



IMPACT OF COSMETIC PRODUCT PACKAGING ON BUYING BEHAVIOUR OF CONSUMER

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ABSTRACT

Cosmetics of different kinds are used for enhancing features on our bodies, may it be our nails, hair, skin, eyes, lips. Cosmetic products are packaged to attract the consumers. This research is aimed to study the influence of different aspects of product packing on buying behaviours of consumers. Literature related to the cosmetic packaging was studied, and database was collected using various search engines such as google scholar, scihub, sciencedirect, etc. The survey was carried out by contacting 191 consumers. They were interviewed first and assured that they are regular users of cosmetic products, they belong to different age groups, different professions. The questionnaire was designed for this study and results were evaluated. The result of the present study will be good reference for marketers who intend to launch any cosmetic product.

KEYWORDS: packaging design, cosmetics, buying, purchasing, behavior.

INTRODUCTION

As stated in top market report "the global cosmetic packaging market size is projected to grow from USD 49.4 billion in 2020 to USD 60.9 billion by 2025, at a CAGR of 4.03% from 2020 to 2025. The demand for cosmetic packaging can be attributed to the high growth and increase in demand for cosmetic products across the globe. Factors such as high demand from cosmetic brands for innovative, attractive & sustainable packaging across the globe are driving the demand for cosmetic packaging."^[1] Cosmetics are the care substances used to enhance the appearance of the human body. Some consumers purchase the cosmetic products only due to high price, low price, colors, brand and beautiful packaging designs. Good packaging design also serve as a good marketing strategy. Consumer buying decision depends on price, quality, function of the product and packaging design of the product. The packaging quality and different packaging attributes reflect the quality of product as well. There are many types of cosmetics available now a days and their packaging design works as advertisement. Packaging is used to protect the products. 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.^[2] It helps in identifying, protecting and promoting the items or products.

Cosmetics packaging should allow the name for the product, the brand, and other necessary information like composition, usage instructions, and warnings to be printed as required. The container should be designed in such a way that they can allow the product to come out, in effective manner like tubes. Almost all cosmetics containers have a seal or a component which is broken when they are opened for the first time. This ensures that the product is brand new and hasn't been tampered. The four main aspects that matter for the selection of a cosmetics container are the type of container, compatibility, functionality, and the protection of the products. Physical, chemical and biological properties of packaging material need to be considered before selecting the packaging material.^[3] Packaging consists of a few layers. Each layer has a different function and usually is made from different materials. Primary packaging is the material to be packed that first covers the product which is directly in contact with the product. Secondary Packaging involves outside primary packaging for grouping primary packages this layer is in direct contact with the consumer. Tertiary packaging is used for transport purpose or bulk handling.^[4] Different types of packaging materials are plastic, glass, metal cardboard. An effective closure should not allow any substance to enter the container the container should not leak any of its components into the product. it should be compatible with the product.^[5]

Beautiful packaging is more efficient to stimulate the buyer behaviour than item's pretty look. Nowadays, its competition of the firms on packaging designs to make their products more effective for sale. Packaging of cosmetics must have innovations and styles. Today most of companies are paying attention to product image and packaging. The packaging industry continues to produce beautiful packaging designs that are changing the way that we look at the growing cosmetic industry. Packaging designs is similar to an art form; it is interesting to see the wide variety of design when it comes to the packaging. A beautiful package design can influence a consumer to buy a product based solely on that design. Package has become an ultimate preposition stimulating impulsive buying behaviour, increasing market share and reducing promotion costs.

This research is aimed to study the influence of different aspects of product packing on buying behaviours of consumers. Literature related to the cosmetic packaging was studied, and database was collected using various search engines such as google scholar, scihub, sciencedirect, etc.

OBJECTIVES

The main objective of this project study is to propose appropriate recommendations for cosmetics packaging based on quantitative - questionnaire survey marketing research.

The main objective will be achieved by meeting the following partial objectives.

