

Impact of Packaging on Consumer Buying Behaviour: A Study on Cosmetic Products

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Abstract: *This paper aims at analysing the impact of cosmetic products' packaging on consumer buying behaviour. The objective of this study is to determine the impact of packaging elements on consumer buying decision process for cosmetic products. Packaging is considered as a strategic tool to amplify the competitiveness of products. The packaging elements that influence the consumer buying behaviour are colour, design, label, language, printed information, background image, innovative packaging, packaging material quality and font style. This study is based on both primary and secondary data. To conduct the research, convenience sampling has been adopted as it is least expensive, least time consuming and most convenient. The study shows that innovative packaging of cosmetics has the most influential effect on consumer buying behaviour compared to the other packaging elements. The demographic characteristics of the target consumers must be studied while designing package for cosmetics as consumers' buying behaviour varies in terms of their gender, age and occupation. This study can be a useful tool for all cosmetic companies who are likely to survive in the competitive market of the cosmetic industry and sustain their good image.*

Keywords: *Packaging, Consumer behaviour, Buying decision, Cosmetics, Innovative packaging.*

1. Introduction

In today's competitive marketing world, products' packaging has occupied an important position in delivering the products or services to the consumers. It has been recognized as a considerable tool of making the products or services distinctive from the similar kinds of products or services available in the market (Sarangi, 2009). A product can be highly accepted only because of good packaging. At the same time, a poor packaging can damage the company's image in the market as product packaging affects the consumers' expectation and choice (Winer et al., 2014). Rundh (Rundh, 2005) has established that products packaging attracts consumers' attention to the brands. It enhances the product

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image as well as consumers' perception toward the product or service. Mutsikiwa and Marumbwa (Mutsikiwa and Marumbwa, 2013) have clearly observed that the appearance of the package is believed to have a strong impact on influencing consumer purchase decision than advertising.

However, a question arises that can this phenomenon apply to all categories of products and services such as daily necessities, food items, cosmetic products etc. Moreover, although there is huge literature on packaging in general, there is a lack of literature on the issue of impact of packaging particularly in the cosmetic products on consumer buying behaviour (Putit et al., 2015). In this backdrop, the study aims at analysing the impact of cosmetic product packaging on consumer behaviour while deciding about a purchase of cosmetic product. It reveals the answers to some questions: the main packaging elements connected to cosmetic products, the impact of packaging on consumer decision making process and the relative importance of factors regarding the packaging of cosmetic products. This research is mainly quantitative in nature and based on both primary and secondary data to identify the limitations and conclude it with the findings. This study will contribute as a pillar in the future research works related to the cosmetic products packaging.

This paper is organized as follows. The next section presents the literature review followed by the objectives and methodology of the study. After the methodology section, results and discussion of the study are outlined. Finally, the conclusion is provided from the overall analysis.

2. Literature Review

The understanding of the different dimensions of product packaging as approached by academics and professionals is crucial to explore the importance of impact of packaging on consumer buying behaviour with a specific concentration on cosmetic products. So, this section concentrates on discussing the issues like packaging, functions and characteristics of good packaging, packaging elements affecting consumer buying behaviour and consumer decision making process. The discussion solely focuses on justifying the impact of packaging on consumer buying behaviour based on the model of consumer buying behaviour in the context of cosmetic products.

Packaging

Packaging plays an important role in marketing mix. It performs so many functions. It describes the product and its features, differentiates company's product from the competitors' products and communicates with the customers (Silayoi and Speece, 2004). Deliya and Parmar (2012) claims that packaging acts as an extrinsic value of the good. Its definition varies and ranges from being simple to more extensive and holistic interpretations. A unique packaging approach can be used in drawing consumers'

attention. It can make impulse purchases. The visual properties of a package that are attractive to the customers are colour, size, orientation and shape.

Packaging is the set of activities that are related to designing and producing the container for a product. A package is a wrapper of a product. It protects the product and prevents the product from being spoiled. Packaging provides valuable information and differentiates a product from the other products. Now package is not considered only as a container of the product. It supports marketing communications (Klopper et al., 2011). It helps to establish a brand. It can enhance brand identity. Packaging is one of the important factors at the time of purchase decision. So, it is now considered as one of the valuable tools of marketing communications. Colour, size, form and graphic are the visual packaging elements and information elements include label and printed information.

