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Impact of Packaging Attributes on Brand Love: Evidence from the Luxury Fashion Industry in Egypt

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ABSTRACT

This study examines the influence of Packaging Attributes on Brand Love in the luxury fashion industry in Egypt, building upon literature on the effect of packaging attributes as a multidimensional concept that extends beyond its protective function to include visual, functional, environmental, and experiential attributes on brand love towards luxury fashion brands. This study is theoretically grounded in the combination of the Cue Utilization Theory, Signaling Theory, and Attachment Theory to examine how packaging attributes shape consumers' emotional responses and strengthen brand love. This research employed a quantitative approach, using an online questionnaire to collect data from 440 luxury fashion consumers via River sampling, and the relationships were analyzed using IBM SPSS Statistics software using multiple linear regression. Results demonstrated that packaging attributes have significant impact on brand love, with each packaging attribute contributing differently to brand love; thereby, visual, functional, and experiential packaging attributes positively impact brand love, whereas environmental packaging attributes were not a statistically significant predictor of brand love. Findings contribute evidence from the Egyptian market, offering practical implications for luxury fashion brands and marketers, highlighting packaging as a strategic tool to strengthen consumers' emotional attachment to the brand, and supporting competitiveness in the luxury fashion market.

Keywords: Packaging Attributes, Luxury Fashion Packaging, Brand Love, Luxury Fashion Industry, Consumer Behavior, Egypt
JEL Classifications: M31, L67, D12

1. INTRODUCTION

Several studies have emphasized the growing importance of packaging as an effective marketing tool that enhances consumers' emotional attachment and strengthens brand relationships. However, limited attention has been given to examining the impact of luxury fashion packaging attributes on brand love in the luxury fashion industry in Egypt.

Luxury fashion represents the highest expression of the fashion industry, characterized by its high quality, exclusivity, differentiation, innovation, craftsmanship, precision, heritage, and prestige. Furthermore, luxury and fashion can coexist; they are not identical concepts. Up until the 19th century, fashion was only accessible to consumers who could afford luxury products and follow changing trends. However, in the 21st century, being fashionable is no longer limited to wealthy consumers, as many accessible brands offer trendy and affordable options to a broader audience (Gwendolyn and Abonyi, 2024). The luxury fashion industry has become increasingly competitive and is predicted to witness significant global growth as brands consciously seek innovative ways to differentiate themselves and strengthen their relationships with consumers. Moreover, luxury fashion consumers obtain psychological satisfaction that non-luxury products do not offer, such as social attention, prestige, and enhanced status (Amarullah et al., 2025).

A phenomenon that has attracted attention from academics and marketers in the luxury fashion market in recent years is brand love. "Brand love" is defined as a strong emotional attachment

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between consumers and brands. The concept distinguishes between simply "liking" a brand from feeling truly passionate about it. To strengthen emotional relationships between consumers and brands, companies have focused on different marketing strategies that evoke positive consumer emotions to create a memorable experience. However, other marketing contexts have been relatively underexplored in the realm of product packaging in the luxury fashion market (Figueiredo, 2023).

Prior literature has established that unusual packaging increases affective responses to the brand and influences consumers' perceptions, attitudes, and purchase intentions. Moreover, studies have suggested that unique and emotionally appealing packaging elements, including creative messages and experiences, can positively influence consumers' emotional responses. However, most existing studies have examined packaging dimensions independently. Consequently, limited research has comprehensively examined the collective impact of packaging attributes and brand love within the luxury fashion industry. Therefore, the present study investigates packaging attributes as a multidimensional construct.

