

Impact of Packaging Designs of Cosmetics on Female Consumer's Buying Behavior

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ABSTRACT

Cosmetics are known as the care substances used to increase the appearance of the human body. The present research is aimed to find out the Impact of designed packaging of cosmetics on buying/purchasing behavior of female consumers. Sample of the present study comprises of 200 female respondents. All of the respondents were educated and care was taken of that all of them are frequent users of cosmetics. A survey was conducted by using a self-developed questionnaire after establishing its psychometrics properties findings of the study revealed that females are more likely to influence by the packaging designs of cosmetics and they prefer to purchase good looking packaging design. The result of the present study will be good reference for marketers who are intended to launch any cosmetics for female customers. They can work on packaging design enduring success of their product.

Keywords: packaging design, cosmetics, buying, purchasing, behavior, female consumers

INTRODUCTION

Cosmetics are known as the care substances used to increase the appearance of the human body. These are the mixture of chemical compounds. The word cosmetic is derived from Greek, it means technique of dress and ornaments. The ancient Greeks also used cosmetics. Women are fonder of cosmetics than men. Some female consumers purchase the items/products only due to high price, low price, colors, brand and beautiful packaging designs. Cosmetics are very important for woman and packaging matters too. Good packaging design also serve as a good marketing strategy. Consumer buying decision on price, quality and function of the product. There are many types of cosmetics available for women. In these days mostly they focus on packaging design of cosmetics. The packaging design stimulates the female buying behavior. Packaging design of cosmetics is also work as advertisement. It leaves good impression on client for the piece of item. Packaging design attracts female consumer strongly that is why companies should focus on packaging pattern to make it more effective. Packaging is used to protect the products. It is the presentation of a thing in an advantageous way. It is actually the wrapping material around the item or product. It helps in identifying, protecting and promoting the items or products. Beautiful packaging is more efficient to stimulate the buyer behavior than item's pretty look. Nowadays, its competition of the Firms on packaging designs to make their products more effective for sale. The purpose of these packaging designs to attract the consumers and increase the sale. So that the Firm can earn more than expected profit. Packaging of cosmetics must have innovations and styles. Today most of companies are paying attention to product image and packaging.

Packaging is necessary for the safety of products. The product's/good's quality also calls for better protection achieved by packaging. It protects the item from the environmental pollution and direct heat effects of Sun rays. Both are very injurious to human health (Tse, 1999).

According to Philip Kotler, 2005, when people purchase something, they are influenced by social status, cultural differences and psychological characteristics. Higher social economic status has similar interest, choice behavior and thinking for certain types of cosmetics will purchase more expensive brands (Philip Kotler and Gray Asmstrong). Another research conducted by Duff, 2007 that women are more fashion conscious, more demanding and attracted by good packaging design. Customers of different age have different interests and motives with the passage of time, their interests and needs change (Michael R.Solomon, 1996). Prominent packaging design indicates properties of the product to the clients who consider it as important product (Topoyan and Bulut, 2008).

According to Philip Kotler et al. 2005, packaging has an effect on consumer's purchasing behavior. It consists of designing a suitable container or wrapper for the items to be marketed like bottle of perfume and a tube of toothpaste. The primary packaging or the container and a wrapping paper are thrown away when the items are used. Sometimes the shipping packages are also discarded before their use. These days packaging design/style is considered as a significant marketing art by many Companies (Philip Kotler et al. 2005). At times an ordinary packaging design creates a major difference in marketing trends (Philip Kotler & Gary Armstrong 2008). A beautiful a packaging design stimulates the purchasing behavior of the consumers in competitive market. With this point in view, the manufacturers should lay emphasis on packaging designs to make their goods appropriately prominent. While introducing the new item in market, all the manufacturers must set some specific strategies, on aim of packaging, design, brand and name of the Company. After this the manufacturer must go to some specifics like material, shape, size, color scheme, brand name, pattern and so on (Philip Kotler et al. 2005).