Wrapper layers: Packaging has some layers and each layer has separate functions. According to Zbicinsky (2006), there are three layers of packaging:

- Primary packaging- At first a wrapper covers the product and it is directly in touch with the product.
- Secondary packaging- It involves outside the primary packaging. This layer is directly in touch with the consumer.
- Transit packaging- It is used for transportation or bulk handling.

Functions of Packaging

Packaging assists to protect the product from being spoiled. It protects the content from damage, dust, leakage, evaporation, contamination and watering (Aday and Yener, 2014). A good packaging can easily grab the consumers' attention. It helps to communicate with the consumer (Kapferer, 2012). Good packaging reduces inventory costs, packaging costs, space and time costs (Keller, 2013). Packaging increases user convenience. A package is product's identity. It establishes the brand image. It differentiates the product from the competitor's product. It spells the product category, usage and the target customer (Silayoi and Speece, 2004).

Characteristics of a Good Package

Package must be attractive and fascinating so that it can grab customer's attention. An attractive package easily can influence customers' minds (Stafford and Faber, 2015). A good package must provide accurate information about the product. The cost of packaging should not be so high. High packaging cost increases the product's price (Du Plessis et al., 2012). It should be in neat and clean place while making package so that quality, quantity and color of the components cannot be spoiled (Aday and Yener, 2014).

A good package assists in free and easy movement of the product from one place to another. The form of the package should also be compatible with retailers and wholesalers for shop or for consumers to keep at home (Alvarez et al., 2005).

Packaging Elements Affecting Consumer Buying Behaviour

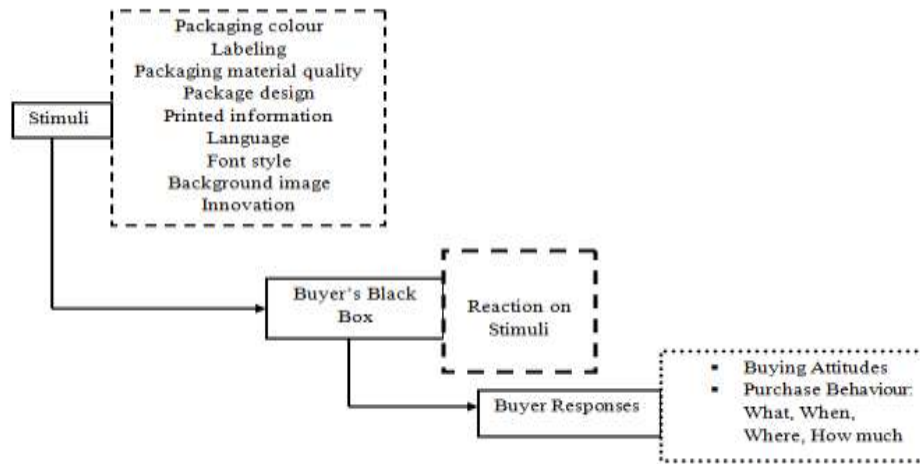


Figure 1: Model of Packaging Elements Affecting Consumer Buying Behaviour
(Source: Authors constructed)

This model has been developed based on relevant theories (Sethna and Blythe, 2016). Packaging color, label, quality of packaging material, package design, printed information, language, font style, background image and innovation are the packaging elements which have been considered as the independent variables in this study. These elements are suitable for the study as the study focuses on the cosmetic products. Consumers look for specially package design, color, innovation and labelling in the package of the cosmetics. Every packaging element is a factor. These elements act as stimuli during buying process (Imiru, 2017). Consumers are attracted by these stimuli. After that they start to react and finally, they show their attitudes and behaviours.

Consumer Behaviour

Consumer behaviour is a process by which an individual or group of individuals can select, buy, use or dispose products, services or experiences to satisfy their desires or needs. Kotler (2012) said that consumers can say one thing but may do another thing. So, understanding the consumer behaviour is not an easy task. Solomon (2013) claimed that marketers can influence consumers' behaviour. There are some factors that influence consumers' behaviour. The controllable factors are product, price, place and promotion.

