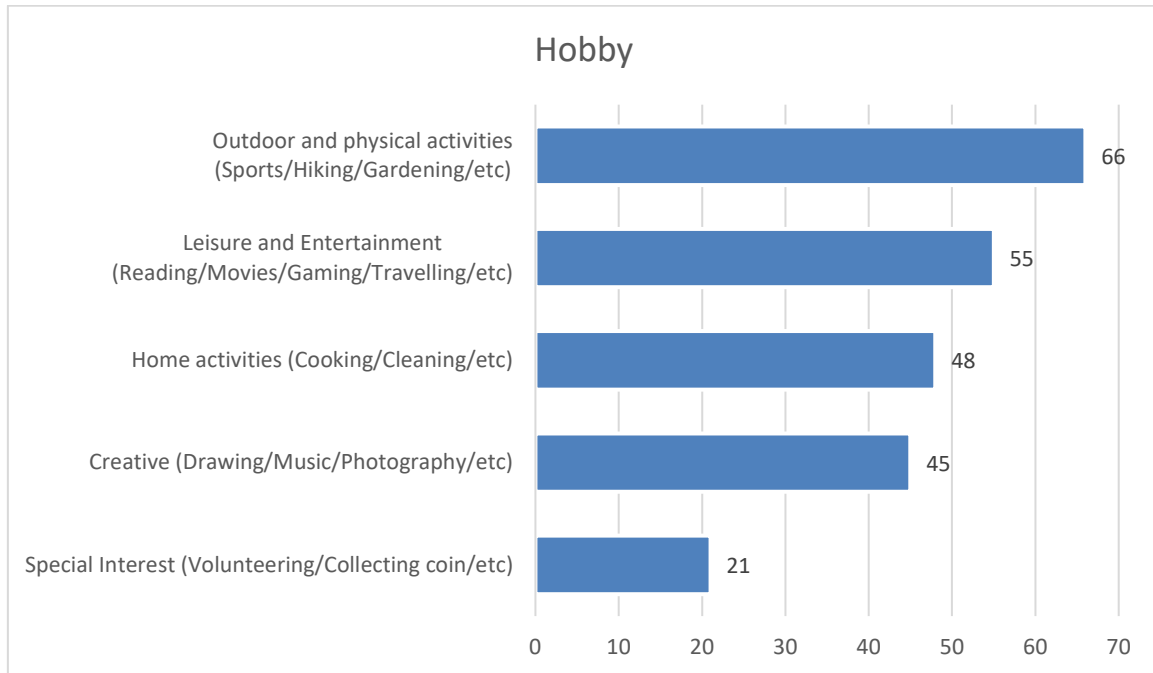


Figure 4.11: Hobbies

This is a multiple-answer question. Respondents can select more than one answer from the choices that are provided. Most respondents chose more than one options to this question. So, the percentage of each choice is based on 100 responders.

Outdoor and physical activities hobbies (Sports/Hiking/Gardening/etc) received the highest responses at 66%. Leisure and Entertainment (Reading/Movies/Gaming/Travelling/etc) comes in second with 55%. Home activities (cooking, cleaning, etc.) and creative hobbies (drawing, music, photography, etc.) are roughly equal, accounting for 48% and 45%, respectively. While Special Interest hobby (Volunteering/Collecting coins/etc) was chosen the least by respondents at 21%.

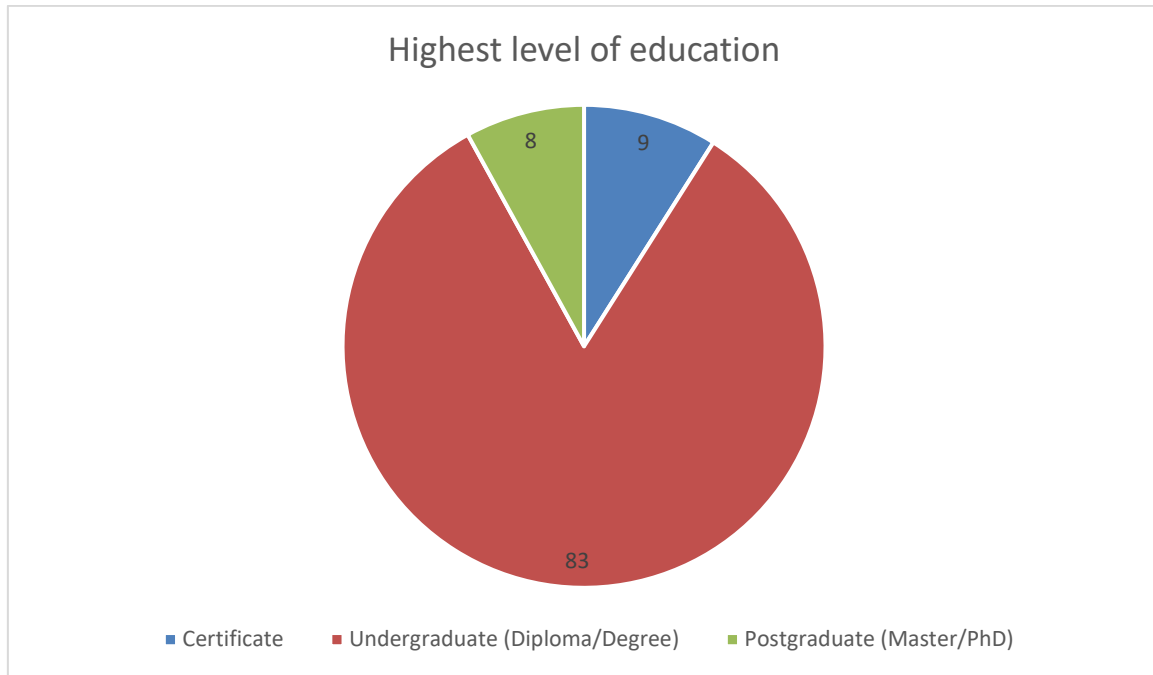


Figure 4.12: Highest level of education

This chart displays the highest level of education attained by the respondents. Most of them, 83% have completed Undergraduate (Diploma/Degree) studies while 8% have completed Postgraduate education and 9% holds specialized certificate.



Figure 4.13: Frequency of shopping online

Since this study involves purchasing products online, questions regarding the frequency with which respondents purchase items online were also asked. The majority of respondents, 57%, shop online once a month. 29% shop online on a weekly basis, while 14% do so occasionally.

When comparing the frequency of online shopping by gender, the percentage of male buyers remains fairly consistent across monthly, weekly, and occasional shopping intervals. Specifically, among monthly shoppers, 29% are men compared to 28% women. For weekly shoppers, 14% are men and 15% are women. The occasional shoppers consist of 7% men and 7% women.

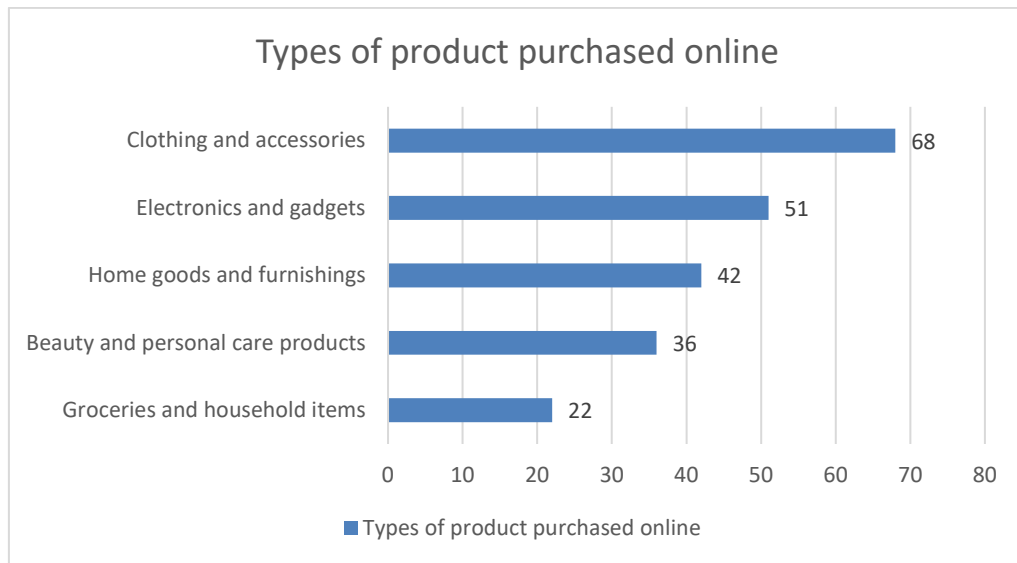


Figure 4.14: Types of product purchased online

This is a multiple-answer question. Respondents can select more than one answer from the choices that are provided. All respondents chose more than one options to this question. So, the percentage of each choice is based on 100 responders.

The top choice for online purchases among respondents is clothing and accessories, selected by 68% of respondents. Electronics and gadgets follow closely behind at 51%, while home goods and furnishings come in third at 42%. Beauty and personal care products are chosen by 36% of respondents, and groceries and household items by 22%.

Comparing this data with the respondents' gender reveals several notable conclusions. In the clothing category, both men and women make similar purchases, though female have a slight edge with 36 respondents compared to 32 among males. The electronics and gadgets category, ranked second, is favored more by male with 36 respondents compared to 15 from female. Conversely, in the beauty category, 28 respondents were female compared to 8 respondents who were male.

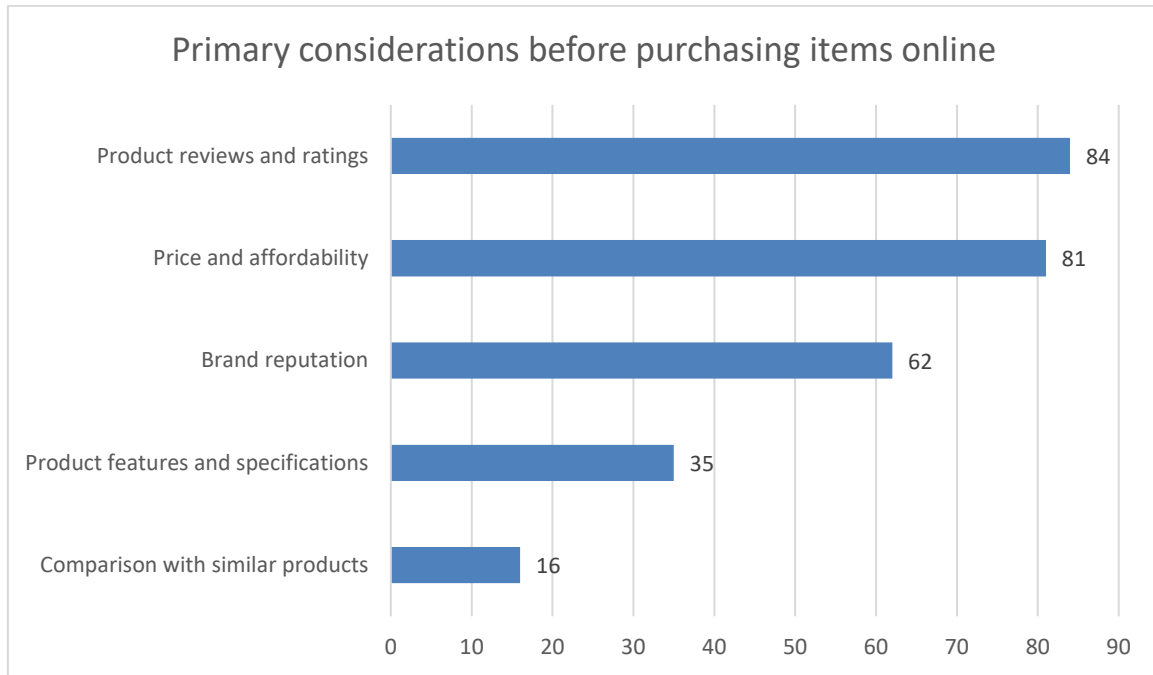


Figure 4.15: Primary considerations before purchasing items online

This is a multiple-answer question. Respondents can select more than one answer from the choices that are provided. All respondents chose more than one options to this question. So, the percentage of each choice is based on 100 responders.

Understanding this data is important for understanding the primary factors impacting online shopping decisions, including the distinction between impulse purchases and well-researched purchases. ‘Product reviews and ratings’ are chosen by majority of respondents with 84, followed by ‘Price and affordability’, which are chosen by 81 respondents. Additionally, 62 respondents prioritise ‘Brand reputation’, whereas 35 focus on ‘product features and specifications’. ‘Comparison with similar products’ chosen the least with 16 respondents.