The absence of targeted studies and empirical data on the Egyptian luxury market indicates a significant deficiency in tailoring the plans of marketing professionals and brand managers to the Egyptian market (Ali and Labib Enaba, 2025). This study seeks to bridge the gap by providing a comprehensive framework to investigate the influence of various Atributes of Packaging by examining the impact of (visual, functional, environmental, and experiential) attributes as one construct on Brand Love among luxury fashion consumers in Egypt. The present study is underpinned by the Cue Utilization Theory and Signaling Theory as the theoretical background for packaging attributes and Attachment Theory as the theoretical background for brand love to contribute to the existing literature and to provide an understanding of how packaging attributes collectively influence brand love.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Packaging Attributes and Relevant Theories

A luxury package is characterized by extravagance and is considered to be the general profile of the luxury industry. Luxury brands convey prestige and show their values through packaging cues to signal a luxurious and premium image to the customers (De Angelis Alba, 2025). Packaging attributes are extrinsic cues referring to the packaging elements that are associated with the product, although not physically a part of it. It includes visual, functional, environmental, and experiential attributes (Mehta et al., 2024). Packaging elements ensure brand identification and product description, facilitate protection and consumption of the product, and ease transportation and storage, which in turn impact consumer buying intentions (Mahajan and Vidani, 2023).

Visual features of packaging, including color, wrapper design, packaging material, and printed information, have stimulated customer behavior. Appealing graphics and distinct shape and size are other visual cues that have a strong impact on impulse purchases (Garg, 2025). Furthermore, environmental attributes of the package reflect the growing importance of environmental consciousness and the adoption of eco-friendly and green packaging materials by brands that demonstrate social responsibility through their packaging practices.

The functional attributes of a package are defined as "the set of potential benefits that the product and its package provide the customer." The functionality of the package is concerned with product protection throughout storage, use, transportation, and sale (Baccarella et al., 2021). Moreover, convenient and easy-to-store packaging, which are dimensions of packaging functionality (Priyadharisini and Sumithra, 2024), leads to better purchases (Garg, 2025).

Brands that are "experience providers" are expected to deliver a distinctive experience for customers, emphasizing the significance of both the product's usefulness and the package's experiential elements. Furthermore, the experiential attributes of the package are designed to create distinctive sensory and interactive experiences from a stimulus perspective (Álvarez-González et al., 2024).

Inekwe et al. (2024) addressed the theoretical framework supporting this focus on packaging attributes, integrating the Cue Utilization theory, which was proposed by Lutz (1975) and is also known as the Ecological Approach to Perception, explaining the environmental cues, including packaging, and how it is used by consumers to make judgments and decisions, suggesting that consumers rely on information available in their environment, gathering cues helping them to have more knowledge and interpretation concerning the world around them. According to this theory, consumers use packaging as a cue to assess the value and quality of products. Consumers make judgements and quick decisions about product desirability based on packaging elements, including color, design, and materials; these elements serve as cues that communicate information about the attributes of the product, overall quality, and functionality.

Packaging cues act as a mental shortcut, helping consumers form immediate impressions about the product, influencing their purchase decisions. Moreover, Cue Utilization theory suggests that marketers can focus on packaging strategies to impact consumer buying decisions and effectively communicate product attributes (Inekwe et al., 2024).

In addition to Cue Utilization theory, the influence of packaging attributes on brand love was supported by the theoretical foundation of Signaling Theory, which was grounded in economics; it helps in understanding asymmetric information between parties. Signaling theory was first introduced by Spence (1973), proposing that one party (the signaler) will use signals to effectively communicate to the other party (the receiver) and enhance their trustworthiness; the signaling cues are represented in three components: the cues must be interpretable, visible, and costly to imitate. Moreover, companies signal visible cues, including packaging and certifications, which are measurable

signals, and signal unobservable outcomes such as a sustainable environment, which are crucial signals used by brands to help consumers make decisions about goods and services (Payagala et al., 2025).

The theory plays an important role in fashion and marketing, demonstrating the importance of brands signaling their values and identity through their cues such as logos and packaging designs. Signals correspond with consumers' self-identity and desire for status and social belonging, focusing on how luxury fashion consumers use brands to convey messages concerning their social affiliations and status to others, aligning with societal norms and cultural values by wearing luxury or specific brands. Therefore, this study was underpinned by signaling theory (Alrayees and Alhidari, 2025).

2.2. Brand Love and Relevant Theories

Junaid et al. (2022) stated that Brand Love was conceptualized by Caroll and Ahuvia (2006, p. 81) and defined as "the degree of passionate emotional attachment a satisfied customer has for a particular trade name." Moreover, brand love indicates the affective feeling of satisfaction that consumers hold towards a brand. In the fashion industry, consumers tend to develop strong emotional attachments towards fashion brands they are familiar with, resulting in positive word-of-mouth, engagement, and customer loyalty. Additionally, Brand Love plays a crucial role in building sustainable long-term relationships between consumers and brands.

In the field of consumer brand relationship research, Brand Love is perceived as a recent marketing concept; previous studies have investigated Brand Love according to two different perspectives, starting with the first perspective addressing consumers' love towards products and how researchers assess emotional attachment towards products. Moreover, researchers included the object-consumer or product-consumer relationships in the second perspective. The two perspectives were inspired by Sternberg's (1986) triangular love theory, suggesting that consumers who have relationships with an object (e.g., a brand or a package) are mainly based on three components—intimacy, passion, and commitment—and these components reflect the emotional attachment consumers establish with brands compared to interpersonal relationships (Ghorbanzadeh and Rahehagh, 2021).

Pontinha and Coelho do Vale (2020) reviewed the existing literature and stated that there are various divergent views on brand love and its dimensions; several theories proposed that brand love is a multidimensional construct, including the interpersonal love theory and triangular theory emphasizing dimensions such as passion and intimacy. The lack of conceptual clarity and differential nature of interpersonal consumer-brand relationships were the main critiques by Alvarez et al. Therefore, Caroll and Ahuvia (2006) developed unidimensional brand love scales (10-point scales), disregarding the multidimensional aspect of brand love highlighted in the interpersonal relationship theory. Moreover, Caroll and Ahuvia (2006) incorporated emotional attachment and passion, positive emotions in response to the brand, declaration of love towards the brand, and positive evaluation of the brand. Emotional attachment refers to the strong psychological bond between consumers and the brand, with passion as the critical component of this attachment, reflecting the high emotions that arise from consumers' desires towards a brand.

According to Ahuvia (2005), consumers exhibit intense emotional bonds to some "love objects," which encompass items beyond human relationships. The "love-like" feeling that consumers have for a brand may not perfectly represent the feelings that people have for others. Accordingly, brand love is perceived to be more intense than simple brand liking. The presence of an interactive environment is crucial for the existence of relational love and emotional attachments, through which consumers engage in frequent interactive behaviors. Therefore, brands that nurture brand love are more likely to achieve sustainable competitive advantage (Carroll and Ahuvia, 2006).

Although brand love and brand attachment are considered to be closely related constructs, they are conceptually distinct. There is a relationship between strong emotional attachment and love, affection, and desire towards a brand. Accordingly, several studies consider brand attachment to be a psychological mechanism underlying the development of brand love. Therefore, Attachment theory as proposed by Bowlby (1979) provides a theoretical foundation for brand love, addressing the formation of consumer-brand relationships (Ali and Labib Enaba, 2025).

Attachment theory describes the deep emotional connections with others as a fundamental human need, and this process begins in infancy and extends into adulthood through close interpersonal relationships (Thomson et al., 2005). From a branding perspective, Park et al. (2010) suggested that attachment to a brand is formed when the brand is embedded in consumers' subconscious minds, creating a link between consumers' self-identity and the brand (Ali and Labib Enaba, 2025).

2.3. Packaging Attributes and Brand Love

Although earlier studies have focused on the influence of packaging on consumer buying behavior, brand image, purchase intention, and consumer experience, research on the impact of packaging attributes on brand love remains limited (Christanto and Vikend Cu, 2023).

Crespo et al. (2025) argued that psychological and emotional attachment determines consumer buying behavior, leading consumers to make repeated purchases for the brand, influencing them to spend more money to obtain it and increase their loyalty to it. Therefore, brands focus on their packaging attributes to strengthen their emotional attachment with consumers and enhance brand trust.

According to Qayyum et al. (2025), in the luxury fashion context, packaging attributes that communicate societal values, prestige, exclusivity, and superior quality can evoke strong emotional attachments among consumers, such as Brand Love, which Caroll and Ahuvia (2006) define as the degree of passionate emotional attachment that a satisfied consumer has towards a brand, thereby influencing consumers' perceptions, attitudes, and purchase

intentions. Consequently, packaging attributes are recognized as antecedents of brand love. Specifically, functional and sensory brand uniqueness indirectly contribute to the development of consumer emotional attachment to the brand, ultimately fostering brand love.

Figueiredo (2023) demonstrated that packaging elements are an integral part of the relationship between consumers and brands, with Brand Love being part of the consumer brand relationship. Consequently, packaging attributes influence brand love. Verbal packaging elements such as packaging messages foster positive emotional reactions to the brand, influencing consumers to love the brand. Previous studies have examined the influence of packaging on building a brand image in consumers' minds and how packaging design contributes to the consumer experience (Ghorbani and Westermann, 2025).

Based on the existing literature, packaging attributes have an important role in influencing emotional attachment to the brand and strengthening consumers' affection; these attributes include the role of visual, functional, environmental, and experiential packaging, with each attribute contributing differently to emotional attachment and brand love (Carroll and Ahuvia, 2006; Batra et al., 2012; Prakash and Pathak, 2017; Rita et al., 2019).

2.3.1. Visual packaging attributes

According to a study on packaging in the food industry, there is a significant impact of visual attributes, including packaging material, color, and nutritional information, on consumer purchase decisions. Customer expectations are significantly affected by products' extrinsic cues, including visual packaging attributes, which influence consumer attitudes toward liking and acceptability of the product. Packaging color is closely tied to emotional attachment and significantly impacts consumer purchase decisions and buying behavior. Packaging size, shape, and graphics evoke consumers' emotional attachment, affecting brand love, which in turn significantly affects consumer buying behavior, impulsive buying, and consumer perception (Mehta et al., 2024).

Priyadharisini and Sumithra (2024) argued that the affective side of consumers' decision-making is related to the visual packaging attributes, including logo, image, color, shape, design, and illustration, and the informational attributes of the package that include label, cultural contexts, segmentation, and instructions are related to the cognitive side of determination. Packaging with premium quality influences emotions, leading to stronger brand association and consumer preferences. Moreover, visual packaging is considered to be a strong first impression and has a significant impact on product evaluation.

Products with visually and aesthetically appealing packaging designs are preferred over products of well-known brands that have higher prices and standardized packaging. Furthermore, the face-to-face interaction of consumers with products, positive brand image, and consumers' emotional attachment to brands are associated with product packaging design. Packaging also plays an important role in brand preference, which depends on two things: associative learning and positive experience. When customers have an experience with a specific product package with preferable color, shape, and graphics, they generate a positive experience through learning that those colors, shapes, and graphics are more suitable to them than those of other products (Neacsu, 2025).

According to Nath (2025), wrapper design aesthetics is part of the visual packaging attributes, enhancing consumer appeal and increasing product desirability. The design of the wrapper has a significant impact on consumer engagement, specifically children. If there is any change in the wrapper, consumers may be hesitant to repurchase the product even if the product is unchanged.

2.3.2. Functional packaging attributes

A study of Saudi luxury consumers demonstrated the importance of packaging functionality, such as convenience and ease of carrying and use, in enhancing purchase intentions and significantly influencing the customer experience. Consumers tend to purchase packaging that is easy to open and reseal, which increases their satisfaction and purchase intention through practical packaging (Mohamed and Fait, 2025). Similarly, a study conducted in the food industry found that a convenient package reflects the easy movement of a product from one place to another, allowing the package to be reusable, which influences consumers' emotions and purchases. Packaging that focuses on the customer experience enhances consumer perception and loyalty and reinforces the overall brand experience (Imiru, 2017).

Rahman et al. (2021) argued that Functional Packaging Attributes are considered to be antecedents of brand love and are one of the brand stimuli that influence the cognitive, affective, and social processes that are involved in the formation of consumers' Brand Love.

2.3.3. Environmental packaging attributes

Environmentally friendly packaging might signify that the marketed product is sustainable and green. Furthermore, green packaging is sustainable packaging that uses eco-friendly materials, indicating that the product it contains is safe for humans and the environment. Consumer purchase intentions towards green products that include green packaging are related to consumers' willingness to buy products with environmental impact rather than the qualities of the product. Moreover, products with environmentally friendly packaging are significantly related to brand emotional attachment and positively influence consumers' purchase intentions. Additionally, green packaging strengthens consumer brand relationships, enhancing Brand Love. Furthermore, consumers love products that have social and environmental benefits, which consequently enhances their preference for eco-friendly packaging (Crespo et al., 2025). Further research analyzing the influence of green packaging on brand love in the aqualife industry asserted that consumers who have high consciousness towards environmentally friendly products with green packaging still have no intention to buy them, nor do they demonstrate any brand love, attachment, or affection for the product or the brand (Christanto and Vikend Cu, 2023).

2.3.4. Experiential packaging attributes

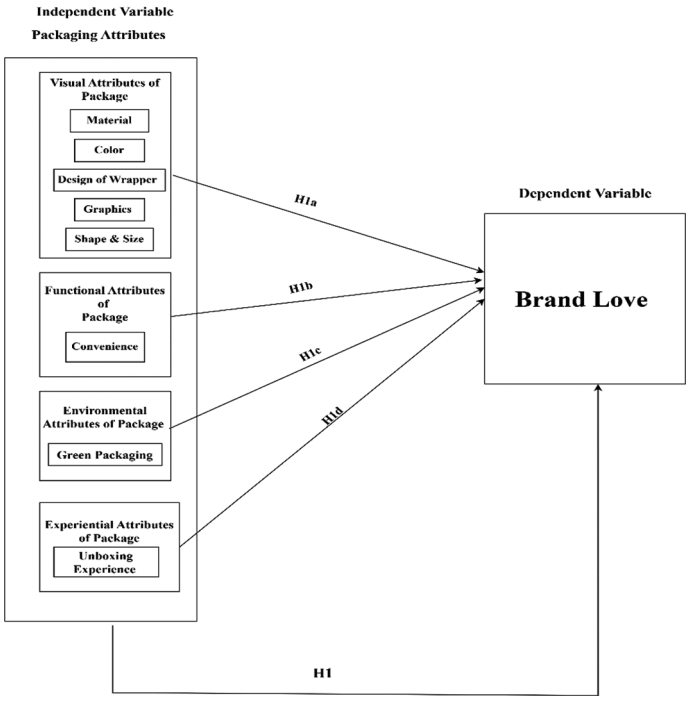
The experiential attributes of a package are designed to enhance consumers' responses to the brand and to create an extraordinary

sensory and communicative experience, such as the unboxing experience. The experiential attributes of a package facilitate multisensory development, focusing on how light, sound, texture, smell, and taste influence consumers' five senses. According to a study on the food and beverage industry investigating the link between experiential packaging attributes and consumers' purchase intentions, highlighting the value of the customer experience (Álvarez-González et al., 2024). The multisensory attributes of a product, primarily related to packaging, influence consumers' cognitive, emotional, and behavioral responses and strengthen the sensory experience when interacting with an object. Consequently, predicting consumers' feelings, judgments, thoughts, and behaviors increases their love for the brand. (Rathnayaka and Dissanayake, 2023), Benavides and Arbaiza (2025) demonstrated that the unboxing experience of the product focuses on three main dimensions: The object, which is the product/package itself; the doing, which is the action of unboxing the package; and the meaning, which is the emotions and symbols, reflecting the importance of unboxing in stimulating consumers' emotions, which in turn strengthens brand outcomes.

Based on the existing literature, it is concluded that packaging attributes play a significant role as an external stimulus in shaping consumers' emotional and behavioral responses towards brands. Despite discrepancies in research settings, contexts, and packaging dimensions investigated, the research emphasizes the contribution of packaging to favorable brand-related outcomes. Accordingly, the proposed conceptual framework (refer to Figure 1), along with its associated hypotheses, is presented as follows:

H_1: There is a significant impact of packaging attributes (visual, functional, environmental, and experiential) on Brand Love.

Figure 1: Conceptual framework of the study linking packaging attributes and Brand Love



Source: Developed by the researchers

H_{1a}: There is a significant impact of visual packaging attributes on brand love.

H_{1b}: There is a significant impact of functional packaging attributes on brand love.

H_{1c}: There is a significant impact of environmental packaging attributes on brand love.

H_{1d}: There is a significant impact of experiential packaging attributes on brand love.

3. MATERIALS AND METHODS

3.1. Research Design

This study used a quantitative, cross-sectional research design to examine the influence of Packaging Attributes on Brand Love in the Egyptian luxury fashion market. The cross-sectional design enables the understanding of associative relationships while recognizing temporal constraints.

3.2. Population and Sample

A River sampling approach was employed, targeting luxury fashion consumers in Egypt who purchased products across different categories. River sampling was used, as it focuses on online platforms, having respondents contribute to the questionnaires through the continuous flow (river) of luxury fashion website visitors or online fashion invitations across different social media platforms, with no comprehensive sampling frame for luxury fashion consumers available (Ibrahim et al., 2026).

3.3. Data Collection Procedure

Data collection was via a self-administered online questionnaire distributed through online forums and social media platforms. The questionnaire had been reviewed by scholarly experts and subjected to preliminary testing to ensure its clarity and validity. Respondents participated voluntarily and anonymously. The questionnaire comprised screening questions to ensure respondents had previously purchased luxury fashion products. A total of 440 responses were gathered, of which 385 were retained following data screening. The finalized sample size was deemed sufficient for survey-based research concerning accessibility and practicality (Sekaran and Bougie, 2010). Furthermore, the sample size requirement for Multiple Linear Regression Analysis ensures adequate statistical power and reliable assessment of the proposed correlations and hypothesis testing (Hair et al., 2019).

3.4. Measurement of Variables

Brand love was measured using a unidimensional scale adapted from (Carroll and Ahuvia, 2006), while packaging attributes were measured as a multidimensional construct including visual attributes, functional attributes, environmental attributes, and experiential attributes using scales adapted from multiple established studies, as no single measurement scale encompassed all the dimensions of the packaging attributes investigated in this study. All items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

3.5. Use of Generative Artificial Intelligence

Generative artificial intelligence tools were employed exclusively for linguistic refinement and stylistic editing. No artificial

intelligence-assisted tools were employed in the data gathering, statistical analysis, or interpretation of findings.

4. RESULTS

A multiple linear regression analysis was conducted on data collected from 440 respondents who were split into 54.9% males and 45.1% females; the highest age bucket identified is 18 to <24 (23.3%), followed by 24 to <40 (13%). It is worth mentioning that 63.6% are bachelor's degree holders, followed by Master's degree holders (13.8%), to examine the impact of packaging attributes on Brand Love.

As presented in Table 1, the regression model was statistically significant ($F = 120.282$, $P < 0.001$), indicating that the packaging attributes collectively exert a significant influence on Brand Love. The model explained 52.5% of the variance in Brand Love ($R^2 = 0.525$), suggesting a substantial level of explanatory power. The remaining 47.5% of the variance in Brand Love is attributable to factors not included in the model.

Table 2 demonstrates the results, illustrating that Visual packaging attributes had a significant positive effect on Brand Love ($\beta = 0.233$, $B = 0.270$, $P < 0.001$). This finding indicates that consumers who perceive luxury packaging as visually appealing are more likely to develop stronger emotional attachment toward the brand.

Functional Packaging also demonstrated a significant positive effect on Brand Love ($\beta = 0.231$, $B = 0.225$, $P < 0.001$), suggesting that practical and convenient packaging characteristics contribute positively to consumers' emotional connection with luxury fashion brands.

Experiential packaging emerged as the strongest predictor of Brand Love ($\beta = 0.381$, $B = 0.374$, $P < 0.001$). This result indicates that the sensory and emotional experiences associated with luxury packaging play a critical role in fostering stronger brand affection and attachment.

In contrast, Environmental packaging did not significantly influence Brand Love ($\beta = 0.034$, $B = 0.024$, $P = 0.386$). Therefore, environmental packaging characteristics were not found to be a significant determinant of Brand Love among the respondents in this study.

According to Table 3, the findings suggest that consumers develop stronger emotional attachments toward luxury fashion brands when packaging provides a memorable and aesthetically appealing experience. In particular, Experiential Packaging emerged as the strongest predictor of Brand Love, indicating that the emotional and sensory aspects of luxury packaging are more influential than purely functional or environmental considerations. This finding highlights the importance of creating distinctive packaging experiences that enhance consumers' perceptions of luxury and strengthen their emotional connection with the brand.

Based on these findings, H_1 was supported. Furthermore, H_{1a}, H_{1b}, and H_{1d} were supported, whereas H_{1c} was not supported.

Table 1: Regression model summary

Statistic	Value
R	0.725
R^2	0.525
Adjusted R^2	0.521
F-value	120.282
Significance (P)	<0.001

5. DISCUSSION

This study examined the impact of Packaging Attributes on Brand Love in Egypt's luxury fashion industry. The findings of the study revealed the importance of packaging attributes and their role in having a significant impact on Brand Love, contributing to the existing literature indicating that Functional Packaging Attributes, particularly convenience, enhance consumers emotional attachment to luxury brands, strengthening Brand Love, These results are consistent with the findings of a study by Mohamed and Fait (2025), who confirmed that practical packaging, ease of use, and recyclability influence consumers' purchase intentions by 35%, as consumers prefer packaging that facilitates product ease of use and handling. Moreover, the study findings are consistent with those of Suorsa (2024), confirming that products' usability through packaging easy to store at home is perceived to be practical, according to a study on food packaging, as consumers prefer to use the same product package at home without exerting effort to transfer it to a new package.

The findings of the study indicate that Visual Packaging Attributes (material, color, design of wrapper, graphics, shape and size) significantly influence Brand Love, confirming the importance of consumers' emotional attachment and how it is mainly shaped by visual packaging and attractive attributes, supporting the findings of the study by Neacsu (2025) demonstrating the important role of packaging appeal, including graphic design, color, material, and shape, in enhancing consumers' emotions, purchase intentions, and influencing their purchase decisions. This study is in line with the results of the study by Nath (2025), highlighting that visual packaging elements (size, shape, color, material, and graphic design) have a significant impact on consumers' choices of the brand, brand loyalty, and repeat purchases, confirming that consumers with low involvement levels towards products rely

Table 2: Results of H_1 and sub-hypotheses

Hypothesis	Relationship	B	β	P-value	Decision
H_{1a}	Visual packaging→Brand Love	0.270	0.233	<0.001	Supported
H_{1b}	Functional packaging→Brand Love	0.225	0.231	<0.001	Supported
H_{1c}	Environmental packaging→Brand Love	0.024	0.034	0.386	Not supported
H_{1d}	Experiential packaging→Brand Love	0.374	0.381	<0.001	Supported

Table 3: Relative importance of packaging attributes

Predictor	B	Rank	Interpretation
Experiential packaging	0.381	1	Strongest positive predictor
Visual packaging	0.233	2	Significant positive predictor
Functional packaging	0.231	3	Significant positive predictor
Environmental packaging	0.034	4	Not significant

more on the visual attributes of the package. Whereas consumers who have high involvement levels towards products are more likely to focus on packaging information and branding.

The results of this study investigated the importance of Experiential Packaging Attributes, focusing on the unboxing experience, which have a significant impact on Brand Love. These results are consistent with a study by Rathnayaka and Dissanayake (2023) demonstrating that the sensory brand experience has a significant influence on Brand Love, enhancing customer engagement. A study by Ligaraba (2024) conducted in the energy drink industry found that there is a positive, significant relationship between sensory, emotional, behavioral, and intellectual experiences and Brand Love, focusing on a unique brand experience through packaging to enhance Brand Love. Moreover, these findings align with Benavides and Arbaiza (2025), who conducted their study in the fashion industry, arguing that there is an influence of storytelling in unboxing videos on brand awareness among young female university students, indicating that the emotional context of the product, focusing on the experiential package, amplifies the emotional bond between consumers and the brand.

