

IMPACT OF PACKAGING ON CONSUMER BUYING BEHAVIOUR IN SKINCARE PRODUCTS

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ABSTRACT

This study is conducted with main purpose to find out the role of packaging on consumer buying behaviour in skincare products. The reason behind this research is to observe the essential factors, which are urging the success of a company. The study done here also determines the connection between two variables one is dependent and the other one is independent variables. The research done here is the primary research and data collection is done through questionnaire and SPSS software has been used for analysis of the data. The sample size taken was of 100 therefore data was collected from 100 respondents and than the reliability of model was tested. As per the findings of this research study, it was found that packaging turns out to be the most significant factor. further it was concluded that the elements of packaging like its colour, packaging matter, design of wrapper and innovation are key factors when consumers makes a decision and finally buys. And as a whole it can be concluded that packaging is an important factor that affects buying decision of a consumer.

Keywords: Product Packaging, Buying Behaviour, Consumer Behaviour.

I. INTRODUCTION

Packaging involves all the activities which are related to design and produce the chamber of a product. In other words packaging is also termed as specially designed wrapper, carton, can, bottle, crate, jar, tube, and drum for convenient distribution. Packaging deals with covering a product properly from the view of safety and ease of handling. It means packaging the products in such a way that is convenient for buyer to handle the product more easier.

Packaging is perhaps the most vital component of the product when it comes to selling the product. The reason is very simple being that it is the first thing that communicates to the buyer approaches the product. Nowadays every particular thing comes in packaging. The packaging of the product has recently been gained a lot of important so much so that there are many businesses that give more importance to packaging than the product itself. The reputed companies and organization nowadays are pouring huge sums of money in trying to understand how consumers fit in with packaging and up till now, there have been some very amazing discoveries. The most important of which is that it can improve your sales.

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II. PACKAGING EXAMPLES

- PepsiCO rolled out at Indian variant of its worldwide emoji campaign
- Consumer can buy a bottle imprinted an emoji that reflects their moods are on of happy, party, and naughty etc.

III. CONSUMER BEHAVIOUR

Consumer behaviour is defined as the behaviour that consumer, whether its an individual, or group or, a business organization, display in search for, purchasing, using, evaluating & disposing of products and services that will satisfy consumers needs Consumer behaviour Refers to the study which explains how individual, customers, groups or organizations select, buy & use goods, and services to satisfy their own needs and wants. It refers to the actions of the consumers in the marketplace and the necessary motives for those actions.

IV. IMPACT OF PACKAGING ON CONSUMER BUYING BEHAVIOUR ON SKINCARE PRODUCTS

Packaging of a product had a deep impact on consumer buying behaviour so this study was conducted to determine which elements of product packaging are the most significant and how these elements are going to affect consumer buying behavior. In marketing concept Packaging plays an important part it motivates as well as sometimes demotivates the consumer from buying a product, mainly at the point of sale or during the time when a consumer is selecting the product from diverse brands. Therefore it can be treated as one of the most significant factor that influence the purchase decision of consumer. The conduct of this study was done while keeping in view the value of product packaging and the great impact it can create on the purchase decision, after various aspects and components of packaging were studied. The colour of packaging is one of the most essential and major feature at followed by a picture or image of the purchasing which is significant.

V. LITERATURE REVIEW

Brewer (2006) initiated that customers prefer certain colour for different product categories because of their learning of colours associations from present brands in the market. Color being used as a prompt on packaging can be a potential strong association, particularly when it is unique to a particular brand. However, many people make their colour preferences based on their own culture's association. Furthermore, **Brewer (2006)** found that graphics and color are the critical aspects than the informational elements.

Gonzalez (2007) according to him the prime function of packaging is to keep the product safe from the budding damages. Gonzalez stated that as a result the role of package in marketing communications has increased therefore it must attain the attention of consumers and spread ample value of product to a consumer in the short period right in the place of sale. It has therefore has been lead to discover the importance of

packaging and its elements in detail. So as to know that which of the factor is of most importance in consumer's purchase decision in skincare products.

Hill (2005) said since the preferences of every single person become more multipart and diverse, hence packaging becomes the foremost means of branding a product. And also more stable impression of product brand is provided through packaging to the customer.

Lockshin (2008) stated that the significance of purchasing should never be undervalued marketers frequently measure brand perceptions of consumer and ignore the pack. Yet it is known that how a consumer react towards the unbranded product, however consumer perception can be reinforce by packaging. Packaging also helps in directing the way consumer understanding towards a product. Yet, we expend less time in conducting a research to identify the association between packaging and the direct experience of the product.

(Rundh,2005) in his research added that wrapper and material also has effect on the sales of the product. Product being good in quality but not having effective and good packaging material consumer seeing this will move towards another product having good quality, packaging and interesting wrapper designs.

VI. OBJECTIVES OF THE STUDY

- ❖ To find out which of the aesthetic element of packaging are most appealing to customer to whom they attract towards the purchase of product
- ❖ To study the impact of packaging on consumer buying behaviour

VII. RESEARCH METHODOLOGY

To study the research objectives the descriptive research design is used. In this particular research both the primary and secondary data is used. The primary data was collected from the survey using a well-structured questionnaire & Google documents. The secondary data was collected from the journals and websites. The responses collected from the questionnaire then fed into SPSS 22 Version and different statistical analyses were carried out. The sample size of 100 respondents was collected from the Dehradun city. The data gathered from the respondents were put in the SPSS to analyze the various factors and dependability of the variables. ANOVA, Regression and Multiple Response are used in this study.

VIII. Data analysis and Discussion

Table 1: Demographic Profile

Variable	Description	Frequency	Percentage

Gender	Male	49	49
	Female	51	51
Age	18-23 years	35	35
	24-29 years	45	45
	30-35 years	13	13
	36-41 years	7	7
Qualification	Graduate	12	12
	Post graduate	76	76
	Others	12	12
Income	Below 35000	11	11
	36000-51000	46	46
	52000-67000	25	25
	Above 67000	18	18
Total		100	100

The demographic profile analyses displayed in the table it demonstrates the gender classification, it shows that 49% are male and 51% respondents are females in the sample. The age classification of respondents that show, 18-23 years the respondents are 35% and 24 to 29 years the respondents are 45% respondents in the sample, while in the age group 30-35 years are 13% and in age group 36-41 years the respondents are 7%. Regarding the education level, it shows that the most of respondents in the sample are post graduate i.e. 76% and graduate with 12%. As per the family income level classification the most of the respondents in the sample have 36000-51000 incomes i.e. 46%.

PRIME REASON BEHIND PURCHASE OF THE PRODUCT				
		Responses		Percent of Cases
		N	Percent	
Prime reason behind purchase of the product	Company image	80	42.6%	80.0%
	Offerings	27	14.4%	27.0%
	Premium Packaging	58	30.9%	58.0%
	Strong advertising	23	12.2%	23.0%
Total		188	100.0%	188.0%

As per the above table.2 majority of the customers stated that for them the company image of skin care product attract their attention and help them in their buying decision.

PACKAGING INFLUENCE YOUR PURCHASE		Responses		Percent of Cases
		N	Percent	
Packaging influence	Protection	50	22.5%	50.0%

your purchase	Security	30	13.5%	30.0%
	attractive packaging	42	18.9%	42.0%
	Price	25	11.3%	25.0%
	print and labels	9	4.1%	9.0%
	Quality	66	29.7%	66.0%
Total		222	100.0%	222.0%

As per the above table.3 majority of the customers stated that for them the quality of skin care product packaging influence their purchases i.e 29.7%. The price and Print & Label have less influence in their purchases.

REGRESSION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 ^a	.494	.489	.56240

a. Predictors: (Constant), PackagingImpact

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	30.243	1	30.243	95.618	.000 ^b
	Residual	30.997	98	.316		
	Total	61.240	99			

a. Dependent Variable: consumerbuyingbehaviour

b. Predictors: (Constant), PackagingImpact

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients			95.0% Confidence Interval for B
				Sig.	

	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.499	.212		2.349	.021	.077	.920
PackagingImpact	.701	.072	.703	9.778	.000	.558	.843

a. Dependent Variable: consumerbuyingbehaviour

INTERPRETATION

The above table shows the R, R-Squared, Adjusted R Square ,Std Error .R denotes the correlation between observed and predicted values of the dependent variable. The value of R ranges from -1 and 1. Small values indicate that the model does not fit the data well. In this case, R =.703 .The above table shows the model summary and overall fit statistics. We find that the adjusted R² of our model is .489 with the R² = .494 that means that the linear regression explains 49.4% of the variance in the data.

CONCLUSION

It has been concluded that the packaging elements are the most important factors for consumer purchase decision. The packaging colour has the positive relation with the consumers as the consumer's attract towards the dark and attractive colour and mostly they buy the products. Consumers go through rigorous mental exercise in making their buying decisions since there are alternative products which compete in the areas close proximity, quality ,relatively cheaper price, etc. Packaging has now become one of strong competing factors in the decision making process. When it comes to beauty products, it is even more intense ,consumers have made it clear in this study that packaging plays a key role in informing their decision either to or not to buy. Manufacturers and retailers of skin care products must therefore have this at the back of their mind as they embark on the marketing of their skin care products. Through this study it is found that in Dehradun there is a significance relationship between the effectiveness of packaging on consumer buying behavior on skincare product.

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