The uncontrollable factors are demographic, cultural, economic, social, personal, and psychological factors. Kotler (2015) found that among the uncontrollable factors, the cultural factors have the significant impact on consumer behaviour. Consumer buying behaviour is the physical, mental and emotional activities that consumers are engaged with when selecting, buying and using products or services to get satisfied in terms of their needs and desires. It is the summation of consumer's attitudes, preferences and decisions towards purchasing of any product or services (Sethna and Blythe, 2016).

Consumer Decision Making Process: There are five steps of consumer buying decision making process. *Problem recognition* is the first phase of consumer decision making process. In this stage he or she recognizes a problem or need. He or she feels a difference between his or her desired state and real state. The needs can be physiological and psychological needs or social needs or situational factors influencing needs (Sethna and Blythe, 2016). *Information search* is the second phase which refers to a process by which consumers search for appropriate data around their environment to make a purchase decision. Kotler (2009) said that if the consumer's motivation is high and if a satisfying product is closed to him or her, then he or she will probably buy it immediately without any search. In case of routine purchase, consumers are unlikely to search for information. But if there is more uncertainty, consumers spend more time in search for relevant information and alternative ways. Consumers can get information from personal sources (family, friends, and neighbors), commercial sources (advertisement, internet), public sources (mass media) or experiences (product usage). At present internet and specialized portals are the most popular sources of information. *Evaluation of alternatives* is the third phase where consumers evaluate all the alternatives. He or she will choose the alternative which will contribute to his or her goal. To satisfy a need, all the products available in the market place offered by the different companies are filtered. Then the consumers evaluate the alternatives and choose the best one (Shimp and Andrews, 2012). *Purchase decision* is the fourth phase where consumer buys the product. Five roles can be observed during the purchase decision- initiator, influencer, decision maker, purchaser and user. Attitude of others and situational factors can step into the purchase intent and purchase decision (Aday and Yener, 2014). *Post-purchase behaviour* is the final phase where consumers ask himself or herself if he or she is satisfied or not with the product. The answer to this question depends on the ratio between consumer expectation and perceived performance. If the actual product performance exceeds the expectation, consumers become delighted and if the actual performance is less than the expectation, consumers become dissatisfied. If the consumers become satisfied, they will probably buy the same product in future (Imiru, 2017).

Lifu (2012) found in his study on the effects of packaging on buying choice that majority of the respondents believed that while buying a product, product choice is determined by the product packaging. He found that the respondents' perceptions towards the value

added to the packaging vary since consumers believe that good and attractive packaging represent quality product. He also found that illiterate consumers purchase products by judging the package. From his overall assessment, it is found that majority of the respondents used in the study purchase a product on mere packaging which adds value and appeal to the consumers at the very first sight. Scott (2008) also found that attractive packaging appeals to consumer buying choice.

The theoretical analysis of the packaging elements and their impact on consumers' buying decisions empirically reveal those elements that have impact on consumer buying behaviour. Kuvykaite (2014) claimed in his research on "Impact of Package Elements on Consumer's Purchase Decision" that, six variables must be taken into consideration by producers and designers when designing packages. They are form, size, colour, graphics, material and flavour. Kotler (2003) distinguishes six packaging elements that should be theoretically evaluated when employing packaging decisions. The elements are size, form, material, colour, graphics and brand.

Thus, there are many packaging elements that act as factors influencing the consumer buying behaviour such as packaging colour, size, printed information, font, packaging material, shape, design of wrapper and innovation (Imiru, 2017). After reviewing the literatures, nine independent variables and one dependent variable have been taken into consideration for this study.