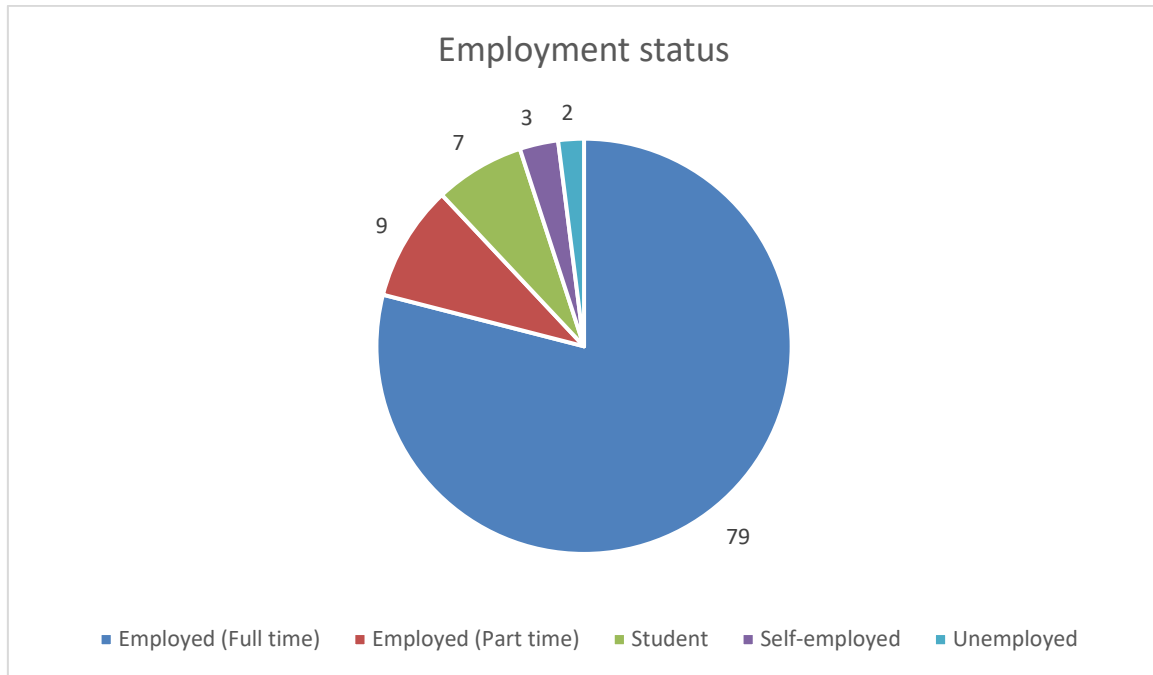


Figure 4.16: Employment status

The respondents of this study represented a diverse range of employment statuses and income levels. Among the 100 respondents, the majority, 79%, were employed full-time, while 9% were employed part-time. Additionally, 7% of the respondents were students, 3% were self-employed, and 2% were unemployed.

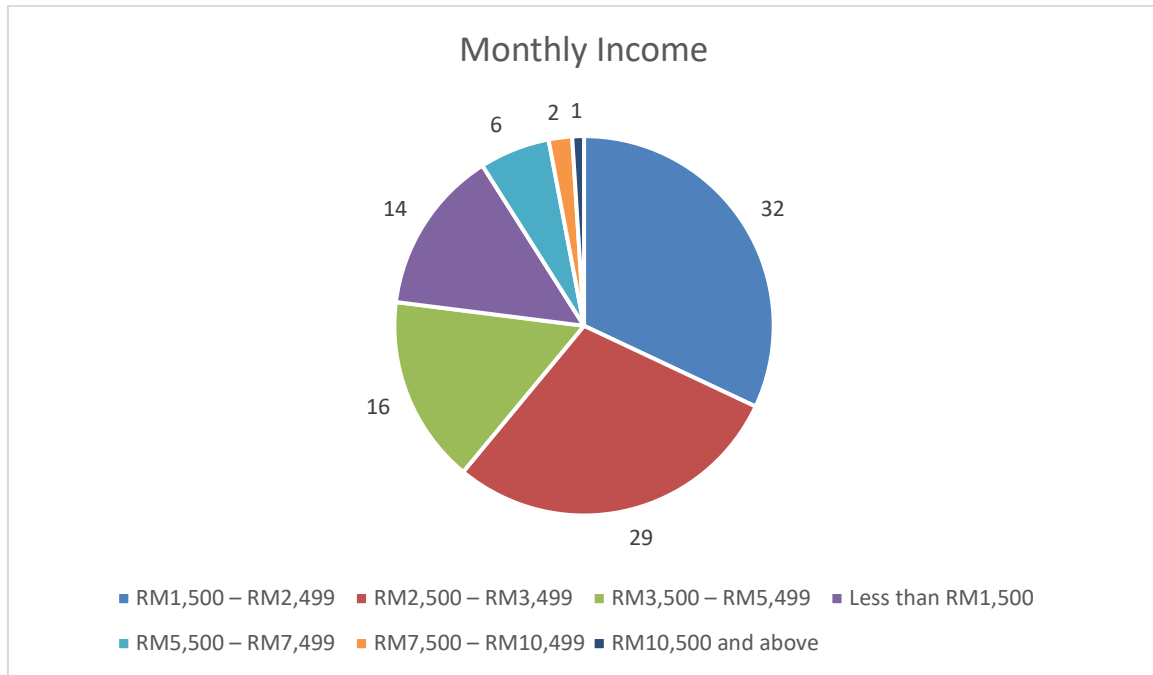


Figure 4.17: Monthly income

In terms of monthly income, 32% of respondents reported earning between RM1,500 and RM2,499, while 29% fell within the RM2,500 to RM3,499 income bracket. A smaller portion of respondents, 16%, earned between RM3,500 and RM5,499, and 14% had an income of less than RM1,500 per month. Higher income brackets were less common, with 6% of respondents earning between RM5,500 and RM7,499, 2% earning between RM7,500 and RM10,499, and only 1% reporting a monthly income of RM10,500 and above.



Figure 4.18: Shopping habits

The shopping habits of the respondents reveal varying preferences for how they purchase items. Among the 100 respondents, 47% prefer to shop exclusively online, while 37% have a mixed approach, combining both online and in-store shopping. Meanwhile, 16% of the respondents prefer to shop exclusively in physical stores. This distribution indicates a strong inclination toward online shopping among the majority of the respondents, with a significant portion also balancing their shopping between online and in-store experiences.

4.3.2 Section 2: Understanding of “Unboxing”

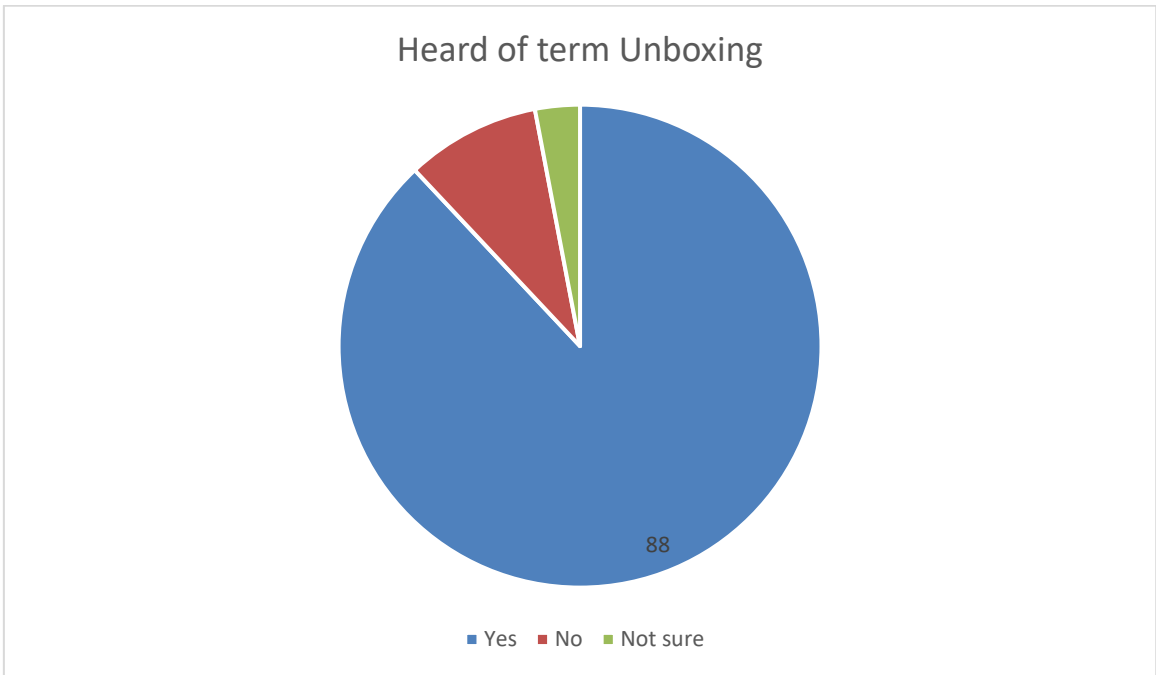


Figure 4.19: Heard the term “Unboxing”

Among the 100 respondents surveyed, 88 were familiar with the term "unboxing," while 9 had not heard of it, and 3 were unsure about it. Those who answered not sure were 3 out of 18 respondents, or 0.5% of those aged 45 and above.

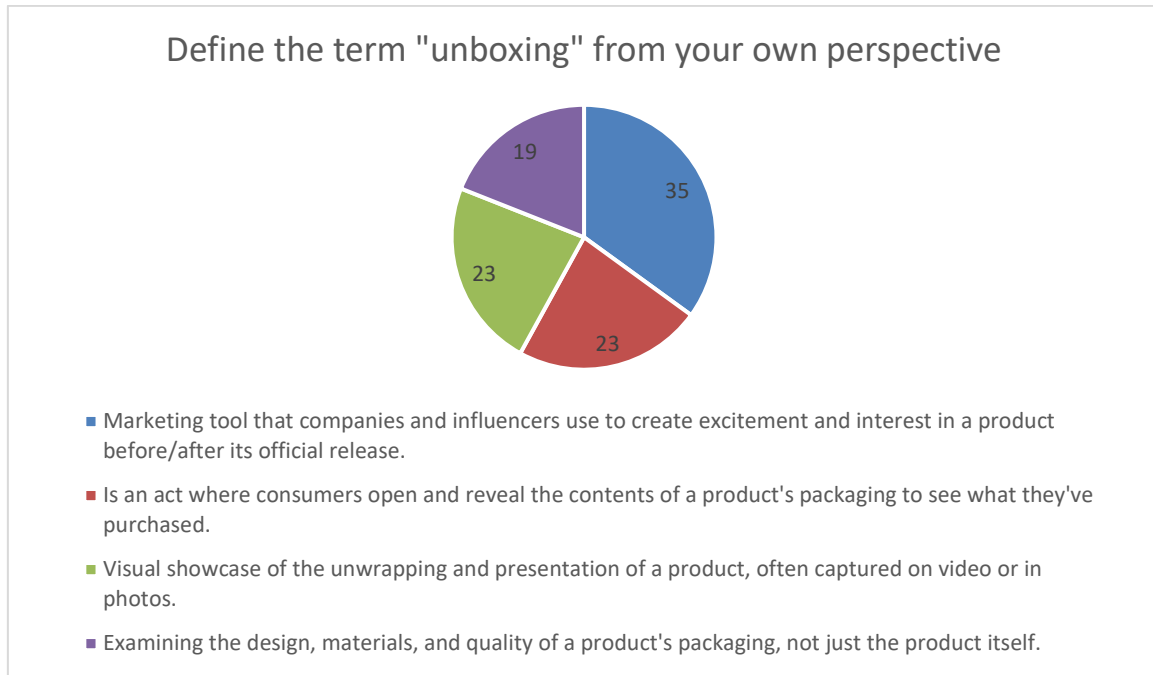


Figure 4.20: Define the term “Unboxing” from your own perspective

This question is to find out the respondents' understanding of the term unboxing from their own perspective. 35% of respondents chose the meaning of unboxing as a marketing tool that companies and influencers use to create excitement and interest in a product before or after its official release. The next most popular choice, with 23% each, described unboxing as the act of consumers opening and revealing the contents of a product's packaging to see what they've purchased, and as a visual showcase capturing the unwrapping and presentation of a product, often in video or photo form. 19% of them chose the meaning of unboxing as Examining the design, materials, and quality of a product's packaging, not just the product itself.