Findings of this study indicate that Environmental packaging attributes have no significant impact on Brand Love, suggesting that consumers focus more on Experiential packaging than Environmental packaging when establishing emotional attachment to luxury brands. In contrast, the findings of the study by Putri et al. (2024) demonstrate the importance of green brand love that amplifies the significant relationship between green motivation towards brands and consumers' behavioral intentions, confirming that consumers who have high green motivation and are emotionally attached to the eco-friendly packaging of brands strengthen their intention to purchase. Another study by Fazal-e-Hasan et al. (202(G5) conducted an experimental study and argued that there is a significant positive effect of innovative, eco-friendly, sustainable packages on brand love. The findings of the current study confirm that Environmental packaging attributes in the luxury fashion context in Egypt were insufficient to enhance Brand Love. The inconsistency in the research context reflects that luxury fashion consumers in Egypt perceive the luxury-oriented packaging to be more influential in strengthening emotional attachment and Brand Love than Green packaging.

6. CONCLUSION

The findings of this study reflect the nature of luxury fashion consumption in Egypt, where consumers often seek emotional value and memorable experiences in addition to product Functionality. Although Visual appeal attracts attention and Functional characteristics enhance convenience, the experiential aspects of packaging appear to generate deeper emotional engagement with the brand more than Green or Environmental packaging. Consequently, luxury fashion brands may benefit from investing in premium packaging experiences that reinforce brand prestige and strengthen consumer-brand relationships.

6.1. Theoretical Implications

This study expands upon several theoretical contributions in the understanding of concepts of luxury fashion Packaging Attributes and Brand Love, reinforcing the Attachment Theory, Signaling Theory, and Cue Utilization Theory, demonstrating that packaging integrating Visual, Functional, Experiential, and Environmental Attributes is adopted as a multidimensional conceptualization within a single construct to explain the relationship with Brand Love in the luxury fashion market in Egypt. Furthermore, not all dimensions contribute equally to the development of Brand Love.

6.2. Practical Implications

In terms of managerial implications, luxury fashion brands and marketers should focus on packaging strategies to make products emotionally attractive by investing in luxurious visual attributes, using appealing colors, creative graphic design, high-quality materials, luxurious wrapper design, and size and shape. Moreover, investing in Functional attributes focusing on packaging convenience and Experiential packaging attributes that create memorable emotional experiences and strengthen consumers' love for the brand. Marketers should invest more in the unboxing experiences as it increases consumers' emotional attachment to brands, encouraging long-term brand relationships. Although findings of this study confirmed that Environmental packaging has no significance on Brand Love in the Egyptian luxury fashion market, brands should still integrate green practices in packaging while maintaining the luxury brand identity through packaging.

6.3. Limitations and Future Research

Although the study's crucial findings on the impact of Packaging Attributes on Brand Love among Egyptian luxury fashion consumers, there are some limitations to this study. First, data collection was conducted using a self-administered online questionnaire, which may be subject to response bias. Secondly, this study was mainly concerned with the Egyptian market; accordingly, generalization of findings will be limited. Third, the study focused only on the effect of packaging attributes on Brand Love, neglecting other important variables that influence the emotional attachment enhancing Brand Love. Fourth, the study is a cross-sectional design, limiting the ability to assess changes in consumer perceptions over time. Concerning the findings and limitations addressed in this study, future research can be proposed, starting with broadening the study of the impact of Packaging Attributes on Brand Love in different cultural contexts. Additionally, longitudinal studies should be conducted to explore the impact of Packaging Attributes in enhancing emotional attachments and strengthening Brand Love over different time intervals, suggesting conducting Experimental studies to validate self-reported emotions with observed actions.

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