- Identify the main factors of packaging influencing the consumers choice when buying cosmetic products.
- Identify what elements of packaging attracts consumers and what element do not capture their attention.
- Based on the research results formulate recommendations for the packaging in cosmetic sector.

METHOD

A survey was conducted to gather data that helped establish how effective certain design components are in a consumers purchasing pattern. The 18 questions questionnaire was structured into various sections. Various group division were made according to age, gender and profession.

Questions comprised of

- Packaging design Section

It comprises of questions denoting the purchasing attraction based on looks of primary packaging.

- Containers, Moulding Packaging Section

It comprises of questions regarding of various designs, moulds and their appearance.

- Logo, Sign and Brands section

Few questionnaires were added to know whether the consumer purchases the product seeing the product or buys by names, logo, sign of manufacturers.

- Printed Information Section

Consumer's perception was analyzed by getting the responses for question based on various printed material.

Data Collection Plan

To collect the data, a survey was conducted. The age brackets have been broken up into various age groups of below 18 years, 18-25 years, 25-50 years, and above 50 years. Respondents of the study are INDIAN consumers that purchase personal care (bath and body, skin care, hair products) and cosmetic (make up, fragrance) products in their daily lives.

RESULTS AND DISCUSSION

Response of question no 1

Your preference while buying a cosmetic product.

190 responses

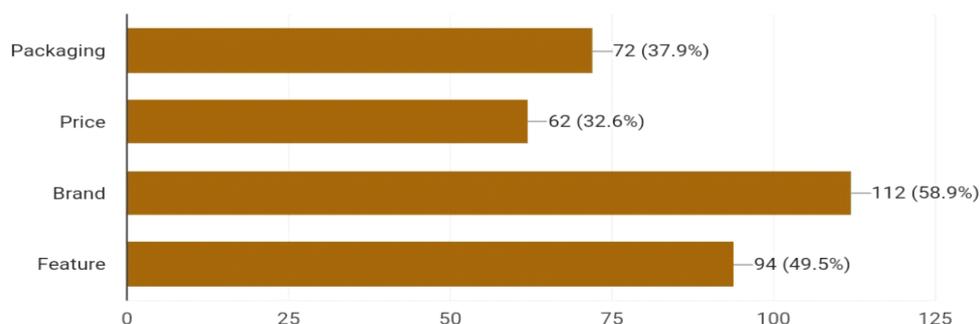


Fig 1: Survey Response for Question No-1.

While buying any cosmetic product we first think about the efficiency and quality of the product. So the question “your preference while buying a cosmetic product” was designed for knowing the features other than quality which are preferred by customer while buying cosmetic

product And as our topic was fully related to packaging ,the main aim behind framing the question was to rank it amongst the other features like brand cost ,etc. Above graph shows that most of the respondent preferred brand and around 37.9% people preferred packaging.

Response of question no 2

Do you switch your brand due to changes in packaging of existing product?

190 responses

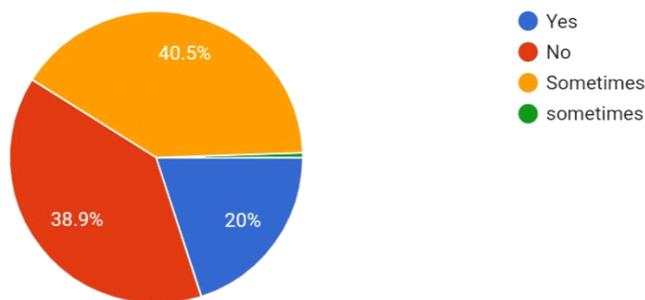


Fig 2: Survey Response for Question No-2

Imagine that you are at the supermarket looking to buy a salt. Do you pick a high price branded or low price brand? After all salt is salt. Right? But its wrong when it comes to consumer brand matters. Branded packaging reinforces the brand's identity and tells its story. And a brand is identified by its packaging i.e. its specific logo, trademark and obviously the quality of the product, But sometimes internal data or shifts in demand could cause a company to re-evaluate its existing packaging and plan

a new one. The question "Do you switch your brand due to changes in the packaging of existing product" was specifically designed to see customers trust regarding the brand that even if there are changes in packaging does it really affect the buying behavior. Above pie chart shows that very less around 20% people said they do switch their brand due to change in packaging of existing product & remaining said no or sometimes.

