

# Ingredient based Illustrations and human choices : A Neurocognitive Perspective

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## **Abstract**

Customers evaluate packaging through a rapid, automatic emotional reactions that occur unconsciously and these unconscious responses determine consumer preference. This research examined the connection between ingredient-based illustrations (real and symbolic) as part of front of packaging design, emotions, and choices. We employ a variety of neuroscience methodologies to give biometric and neuro-metric data obtained through eye-tracking, GSR, EEG and IRT to investigating the role of ingredient illustrations as heuristics in making decisions. Results demonstrate that ingredient-based illustrations provoke emotions in people and indicates that emotional responses are generated by ingredient-based illustrations and can be empirically measured and quantified.

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