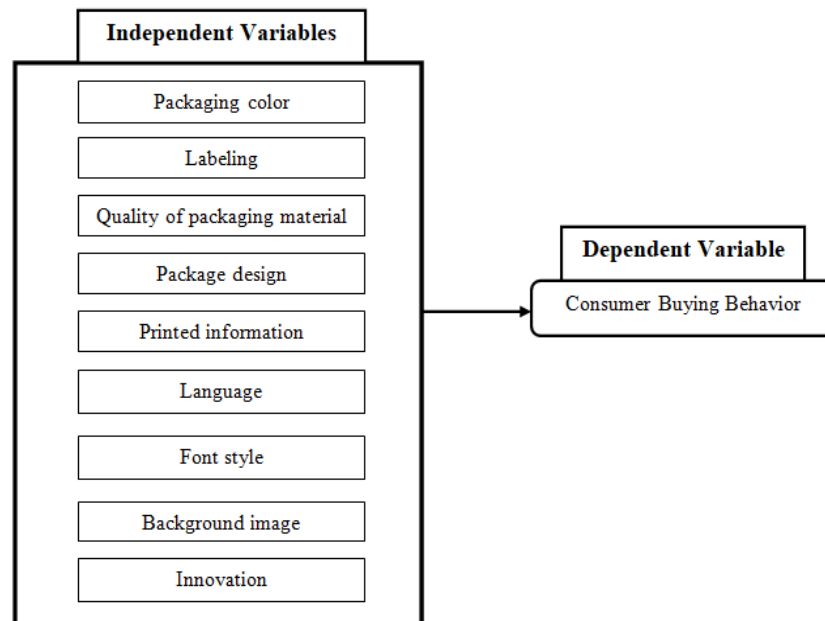


Figure 2: Framework for Dependent and Independent Variables

Justification of the Variables

Dependent variable- In this study, consumer buying behaviour is the dependent variable.

Consumer buying behaviour: Consumer buying behaviour is the physical, mental and emotional activities that consumers are engaged with when selecting, buying and using products or services to get satisfied in terms of their needs and desires. It is the summation of consumer's attitudes, preferences and decisions towards purchasing of any product or services (Sethna and Blythe, 2016).

Independent variables- In this study, there are nine independent variables which influence the consumer buying behaviour.

Packaging colour: Packaging colour can help in drawing consumer attention. It is important because it differentiates a product from the competitors' products. Colour has a significant role in potential consumers' decision-making process. Different packaging colours signify different meanings according to the consumer perceptions and culture. Different colours emphasize different mood (Shimp and Andrews, 2012).

Labelling: At present, consumers are paying more attention to the labelling as they are concerned about their health and beauty. According to Morris, J (1997) labelling saves consumers' valuable time while searching for products. A good labelling can guide potential consumers while buying product. Labelling provides valuable information to the customers.

Quality of packaging material: To prevent the product from any damage, good material must be used in packaging. High quality material is more attractive than low quality material to the customers. Consumer perception towards packaging materials can change the perceived quality of a product (Shah et al., 2013).

Package design: The design of the package communicates favourable or unfavourable implied meaning about a product (Aday and Yener, 2014). A good package design is eye catching and can easily attract the consumers. Different colour, symbol and sign associated with attractive design persuade the consumers to notice and touch the product and ultimately encourage them to purchase the product.

Printed information: The printed information on the package can support the marketing communications goals. High involvement consumers are not significantly influenced by the visual attributes rather they concentrate more on the information printed on the package. Printed information can help consumers during buying decision making at the same time inaccurate information can mislead the consumers. Vakratsas and Ambler (1999) highlighted that highly involved consumers evaluate information to form their attitudes and purchase intentions.

Language: Language used in packaging is also an important element. A good package should carry at least two languages as all the customers may not be the local customers and understand the native language. If the consumers do not understand the language used in the package, they will be reluctant to pay attention to the product (O'Guinn, 2015).

Font style: Fonts used in the text affect the consumer perceptions. Different types of font create different mood of the consumers. Moreover, because of font style a package looks different and attractive. A good font consistent with packaging colour, design and product category can make an extra appealing package (Sethna and Blythe, 2016).

Background image: Background image on a package plays a vital role in drawing consumers' attention. An attractive background image can easily grab the consumers' attention. By seeing the background image at first sight, consumers can easily understand the product (Solomon et al., 2010).