Response of question no 3

Which feature of packaging influences your buying behaviour ?

190 responses

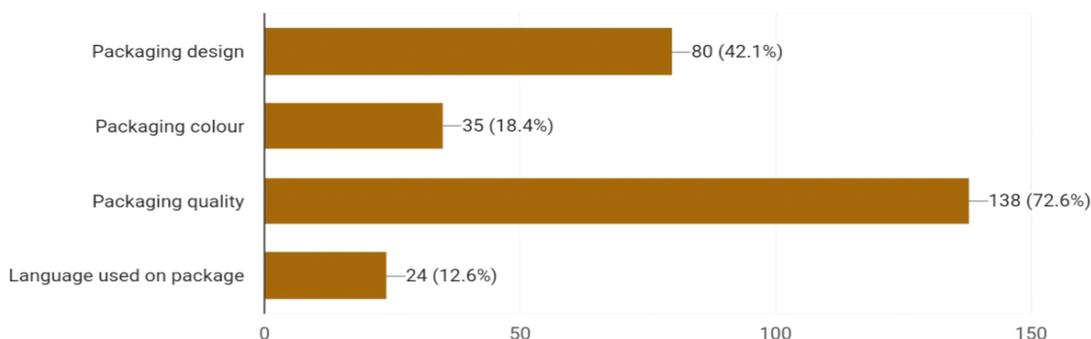


Fig 3: Survey Response for Question No-3.

The material used in packaging justifies the quality of packaging It is obvious that high quality material packaging may attract customer more than any low quality material packaging colour has a power to trigger feelings and also attract someone. The innovative design

of packaging of product may also influence the buying behaviour. And the graph shows that majority of people are influenced by packaging quality & packaging design & the rest selected packaging color& language.

Response of question no 4

Whether artwork on product package influence your buying behaviour?

190 responses

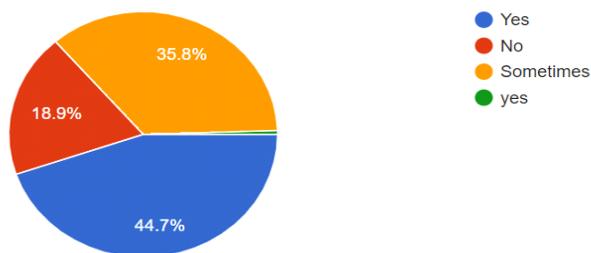


Fig 4: Survey Response for Question No -4.

Artwork are always catchy to eyes .sometimes we only see the decorative .photographic art. The question "Whether artwork on product package influence your buying behaviour" was asked to know the effect of any artwork like the unique design etc. while buying any cosmetic product. So from chart it was concluded that around 44.7% people agree that they are influenced by art work on packaging.

Response of question no 5

If the consumers are influenced by art work then which type of art work is more preferred by them. And the graph shows that around 49.1% people selected brand logo & rest 35-40% selected decorative & photographic art & remaining says poetic tag line.

If yes, then which artwork influence your buying behaviour?