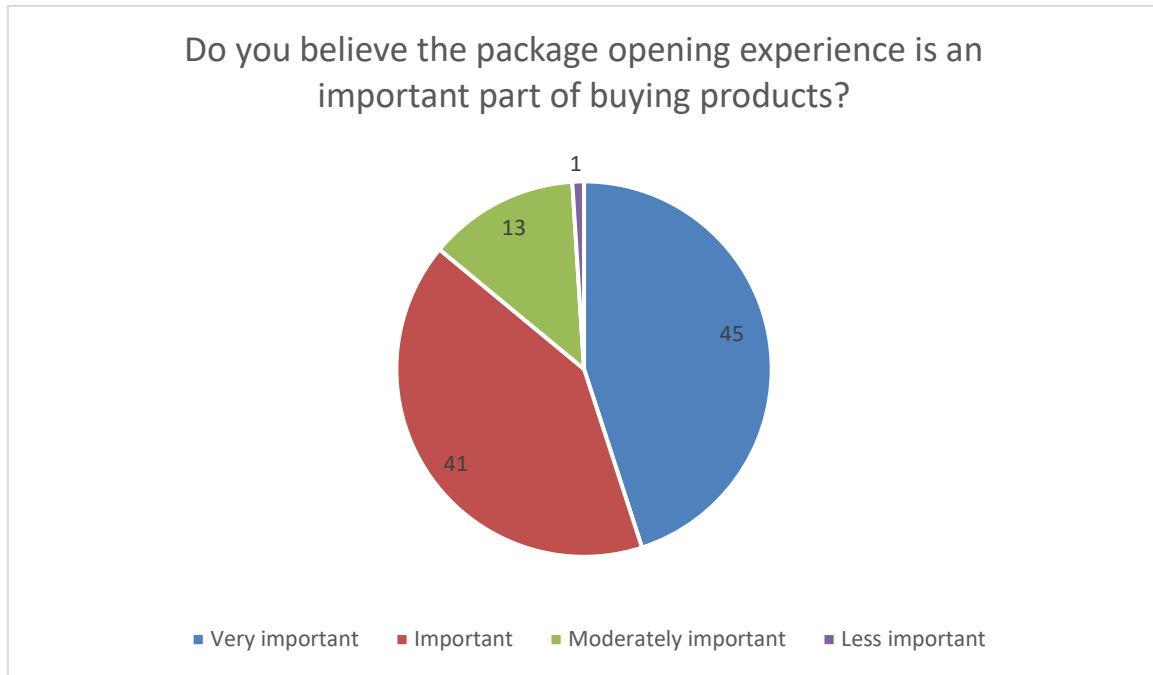


Figure 4.21: Do you believe the package opening experience is an important part of buying products?

This question is crucial in supporting the necessity of conducting a study on the significance of the consumer's experience when opening a package. 45% of the respondent indicated that the package opening experience as very importance. Near that, 41% respondent selected this event as important. 13% respondents rated it as moderately important, while 1% respondent rated it as less important. None of the respondents rated it as not important.

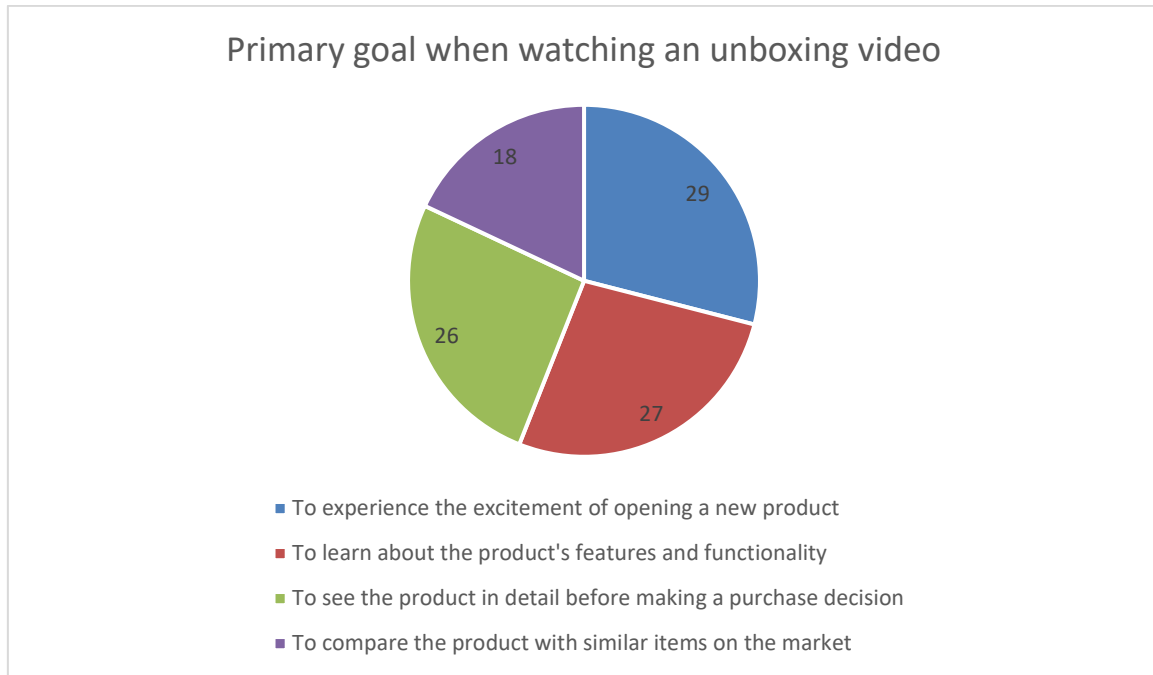


Figure 4.22: Primary goal when watching an unboxing video

This question aims to determine the primary objective of the viewer while watching "unboxing" videos. The majority of respondents, with a slight variation, selected their objectives as "To experience the excitement of opening a new product", "To learn about the product's features and functionality", and "To see the product in detail before making a purchase decision" with proportions of 29%, 27%, and 26% respectively. While 18% of the respondents indicated that their primary goal for watching "unboxing" video was "To compare the product with similar items on the market".

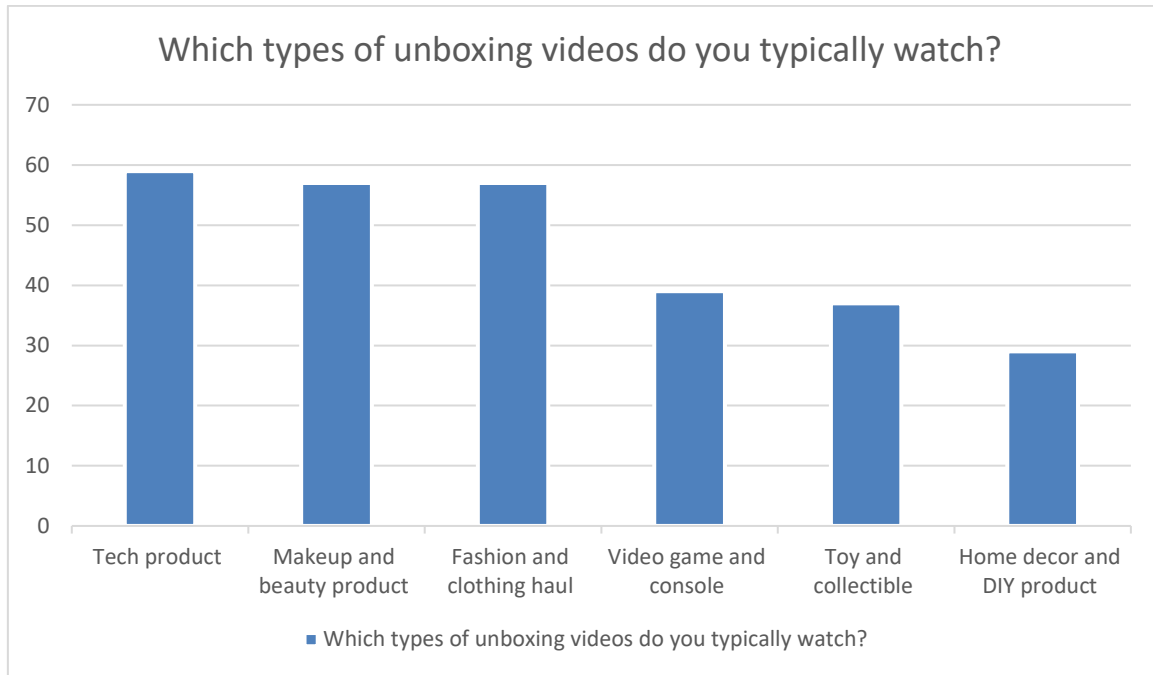


Figure 4.23: Which types of unboxing videos do you typically watch?

The types of unboxing videos that respondents typically watch show a diverse range of interests. The most popular category is tech products, with 59 respondents indicating that they watch these videos. Makeup and beauty products, along with fashion and clothing hauls, are also popular, each with 57 respondents showing interest. Video games and consoles, as well as toys and collectibles, attract 39 viewers each. Lastly, home décor and DIY products are watched by 29 respondents. This variety reflects the wide array of consumer interests in unboxing content, spanning from technology to lifestyle and entertainment.

4.3.3 Section 3: Unboxing Experience

Table 4.12: How much does these factors contribute to your excitement when unboxing a product?

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Material Quality: The choice of materials, such as cardboard, plastic, or metal, affects the tactile feel of the packaging and its perceived value.	100	2	5	4.45	.757
User Instructions: Clear and concise instructions for opening and using the product to ensure a smooth unboxing experience, reducing frustration.	100	2	5	4.30	.689
Product Placement: How the product is presented within the packaging which influence the element of surprise and anticipation during unboxing.	100	2	5	4.28	.697
Visual Design: The overall look and aesthetics of the packaging, including colors, graphics, and typography, which create a strong first impression.	100	2	5	4.27	.694
Revealing Layers: Multi-layer packaging or nested boxes that add an element of surprise as consumers uncover each layer.	100	1	5	4.25	.833
Ease of Unwrapping or Unboxing: How easy it is to open the packaging and access the product without frustration.	100	2	5	4.23	.617

Table 4.12 continued

Opening Mechanism: The ease and uniqueness of how the packaging is opened, such as magnetic closures, pull tabs, or tear strips, that add excitement to the unboxing process.	100	2	5	4.19	.706
Sound: Auditory elements, like the sound of opening or unwrapping, that add to the sensory delight of unboxing.	100	1	5	4.17	.877
Inclusion of Surprise or Extra Items: Whether the packaging includes unexpected bonuses, like free samples or small gifts.	100	1	5	4.14	.766
Personalization: Personalized elements, such as custom messages or unique identifiers, which make consumers feel a sense of exclusivity.	100	2	5	4.12	.729
Texture and Finish: Special finishes like matte, gloss, or embossing can enhance the sensory experience that add a premium feel to the packaging.	100	2	5	4.06	.649
Scent: Incorporating a specific scent, such as a subtle fragrance, that evoke emotions and enhance the unboxing experience.	100	2	5	4.04	.777

The five-point Likert scale is considered an interval scale. From 1 to 1.8, it means “not at all”. From 1.81 to 2.60, it means “slightly”. From 2.61 to 3.40, it means “neutral”. From 3.41 to 4.20, it means “very much”. From 4.21 to 5, it means “extremely”.

The top factor contributing to respondent excitement during product unboxing is "Material quality," scoring a mean of 4.45. Following closely behind is the preference for

"clear and concise instructions for opening and using the product," rated at mean 4.30. "Product placement" and "Visual design" are also notable, scoring 4.28 and 4.27 respectively. It's worth noting that this excitement is specific to online purchases, where consumers only encounter the packaging after making the purchase and receiving the item, which may explain why visual design ranks lower than expected. Other significant factors in the "Extremely agree" category include "Revealing layers" and "Ease of unwrapping," both with averages of 4.25 and 4.23. Factors such as "Opening mechanism," "Sound," "Inclusion of surprise or extra items," and "Personalization" fall into the "Very much" category, with means ranging from 4.19 to 4.12. While all these factors are highly valued by respondents, sorting them in descending order can reveal which factors are more important.