Innovation: Innovative package design increases the product value. It creates good impression in the consumer mind. Innovative packaging adds value to the products. For easily open, store and recycling, innovative packaging is very important. In today's dynamic environment, innovative package design must be consumer oriented. Consumers accept more an innovative packaged product than the traditional packaged products (Ravishankar, 2011).

3. Research problem, and Objectives

3.1 Research problem

To investigate consumers' insight and attitude towards packaging elements of cosmetic products in Bangladesh.

3.2 Research objectives

The broad objective of this study is to determine the impact of packaging elements on consumer buying decision process for cosmetic products, however, more specifically the objectives are to:

- a. find out the packaging elements,
- b. identify the impact of packaging on buying decision,
- c. measure the relative importance of each packaging element.

4. Methodology

4.1 Nature of the Research Design

This study is quantitative in nature. Quantitative research has been used to quantify the data and typically applied some form of statistical analysis (Malhotra et al, 2017).

4.2 Types and Sources of Data Used

Both primary and secondary data have been used in this study. Primary data have been collected directly from the respondents through the sample survey. Primary data collection is expensive, and time consuming. So, the secondary data have been collected for some purpose other than the problem at hand. Secondary data have been collected from books, guides, directories, articles, journals and statistical data.

4.3 Sample Design

The target population for this study is university students and service holders where the age limits are between 20-40 years, and both male and female are considered. Nonprobability convenience sampling technique has been used in this study because it is least expensive, least time consuming, and most convenient (Hair et al., 2014). Finally, data have been collected from 160 respondents.

Table 1: Snapshot of the Sampling Design

Target Population	Elements	Students and Service holders
	Sampling Unit	Students from business background and marketing personnel
	Extent	Dhaka city
	Time	2 months
Sampling Method	Nonprobability convenience sampling	
Sample Size	160	

4.4 Questionnaire Development and Data Collection Procedure

The Style of Questionnaire: Structured questionnaire.

Uses of Scale and Measurement Technique: Seven-point Likert scale ranging from 1(Strongly disagree) to 7(Strongly agree) has been used as a tool to collect the data.

Data Collection Procedure: Online survey method has been adopted for collecting data.

Data/statistical analysis: Regression analysis and ANOVA have been used to analyse the data. In this study, multiple regression analysis has been computed as there is one dependent variable and more than two independent variables. Moreover, one-way ANOVA has been used as there are more than two samples. F test is used to test the null hypothesis that the coefficient of multiple determination in the population, R square is zero. That is equivalent to testing the null hypothesis: all the betas are equal to zero. From

the study it has been found that there is no high correlation among the independent variables. That means there is no multicollinearity. That is why factor analysis has not been computed for the study (Hair et al., 2014). For this study, SPSS 22 software has been used to process data, as it has versatile data processing capability.

Multiple Regression Model:

$$CBB = D + \beta_1 \text{Color} + \beta_2 \text{Label} + \beta_3 \text{PMQuality} + \beta_4 \text{Design} + \beta_5 \text{Printedinfo} + \beta_6 \text{Language} + \beta_7 \text{InnovativeP} + \beta_8 \text{BImage} + \beta_9 \text{FStyle} + e_i$$

Where,

CBB = Consumer Buying Behaviour	PMQuality = Packaging Material Quality	InnovativeP = Innovative Packaging
D = Multiple Regression Constant	Design = Package Design	BImage = Background Image
Color = Packaging color	Printedinfo = Printed Information	FStyle = Font Style
Label = Labelling	Language = Language	e_i = Error

4.5 Limitations

Lack of reliable data: Only 160 respondents cannot represent the whole population properly. Respondents' lack of knowledge of subject matter hindered to produce reliable data.

Lack of prior research studies: There is a lack of literature on the impact of packaging on consumer behaviour and most of the reviewed literatures are not focused on the cosmetic industry. Prior researches on specific field would help to lay a foundation of this study.

Time constraint: Time frame of the research period was also an influential limitation. More extended period would be beneficial to get more reliable data and to design this research work better.

Scope of discussion: As a novice in conducting the research, the scope and depth of discussions in the study is compromised in many levels compared to the works of experienced scholars.