Purchases expectations attain higher precedence for packaging design of commonly marketed brands (Topoyan and Bulut, 2008). According to Topoyan and Bulut, 2008, packaging design become much significant when designed for aesthetics and to deliver specific information to Clients. According to Malkewitz and Orth Compana, 2010, the client assesses the price of an item based on the apparent attractive look of the designed packaging. Packaging is used to influence the consumer's purchasing decision (Wells, Farley and Armstrong 2007). Packaging gives information about item and manufacturer. It is basically the way of communication between consumer and manufacturer (Silayoi and Speece, 2007). Underwood (2003), has proposed that packaging design graphics consisting of material, product information, design elements, titles, fonts and other design attributes has lasting effect on recognition and traits of the products or brands. Clarity and easy apprehension of the packaging design are essential ingredients for the clients to easily access and identify the item and reduce time for selection. Keeping these aspects in view, sellers apprehend that the packaging design ingredients like title of brands, origin, company details and other significant parts of package graphics are highly important parameter which stimulates/trigger the attention and buying behavior of the customers.

OBJECTIVES

1. To check/find out the influence of designed packaging of cosmetics on buying behavior of female consumers.
2. To check the relationship of packaging designs of cosmetics and female buying behavior.

HYPOTHESIS

1. Good packaging design has positive relationship with increase in purchase of cosmetics by women.
2. Good packaging will be preferred if you want to present it as a gift.

METHOD

Sample

Sample comprised of 200 females. It was taken from twin cities Islamabad and Rawalpindi Pakistan. The sample was not bound to specific age range, participants were with different ages. The participants were from different socioeconomic status and educational groups. Care was taken to include only educated respondents. Non probability convenient sampling was used.

Instrument

Self-develop scale was used to study the relationship between packaging design of cosmetics and female's buying behavior. It consists of 13 items or contents. Relevant literature was consulted by the researcher and the appropriate items were constructed which were reflecting the accurate indicators of the relationship between packaging design of cosmetics and female buying behavior.

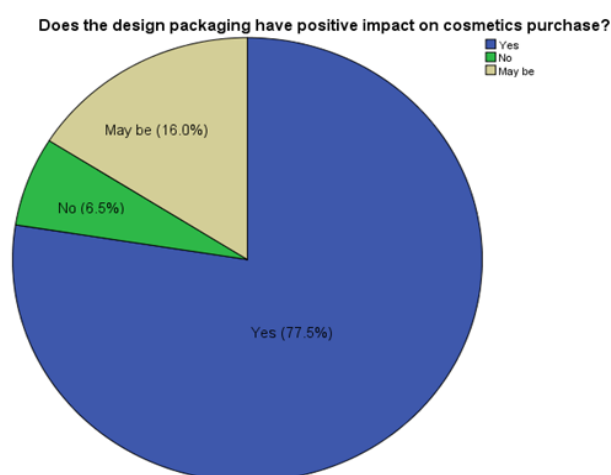
Procedure

Pilot study was conducted to establish psychometric properties of the research instrument. Results of pilot study declared that this scale is reliable ($r = 0.7$) to be used for main study. Main study was conducted by distributing the questionnaires individually to the respondents and responses were collected in the presence of researcher. Any query presented was clarified on the spot. Researcher went personally to collect the data.

RESULTS

Table 1. Designed Packaging Impact on Cosmetics Purchase

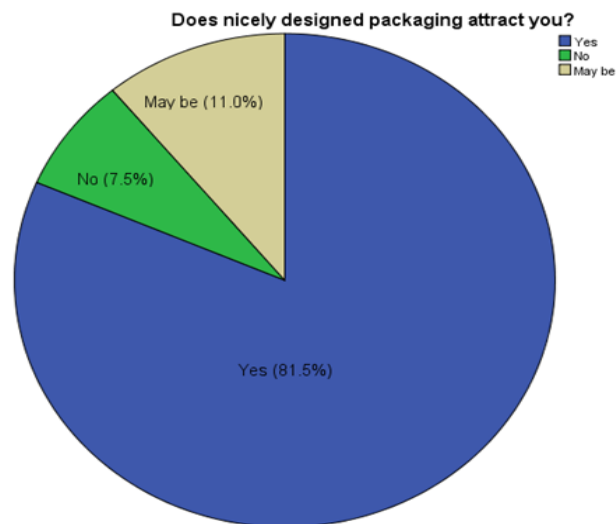
	<i>Frequency</i>	<i>Percentage</i>	
<i>Valid</i>	Yes	155	77.5
	No	13	6.5
	May be	32	16.0
	Total	200	100.0



