

Box Attractiveness

Ferreira, B. M. Packaging texture influences product taste and consumer satisfaction. J. Sens. Stud. 34, e12532, DOI: 10.1111/joss.12532 (2019)."

[illegible]

Unboxing Experience

Lenz, E., Diefenbach, S. & Hassenzahl, M. Exploring relationships between interaction attributes and experience. In *Proceedings of the 6th International Conference on Designing Pleasurable Products and Interfaces*, 126–135, DOI: 10.1145/2513506.2513520 (ACM, 2013).

Diefenbach, S., Lenz, E. & Hassenzahl, M. An interaction vocabulary. describing the how of interaction. In CHI '13 Extended Abstracts on Human Factors in Computing Systems, 607–612, DOI: 10.1145/2468356.2468463 (ACM, 2013).

How would you describe your experience opening the package? Please rate your impression of the interaction along the eleven dimensions.

[illegible]

Sensory Evaluation Questionnaire

Gunaratne, T. M. et al. Physiological responses to basic tastes for sensory evaluation of chocolate using biometric techniques. Foods 8, 243, DOI: 10.3390/foods8070243 (2019).

1. Flavor Perception: What flavor do you perceive?

	Cocoa	Vanilla	Caramel	Sweet	Buttery	Milky	Burnt
	☐	☐	☐	☐	☐	☐	☐

2. Taste Perception: What taste do you perceive?

	Bitter	Salty	Sour	Sweet	Umami
	☐	☐	☐	☐	☐

3. Intensity: Please rate the intensity of detected taste.

	Absent	Low	Medium	High
	☐	☐	☐	☐

4. Hardness: Please rate the hardness at first bite.

	Soft	Medium	Hard
	☐	☐	☐

5. Smoothness: Please rate the smoothness of the chocolate.

	Low	Medium	High
	☐	☐	☐

6. Overall Liking: Please rate your overall liking of the chocolate.

	Extremely Dislike	Moderately Dislike	Slightly Dislike	Neither Like Nor Dislike	Slightly Like	Moderately Like	Extremely Like
	☐	☐	☐	☐	☐	☐	☐

7. Taste Persistence: Please indicate the persistence of taste in mouth (in seconds).

	0	2	4	>= 6

8. Willingness to Taste More: Please indicate your willingness to taste another piece of the chocolate.

	Not at all	Maybe	Yes, definitely
	☐	☐	☐

9. Emotional Lexicon: Check all that apply to chocolate consumption.

- ☐ Achievement
 ☐ Active
 ☐ Affectionate
 ☐ A little naughty
 ☐ Balanced
 ☐ Bored
- ☐ Bright
 ☐ Calm
 ☐ Comforting
 ☐ Delighted
 ☐ Energetic
 ☐ Enjoyment
 ☐ Exciting
- ☐ Free
 ☐ Friendly
 ☐ Fun
 ☐ Glad
 ☐ Good
 ☐ Guilty
 ☐ Happy
 ☐ Harmony
 ☐ Healthy
- ☐ Interested
 ☐ Joyful
 ☐ Loving
 ☐ Luxurious
 ☐ Natural
 ☐ Pleasurable
 ☐ Relaxed
- ☐ Satisfied
 ☐ Sharing
 ☐ Warm

Product-Box Congruency

Schutrups, N. Communicating through a congruent multisensory packaging design. Master's thesis, University of Twente (2018).

To what extent do you think the package matches the chocolate?

[illegible]

Price Expectation and WTP

Schutrups, N. Communicating through a congruent multisensory packaging design. Master's thesis, University of Twente (2018).

What do you think is the average price of the chocolate you have just seen, felt, and tasted? Please write down your answer in dollars (use numbers).

Based on what you have seen, felt, and tasted, how much would you pay for this chocolate?

\$0.25

\$6



Purchase Intent & Luxury Perception

Schutrups, N. Communicating through a congruent multisensory packaging design. Master's thesis, University of Twente (2018).

Putrevu, S. & Lord, K. R. Comparative and noncomparative advertising: Attitudinal effects under cognitive and affective involvement conditions. J. advertising 23, 77–91, DOI: 10.1080/00913367.1994.10673443 (1994).

1. Purchase Intent

To what extent do you agree with the following statements?

	Strongly Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Strongly Agree
I would like to try this chocolate.	☐	☐	☐	☐	☐
When I want to buy chocolate, I will consider this product.	☐	☐	☐	☐	☐
I would recommend this chocolate to my friends.	☐	☐	☐	☐	☐
I would buy the chocolate on a regular basis.	☐	☐	☐	☐	☐
I would buy the chocolate as a gift.	☐	☐	☐	☐	☐

2. Luxury Perception

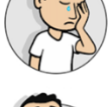
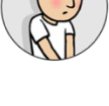
To what extent do you agree with the following statements?

	Strongly Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Strongly Agree
This is a chic chocolate.	☐	☐	☐	☐	☐
This is an everyday chocolate.	☐	☐	☐	☐	☐
This is your average chocolate.	☐	☐	☐	☐	☐
This is an exclusive chocolate.	☐	☐	☐	☐	☐

Emotional Experience (PrEmo)

Laurans, G. & Desmet, P. M. Developing 14 animated characters for non-verbal self-report of categorical emotions. *J. Des. Res.* 15, 214–233, DOI: 10.1504/JDR.2017.089903 (2017).

Please view the following cartoons expressing emotions and rate how much you feel the emotions depicted about the task you just performed.

	I do not feel this	I feel this a little	I feel this somewhat	I do feel this	I do feel this strongly
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐

