

# Influence of Packaging on Consumer Buying Decision of Cosmetics (A Study of Consumers of Beauty Care Cosmetics in Awka)

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**Abstract:** The study examined the influence of packaging on consumer buying decision of cosmetics. (A study of consumers of beauty care cosmetics in Awka). Many organizations are constantly caught in the web of their inability to identify elements of packaging that make significant influence on consumer buying behavior (Louw & Kimber, 2006). This is because packaging has the power to make, but also to break brand relationships. Therefore, the major objective of this study is to determine the influence of packaging on consumer buying decision. Other specific objectives include: to examine the type of relationship that exists between color of packaging and consumer buying decision and to explore the type of relationship that exists between package material and consumer buying decision. The study made use of survey design. The population of study was drawn from consumers of beauty care cosmetics in Awka metropolis. A sample size of 323 consumers were used, which was derived using Topman formula. Out of 323 questionnaire, 288 copies were filled and returned. Pearson Product Moment Correlation were used to test the hypotheses. The findings revealed that colour of packaging and package material had significant positive relationship with consumer buying decision. The study recommended that producers of cosmetic products should pay attention to colour and type of material use in packaging. However, from the result of this study, producers of beauty care cosmetics are advised not to pay less attention to graphics but to through market survey identify proper graphical designs for packaging cosmetic products. Finally, the study also recommended that management should ensure that their product package is not also deceptive.

**Keywords:** packaging, customer buying, beauty care, cosmetics.

## Introduction

Packaging is one of the most important factors affecting consumer purchase decisions and plays an important role in marketing communications, especially at the point of sale (Chukwu & Enudud, 2018). So, packing features are more concerned by marketers and play important role in decisions in relation to the development of increasingly profitable company (Saghaeian, 2013). Packaging is so important that most of the marketers believe it is the fifth 'P' of marketing mix with other four Ps of product, price, promotion and place and it is considered to be an important element in product strategy (Kotler, 2008). The packaging in industry is therefore, an important tool of marketing and competition in the international community for executive officers and owners of industries and commercial firms and the need to investigate about it has been highlighted by some scholars (Sahhaf & Zadeh, 2014).

Though for some scholars, packaging is just the act of containing, protecting and presenting the contents through long chain of production, handling and transportation to their destinations in as good a state, as they were, at the time of production (Panwar, 2004). This is because we are in a dynamic environment where consumers taste and preference change with time. An environment that is very difficult to adequately predict the shift in consumer taste and preference. Packaging now is not only a rapping of product that holds the information regarding product and the manufacturer of a product but also is the ultimate selling proposition stimulating impulsive buying behavior, increasing market share and reducing promotional costs (Abdullah, Kalam & Akterujjaman, 2013). Companies especially producers of consumer products like beauty care cosmetics in order to gain competitive advantage use packaging to promote their products. This is because; they believe good elements of packaging like colour and material.

Most previous studies have pointed out to some factors, features and specifications of packaging and their influence on consumers' purchase intentions in different approaches like: understanding of cognitive-perceptual approach on customer purchase intention (Aghai, 2016). Majority of other works on the effect of packaging style, attractive packaging, value and quality of packaging, impulse purchasing on consumer buying behavior (Chukwu & Enudud, 2018).

With previous studies and the lack of understanding of specific elements of packaging like; colour and package materials in this area prompted this study to evaluate the impact of packaging based on customer purchase intention with some elements of packaging of cosmetic products. It is necessary for better exploitation of the benefits of packaging industry to the important and influential elements and criteria identified in packaging and based on consumer opinion to be prioritized in the planning and organization of marketing activities to be considered. (Sahhaf & Zadeh, 2014).

This work therefore, looks at the influence packaging on consumer buying decision of cosmetic products especially beauty care cosmetics. In order to achieve this, some elements of packaging like color, material, graphics and printed information as relevant factors of packaging have to be looked into to determine their influence on consumer buying decision of cosmetic products.

## 1.2 Statement of the Problem

Packaging has a huge role to play in the positioning of products. Today, packages are designed to appeal different occasions, demand to different social groups and even distinguish between different brands. Although, packaging performs an important role in marketing communications and could be treated as one of the most important factors influencing consumers' purchase of consumer products like cosmetics; the significance of its elements like: colour and material and the level their influence on consumers' buying behavior are still relevant controversial issues for discussion among scholars (Kuvykaite, Dovaliene, & Navickiene, 2009).

From extant literature, many organizations are constantly caught in the web of their inability to identify elements of packaging that make significant influence on consumer buying behavior (Louw & Kimber, 2006). This is because packaging has the power to make, but also to break brand relationships (Louw & Kimber, 2006). A key example of the latter is a case cited by Hofmeyr and Rice (2007), where a change in pack design contributed towards a drop in a leading beer brand's market share by more than 20% in the space of just one year.

In organizations, while designers often emphasize on the "shelf impact" of a package – the visual effect that the package has at the point of the purchase when seen in the context of other packages in the category, marketers emphasis more the verbal effect like product information (Silayoi & Speece, 2004).

However, we must not fail to not that while common knowledge and mere observation shows that because people cannot process the huge number of messages they are bombarded with (Jugger, 1999), elements such as colour, and package shape have been suggested as a means of creating distinctiveness (Gaillard, 2007). Also previous research in branding found shape, colour, logo etc. to be used across different communication platforms (Gaillard, Romaniuk, Sharp, 2005; Gaillard, Sharp, Romaniuk, 2006; Romanuik & Sharp, 2004).

Since, the available empirical literature on this research work do not provide unanimous answer concerning influence of package elements on consumer buying decision coupled with fact that from the extant literature no or few studies have been conducted to determine consumer's perspective on influence of packaging on consumer buying decision in the cosmetic industry in Nigeria and Africa in general. It is necessary to investigate in detail the influence of both the visual and verbal elements of packaging (color, material, graphics and printed information) on consumer buying decision of cosmetic products. This will help understand and maximize their different and specific influence on consumer buying decision of cosmetic products.

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Currently, two categories of packaging elements have been established in marketing literature that affect a consumer's purchase decision: visual elements and verbal (also sometimes called informational) elements (Silayoi & Speece, 2004).

Visual elements consist of color, form, size, material and graphics while verbal elements describe for example brand, producer and country-of-origin (Kuvykaite, Dovaliene, & Navickiene, 2009). Visual elements provide information that affects the consumer's emotions whereas verbal elements send out information that has an effect on the consumer's cognitive orientation (Silayoi & Speece, 2004).

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However, prior to this research, few studies have been conducted in regard to packaging design and purchase decision. Comparing the impact of visual and verbal elements of package on consumers' purchase decisions it could be stated that verbal elements are more important than visual ones. This is because packaging has several tasks including cutting through the muddle to get consumers to notice/see the product; communicating marketing information; stimulating brand impressions; and providing various brand cues (Louw & Kimber, 2006). On the contrary, according to Kuvykaite's (2009) research on the impact of package elements on consumer purchase decision economics and management concluded that visual elements are more important. According to him, material is the most important visual elements for purchasing; colour and graphics were regarded as unimportant elements of package. However, we must not fail to not that while common knowledge and mere observation shows that because people cannot process the huge number of messages they are bombarded with (Jugger, 1999), elements such as colour, and package shape have been suggested as a means of creating distinctiveness (Gaillard, 2007). Also previous research in branding found shape, colour, logo etc. to be used across different communication platforms (Gaillard, Romaniuk, Sharp, 2005; Gaillard, Sharp, Romaniuk, 2006; Romanuik & Sharp, 2004).

It is therefore obvious from the extant literature that there are discrepancies not only in the opinions and observations of designers and marketers of some organizations but also in the findings of scholars in this area. Therefore, to achieve the marketing objective for the brand and satisfy the desires of consumer, the aesthetic and functional components of packaging must be chosen correctly" (Keller, 2009). Kapferer (1997) asserts that the aesthetic considerations relate to a package's size and shape, material, colour, text and graphics, while the functional connotes product information. The impact of package and its elements on consumers' purchase decisions can be revealed by analyzing the importance of its separate elements for the consumer's choice.

Since, the available empirical literature on this research work do not provide unanimous answer concerning influence of package elements on consumer buying decision coupled with fact that from the extant literature no or few studies have been conducted to determine consumer's perspective on influence of packaging on consumer buying decision in the cosmetic industry in Nigeria and Africa in general. It is necessary to investigate in detail the influence of both the visual and verbal elements of packaging (color, material, graphics and printed information) on consumer buying decision of cosmetic products. This will help understand and maximize their different and specific influence on consumer buying decision of cosmetic products.

### **1.3 Objectives of the Study**

The major objective of this study is to determine the influence of packaging on consumer buying decision.

Other specific objectives include:

1. To examine the type of relationship that exists between color of packaging and consumer buying decision.
2. To explore the type of relationship that exists between package material and consumer buying decision.

### **1.4 Research Questions**

1. What type of relationship exists between color of packaging and consumer buying decision?
2. What is the relationship between package material and consumer buying decision?

### **1.5 Research Hypotheses**

The following hypotheses have been formulated in line with the research objectives:

- H<sub>1</sub>: There is a significant relationship between color of packaging and consumer buying decision.
- H<sub>2</sub>: There is a significant relationship between package material and consumer buying decision.

## 2.1 Functions of Good Packaging

Packaging performs many functions according to Onuoha and Egbuta (2010) packaging performs two basic functions which include protective function and promotional function. While according to Anyanwu (2000) the importance of packaging can be considered from three functional perspective of;

Protective function

Promotional function

Perceptual function

Nwaizugbo and Onyeka (2013) gave their function as protecting the product, promotion function, utility function, product differentiation and product development function.

Basically, the functions of any package will be to protect the product the in the container. Design and promotional considerations are increasingly coming out in producing packages. In few cases there will be a conflict between what the manufacturers think the product ought to offer. In looking at the functions of packaging, it is profitable to consider the distributors, consumer and legal requirement for a package.

### i. Distributor Requirement

The legal length of the distribution channel should be taken into consideration when designing packages. The amount of handling the container will receive and variations in climate conditions, which may be encountered between the point of manufacturing and sale, should be considered, attention should also be considered when designing package sales per square foot or per linear foot of shelf are measures often used to measure retail productivity and retailers are likely to avoid packs that will occupy a disproportionate amount of space in relation their value.

### ii. Consumer Requirement

Consumer want product but have little direct interest in the Packaging in the packaging of these products. Consumers are however, receptive to technical and aesthetic improvement in pack design, it is almost impossible to differentiate many competing products on the basis of objects criteria and their cases packaging and promotion constitute the sole distinguishing features upon which the products success or failure depends. Many products are not consumed immediately after purchase or after the package is opened. They are often used over varying periods of time. To prevent spoilage such product must be packed in reasonable packs.

### iii. Legal Requirement

The production and design of packaging is influenced the increasing amount of information, which by law must appear on it. These legal requirements are not being taken seriously Nigeria manufactures. The increasing amount of information, which by law must appear on it. These legal requirements are not being seriously by Nigeria manufactures. The Nigerian standard organization, which is supposed to ensure compliance, does not appear to do a very good job. Example is given below about the nature of products information required. Consumer products should be marked with

- ❖ Name and address of the manufacturer
- ❖ Description of product
- ❖ Any Relevant Expiring Date
- ❖ Warning of Caution Necessary and Required References to Particulars.

The rights to package design are also legal legal aspects of packaging. Design registration can be very valuable, especially in the area of wine, spirit, toiletries and cosmetics packaging. Means of securing the legal right over a product include the following.

- a) Patent right: for a new invention of application.
- b) Copy right: provided the existence and ownership can be proved. This is a powerful weapon against imitations.
- c) Trademarks: may assist in distinguishing packaging from competitors. To secure ownership of these legal rights, one should.

1. Identify a designer: that means there is need to know who made who made the design, are there an employee or contracted labour?  
One person or several?
2. Ensure that the rights have been assigned to him.  
There should be a standard clause in contracts of employment of copyrights.  
Format assignment documents for employees and contracted workers may be advisable.
3. Keep the original drawing: A file should be kept with the history of development of the packaging.

### 2.1.2 Packaging Elements

4. According to Nilson and Ostrom (2005), the product packaging design includes the brand name, colour, topography and images, all which influence how quickly and easily a product catches the eye. Kotler (2004), distinguished six elements that must be appraised when taking packaging decisions; Size, Form, Colour Material, Text and Brand. Smith and Taylor (2004),

noted that there are six variables that must be taken into consideration by producers when creating packaging and they include: Form, Size, Colour Graphics, Material and Flavour.

5. According to Silyoi and Speece (2007), there are two categories of elements: Visual elements and Informational elements. Visual elements include: graphic, colour, shape and size while informational elements are information provided and technology. According to the, visual elements are related with affective aspect of consumer decision making process, while informational elements are related with cognitive one. The visual elements of packaging have a stronger influence on the purchasing when consumers have low involvement in the purchase, in other words, when the product is of low risk and less expensive. They also have a strong impact on impulse purchases (Nilson & Ostrom, 2005).
6. In summary, there are two main blocks of packaging from the analysis of the literature and they include: Visual (graphic, colour, brand name, size, shape, form, and materials) and Verbal (printed information, producer, country of origin and brand name).
7. **Colour**
8. Colour plays an important role in a potential customer's decision making process, certain colours set different moods and can help to draw attention (Deliya & Parmar, 2012). According to Harper and Miller Burns (2012), aligning fragrance and color is one of the most important tools a brand can wield in the perfume industry. It is important because product labels, packaging and colors have to be congruent with the odor of the product (Milotic, 2001). Same applies to food packaging, where the package cannot look better than the food tastes (Meyers and Gerstman, 2005). Colors and smells can nonetheless be learned if the color and odor are dissimilar (Milotic, 2001), though this is difficult to achieve because people have already strong associations with colors (Wu et al, 2009).
9. Colors should not be looked upon as mere decorative means when incorporated in package design because they bring with them strong symbolic significance. Consumers have a direct sense for a product's colors as it impacts on their visual and psychological feelings (Wu et al, 2009).
10. The first color function is that of catching the attention of consumers, especially at the point of purchase, where it has been proven that particularly vibrant colors, such as red and yellow attract attention. According to Wu et al (2009), red makes people excited while blue calms people, and this is because each color has its own meaning. Warm colors suggests fire and sun (both very progressive) and cool colors imply air and water (giving a tranquil feeling). The use of colors plays a big part in creating an aesthetic experience as they can reflect different characteristics, moods and temperaments (Wu et al, 2009). The moods associated with colors are advantageous if a brand needs a fresh beginning as a new package whose color is very different to a brand's original package color, will attract the customer's attention. This makes the product more probable for purchase than a package whose color is moderately different (Garber, Burke and Jones, 2000).
11. **Size**
12. The effect of packaging size has a strong influence on the purchasing when the quality of the product is hard to determine (Silyoi & Speece, 2007). However, packaging size depends on product features and target market (Smith, 2004). According to Agariya (2002) different packaging size is a way to extend a product into new markets. The two visual elements shape and size have been written under one title here because they are particularly intertwined with each other. a manufacturer of paper cups is facing competition from a company that makes larger cups. The manufacturer wants to design a larger paper cup that maximizes perceived volume for the same amount of raw material. What shape of cups should it make?" (Raghubir and Krishna, 1999). There is a common saying among designers, that form follows function, (Adhesives & Sealants Industry, 2011) though technological changes in materials such as plastics has lead to new approaches in packaging where various design paradigms are incorporated into the package shape. Though there does not seem to exist conventional understanding regarding package shapes, many shapes are today part of the brand image, one of the most famous examples being the Coca-Cola bottle. It is also important for producers to consider different dimensions of the package's shape when introducing new products (Raghubir and Krishna, 1999).
13. Designers need to appreciate how visual elements communicate and create abstract
14. perceptions in the consumer's mind. So within the design process, designers should convey various feelings according to the shapes of different objects. For instance, square shapes give a sense of stability while circular shapes are perceived more as complete or perfect (Wu et al, 2009). Another thing to consider is that larger portions are often associated with higher social status and people may choose larger portions when they feel powerless and want to affirm themselves (Chandon, 2012).
15. With other things the same, packages that appear larger will be more likely to be purchased, that is if the consumer does not read the information provided on the package concerning volume. Both consumer perceptions and volume have many connotations for package shape decisions (Raghubir and Krishna, 1999). Especially, the height of a container is considered an important dimension that consumers commonly use as guidance to make volume judgment.
16. Consumers cluster most existing standard packages into four shape categories, these are cylinders, kegs, bottles, and spatulates, and each of these shape-types present characteristic effects on volume appearance, according to Garber, Hyatt and Boya (2009). In their study, the authors found that tall bodies give a larger overall package volume appearance than short bodies do, and geometrically complex forms are perceived as smaller than simple forms. Also, for packages that have compound complex forms that are composed of noticeable joining of two or more parts (including necks, shoulders, bodies, and feet), consumers tend to look at the body of the package to determine the volume.

17. It is also important to note that cultural differences do effect preferences in package design elements (Adhesives & Sealants Industry, 2011),and so does practical limits on how large or how miniature a package can be (Garber Jr., Hyatt and Boya, 2009).

### 18. Material

19. When choosing between multiple products, particularly when the consumer is more involved in the process, he will often choose the higher priced item because the higher price implies higher quality (Deliya & Pamar, 2012). According to them, the same is true of packaging material; higher quality packaging and labels will influence the consumer to purchase more often than low quality packaging. Krasovec (2006) in their study divided materials used for packing into several types: paperboard, plastics, glass and metal. Material semantics of package design describes the communication of materials, texture and the fabric information of products (Wu et al, 2009), and as the packaging market is a highly competitive place, the actual packaging has become as significant to success as the product it is wrapped around (Daily Foods, 2001).
20. According to Daily Foods (2001) developing and selecting the "right" container that successfully markets a product, especially foods, requires an understanding of packaging materials. Packaging professionals need to understand the advantages and disadvantages of particular materials and how they can be used to differentiate the product. The most used materials in packaging are today classified into plastic, paper, metal and glass (Hong & Suhua, 2011). Plastic started to be used for packaging in the beginning of the 20<sup>th</sup> century and has become the most economically popular packaging material. Paper packing is also a very fashionable choice because of its formability and low cost. Aesthetically it is also a great marketing choice as beautiful pictograms can be directly printed onto the package.
21. Metal packaging materials are known for being especially useful for protecting food during long periods of time, especially at war, during the 19th century. Today metal is still going strong due to its protecting character. But what has really made metal a favorite among packaging professionals is the ability to shape it into many different forms, and designers can get very creative with the shape and size of their containers with the use of metal (Hong & Suhua, 2011).
22. Finally, glass is another favorite among producers as it also can form into various shapes. It is hard, transparent, heat-resistant and can be easily cleaned. It is primarily used for oil, alcoholic drinks, beverages and cosmetics. What might be considered as a negative aspect of glass as a packaging material is that it is fragile, relatively heavy and the cost of transporting and storing the material is rather high (Hong and Suhua, 2011).

### 2.1.3 Problems of Packaging;

Today's consumers is faced with so many problems because purchasing is becoming impersonal more so, products themselves are becoming more complex, because products are sometimes wrapped in plastic container that make it difficult for the consumer to even known when faced with conflicting and confusing advertisement.

- ❖ Most of the packaging in Nigeria are not adequately compelled to perform according to set standards. Mostly the packaging material often used mostly in the information voriting on packaging are so inadequate that the after effect of such a product, the direction of use, the weight etc. are no longer required as far as the manufacture is consigned.
- ❖ Another major problem confronting packaging in Nigeria is the issue of monopoly or near monopoly or mar monopoly. Most of manufacturers of packaging material are few in the country.
- ❖ consumers do not know their basic right regarding packaging most of them are grant, under the sale of Good Act (1979, for instance, the seller gives the consumer implicit under taking that the goods are of merchantable quality that is, they are not broken or damaged and that they will work properly because the consumers are ulitertes, any type of product can be sold to them without them protesting against it.

### 2.1.4 Strategies of Consumer Buying Process

The customer buying process also called a buying decision describes the process a customer goes through before they buy a product. The decision process usually involves five stages. However, consumers do not always pass through all five stages, they may skip or reverse some. The five stages are:

**Problem Recognition:** This is often recognized as the first and most important steps in the customer's decision process. The buying process starts when the buyers recognize a problem or need. The need can be triggered by internal stimuli (such as hunger or thirst) or external stimuli (such as packaging, advertising or word of mouth) because it pays emphasis on their benefits.

**Information Search:** Having recognized the need, the next step a buyer may take is the information search in order to identify and evaluate information sources related to the central buying decision, customer or buyer may rely on print, visual, online, media or word of mouth for obtaining information and visiting stores to learn about the product.

**Evaluation Alternatives:** Consumers will evaluate products or brand at this stage on the basis of alternative attributes. Those which have the ability to deliver the benefits the consumer is seeking, a factor that heavily influences this stage is customer's attitude involvement. For example, if the customer's attitude is positive and the involvement is high, then they will evaluate a number of companies or brands but if it is low, only one company or brand will be evaluated.

**Purchase Decision:** this is the penultimate stage where purchase takes place. Kotler (2009) states that this final purchase decision may be disrupted by two factors: negative feedback from the customers and the level of motivation to accept the feedback.

**Post Purchase Behavior:** in brief, customers will compare products with their previous expectations and will be either satisfied or dissatisfied. Therefore these stages are critical in retaining a customer.

**3.1 Research Methodology**

The research design adopted in this study is survey which involves administering questionnaire to the respondents in order to address the objectives of the study. The study was carried out in Awka metropolis in Anambra State. The population of this study comprises consumers of beauty care cosmetics in Awka metropolis. Since the population of the study is unknown, we adopt the Topman formula for infinite population. This study employed disproportionate stratified random sampling technique. Structured questionnaire was the major instrument for data collection. A five point likert scale, ranging from strongly disagree to strongly agree was used in designing the questions. The supervisor did a face validation of the instrument to ensure that the instrument measures what it is intended to measure. Test-retest method was also used to ensure that the measuring instrument provides a consistent result. This involves administering the same test instrument to the same group on two occasions and correlating the paired scores. The internal consistency of the research instrument was tested using Cronbach’s alpha coefficient. The coefficient reliability of their responses was established as 0.865, using Cronbach Alpha which was considered high enough. The data collected will be analyzed using descriptive statistics. Multiple regressions and Pearson product coefficient correlation used to test the significance of the hypotheses generated for the study. This was adopted because it indicates which independent variable is the best predictor, the second best and so on.

**Results**

**4.1 Respondents of colour of Packaging on Consumer Buying Decision**

Colour	SD	D	U	A	SA	Total
I love some beauty care cosmetics because of the attractive colour of the pack	20 6.9%	38 13%	50 17.3%	100 34%	80 27%	288 100%
I Prefer beauty care cosmetics to others because of their colour	20 6.9%	40 13.9%	50 17%	99 34%	79 27%	288 100%
I can easily locate some beauty care cosmetics at first sight due to its unique colour	25 8.7%	35 12.1%	48 16.7%	98 34%	82 28%	288 100%
Colour combination of beauty care cosmetics pack is attractive	20 6.9%	26 9%	48 16%	98 34%	96 34%	288 100%
Total	85	139	196	395	337	1152
Average	21 7%	35 12%	49 17%	99 34%	84 29%	288 100%

Source: Field survey, 2019

The table above shows that on the average, 21(7%) respondents, 35 (12%) respondents, 49 (17%) respondents, 99 (34%,) respondents 84 (29%) respondents strongly disagreed, disagreed, had not decided, agreed and strongly agreed respectively on colour of packaging variables.

**4.2 Respondents of Material of Packaging on Consumer Buying Decision.**

Material	SD	D	U	A	SA	Total
I love some beauty care cosmetic care due the package material	20 6.9%	20 6.9%	50 17.3%	98 34%	100 34.7%	288 100%
The package materials for beauty care cosmetics are so attractive and move me to purchase the products	20 6.9%	20 6.9%	52 18%	100 34.7%	96 33%	288 100%
I prefer beauty care cosmetics because page materials are not reusable	24 8.3%	18 6.3%	25 8.6%	99 34%	122 42%	288 100%
I am moved to buy beauty care cosmetics because of the package material	25 8.7%	28 9.7%	31 10.8%	99 34.5%	105 36.5%	288 100%
Total	89	86	158	396	423	1152
Average	22 8%	22 8%	39 14%	99 34%	106 36%	288 100%

Source: Field survey, 2019

The table above shows that on the average, 22(8%) respondents, 22 (8%) respondents, 39 (14%) respondents, 99 (34%,) respondents 106 (36%) respondents strongly disagreed, disagreed, had not decided, agreed and strongly agreed respectively on material of packaging variables.

### 4.3 The Regression Analyses

This analysis was employed to understand which among the independent variables are related to the dependent variable, and to explore the forms of these relationships. The table below depicts the summary of the regression results and the analysis of variance.

**Table 4.4.1: Summary of Regression Analysis Results**

Model	R	R Square	Adjusted R square	Std. Error of Estimate
1	.692a	.479	.448	2.39702

### ANOVA

		Degree of Freedom	Sum of Squares	Mean Square	
	Regression	6	534.006	89.001	
	Residual	101	580.319	15.746	
	Total	107	1114.324		
	Calculated F		15.490		
	Significant F		.000a		
<b>Output of Regression – Co-efficient</b>					
Model		Unstandardized Coefficients	Standardized Coefficients	t-statistics	Sig
	B	Std. Error	Beta	T	
Constant	.215	2.214	0.39206	1.123	.000
Colour	.069	.119	.062	2.123	.004
Material	.080	.112	.060	2.124	.001
Graphics	.187	.098	.167	1.934	.005
Print Info	.358	.091	.373	3.926	.000

a. Dependent Variable: Consumer buying Decision

Tables 4.4.1 show the multiple regression results of the predictors: colour, package material, Graphics and printed information which accounted for approximately 48% of the variance in customer purchase decision ( $R^2 = .479$ ,  $F = 15.490$ ,  $p < .001$ ). The results showed that the elements of packaging and customer buying decision contributed positively and significantly to the regression model.

Furthermore, the results of the multiple regression analysis showed that the relationship between colour, package material, Graphics and printed information, and customer buying decision was positive and statistically significant. This means that as colour, package material, Graphics and printed information increase, customer purchase decision also increases. This also implies or rather shows the relationship between packaging and customer buying decision is positive and statistically significant, suggesting that as packaging increases, customer purchase decision also increases.

Also, as stated above the  $R^2$  of 0.479 indicated that 48% of the variation in consumer buying decision can be explained from the four independent variables, thus 52.1% of the variation of customer buying decision is not explained by these variables but the regression model is statistically significant (F- ratio =15.490; probability level =0.000). The probability level of 0.000 means that the regression model results are due to random events instead of true relationship.

**Hypothesis One:**

H<sub>1</sub> There is a significant relationship between color of packaging and consumer buying decision

**Table 4.4: Relationship between color of packaging and Consumer buying decision**

**Correlations**

		<b>Color of Packaging</b>	<b>Consumer Buying Decision</b>
<b>Color of Packaging</b>	<b>Pearson Correlation</b>	<b>1</b>	<b>.441</b>
	<b>Sig.(2 tailed)</b>		<b>.029</b>
	<b>N</b>	<b>288</b>	<b>288</b>
<b>Consumer buying Decision</b>	<b>Pearson Correlation</b>	<b>.441</b>	<b>1</b>
	<b>Sig.(2 tailed)</b>	<b>.029</b>	
	<b>N</b>	<b>288</b>	<b>288</b>

**Correlation is significant at the 0.05 level (2-tailed)**

The result of the test of hypothesis one (table 4.4.1) shows that the coefficient (r) and p-value are .44 and .029 The significance (.029) is less than the level of significance (.029). This indicates that there is strong correlation between color of packaging and consumer buying decision. Therefore, we accept the hypothesis that there is a significant relationship between color of packaging and consumer buying decision