Result shows that 77.5% female have agreed that designed packaging has positive impact on cosmetics purchase. While 6.5% have not agreed and 16% are indecisive. It reflects that designed packaging of cosmetics is strongly correlated with purchasing behavior of female customers.

Table 2. Nicely Designed Packaging and Attraction for Consumers

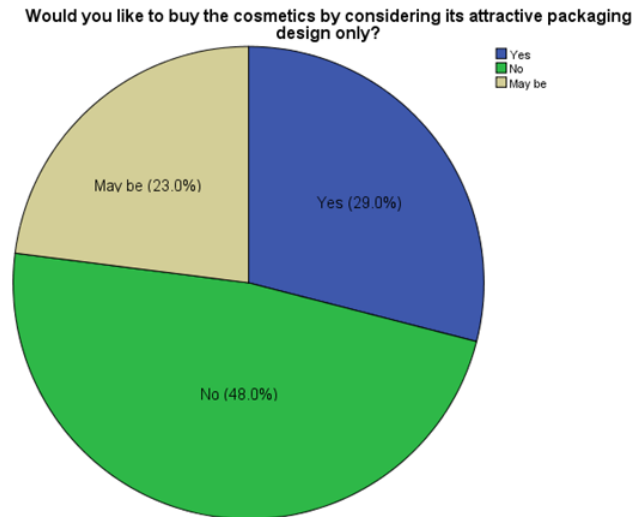
	<i>Frequency</i>	<i>Percentage</i>
Yes	163	81.5
No	15	7.5
May be	22	11.0
Total	200	100.0



This result shows that more (81%) female consumers have agreed that nicely designed packaging attracts them. On the other hand 7.5% population has not agreed which is too less and 11.5% population remained indecisive during this study.

Table 3. Buying and Attractive Designing

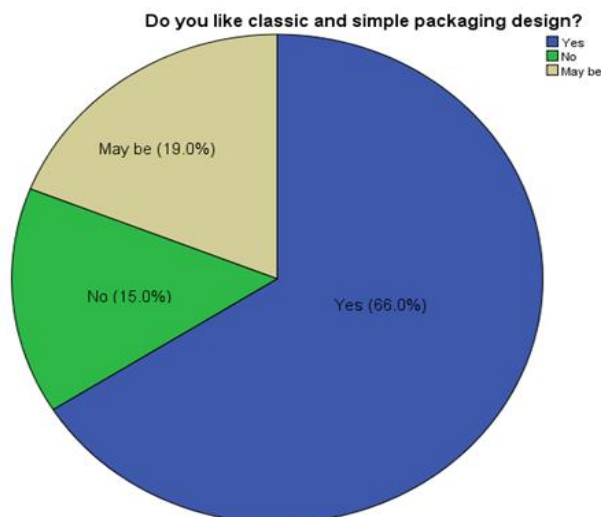
	<i>Frequency</i>	<i>Percentage</i>
Yes	58	29.0
No	96	48.0
May be	46	23.0
Total	200	100.0



This table shows that 29% females likes to buy the products just due to its attractive design while 48% females have not agreed on it. 23% females remained indecisive.