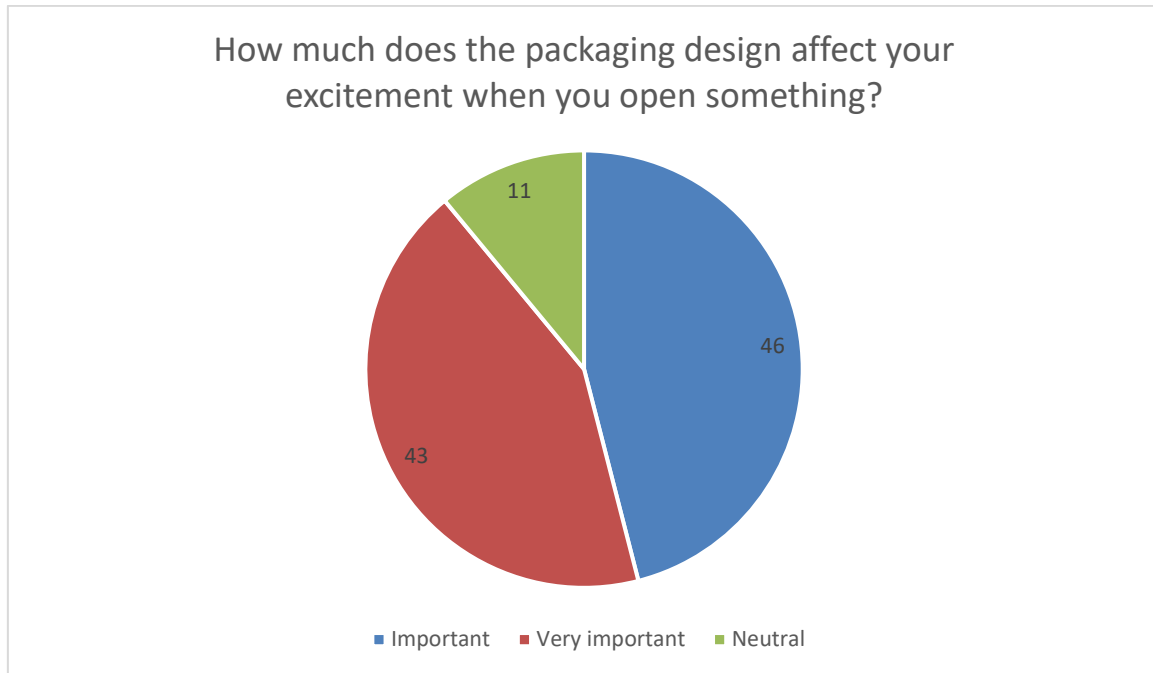


Figure 4.24: How much does the packaging design affect your excitement when you open something?

This question inquires about the extent to which packaging design, taking into account the elements mentioned in the previous question, influences the level of excitement experienced by respondents when they open the packaging of the product they receive. 46% of participants selected it as "important" while 43% identified it as "very important". Meanwhile, 11% of respondents selected the gesture as "neutral".

Table 4.13: Reasons why respondents enjoy opening things they bought

Please rate the reasons why you enjoy opening things you've bought.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The satisfaction of having a new item.	100	3	5	4.45	.557
The anticipation and excitement of discovering what's inside.	100	3	5	4.31	.545
The opportunity to share the experience on social media.	100	1	5	4.18	.857
The chance to inspect the packaging and presentation.	100	1	5	4.03	.703

The five-point Likert scale is considered an interval scale. From 1 to 1.8, it means “Strongly disagree”. From 1.81 to 2.60, it means “Disagree”. From 2.61 to 3.40, it means “Neutral”. From 3.41 to 4.20, it means “Agree”. From 4.21 to 5, it means "Strongly agree". The satisfaction of acquiring a new item (mean score of 4.45) is the primary reason respondents enjoy unboxing, followed by the anticipation of discovering what’s inside (4.31). The opportunity to share the experience on social media (4.18) and inspect the packaging (4.03) also contribute to the appeal of unboxing. This suggests that unboxing is not only a private moment of satisfaction but also a social and evaluative activity, where consumers derive pleasure from sharing and scrutinizing their purchases.

CHAPTER 5

DATA ANALYSIS

5.1 Case study analysis

The analysis of unboxing videos revealed that the majority of content focuses on electronic products and cosmetic items. Videos that feature highly anticipated products, such as Apple's annual releases such as iPhone, tend to attract significant viewership. This trend highlights the role of unboxing videos in generating consumer excitement and engagement with new product launches.

Companies frequently collaborate with prominent YouTubers to showcase their latest products through unboxing videos, leveraging the influencers' reach to maximize exposure. Products aimed at children, such as colourful and visually appealing toys, are also commonly featured in unboxing content. Typically, these videos highlight medium-sized items that are easily manageable and can be comfortably filmed on a tabletop. It is important to note that the entirety of an unboxing video does not necessarily focus solely on the unpacking process. Often, these videos include additional product information and reviews.

The case studies also indicate that more expensive products are accompanied by more sophisticated packaging. For example, the packaging of the Samsung Galaxy Fold is noted for its complex design and appealing presentation. Marques Brownlee (2019) noted that Samsung invests considerable effort in ensuring that customers feel their purchase of the Galaxy Fold is worthwhile, as reflected in the packaging's complexity and appeal.

Similarly, Apple's products attract considerable attention and numerous searches, including those for unboxing and review videos, highlighting the influence of well-known

brands on viewer interest. Apple's packaging is characterized by its clean, straightforward design that emphasizes ease of opening and consistent protection across all products. This consistency contributes to the high level of consumer interest and the large viewership of unboxing videos related to Apple products.

5.1.1 Comparative Analysis

The comparative analysis of the observed unboxing videos reveals several critical themes in how major technology brands approach packaging design. By examining the similarities and differences across various products, insights into the strategies that these brands employ to enhance the unboxing experience, reinforce their identity, and meet consumer expectations can be gained.

i. Thematic Consistency and Brand Identity

One of the most evident similarities across the observed packaging designs is the strong alignment with the product's theme and the overarching brand identity. This thematic consistency serves not only to visually and emotionally connect the consumer with the product but also to reinforce the brand's narrative.

The packaging for the ROG Phone 6 Pro embodies the brand's gaming focus. The futuristic, hexagon-shaped box with a minimalistic design and holographic elements directly ties into the gaming theme. The inclusion of gaming-specific accessories, such as a phone cooler and gamepad, further amplifies the product's identity as a high-performance gaming device.

In contrast, Apple's packaging is a proof to the company's long-standing commitment to simplicity and elegance. The minimalist matte white boxes with clean lines

and subtle product images reflect Apple's design philosophy. The consistency across the iPhone 14 Pro, Apple Watch Ultra, and AirPods Pro 2 packaging ensures that each product feels like part of a cohesive, well-thought-out ecosystem.

The limited-edition Oppo League of Legends and OnePlus Genshin Impact phones use thematic packaging that immerses the user in the game's universe. By designing packaging that visually and functionally reflects the game's themes—such as the rocket-shaped box for Oppo or the pop-up design for OnePlus—these brands create a memorable, narrative-driven unboxing experience.

ii. Multi-Layered Unboxing Experience

Another common strategy among these brands is the use of multi-layered packaging, which contributes to a more engaging and suspenseful unboxing process. This approach is particularly effective in creating a sense of discovery, as consumers progressively unveil different layers of the packaging.

Samsung's "box within a box" strategy with the Galaxy Fold creates a sense of luxury and exclusivity. The sequential unboxing process, beginning with a sleek black exterior box and progressing to a minimalist white inner case, builds anticipation and elevates the overall experience. This approach is a symbol of premium products, where the unboxing becomes an event in itself, symbolizing the product's high value and exclusivity.

The OnePlus Genshin Impact and Red Magic Decepticon edition also use multi-layered packaging to great effect. For example, the OnePlus box includes several compartments that reveal various collectibles before the phone itself is unboxed. The Red

Magic Decepticon edition's packaging, which opens in three directions, adds an element of surprise and complexity, making the unboxing experience more immersive.

iii. Incorporation of Brand-Specific Elements

Packaging design is also used as a medium to incorporate brand-specific elements that resonate with the target audience and reinforce brand loyalty. These elements often go beyond mere aesthetics and tie directly into the product's or brand's narrative.

BMW-themed packaging of the Galaxy S23 Ultra is a prime example of how brand collaborations can be seamlessly integrated into the packaging design. The use of a metal BMW car replica, along with branded accessories like a photo book and keychain, ties the product directly to the luxury and performance associated with the BMW brand. This not only appeals to tech enthusiasts but also to automotive fans, creating a crossover appeal that enhances the product's desirability.

Apple's packaging is instantly recognizable due to its minimalist design, which has become synonymous with the brand. The consistent use of clean, white boxes with simple product images creates a sense of uniformity across different Apple products. This consistency reinforces Apple's brand identity and ensures that consumers know what to expect from the unboxing experience—simplicity, elegance, and ease of use.

iv. Attention to Detail and Premium Materials

Across all observed products, there is a shared emphasis on the use of premium materials and meticulous attention to detail. These elements are crucial in creating a high-quality unboxing experience that aligns with the product's positioning.

The use of high-quality materials such as frosted paper for wrapping and the incorporation of unique opening mechanisms (e.g., sliding tabs and hidden compartments) not only enhance the tactile experience but also contribute to the product's perceived value. These details ensure that the unboxing process is not just a means to an end, but an integral part of the product experience.

While Apple's packaging is minimalist, it is by no means simple in terms of quality. The use of safety tabs, frosted paper, and matte finishes are all carefully considered to enhance the unboxing experience without overwhelming the consumer. Apple's attention to detail ensures that every aspect of the packaging, from the ease of opening to the protective design, contributes to a seamless and premium unboxing experience.

v. Strategic Use of Surprise and Hidden Elements

A strategic use of surprise and hidden elements within packaging design is another commonality observed, especially in limited edition and special edition products. This element of surprise adds an extra layer of engagement and delight for the consumer.

The OnePlus Pac-Man Edition, for example, includes a secret compartment that reveals a limited-edition phone cover. This hidden element adds a layer of excitement to the unboxing process, making it more memorable and enjoyable.

Similarly, the Red Magic Decepticon edition's packaging, with its hidden compartments and complex opening mechanism, enhances the sense of discovery and aligns with the theme of the product. This not only makes the unboxing experience more interactive but also adds to the overall value perception of the product.

5.1.2 Conclusion of Comparative Analysis

The comparative analysis of these unboxing experiences demonstrates that while packaging strategies may vary in complexity and design, they all aim to achieve similar objectives: creating an engaging and memorable unboxing experience, reinforcing the brand's identity, and increasing the product's perceived value. Whether through thematic consistency, multi-layered designs, brand-specific elements, or premium materials, each brand effectively uses packaging as a tool to enhance the overall consumer experience and to establish a deeper emotional connection with their audience.

5.2 Survey analysis

The analysis of respondent data reveals that "Material quality" emerges as the most significant factor contributing to excitement during product unboxing, with a mean score of 4.45. This finding points out the importance of tactile and visual cues that high-quality materials provide, setting the tone for a positive unboxing experience. The emphasis on material quality suggests that consumers place a high value on the sensory aspects of packaging, which can enhance their perception of the product's overall value and durability.

The second most valued factor is "clear and concise instructions for opening and using the product," which scored a mean of 4.30. This indicates that ease of use and accessibility are critical to the unboxing experience. Clear instructions not only simplify the process but also reduce any potential frustration, thereby maintaining the excitement of receiving a new product. This finding highlights the importance of user-friendly design in packaging, particularly in ensuring that the consumer experience remains smooth and enjoyable from the moment the package is opened.

"Product placement" and "Visual design" follow closely, with mean scores of 4.28 and 4.27, respectively. The significance of product placement suggests that how the product is arranged within the packaging can impact the unboxing experience. A well-organized presentation can enhance the perceived value of the product and contribute to a sense of anticipation as the consumer interacts with each component. Meanwhile, the slightly lower score for visual design, especially in the context of online purchases, indicates that while aesthetics are important, they may not be the primary driver of excitement. Since consumers often make purchasing decisions based on online images rather than in-person inspection, the initial encounter with the actual packaging may not have the same visual impact as other factors like material quality or product placement.

Additional factors, such as "Revealing layers" and "Ease of unwrapping," also play a significant role, with scores of 4.25 and 4.23, respectively. The appeal of revealing layers suggests that an element of discovery enhances the unboxing experience, making it more engaging and enjoyable. This aligns with the broader trend of creating interactive and immersive experiences in packaging design. The ease of unwrapping is equally important, as it reflects consumers' desire for a hassle-free process that does not detract from the overall excitement.

Factors like "Opening mechanism," "Sound," "Inclusion of surprise or extra items," and "Personalization," while still highly valued, fall slightly lower in the rankings, with average scores ranging from 4.19 to 4.12. The relatively lower scores in these areas suggest that while they contribute positively to the unboxing experience, they are not as critical as the aforementioned factors. However, their inclusion in the "Very much" category indicates

that they still hold considerable value for consumers and can enhance the overall unboxing experience when executed well.

5.2.1 Conclusion of survey analysis

In conclusion, this analysis reveals that while all these factors contribute significantly to the excitement of product unboxing, certain elements like material quality and clear instructions are more influential in shaping consumer perceptions. These factors helps to clarify which aspects of packaging design should be prioritized to maximize consumer satisfaction during the unboxing process and was carry forward to be used in the validation process.