**Hypothesis Two:**

H<sub>2</sub> There is a significant relationship between package material and consumer buying decision

**Table 4.5 Relationship between Package Material and Consumer Buying Decision**

**Correlations**

		<b>Package Material</b>	<b>Consumer Buying Decision</b>
<b>Package Material</b>	<b>Pearson Correlation</b>	<b>1</b>	<b>.549</b>
	<b>Sig.(2 tailed)</b>		<b>.027</b>
	<b>N</b>	<b>288</b>	<b>288</b>
<b>Consumer Buying Decision</b>	<b>Pearson Correlation</b>	<b>.549</b>	<b>1</b>
	<b>Sig.(2 tailed)</b>	<b>.027</b>	
	<b>N</b>	<b>288</b>	<b>288</b>

### **Correlation is significant at the 0.05 level (2-tailed)**

The result of the test of hypothesis two (table 4.4.2) shows that the coefficient (r) and p-value are .54 and .027. The significance (.027) is less than the level of significance (0.05). This indicates that there is positive correlation between package material and consumer buying decision of cosmetics. Therefore, we accept the hypothesis that there is a significant relationship between package material and consumer buying decision.

#### **5.1 Discussion of Findings**

The main objective of this study is to determine the relationship between elements of packaging like color of packaging, material of packaging, graphics on packaging and printed information on packaging and consumer buying decision. The study shows that out of the four elements of packaging (color, material, graphics and printed information) used to examine the relationship with consumer buying decision in Awka, all have significant relationship with consumer buying decision.

#### **5.2. The Relationship between Color of Packaging and Consumer Buying Decision**

From the results in chapter four, the first hypothesis which states that there is a significant relationship between colour of packaging and consumer buying decision was accepted. This owing to the fact that the data analysis result showed that  $r = .441$  indicating a strong positive correlation between color of packaging and consumer buying decision. The acceptance is in line with the work of Deliya and Parmar (2012) on the role of packaging on consumer buying behaviour in Patan District, India. Using a total of 145 participants. Colour as one of the elements of packaging used to determine the relationship between elements of packaging and buying decision was statistically significant. This supports the fact that packaging influences consumer buying decision. This implies that the more the colour is visually attractive to consumers they more they buy the product. The study is also in line with the study by Silayoi and Specee (2014). The study found out that color as element of packaging has the strongest significant relationship with consumers buying decision.

#### **5.3 The Relationship Between Package Material and Consumer Buying Decision**

Also from the result above, the second hypothesis which states that there is a significant relationship between package material and consumer buying decision was accepted. This owing to the fact the result showed that  $r = .54$  indicating a strong positive correlation between package material and consumer buying decision. This is in line with the studies carried out by Silayoi and Specee (2014). This study also found out that package material has a significant relationship with consumer purchase decision for selected consumer non-durables.

### **6.1 Conclusion and Implications**

This study examined the influence of packaging on consumer buying decision of beauty care cosmetics. Empirical evidences show that printed information on packaging remains most significant predictor of consumer purchase decision for beauty care cosmetics followed by package material, then colour and finally, graphics on packaging. This implies that producers of cosmetic products like beauty care cosmetics should pay more attention to these major factors when designing the package for their products.

This is because it is necessary to highlight that the results of this study will provide new result of marketing dynamics to producers and marketers of consumer products. This will also contribute major share in improving the revenue of these firms.

#### **7.1 Recommendations**

Based on this background, the following recommendations are made:

1. Producers of cosmetic products like beauty care cosmetics will continue to ensure that the printed information, package materials and color of the package will keep attracting consumers by maintaining their current state of packaging and improve on it when necessary through proper market investigation. They should also pay attention to printed information and type of material use in packaging. However, from the result of this study, producers of beauty care cosmetics are advised not to pay less attention to graphics but to through market survey identify proper graphical designs for packaging cosmetic products.
2. It was recommended that organizations will pay attention to the information used. It must also be more useful technically. Management should ensure that their product package is not also deceptive.

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