Table 4. Classic and Simple Packaging Designs & Consumer Behavior

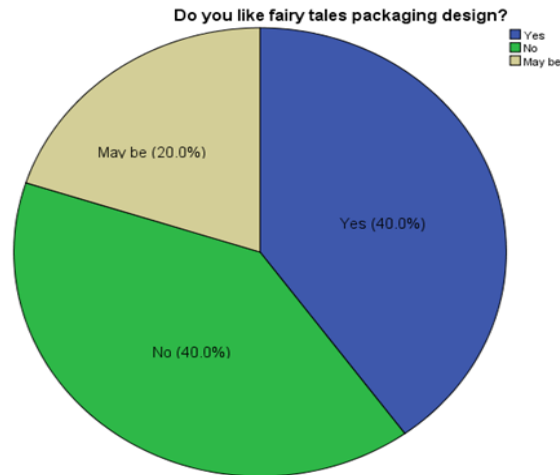
	<i>Frequency</i>	<i>Percentage</i>	
<i>Valid</i>	Yes	132	66.0
	No	30	15.0
	May be	38	19.0
Total	200	100.0	



This table shows that 66.0% females like classic and simple packaging designs while 15% female population do not like. While 19% remained indecisive.

Table 5. Fairy Tales Packaging Designs and Consumer Behavior

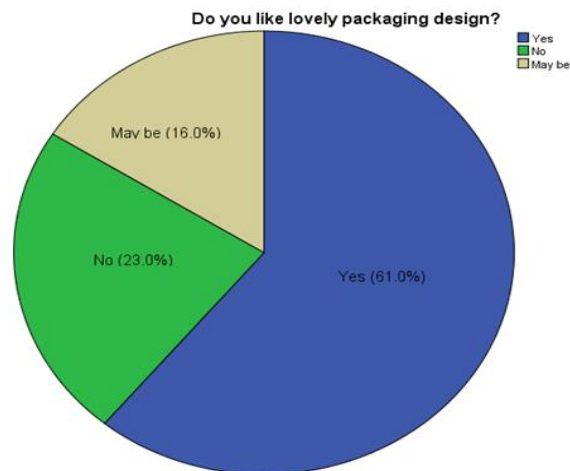
	<i>Frequency</i>	<i>Percentage</i>	
<i>Valid</i>	Yes	80	40.0
	No	80	40.0
	May be	40	20.0
	Total	200	100.0



It shows that 50% female consumers like fairy tales packaging designs while same percentage (50%) of females do not like it.

Table 6. Consumer Behavior and Romantic & Lovely Packaging Designs

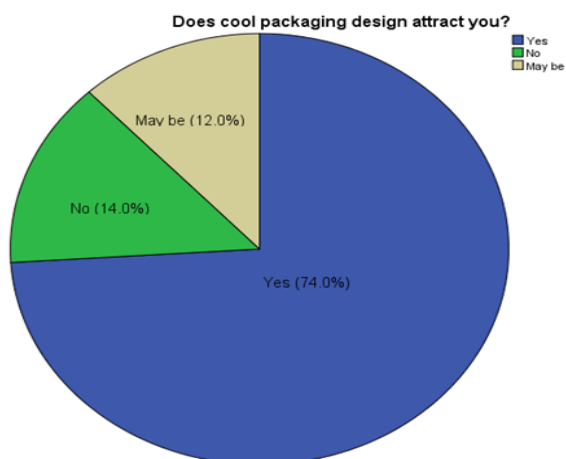
	<i>Frequency</i>	<i>Percentage</i>	
<i>Valid</i>	Yes	122	61.0
	No	46	23.0
	May be	32	16.0
	Total	200	100.0



Results indicate that more percentage of female population likes lovely packaging designs.

Table 7. Consumer response about cool packaging designs

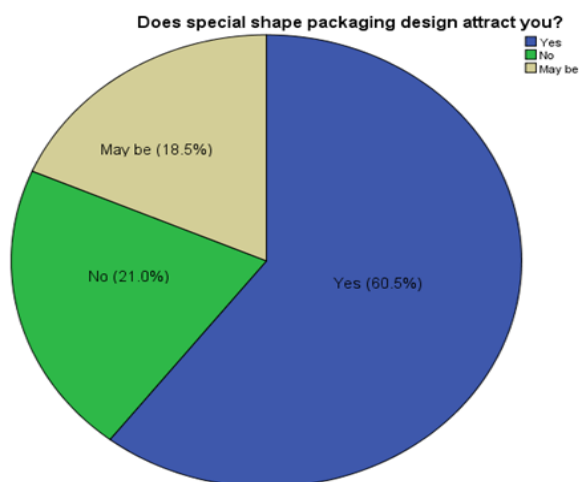
		<i>Frequency</i>	<i>Percentage</i>
<i>Valid</i>	Yes	148	74.0
	No	28	14.0
	May be	24	12.0
	Total	200	100.0



It shows that 74% females have agreed that they are attracted by the cool packaging designs. 14% females did not agree while 12% remained indecisive.

Table 8. Consumer response and special shape packaging designs

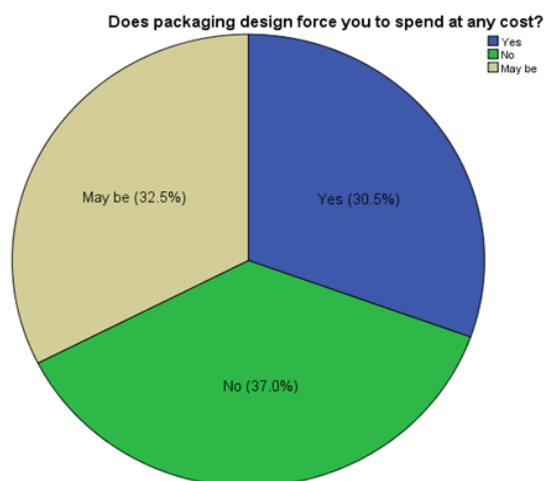
		<i>Frequency</i>	<i>Percentage</i>
<i>Valid</i>	Yes	121	60.5
	No	42	21.0
	May be	37	18.5
	Total	200	100.0



60.5% female consumers are attracted by the special shape packaging designs. 21% did not agree on it and 18.5% remained indecisive.

Table 9. Packaging designs enforcement for purchase at any cost

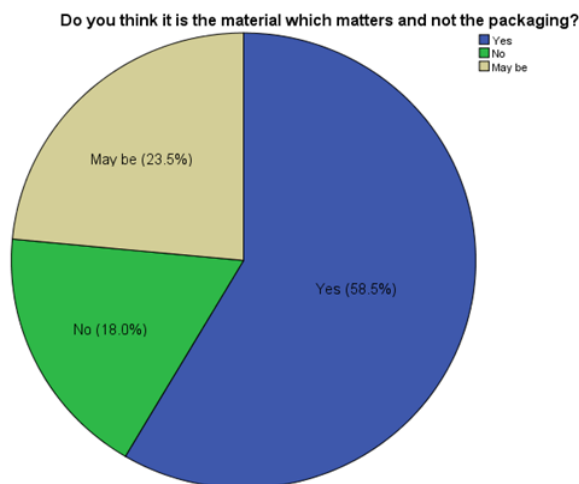
		<i>Frequency</i>	<i>Percentage</i>
<i>Valid</i>	Yes	61	30.5
	No	74	37.0
	May be	65	32.5
	Total	200	100.0



30.5% females have agreed that packaging designs force them to spend at any cost. 37% females did not agree while the 32.5% remained indecisive.

Table 10. Importance of material and not only the packaging

		<i>Frequency</i>	<i>Percentage</i>
<i>Valid</i>	Yes	117	58.5
	No	36	18.0
	May be	47	23.5
	Total	200	100.0

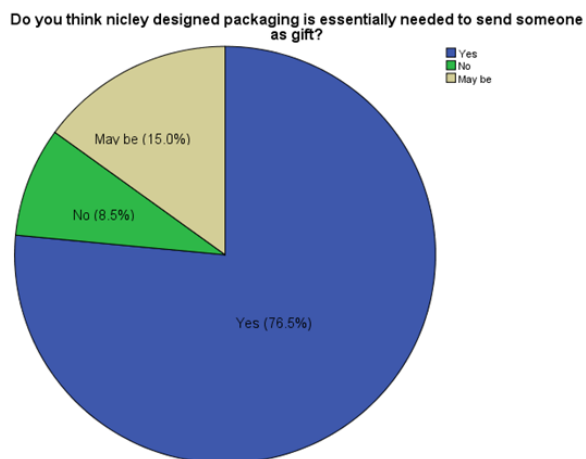


It shows that 58.5% females have agreed that its material which matters and not the packaging. 18.5% females did not agree while 23.5% remained indecisive.

Results from table 1 to 10 shows that good packaging design has positive relationship with increase in purchase of cosmetics by women. It supports the first hypothesis.

Table 11. Designed packaging is essential to send someone as gift

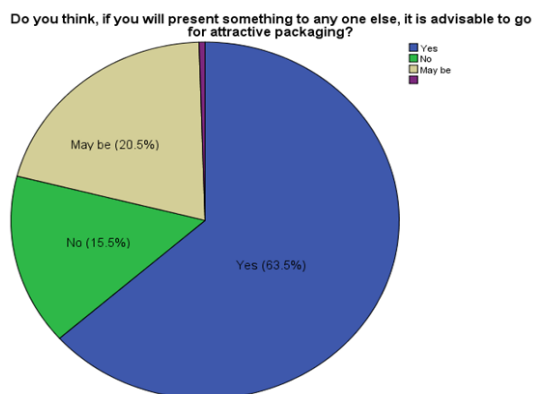
		<i>Frequency</i>	<i>Percentage</i>
<i>Valid</i>	Yes	153	76.5
	No	17	8.5
	May be	30	15.0
	Total	200	100.0



76.5% female consumers have agreed that nicely designed packaging is essentially needed to send someone as gift. While 8.5% female did not agree which is less ratio and 15.0% remained indecisive.

Table 12

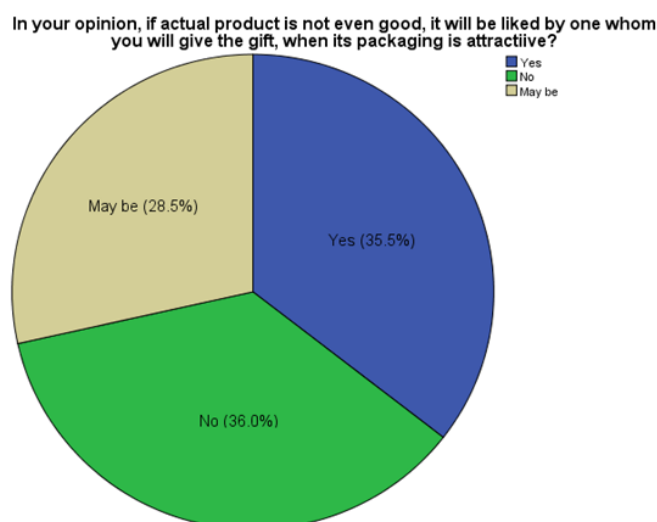
		<i>Frequency</i>	<i>Percentage</i>
<i>Valid</i>	Yes	127	63.5
	No	31	15.5
	May be	41	20.5
	13.00	1	.5
Total	200	100.0	



63.5% female customers have agreed that if they will present something to anyone else, they prefer to go for attractive packaging. 15.5% did not agree and 20.5% remained indecisive.

Table 13. Consumer behavior regarding quality of gifts

	Frequency	Percentage
Valid	Yes	71 35.5
	No	72 36.0
	May be	57 28.5
Total	200	100.0



35.5% females agreed that their product will be liked by someone whom they gift, even actual product is not good. 36% females did not agree on it while 28.5% remained indecisive.

Results from table no. 11 to 13 shows that Good packaging is preferred when anyone wants to present it as gift. It supports second hypotheses.