CHAPTER 6

PACKAGING DESIGN: DESIGN AND VALIDATION

6.1 Product selection

As identified in the preliminary research, limited-edition and newly released product packaging provides the most impactful unboxing experiences. For this proof of concept, the packaging for a limited-edition product will be recreated using the characteristics highlighted in the survey. The selected product is priced between RM500 to RM599, ensuring a balance between affordability and high-quality materials and design features that enhance the unboxing experience.

In order to ensure data finding is reliable and correct, the research needs to apply the design practice as part of proof-of-concept process. This includes designing a prototype that directly applies the findings from the survey and case study phases. By testing the prototype with actual consumers, the research aims to validate whether the key packaging features identified in the data findings truly contribute to consumer satisfaction during the unboxing experience.

The design practice phase of this study is critical in confirming that the theoretical findings align with practical consumer interactions, providing a solid foundation for future design recommendations.

6.1.1 Information on the Product

The product chosen for this proof of concept is a smartwatch, specifically the Amazfit Active. Smartwatches, part of the broader wearables category, are electronic devices worn on the body, often as accessories or integrated into clothing. Over the past few

years, smartwatches have become widely accessible and more affordable, making them increasingly popular. The Amazfit Active is available both in retail outlets and online platforms in Malaysia.

The Amazfit Active offers a variety of features that cater to modern consumer demands. It includes an AI Fitness Coach, Sleep and Health Tracker, and Dual-Band GPS, making it compatible with both iOS and Android smartphones. The smartwatch's lightweight yet robust aluminum alloy frame, coupled with a sleek 1.75" AMOLED display and a two-week battery life, positions it as a desirable choice for tech-savvy consumers. Its price of RM559 places it in the mid-range of the Amazfit brand, making it suitable for this project's budget.

While this study focuses on smartwatch packaging, its principles could apply to other sectors, such as luxury goods and FMCG (Fast-Moving Consumer Goods). The generalizability of findings ensures that packaging design principles—such as ease of opening, material quality, and emotional engagement—are not exclusive to smartwatches but can enhance consumer experiences across various product categories. In terms of applicability to other industries, luxury goods often prioritize aesthetics and emotional engagement in their packaging to create premium experience, and findings on how packaging design influences consumer satisfaction could directly benefit luxury brands.

Similarly, FMCG products, such as food, beverages, or personal care items, rely on functional and appealing packaging to attract and retain customers. The study's insights could help improve packaging for convenience and sustainability in these sectors. Although this study focuses on smartwatch packaging, the design principles explored such as enhancing tactile experience and visual appeal are applicable to other sectors, such as luxury

goods and FMCG, as these industries also seek to create memorable consumer interactions through innovative packaging.

6.1.2 Justification for Product Selection

The Amazfit Active was chosen for several key reasons:

i. Accessibility

The Amazfit brand is readily available in Malaysia, with a strong presence both in physical retail stores and online platforms such as Shopee and Lazada. This ensures easy access to the product for consumers, increasing its relevance for the project.

ii. Reputation

The Amazfit brand has a solid reputation, supported by numerous reviews and unboxing videos on YouTube. This strong online presence boosts the credibility and trustworthiness of the product, making the unboxing experience more engaging for consumers.

iii. Mid-range Pricing

At RM559, the Amazfit Active is positioned within a mid-range price bracket, allowing for high-quality packaging that fits within the project's budget while maintaining a perception of exclusivity.

iv. Popularity of Wearables

The increasing popularity of wearable technology, particularly smartwatches, ensures that the Amazfit Active resonates with current consumer trends. Its relevance

in the growing wearables market strengthens the justification for its selection in this project.

Overall, the Amazfit Active was selected not only for its accessibility and reputation but also for its technological appeal, design versatility, and suitability for mid-range premium packaging. These factors make it a strong choice for showcasing unboxing-worthy packaging, while also aligning with consumer preferences and market trends.

6.1.3 Current Packaging Design

To get a general view of the product current design, a review of the Amazfit Active smartwatch packaging has been conducted via YouTube. The packaging is a white rectangular box featuring an image of a black smartwatch that occupies nearly half of the front. The brand name is positioned at the top, while the model name "Active" is located at the lower right. On either side, there are grayscale images of individuals engaged in sports activities. The back of the box provides detailed information about the product and its features. The entire package is encased in transparent plastic.



Figure 6.1: Top design of Amazfit Active packaging.



Figure 6.2: Bottom design of Amazfit Active packaging.

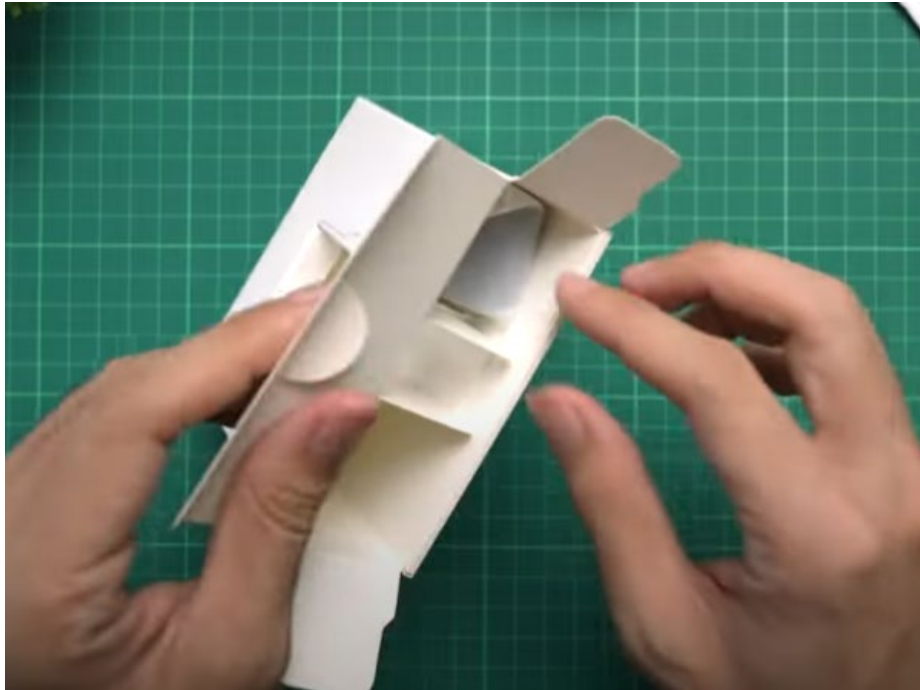


Figure 6.3: Accessories compartment

The box consists of two separate pieces, with the lid detaching from the base. The packaging material is thick and includes foam on the cover for added protection. Upon opening the cover, the Amazfit Active smartwatch is revealed, with a sticker on the screen displaying the slogan "#UP YOUR GAME," which is associated with the Amazfit brand. The smartwatch is held in a compartment that can be opened from the side, which contains the charging cable and a small manual book.



Figure 6.4: Placement of the Amazfit Active smartwatch in the box

From the case study, it was found that the material used for the packaging is of high quality, though it retains a conventional square shape. The packaging consists of a single layer; upon opening the cover, the user immediately encounters the smartwatch with a small sticker on the screen. The entire box is wrapped in plastic, which requires the use of a sharp object, such as a knife, to open, and lacks any specific instructions for unwrapping. Visually, the graphics on the box are attractive and clear.

6.1.4 Current Packaging Design Feedback

To gain insight into the user experience with the current packaging design of the Amazfit Active smartwatch, feedback was collected from five respondents. This process was essential to identify areas where the packaging could be improved and to understand how the current design elements affect the overall unboxing experience. By gathering feedback

directly from potential consumers, valuable suggestions were provided to refine the packaging design for future iterations, ensuring a more engaging and satisfying unboxing experience.

6.1.4.1 Methodology

Respondents were shown an unboxing video of the Amazfit Active smartwatch from YouTube. After viewing the video, they were asked to provide feedback on specific packaging design factors, including material quality, user instructions, product placement, visual design, revealing layers, ease of unwrapping or unboxing, and the opening mechanism. The feedback was collected via a structured form where respondents could offer their thoughts on both the positive aspects of the design and areas for improvement. Additionally, respondents gave their overall impressions of the packaging.

6.1.4.2 Data Collection

Table 6.1 summarize the users feedback for the current packaging design.

Table 6.1: Feedback from current packaging design

i. Material Quality	
Pros:	Respondents noted that the packaging gave a premium feel, with solid-looking, robust materials such as cardboard. They appreciated that the use of cardboard could reduce manufacturing costs, potentially making the product more affordable. The material was also easy to carry and provided a modern aesthetic.
Cons:	A few respondents mentioned that while the material was of good quality, it made the product feel slightly less premium than expected.
Improvements:	No specific improvements suggested.

Table 6.1 continued

ii. User Instruction	
Pros:	Feedback on the user instructions was positive, with respondents finding them clear, simple, and easy to follow. They felt the instructions made the unboxing process smoother and more straightforward.
Cons:	Some respondents pointed out that the instructions were hard to read, possibly due to font size or placement.
Improvements:	No specific improvements suggested.
iii. Product Placement	
Pros:	Respondents generally liked the product placement, finding it well-organized and visually appealing. They appreciated that the placement made the smartwatch easy to notice and access.
Cons:	Despite the neat arrangement, some respondents felt that the placement lacked excitement and did not provide a surprise element, as the smartwatch was too immediately visible.
Improvements:	Suggestion to make the packaging design more mysterious, encouraging curiosity during the unboxing process.
iv. Visual Design	
Pros:	The visual design was praised for its minimalist style, with simple yet stylish graphics. Respondents appreciated the clear and informative presentation of product details on the box.
Cons:	A few respondents found the visual design mediocre, citing that the graphics were less prominent and too concise. Others noted that the design had too much noise and was not visually attractive enough to stand out.
Improvements:	Suggestions included using more unique and eye-catching graphic designs to enhance the product's visual appeal and attract attention.

Table 6.1 continued

v. Revealing Layers	
Pros:	Respondents enjoyed the excitement of revealing compartments in the packaging, which helped pace the unboxing process and build anticipation. They liked that the packaging was simple and easy to navigate, with not too many layers.
Cons:	Some respondents found the layering to be ordinary and felt that it lacked an element of surprise. A few also mentioned that the packaging involved unnecessary layers, leading to over-packaging.
Improvements:	No specific improvements suggested.
vi. Ease of Unwrapping or Unboxing	
Pros:	The unboxing experience was described as smooth and straightforward. Respondents appreciated the simplicity and ease with which the packaging could be opened, noting that it did not take long to access the product.
Cons:	Despite the ease of unboxing, some respondents felt that the process was too simple and lacked a sense of surprise, reducing the overall unboxing experience.
Improvements:	No specific improvements suggested.
vii. Opening Mechanism	
Pros:	The opening mechanism was deemed simple and efficient, with no difficulties encountered during the unboxing process. Some respondents mentioned that it had the potential to surprise users.
Cons:	However, a few respondents felt that the mechanism could be more creative and provide a higher-end feel. Others mentioned that the current design seemed difficult to open, posing a risk of damaging the product during unboxing.
Improvements:	Respondents suggested incorporating a magnetic closure to enhance the unboxing experience, prolonging the process and making it feel more premium.

Table 6.1 continued

viii. Overall Impression	
Pros:	Respondents generally felt that the packaging was acceptable, but there was room for improvement, especially regarding the plastic layer, which required the use of a knife to open. This detracted from the ease of unboxing. Additionally, some respondents found the top design of the box unattractive and not compelling enough.
Improvements:	Suggested eliminating the need for a tool like a knife to open the plastic layer and redesigning the top of the box for a more appealing look.