163 responses

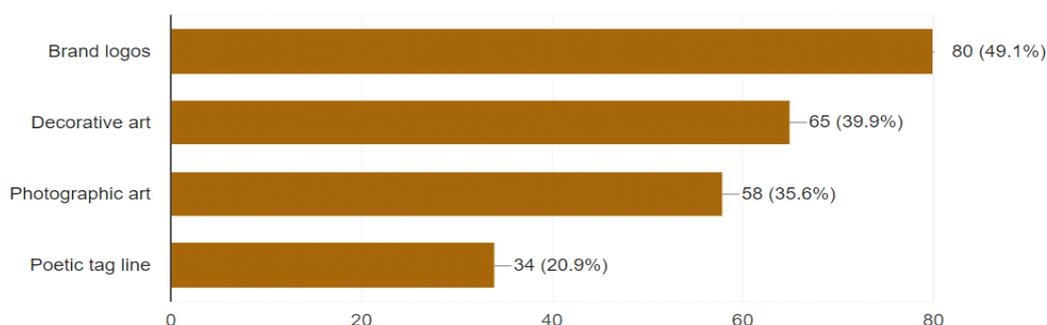


Fig 5: Survey Response for Question no-5.

Response of question no 6

Which product would you select from following on the basis of packaging ?

190 responses

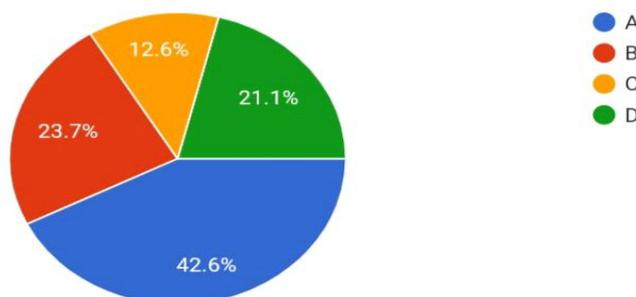


Fig 6: Survey Response for Question No -6.

External appearance specially the container of any cosmetic product makes it difficult for the customer to sometimes decide which one to choose among the various containers available of the same product. Images of 4 different containers was attached along with the

question and the respondent was asked to choose the one which they feel attractive. Above pie chart shows that 42.6% people preferred container A. Where as the remaining selected B,C&D.

Response of question no 7

Which container you prefer while buying the cosmetic products?

190 responses

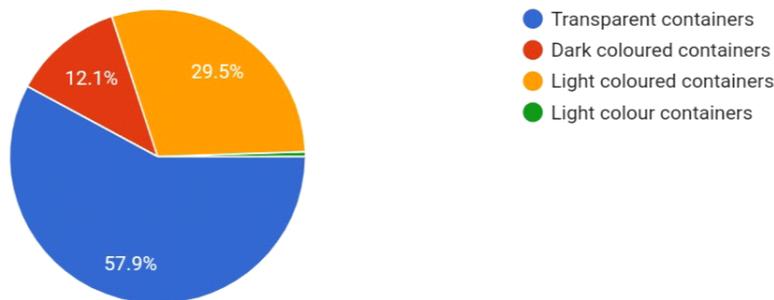


Fig 7: Survey Response for Question No 7.

It was concluded that the majority of people selected transparent container while buying cosmetic product.

Response of question no 8

In which of the following ways you prefer packaging of creams ?

190 responses

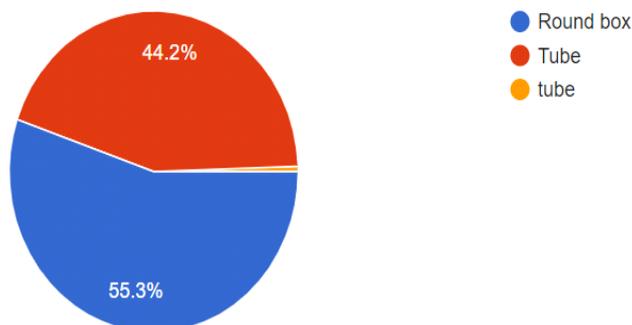


Fig 8: Survey Response for Question No-8.

The container preferred by the customer for the packaging of the creams among round box and tube was asked and the responses were 55.3% of people say they prefer round box for packaging of creams. Where as 44.2% people say they prefer cream in tubes.

Response of question no 9

Whether you purchase the product looking the attractiveness of packaging even if you don't need the product?