DISCUSSION

The result declared that nice and beautiful/delightful packaging designs of cosmetics have strong influence on the buying behavior of female consumers. This present study indicates that female customers like classic and simple packaging designs as well as fairy tales, lovely, cool and special shape packaging designs. The study/research reflects that the packaging designs of cosmetics and female purchasing behavior both have strong and positive relationship with each other. The research result depicts that female consumers are more likely to attract by packaging designs of cosmetic products. The study shows that more female consumers have agreed that they prefer the good packaging designs to send someone as gift. Study supports both hypotheses that good packaging design has positive relationship with increase in purchase of cosmetics by women and good packaging will be preferred if you want to present it as a gift. According to Philip Kotler et al. 2005 Some Companies give lot of importance to designed packaging because it is commonly known that design has a positive attraction, whereas some Companies have different approach and they do not give importance to design or style of packaging. Their packaging designs are simple, without vision and just give a common look. We all know the design packaging has lot of effect on consumers and it results in increased market rates. Hence design packaging is an essential feature of marketing. Pira (2002) proposed that the packaging design is to attract the consumers and stimulate their buying behavior.

The current study depicts that packaging design greatly influences on the buying behavior. Sometimes it compels customers to buy the item even they don't need. Packaging design has strong attraction towards consumer's buying decision/psychology.

Packaging is the source to compel the consumers to purchase the item. It comprises of design, shape, material and pictures to stimulate the customer's purchasing decision (Lamb et al, 2004).

Asadollahi and Givee (2011) have intimated that, an attractive and effective design of packing may influence customer's buying behavior to buy the item repeatedly. Speece (2004) and Laforet (2010) agree that good looking designed packaging increases customer's impulsion to make the buying decisions.

Study shows that the packaging design is promoting the buying trends of customers. It acts like market driving force. Attractive packaging design leaves the good impression about the item's value. The previous researches also support the current study.

Packaging design has influenced the market so much that it has become a symbol of the brands promotion in addition to buying trends of the clients (Maloney, 2003). The designs of packaging have become basic criterion to promote properties/characteristics of the different brands and therefore can be advanced a market driving force (Rettie and Brewer, 2000). According to Laforet, 2010, an eye catching design of packaging plays pivotal role to attract customers as well as to promote different brands for customers. In another research Creusen and Shoormans 2005, proposed that when the purchasers are not in the position to buy a product, then the packaging design plays a vital role in influencing the purchaser's behavior by giving information regarding apparent value of the good. Good packaging design leaves a standing impression about the importance of the product.

The above mentioned researches and the present study shows that packaging design has positive impact on consumer's buying behavior. The current study supports the both hypothesis that good packaging design has positive relationship with increase in purchase of cosmetics by women and good packaging will be preferred if you want to present it as a gift.

IMPLICATIONS AND SUGGESTIONS

Implications

The focus/emphasis of the study was to check whether relationship between the designed packaging of cosmetics and female buying behavior/buying decision exists or not. It has few implications given as under:

1. It can result in increased marketing value of products, if properly implemented.
2. The companies which manufacture the packages/packing can use this study to improve the styles and designs of packaging.
3. Marketers can understand consumers psychology related to packaging designs and purchasing behavior of customers. Accordingly they can make the suitable changes in their designs of packaging.
4. It is an indicator to determine the market share of products.

Suggestions

Keeping in view current study and responses of people, following suggestions can be given:

The study/research can be conducted on rural and urban areas. The study can be applied to do age wise comparison. It can be implemented on packaging colors and shape. The study can be extended to cross cultural comparisons and age wise comparisons.

CONCLUSION

The research work highlights that the packaging design is a singular most influencing marketing tool that attracts customer behavioral specifics for promotion of products. Any amount of time, expertise, innovations and finances can never excel its importance. Research concludes that the good packaging design has positive relationship with increase in purchase of cosmetics by women and good packaging will be preferred if you want to present it as a gift.

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