6.1.4.3 Data Analysis

The feedback gathered from respondents highlights both strengths and areas for improvement in the current packaging design of the Amazfit Active smartwatch. These insights provide a valuable foundation for guiding the next phase of the design process—developing a new packaging prototype and its subsequent validation.

i. Material Quality

Respondents generally praised the premium feel and robustness of the material. However, some noted that the product could feel less premium than expected. To address this, packaging prototypes should incorporate materials that convey a higher-end feel, possibly by introducing textures or finishes such as matte or gloss coatings.

ii. User Instruction

The instructions were largely seen as clear and easy to follow, but some respondents mentioned difficulty in readability. The packaging prototype could include a bolder, more prominent font or improved contrast to ensure better visibility. Incorporating symbols or

visual cues could further enhance user understanding, simplifying the unboxing process even more.

iii. Product Placement

While the product placement was organized and functional, respondents felt it lacked excitement or a surprise element. So, packaging prototypes could experiment with layered reveals, where only parts of the smartwatch or accessories are visible at first glance, encouraging users to continue unboxing with curiosity. This could be achieved by hiding key components, such as the charging cable or user manual, in concealed compartments.

iv. Visual Design

The minimalist approach to the visual design was appreciated, but several respondents found the graphics too understated or mediocre. The packaging prototype could feature more striking and unique graphic designs, possibly leveraging bold colors, embossing, or foil stamping to create a more captivating visual experience. This would help make the packaging more distinctive and memorable.

v. Revealing Layers

Respondents found the packaging easy to navigate, but some felt it lacked a sense of discovery. To create a more exciting unboxing journey, packaging prototype should introduce more layers or compartments, gradually revealing the product and accessories in stages. The inclusion of visual or tactile cues, such as pull tabs or sliding compartments, could also heighten anticipation.

vi. Ease of Unwrapping or Unboxing

While the simplicity of the unboxing process was appreciated, it was seen as too straightforward, diminishing the excitement. To enhance the unboxing experience, the new packaging prototype could include a slightly more intricate unboxing mechanism, such as magnetic flaps or pull-out drawers, to prolong the process and increase engagement.

vii. Opening Mechanism

Though functional, the current opening mechanism was considered too simple by some respondents, with a few noting difficulty in handling it. For the prototype, a magnetic closure could be incorporated to improve both ease of opening and the overall premium feel. This could also slow down the unboxing, adding to the overall experience while ensuring that the packaging remains user-friendly.

6.2 Product Design Specifications

The following Product Design Specification (PDS) is developed based on the feedback gathered from respondents and highlights the key elements for improving the packaging design of the Amazfit Active smartwatch. This PDS will guide the design and prototyping phase, ensuring that the new packaging meets user expectations and enhances the unboxing experience.

Table 6.2: Product Design Specifications

Material Quality	
Objective:	Improve the perceived premium feel of the packaging.
Specification:	i. Use higher-end materials, such as textured cardboard, matte, or gloss coatings, to enhance tactile appeal. ii. Ensure the material is durable and can protect the product from external damage.
User Instruction	
Objective:	Add understanding of the opening instructions.
Specification:	i. Use high contrast for easy readability. ii. Incorporate visual cues and symbols to simplify the instructions, making them universally understandable. iii. Ensure that instruction placement is visible and immediately accessible when the product is opened.
Product Placement	
Objective:	Create a more engaging and exciting product reveal.
Specification:	i. Improve the positioning of the smartwatch in the box to increase presentation. ii. Implement a layered reveal strategy, where components (such as accessories and the strap) are hidden in compartments to increase the sense of discovery. iii. Ensure product placement is organized and intuitive but adds an element of surprise.
Visual Design	
Objective:	Make the packaging more visually distinctive and memorable.
Specification:	i. Use a minimalist approach but enhance it with bold colors or unique patterns to stand out. ii. Ensure the design aligns with the premium nature of the product while keeping branding subtle but noticeable.

Table 6.2 continued

Revealing Layers	
Objective:	Enhance the sense of discovery and engagement throughout the unboxing.
Specification:	i. Introduce multiple layers or compartments that gradually reveal the product and its accessories in stages. ii. Use tactile elements such as pull tabs, sliding compartments, or flaps to guide the user through the unboxing journey. iii. Ensure that each layer offers a new interaction to sustain user curiosity and excitement.
Ease of Unwrapping or Unboxing	
Objective:	Increase engagement while maintaining simplicity and user-friendliness.
Specification:	i. Introduce slightly more intricate unboxing mechanisms, such as magnetic flaps. ii. Ensure the unwrapping process is intuitive but adds a sense of anticipation and engagement.
Opening Mechanism	
Objective:	Improve both ease of use and the premium feel of the opening mechanism.
Specification:	i. Incorporate a magnetic closure system to add a premium touch to the opening mechanism. ii. Ensure the opening mechanism is easy to operate but slows down the unboxing process enough to create a heightened sense of anticipation. iii. The opening mechanism should be smooth and satisfying to use, reinforcing the overall premium feel of the product.

6.3 Prototype Proposal

The proposed packaging will be crafted from high-quality, durable materials to ensure both longevity and a premium feel. The design will feature clear, user-friendly instructions for opening, making the unboxing process intuitive and enjoyable. Inside, the product will be strategically placed to maximize visual appeal and enhance the overall

unboxing experience. The packaging will also incorporate an aesthetically pleasing visual design and utilize multi-layered packaging elements to create a sense of anticipation and surprise as each layer is revealed. Additionally, this packaging will be designed to meet the requirements for both e-commerce and retail sales, ensuring it is robust enough for shipping while remaining visually striking on retail shelves.

For the redesign of this smartwatch product, the material will continue to utilize a thick box with a square shape due to its sturdiness and ease of stacking and transportation. However, the opening method will be modified to incorporate a flap, making it easier to open and providing a more engaging user experience.

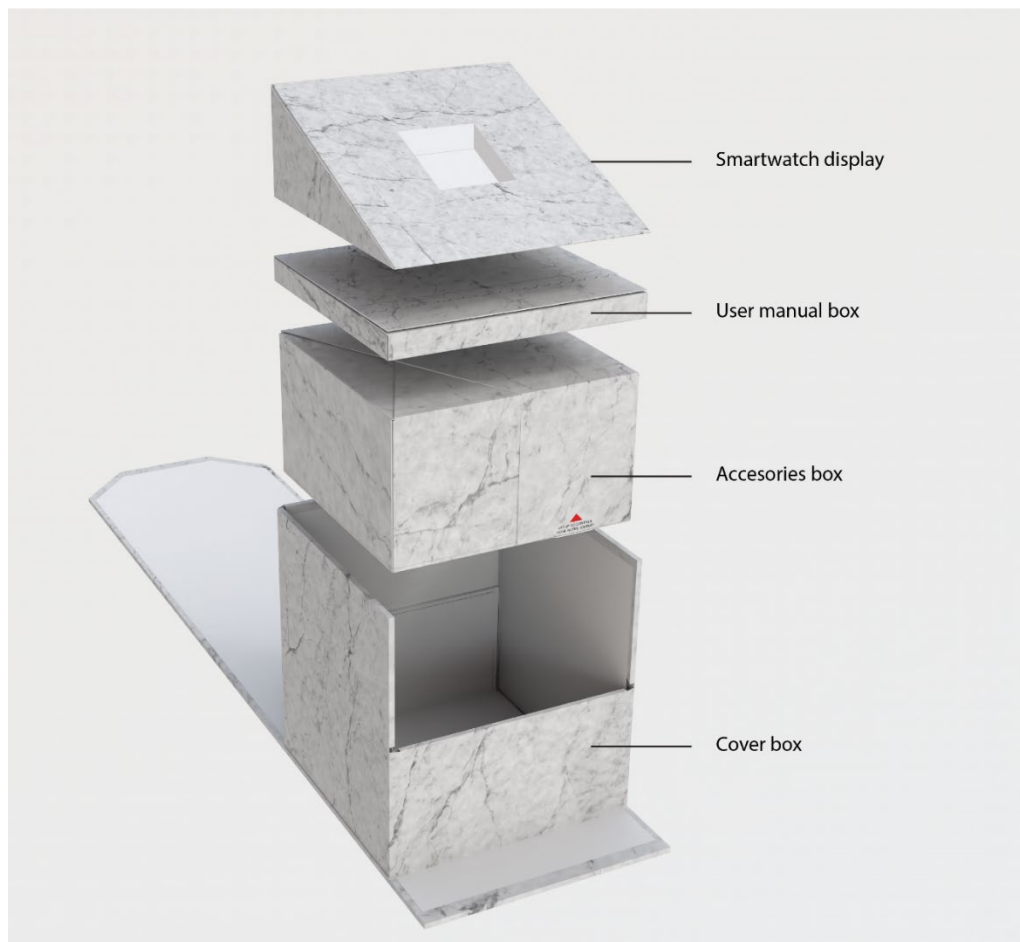


Figure 6.5: Exploded view of packaging prototype



Figure 6.6: Proposed design of the packaging prototype

The graphic design of the new concept will feature a gray background with a texture resembling granite stone, aligning with the "active" theme of the smartwatch. The front of the packaging will display the brand name "Amazfit" and include a ribbon pull tab to facilitate the opening of the flap cover.



Figure 6.7: Instruction on how to open the box



Figure 6.8: Inside of the first layer of the packaging

Upon pulling the tab, the top of the box will open to reveal the body of the smartwatch, surrounded by granite stone graphics to create the impression that the watch is part of the stone. The smartwatch body will be wrapped in frosted paper with an additional pull tab for easy removal from the mold.



Figure 6.9: Opening instruction for the accessories box

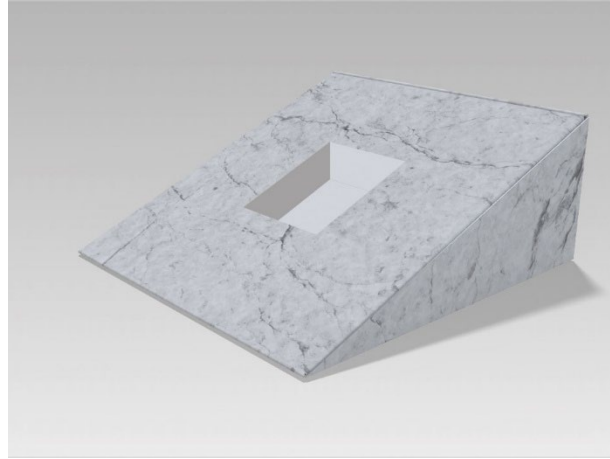


Figure 6.10: Inclined user-facing and centered positioned for the product holder

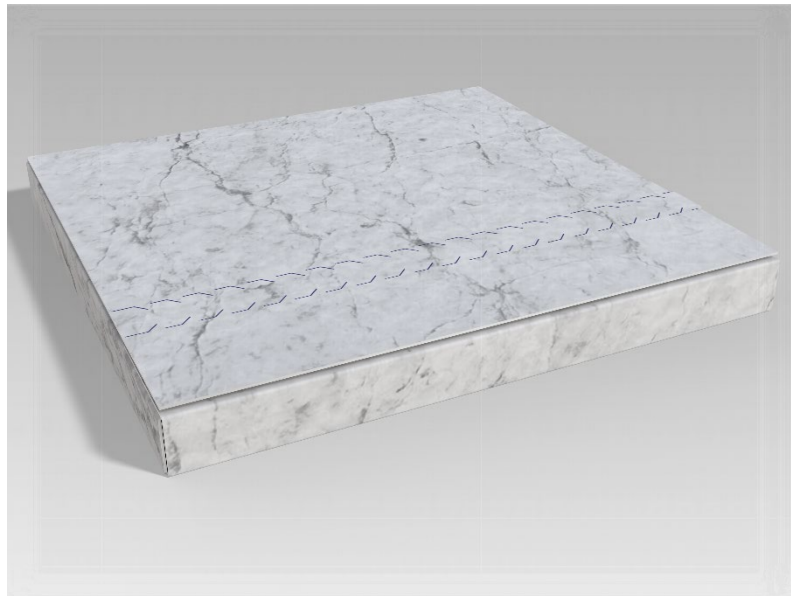


Figure 6.11: Tear strip opening mechanism for the user manual and stickers

The top of the box can then be removed to access the second compartment below, which contains the watch strap to be attached to the smartwatch. Further removal of the second compartment reveals a third compartment, which houses the charger, a sticker, and a carabiner, included as complimentary items for the limited edition watch.

The packaging will be evaluated by 20 respondents to validate its design based on the initial survey findings. The respondents will experience the unboxing process themselves and rate each design factor of the packaging.



Figure 6.12: Validation process with respondent

6.4 Result

Scores were recorded using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). They were also asked to evaluate their level of experience during the unboxing of the product. The results of the validation process are presented in Table 6.3.

Table 6.3: Prototype validation results

	N	Minimum	Maximum	Mean
Material Quality: The choice of materials, such as cardboard, plastic, or metal, affects the tactile feel of the packaging and its perceived value.	20	3	5	4.30
User Instructions: Clear and concise instructions for opening and using the product to ensure a smooth unboxing experience, reducing frustration.	20	3	5	4.00

Table 6.3 continued

Product Placement: How the product is presented within the packaging which influence the element of surprise and anticipation during unboxing.	20	3	5	4.00
Visual Design: The overall look and aesthetics of the packaging, including colors, graphics, and typography, which create a strong first impression.	20	3	5	4.30
Revealing Layers: Multi-layer packaging or nested boxes that add an element of surprise as consumers uncover each layer.	20	3	5	4.20
Ease of Unwrapping or Unboxing: How easy it is to open the packaging and access the product without frustration.	20	3	5	4.20
Opening Mechanism: The ease and uniqueness of how the packaging is opened, such as magnetic closures, pull tabs, or tear strips, that add excitement to the unboxing process.	20	3	5	4.40

The survey results indicate a generally positive reception of the smartwatch packaging design, with respondents providing high ratings across all evaluated criteria. The opening mechanism received the highest average score of 4.4, suggesting that respondents particularly appreciated the ease and uniqueness of how the packaging was opened. Both material quality and visual design were rated at 4.3, indicating that the choice of materials and the overall aesthetics of the packaging were seen as significant contributors to the unboxing experience.