190 responses

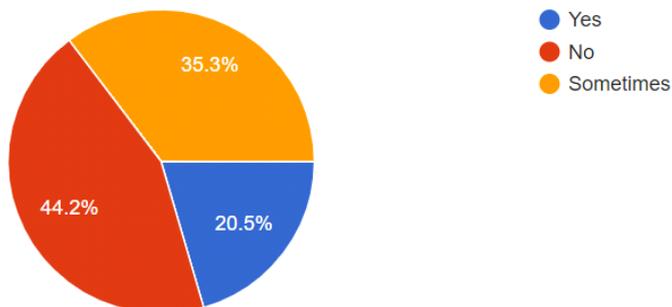


Fig 9: Survey Response for Question No -9.

Many of the times we purchase the product which we need, but do customers purchase any product without need only because they find the packaging attractive was

asked & it was seen that majority of people said no they don't purchase without need.

Response of question no 10

Does the word "bio" or "natural" written on the package of the product influence your buying behaviour ?

190 responses

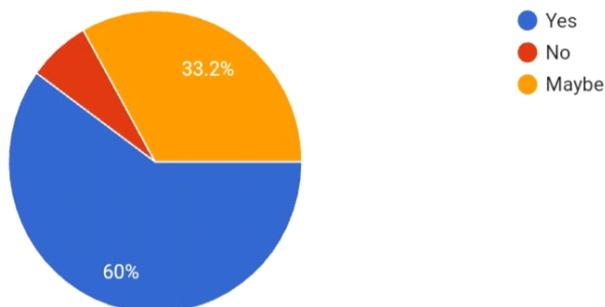


Fig 10: Survey Response for Question No -10.

It is seen that around 60% people said yes word bio or natural do influence them & rest of them said no or sometimes.

Response of question no 11

Do you read printed information on the package of product?

190 responses

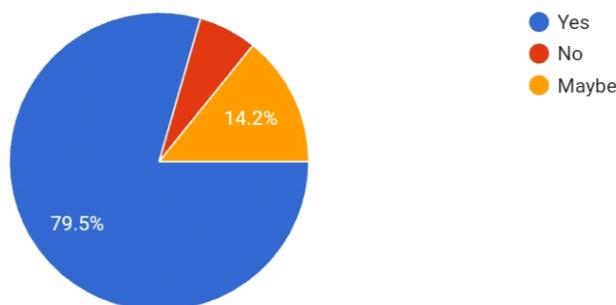


Fig 11: Survey Response for Question No-11.

Package of cosmetic product contains information like name of the product how to use caution key ingredients net volume, batch and other manufacturing details. In today's world since no one has time the question arises do customer really read the printed information on packaging so the question "Do you read the printed information on package of product was designed to know the same. According to the responses it can be concluded that majority of people said they do read the printed information on the package of the product.

Response of question no 12

If the customers read printed information on package than do they judge the product on the basis of information given on package. Hence the question "Do you evaluate product according to printed information while purchasing". And it was seen that around 69.5% people said they evaluate the product on the basis of printed information.

Do you evaluate product according to printed information while purchasing?

190 responses

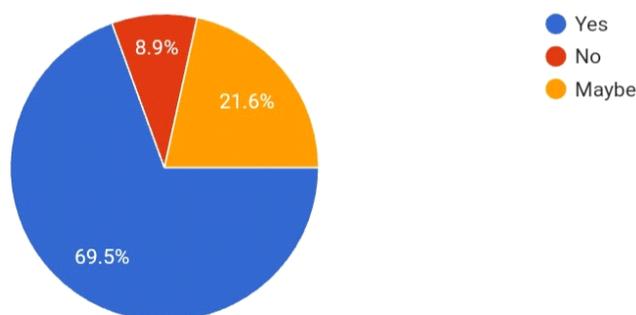


Fig 12: Survey Response for Question No -12.

Response of question no 13

Whether the label with crowded information appeals you?

190 responses

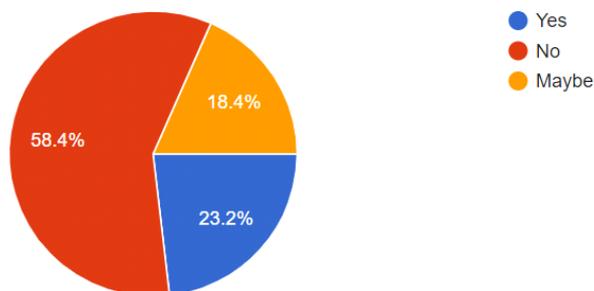


Fig 13: Survey Response for Question No -13.

The label of the cosmetic product contains ingredients warning, the manufacturing details Including all these information in the label makes it crowded sometimes so the question whether the label with crowded information

appeal customer "was included in the questionnaire. And as we thought majority of people said no the label with crowded information do not appeal them.

Response of question no 14

Do you check expiry date of product before buying ?

190 responses

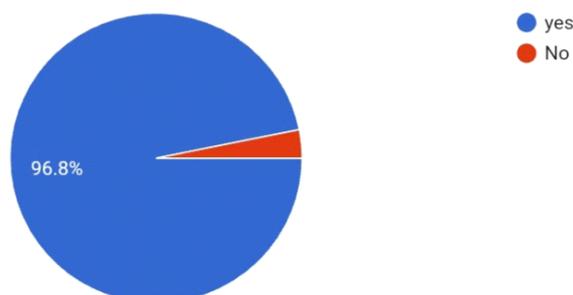


Fig 14: Survey Response for Question No-14.

When it comes to expiry date we only think about medicines in the first aid box. But the cosmetic which we use also has expiry date which we do not notice many times .various products like foundation, concealer, mascara, liquid eyeliner cream products all have expiry date but many a times we do not figure it out Cosmetics are not legally required by USFDA to contain an expiry date however companies who manufacture and market cosmetics bear legal responsibility to ensure the safety and shelf life of their products hence they include expiry date information. Considering the cost of cosmetic product sometimes even after noticing that product is expired many of us prefer using the same for some days. But using expired product may cause extreme adverse reaction for e.g.: expired eyeliner or mascara may cause severe eye infection Hence the question "Do you check

the expiry date was added because expiry date is very important parameter for safety. And the conclusion was good that 96.5% of people say yes they check expiry date before buying cosmetic product.

Response of question no 15

Whether you collect information before purchasing cosmetics product ?

190 responses

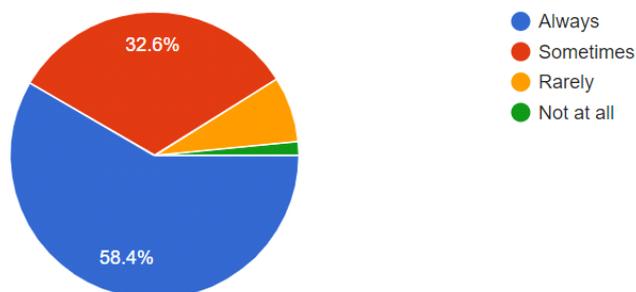


Fig 15: Survey Response for Question No-15.

Collecting the information of any product is very easy nowadays in the digital world around. If we sometimes hear about any product we do not directly go and purchased it but we first google it, and then we think of buying it. Hence to know up to what extend it is true ,how many of us prefer collecting information of the

product before purchasing the question whether you collect information before purchasing cosmetic product was added. And it was seen that majority of people said yes always they collect information before purchasing any cosmetic product.

Response of question no 16

Do you think that the packaging of a high quality is a sign of a quality of product itself?

