

# Driving brand emotional attachment through eco-efficient packaging: the role of utilitarian, symbolic and hedonic benefits

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## **Abstract**

This research aims to analyze the utilitarian, symbolic, and hedonic benefits perceived by consumers when using eco-efficient packaging, and their influence on the brand emotional attachment and purchase intention. Based on a sample of 305 respondents, it was found that the utilitarian benefits perceived by consumers do not positively influence the emotional attachment to the brand. On the contrary, results show the existence of a positive influence between symbolic and hedonic benefits perceived by consumers and brand emotional attachment, as well as, between brand emotional attachment and consumer purchase intention of products with eco-efficient packaging.

**Subject Areas:** *Branding; Consumer Behavior*