The layering aspect of the packaging, along with the ease of unboxing, both gained an average score of 4.2, highlighting their importance in maintaining consumer engagement and ensuring a smooth unboxing process. Similarly, the overall experience was rated at 4.2, reflecting a strong overall satisfaction with the unboxing process. Although the overall experience rated 4.2, consumer feedback highlighted concerns about environmental impact, which may have influenced scores. User instructions and product placement both received a score of 4.0, indicating that while these elements were positively received, they were slightly less influential in enhancing the unboxing experience compared to other factors.

6.5 Analysis

The survey results provide deeper insights into how different packaging elements influence the unboxing experience, highlighting shifts in respondent priorities compared to the initial survey findings. One of the most notable findings is the increased significance of the opening mechanism, which received the highest score of 4.4 in the validation survey. Initially ranked seventh in importance during the preliminary survey, this shift suggests that while respondents may not have prioritized the opening mechanism conceptually, their direct interaction with the prototype revealed its strong impact on the overall experience. This result emphasizes that an intuitive and engaging opening process can enhance consumer satisfaction, potentially contributing to stronger brand recall.

Material quality remains a critical factor, scoring 4.3, which aligns with the preliminary survey where it was identified as the most influential element. Respondents continued to value high-quality materials, reinforcing the importance of tactile experiences in shaping product perception. However, despite its strong rating, material quality was

slightly overshadowed by the opening mechanism in this validation phase, suggesting that ease of access plays a more immediate role in user engagement during unboxing.

Visual design, also rated 4.3, retained its prominence, indicating that aesthetics remain a crucial component of consumer perception. While well-received, qualitative feedback suggested potential areas for enhancement, such as refining graphic elements or adjusting colour schemes to improve brand identity alignment and user appeal.

The layering of packaging and the ease of unboxing both received scores of 4.2, slightly higher than their initial survey rankings. This suggests that when physically interacting with the prototype, respondents recognized the value of a well-structured unboxing sequence that maintains engagement while ensuring accessibility. These findings highlight the importance of intuitive packaging layouts that balance excitement with functional efficiency.

User instructions and product placement, both rated 4.0, were among the lowest-scoring factors, suggesting areas for improvement. While still positively received, respondents may have found instructions less impactful or product placement less intuitive. Enhancing clarity in instructional design or refining how the product is revealed within the packaging could further elevate user experience.

Overall, the comparison between the initial survey and the current findings reveals a shift in respondent priorities, particularly highlighting the increased significance of the opening mechanism when evaluated in a real-world context. This suggests that while initial data may prioritize material quality, the functional aspects of packaging, such as the opening mechanism, can significantly influence the unboxing experience once consumers interact directly with the product.

CHAPTER 7

CONCLUSION AND DISCUSSION

7.1 Conclusion

This research investigated how different aspects of packaging design affect the unboxing experience of a product. The study combined theoretical research with practical testing to identify which design elements most significantly impact consumer satisfaction.

Initially, the survey highlighted that material quality was considered the most important factor for a positive unboxing experience, emphasizing the importance of the tactile and visual aspects of packaging. However, during the hands-on validation, the opening mechanism was rated highest, suggesting that how easily and uniquely the packaging can be opened plays a crucial role in enhancing the overall experience. This shift indicates that practical features of packaging can become more significant when directly interacted with.

The validation results also confirmed the importance of visual design and material quality, both of which received strong ratings. These findings demonstrate that while the physical feel and look of the packaging are vital, the functional aspects, such as how the packaging is opened, can have an even greater impact on user satisfaction. Elements like the packaging layers and ease of unboxing were also well-received, highlighting their role in creating a smooth and engaging experience.

Although user instructions and product placement were rated slightly lower, they still contributed to a positive unboxing experience. Overall, the research shows that a well-

balanced approach, which includes both attractive design and functional ease, is essential for effective packaging.

In summary, this study provides important insights into what makes for an effective unboxing experience. The findings suggest that while high-quality materials are important, the design of how the packaging is opened can be even more critical. Future research could explore these aspects further and include a broader range of participants to refine packaging design strategies.

7.2 Packaging Design Recommendations

Based on the findings of this study, the following packaging design recommendations are provided to enhance the consumer unboxing experience:

i. Focus on Opening Mechanism

As the hands-on validation revealed, the ease and uniqueness of the opening mechanism had the most significant impact on consumer satisfaction. Designers should prioritize creating packaging that is both intuitive and engaging to open. This could include pull tabs, magnetic closures, or layered packaging that adds a sense of discovery. The opening process should be smooth and free from frustration, as this is often the first physical interaction the consumer has with the product. The prominence of the opening mechanism highlights the importance of intuitive design in reducing consumer frustration and enhancing brand perception.

ii. High-Quality Materials

Material quality remains crucial for creating a premium unboxing experience. Brands should invest in using tactile, durable, and visually appealing materials that align with their

brand identity. For instance, using eco-friendly, sustainable materials can enhance both the feel and consumer perception of the product, especially with growing environmental awareness.

iii. Layering and Structure

The use of layers and compartments can add an element of surprise and engagement, making the unboxing process feel more like a journey. Each layer can introduce a new component of the product or highlight specific features. However, designers should ensure that this layering does not make the unboxing process overly complicated or time-consuming.

iv. Clear and Simple Instructions

While user instructions were not rated as highly as other aspects, they still contribute to the overall experience. Clear, concise, and easy-to-follow instructions can enhance the usability of the packaging, especially for products that require assembly or initial setup.

v. Visual Appeal and Branding

Aesthetic design plays a critical role in the visceral impact of packaging. Visual elements such as color, typography, and branding should be consistent with the product's identity and targeted consumer base. A visually striking design not only captures attention but also helps to build brand recognition and recall.

7.3 Packaging Design Recommendations for Unboxing Videos

The case study process conducted via YouTube provided valuable insights into the elements of packaging that perform well in unboxing videos, particularly those that generate high engagement and positive viewer feedback. By analyzing popular unboxing videos,

specific design features emerged that captivate audiences and elevate the overall unboxing experience. From the data gathered, several key factors stood out:

i. Visual Appeal of the Opening Sequence

Unboxing videos with highly engaging opening sequences consistently garnered more views and likes. The case study data showed that packaging with unique, satisfying opening mechanisms performed particularly well in these videos. For example, products with pull tabs, magnetic closures, or multi-step opening processes were featured prominently and received positive commentary from both the content creators and viewers. The analysis highlighted that packaging with an intricate yet smooth opening process can create a sense of anticipation, making it more compelling to watch. In the videos analyzed, content creators often spent extra time showcasing the opening mechanism, adding to the appeal of the product.

ii. Layering and Presentation

The case study revealed that unboxing videos featuring products with a structured packaging system—such as an outer protective shell, inner compartments for accessories, and additional product enclosures—tended to hold viewer interest for longer periods. This layered approach creates a sense of discovery, with each stage unveiling new product features or components. The data showed that viewers often commented on how the layering built anticipation, making the unboxing process feel like a journey. Popular videos featuring high-end products, such as smartphones or limited-edition gadgets, often used layering to create a step-by-step reveal of different product components.

iii. Material Quality and Visual Design

The analysis of unboxing videos consistently showed that the visual and tactile quality of packaging materials contributed significantly to positive feedback. Videos featuring products with premium materials like textured cardboard, matte finishes, or soft-touch coatings often received comments praising the luxurious feel of the packaging. The visual design, including color schemes, branding, and typography, was also a point of emphasis in these videos. Products with bold, modern designs tended to stand out on camera, catching the attention of viewers.

iv. Highlighting Product Features During the Unboxing Process:

Unboxing videos that emphasized the product's key features as they were revealed tended to generate higher engagement. For example, videos where the packaging prominently displayed the product's unique selling points, such as a special edition logo or detailed information on the box, saw more interaction in the comments. Viewers appreciated when the packaging itself provided clues or information about the product, enhancing their understanding as they watched the unboxing.

v. Compact and Practical Design for Filming

The case study data showed that unboxing videos with packaging that was easy to handle and display on camera resulted in smoother video production and higher viewer retention. Large or overly complex packaging that required too much effort to open or organize often frustrated content creators, as reflected in the commentary or slower pacing of these videos. In contrast, compact, well-organized packaging allowed for a more fluid unboxing experience, which kept viewers engaged.

7.3.2 Conclusion

The data collected through YouTube case study underscores the importance of creating packaging that not only enhances the consumer's personal experience but also performs well in the context of unboxing videos. Key elements such as engaging opening mechanisms, well-executed layering, premium materials, and thoughtful product placement can all contribute to higher engagement and positive feedback in unboxing content. By considering these factors, brands can design packaging that resonates with both consumers and the growing audience of unboxing video viewers, ultimately enhancing their brand visibility and consumer satisfaction.

7.4 Discussion

While this research provides valuable insights into the role of packaging design in enhancing the unboxing experience, there are areas where the research could be improved. One limitation of this study was the sample size and demographic reach. Expanding the participant pool to include a more diverse range of age groups, cultural backgrounds, and shopping behaviors could provide a more comprehensive understanding of consumer preferences. Additionally, incorporating a wider variety of product categories beyond the focus of this study would help to generalize the findings across different industries.

The research can significantly benefit product designers, marketers, and e-commerce businesses by offering a deeper understanding of how packaging influences consumer perceptions and satisfaction. For instance, brands looking to enhance customer loyalty through memorable unboxing experiences can apply these insights to refine their packaging strategies. Companies in the luxury goods sector, where the unboxing experience is often a

critical component of brand identity, can particularly benefit from the emphasis on material quality and innovative opening mechanisms.

Furthermore, this thesis highlights the importance of considering both aesthetic and functional elements in packaging design. By balancing these aspects, designers can create packaging that not only attracts customers visually but also enhances their interaction with the product, leading to higher satisfaction and potentially increased brand loyalty.

7.5 Benefits of This Study

This study provides valuable insights into the significance of packaging design in shaping consumer satisfaction, particularly through the unboxing experience. Several key benefits emerge from the findings:

- i. **Enhanced Understanding of Consumer Expectations:** The study emphasizes the importance of both aesthetic and functional elements of packaging. By combining survey results with hands-on validation, it uncovers how consumer preferences shift when interacting with the product directly, revealing the crucial role that opening mechanisms play in shaping satisfaction.
- ii. **Practical Applications for Designers and Brands:** Packaging designers and brands can leverage these insights to create packaging that not only looks appealing but also functions effectively during the unboxing process. This is especially relevant for companies aiming to deliver a memorable consumer experience, potentially increasing customer loyalty and positive word-of-mouth.
- iii. **Informed Strategies for E-commerce and Marketing:** For e-commerce businesses, where physical interaction with products is limited before purchase, a strong unboxing

experience can serve as a vital tool for building customer loyalty. Brands can implement strategies based on this research to differentiate their products by making the unboxing process part of the product's overall appeal, especially in the luxury and tech sectors.

iv. **Contributions to the Field of Industrial Design and Consumer Experience:** The study enriches existing literature by exploring the unboxing phenomenon within the framework of Donald Norman's three levels of design—visceral, behavioral, and reflective. It highlights the practical application of these design principles in real-world scenarios, showing how the unboxing experience influences consumer emotions and perceptions.

v. **Guidance for Unboxing Video Strategies:** As highlighted in the section on unboxing videos, this study provides actionable recommendations for brands that seek to maximize their products' appeal in this popular form of content. Designing packaging with visual and interactive elements that perform well on camera can increase viewer engagement and, consequently, consumer interest.

7.6 Future Works

While this study offers significant insights, there are several areas where future research could expand upon the findings to deepen the understanding of packaging design and its impact on consumer behavior:

i. **Expanding Sample Size and Demographic Reach:** A more diverse participant pool could provide broader insights into consumer preferences across different age groups, cultures, and income levels. Future studies could explore how these demographics influence the perceived value of packaging elements like material quality, opening mechanisms, and visual design.