189 responses

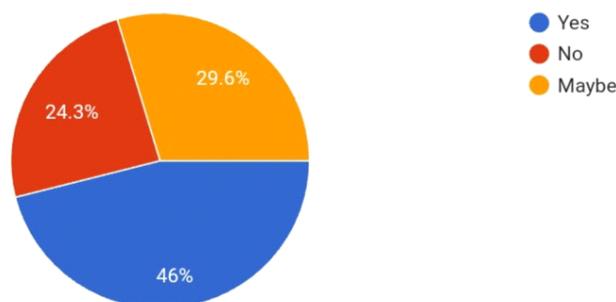


Fig 16: Survey Response for Question No-16.

Packaging creates suspense and excitement when people see a high quality beautifully packaged product it impresses them to open it looking at the packaging quality creates first impression about the quality of product inside. Thus what the customer think about high quality packaging whether it is sign of quality of product itself or not and are the customers willing to pay for product of higher quality. Around 46% people said they think that yes the high quality of packaging of product is a sign of quality of product itself.

Response of question no 17

Are you willing to pay more for a product of higher quality?

189 responses

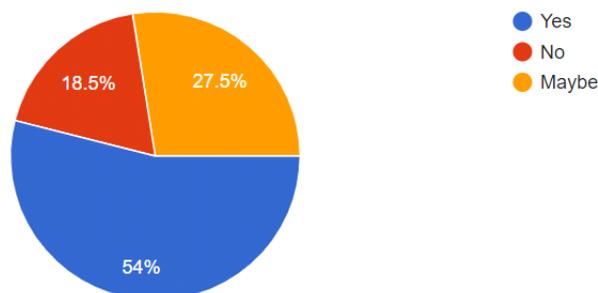


Fig 17: Survey Response for Question No-17.

Above pie chart show that around 54% people are ready to pay more for high quality product.

Response of question no 18

Which characteristics of cosmetic packaging is important to you?

189 responses

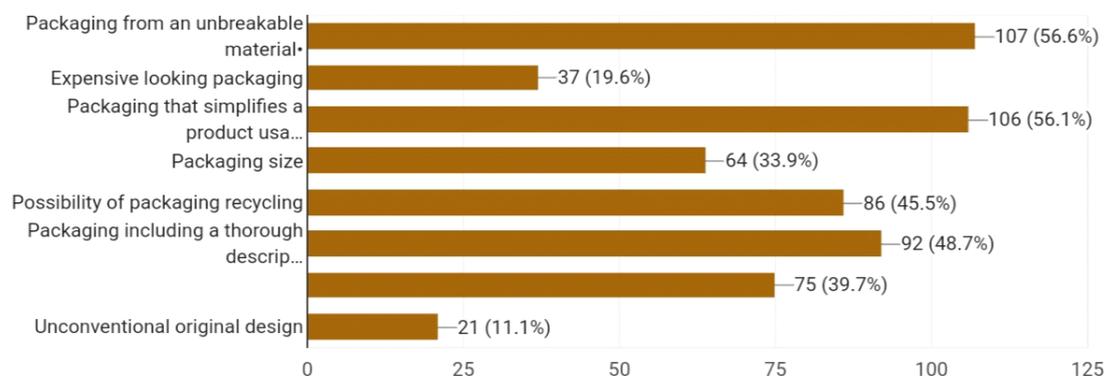


Fig 18: Survey Response for Question No-18.

Among all the characteristic mentioned above majority of people selected packaging from unbreakable material, packaging that simplifies product usage, possibility of packaging recycling, packaging including thorough description & product accessories included in the product package.

CONCLUSION

Packaging design is a most influencing marketing tool that attracts customer behaviour. Survey concludes that the good packaging design has positive relationship with increase in purchase of cosmetic. The results of this questionnaire were predominantly consistent with the original thoughts. The survey provided results that showed a vast majority of cosmetic consumers buy a product based on packaging and also the brand of the product for the majority of participants, simpler design

and cleaner packaging was associated with a higher quality product. The quality of the product is also perceived to be greater based on the quality of the packaging design and material. Survey subjects used specific aspects like color, material of the package, which make the decisions on the quality of the product.

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