- ii. **Exploring Cultural and Psychological Influences:** Future research could delve deeper into how cultural factors shape consumer expectations and reactions to unboxing experiences. For instance, exploring how cultural symbolism and psychological triggers related to packaging design vary across regions would provide valuable insights for global brands.
- iii. **Investigating Other Product Categories:** This study primarily focused on packaging design for a specific type of product (smartwatches). Expanding the research to include various industries, such as cosmetics, food and beverage, and apparel, would provide a more comprehensive understanding of how packaging design impacts consumer satisfaction across different sectors.
- iv. **Technological Advancements in Packaging:** With the rise of smart packaging technologies, future studies could explore how interactive elements, such as augmented reality (AR) or QR codes, influence the unboxing experience. These technological innovations have the potential to elevate packaging from a static design to a dynamic, consumer-engaging platform.
- v. **Sustainability in Packaging Design:** As sustainability becomes increasingly important to consumers, future research could investigate how eco-friendly materials and packaging practices influence the unboxing experience and brand perception. Studies focusing on how companies can balance sustainability with aesthetic and functional packaging elements would be highly relevant in the current market landscape.
- vi. **Longitudinal Studies on Brand Loyalty:** A long-term study that tracks how the unboxing experience affects brand loyalty over time would provide valuable insights.

Understanding whether a positive unboxing experience leads to repeat purchases and stronger brand loyalty could help refine packaging strategies aimed at customer retention.

In conclusion, this research has laid a strong foundation for understanding how packaging design influences the unboxing experience. Future works in this area could broaden the scope and deepen the analysis to continue enhancing consumer satisfaction and drive innovation in packaging design.

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APPENDICES

Appendix A: Survey questionnaire form

Improving Consumer Unboxing Experience: Unboxing-Worthy Packaging

Welcome to our survey on "Improving Consumer Unboxing Experience: Unboxing-Worthy Packaging." We greatly appreciate your participation, as your input is instrumental in advancing our understanding of what makes opening packages an enjoyable and memorable experience.

In today's digital age, the act of receiving and unboxing a product has become an integral part of the overall shopping experience. The packaging of a product can elevate this experience, leaving a lasting impression on consumers. Whether it's the anticipation of unveiling a long-awaited item, the visual appeal of the packaging, or the delight of discovering hidden surprises inside, every detail matters.

In this survey, we aim to delve into the factors that influence the unboxing experience, with a particular focus on packaging design. By gathering your insights, we can gain a deeper understanding of what works and what doesn't when it comes to packaging, ultimately striving to enhance the joy and satisfaction you derive from unboxing.

Your feedback will assist us in achieving the following objectives:

1. **Understanding Factors:** We want to explore the factors that drive your excitement when receiving and unboxing a product. What elements contribute to that sense of anticipation and delight?
2. **Recommendations:** We seek your opinions on what packaging elements enhance the unboxing experience. Your suggestions can guide us in recommending improvements.
3. **Validation:** We aim to validate the impact of these packaging elements on consumer satisfaction by proposing new packaging designs. Your participation will help us measure the effectiveness of these designs in delivering a positive unboxing experience.

We assure you that your responses will remain completely anonymous and confidential. There are no right or wrong answers; we're interested in your personal perspectives and experiences.

The survey won't take much of your time, and your valuable insights will contribute to meaningful research in the field of packaging design and consumer satisfaction. So, let's embark on this journey together to make unboxing a memorable and enjoyable experience for everyone.

Thank you for your participation.

Section 1: Demographics

1. Gender:

- ☐ Male
- ☐ Female

2. Age:

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45 and above

3. Hobby:

- ☐ Creative (Drawing/Music/Photography/etc)
- ☐ Outdoor and physical activities (Sports/Hiking/Gardening/etc)
- ☐ Home activities (Cooking/Cleaning/etc)
- ☐ Leisure and Entertainment (Reading/Movies/Gaming/Travelling/etc)
- ☐ Special Interest (Volunteering/Collecting coin/etc)
- ☐ No hobby

4. What is your highest level of education?

- ☐ Certificate
- ☐ Undergraduate (Diploma/Degree)
- ☐ Postgraduate (Master/PhD)

5. How often do you shop online for consumer electronics devices?

- ☐ Weekly
- ☐ Monthly
- ☐ Occasionally

6. What types of products do you typically purchase online? Please select all that apply:

- ☐ Electronics and gadgets
- ☐ Clothing and accessories
- ☐ Home goods and furnishings
- ☐ Beauty and personal care products
- ☐ Groceries and household items

7. What are your primary considerations before purchasing items online?

- ☐ Price and affordability
- ☐ Product reviews and ratings
- ☐ Brand reputation
- ☐ Product features and specifications
- ☐ Comparison with similar products

8. What is your current employment status?

- ☐ Employed (Full time)
- ☐ Employed (Part time)
- ☐ Self-employed
- ☐ Unemployed
- ☐ Student

9. What is your approximate monthly income?

- ☐ Less than RM1,500
- ☐ RM1,500 – RM2,499
- ☐ RM2,500 – RM3,499
- ☐ RM3,500 – RM5,499
- ☐ RM5,500 – RM7,499
- ☐ RM7,500 – RM10,499
- ☐ RM10,500 and above

10. Which of the following best describes your shopping habits?

- ☐ I prefer to shop online exclusively
- ☐ I prefer to shop in physical stores exclusively
- ☐ I do a mix of both online and in-store shopping

Section 2: Understanding of "Unboxing"

11. Have you heard the term "unboxing" before participating in this survey?

- ☐ Yes
- ☐ No
- ☐ Not sure

12. How would you define the term "unboxing" from your own perspective? Please choose which means the best to you.

- ☐ Is an act where consumers open and reveal the contents of a product's packaging to see what they've purchased.
- ☐ Visual showcase of the unwrapping and presentation of a product, often captured on video or in photos.
- ☐ Examining the design, materials, and quality of a product's packaging, not just the product itself.
- ☐ Marketing tool that companies and influencers use to create excitement and interest in a product before/after its official release.

13. Do you believe the unboxing experience is an important part of buying products?

- ☐ 1 (Not important)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 (Very important)

14. What is your primary goal when watching an unboxing video?

- ☐ To learn about the product's features and performance.
- ☐ To get a first look at the product.
- ☐ To assess the packaging and presentation.

15. Which types of unboxing videos do you typically watch?

- Tech product
- Makeup and beauty product
- Fashion and clothing haul
- Video game and console
- Toy and collectible
- Home decor and DIY product

Section 3: Unboxing Experience

16. On a scale from 1 to 5, how much does these factors contribute to your excitement when unboxing a product? (1 Not at all – 5 Extremely)

Attributes	1	2	3	4	5
Visual Design: The overall look and aesthetics of the packaging, including colors, graphics, and typography, which create a strong first impression.					
Material Quality: The choice of materials, such as cardboard, plastic, or metal, affects the tactile feel of the packaging and its perceived value.					
Opening Mechanism: The ease and uniqueness of how the packaging is opened, such as magnetic closures, pull tabs, or tear strips, that add excitement to the unboxing process.					
Texture and Finish: Special finishes like matte, gloss, or embossing can enhance the sensory experience that add a premium feel to the packaging.					
Revealing Layers: Multi-layer packaging or nested boxes that add an element of surprise as					

consumers uncover each layer.					
Product Placement: How the product is presented within the packaging which influence the element of surprise and anticipation during unboxing.					
Personalization: Personalized elements, such as custom messages or unique identifiers, which make consumers feel a sense of exclusivity.					
Scent: Incorporating a specific scent, such as a subtle fragrance, that evoke emotions and enhance the unboxing experience.					
Sound: Auditory elements, like the sound of opening or unwrapping, that add to the sensory delight of unboxing.					
User Instructions: Clear and concise instructions for opening and using the product to ensure a smooth unboxing experience, reducing frustration.					
Ease of Unwrapping or Unboxing					

How easy it is to open the packaging and access the product without frustration.					
Inclusion of Surprise or Extra Items Whether the packaging includes unexpected bonuses, like free samples or small gifts.					

17. On a scale from 1 to 5, how much does the packaging design affect your excitement when you open something? (1 means "Not important" and 5 means "Very important")

- ☐ 1 (Not Important)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 (Extremely Important)

18. On a scale from 1 to 5, please rate the reasons why you enjoy opening things you've bought.

(1 Strongly Disagree – 5 Strongly Agree)

Reason	1	2	3	4	5
The anticipation and excitement of discovering what's inside.					
The satisfaction of having a new item.					
The opportunity to share the experience on social media.					
The chance to inspect the packaging and presentation.					

Appendix B: Unboxing Experience Feedback Form: Smartwatch Packaging Redesign

Thank you for participating in this study. Please watch the unboxing video carefully and share your thoughts on the packaging of the smartwatch. Your feedback will help us improve the packaging design.

Unboxing Video Feedback

Design Factor	Comments	Improvements
Material Quality: The choice of materials, such as cardboard, plastic, or metal, affects the tactile feel of the packaging and its perceived value.	Pros: Cons:	
User Instructions: Clear and concise instructions for opening and using the product to ensure a smooth unboxing experience, reducing frustration.	Pros: Cons:	
Product Placement: How the product is presented within the packaging which influence the element of surprise and anticipation during unboxing.	Pros: Cons:	
Visual Design: The overall look and aesthetics of the packaging, including colors, graphics, and typography, which create a strong first impression.	Pros: Cons:	
Revealing Layers: Multi-layer packaging or nested boxes that add an element of surprise as consumers uncover each layer.	Pros: Cons:	

Ease of Unwrapping or Unboxing: How easy it is to open the packaging and access the product without frustration.	Pros: Cons:	
Opening Mechanism: The ease and uniqueness of how the packaging is opened, such as magnetic closures, pull tabs, or tear strips, that add excitement to the unboxing process.	Pros: Cons:	

Overall

Impressions:

What is your overall impression of the smartwatch packaging?

Appendix C: Smartwatch Packaging Design Validation Survey

Thank you for participating in this research survey. The purpose of this research is to validate the packaging design of a smartwatch by focusing on the unboxing experience. Your insights will contribute significantly to understanding how various design elements impact consumer excitement and satisfaction during the unboxing process.

The survey should take around 5-10 minutes to complete. All responses will remain confidential and will be used exclusively for academic research purposes. Your participation is highly valued and will play an important role in the success of this study.

Please rate the following statements based on your unboxing experience with our smartwatch packaging:

Material Quality (rigid box)

1. The quality of the materials used in the packaging contributed to a positive unboxing experience.

- ☐ 1 (Strongly Disagree)
- ☐ 2 (Disagree)
- ☐ 3 (Neutral)
- ☐ 4 (Agree)
- ☐ 5 (Strongly Agree)

User Instructions (lift to open)

2. The clarity of the instructions enhanced my enjoyment of the unboxing process.

- ☐ 1 (Strongly Disagree)
- ☐ 2 (Disagree)
- ☐ 3 (Neutral)
- ☐ 4 (Agree)
- ☐ 5 (Strongly Agree)

Product Placement (center & tilted)

3. The placement of the smartwatch within the packaging created a sense of excitement during unboxing.

- ☐ 1 (Strongly Disagree)
- ☐ 2 (Disagree)
- ☐ 3 (Neutral)
- ☐ 4 (Agree)
- ☐ 5 (Strongly Agree)

Visual Design (granite background)

4. The visual design of the packaging enhanced my first impression and excitement about the product.

- ☐ 1 (Strongly Disagree)
- ☐ 2 (Disagree)
- ☐ 3 (Neutral)
- ☐ 4 (Agree)
- ☐ 5 (Strongly Agree)

Revealing Layers (box in box)

5. Uncovering each layer of the packaging added to my sense of anticipation and enjoyment.

- ☐ 1 (Strongly Disagree)
- ☐ 2 (Disagree)
- ☐ 3 (Neutral)
- ☐ 4 (Agree)
- ☐ 5 (Strongly Agree)

Ease of Unboxing

6. The ease of unboxing the product contributed to a smooth and satisfying experience.

- ☐ 1 (Strongly Disagree)
- ☐ 2 (Disagree)
- ☐ 3 (Neutral)
- ☐ 4 (Agree)
- ☐ 5 (Strongly Agree)

Opening Mechanism (Magnet & pull tab)

7. The uniqueness of the opening mechanism (e.g., magnetic closures, pull tabs) enhanced my excitement and satisfaction.

- ☐ 1 (Strongly Disagree)
- ☐ 2 (Disagree)
- ☐ 3 (Neutral)
- ☐ 4 (Agree)
- ☐ 5 (Strongly Agree)

Overall Experience

8. The overall packaging design contributed to a feeling of excitement and joy when I first opened the product.

- ☐ 1 (Strongly Disagree)
- ☐ 2 (Disagree)
- ☐ 3 (Neutral)
- ☐ 4 (Agree)
- ☐ 5 (Strongly Agree)