Cost: Research work needs money for research design, data collection, data analysis, interpretation, and report preparation. Due to the lack of fund, this study had to be dependent more on secondary data.

5. Analysis and findings

Table 2: Demographic Characteristics of the Respondents

Demographic Variable	Frequency	Percentage
Occupation		
Student	129	80.60
Service holder	27	16.90
Others	4	2.50
Total	160	100.00
Age Limit		
20-25	119	74.30
25-30	40	25.00
30-35	1	0.7
35-40	0	0
Total	160	100.00
Gender		
Female	87	54.4
Male	73	45.6
Total	160	100.00

A structured questionnaire was sent to 180 respondents, where 160 responded. Thus, the response rate is about 88.9%. The table (2) provides information about the demographic characteristics of the respondents and their profile. The study included different age groups, occupations, and gender of the respondents. Majority of the respondents are females constituting 54.4%. Majority of the respondents are within the age of 20-25 years (74.3%). The table also shows that majority of the respondents are students (80.6%).

Descriptive analysis: The results of descriptive analysis of all dependent and independent variables are shown below:

Table 3: Descriptive Statistics

	Mean	Std. Deviation	N
Buyingbehaviour	5.30	1.212	160
Color	5.51	1.308	160
Label	5.49	1.322	160
PMQuality	5.70	1.435	160
Design	5.43	1.381	160
Printedinfo	5.41	1.472	160
Language	5.08	1.515	160
InnovativeP	5.53	1.243	160
BImage	5.16	1.253	160
FStyle	4.52	1.500	160

The table (3) shows the Mean values and values of standard deviation of all the variables. Number of observations of each variable is 160. Mean value shows the central tendency of each variable. Standard deviation values show the dispersion of values from the mean.

Table 4: Correlations Table

	Behaviour	Color	Label	PMQuality	Design	Printedinfo	Language	InnovativeP	BImage	Fstyle
Buying behaviour	1.000	.386	.442	.374	.501	.270	.327	.486	.315	.321
Color	.386	1.000	.400	.307	.591	.162	.158	.319	.321	.099
Label	.442	.400	1.000	.336	.466	.282	.358	.335	.115	.222
PMQuality	.374	.307	.336	1.000	.377	.201	.224	.200	.174	.047
Design	.501	.591	.466	.377	1.000	.179	.264	.474	.235	.169
Printedinfo	.270	.162	.282	.281	.179	1.000	.418	.187	.169	.148
Language	.327	.158	.358	.224	.264	.418	1.000	.266	.182	.276
InnovativeP	.486	.319	.335	.280	.474	.187	.266	1.000	.328	.325
BImage	.315	.321	.115	.174	.235	.169	.182	.328	1.000	.285
FStyle	.321	.099	.222	.047	.169	.148	.276	.325	.285	1.000

This table (4) shows the correlations between the dependent variable and the independent variables. The table also shows the correlations among the independent variables. From the table, it is seen that dependent variable and independent variables are correlated and the independent variables are not highly correlated with each other. So, it means there is no multicollinearity.

Table 5: Regression Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.655 ^a	.429	.395	.943

From the model summary (Table 5), it has been found that the R value 0.655 denotes to the moderate association between dependent variable and the predictors. R square value measures the strength of association between dependent variables and the predictors. Here, the R Square value is 0.429 which indicates that the 42.9% of variance in the dependent variable (Buying Behaviour) is explained by the independent variables. Adjusted R Square Supports R Square by 39.3%. As the value of adjusted R square is low, there is an opportunity to further explore independent variables and to further explore correlations among independent variables.

Table 6: ANOVA Table

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	100.259	9	11.140	12.532	.000 ^a
Residual	133.341	150	.889		
Total	233.600	159			

In the ANOVA table (6), P-value is .000 which is less than the value of α (.05). So, it indicates to reject the null hypothesis. And the calculated F value 12.532 is greater than the table value (1.96) of F with the degrees of freedom. So, the null hypothesis is rejected.

Table 7: Coefficients Table

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.286	.505		.567	.572		
colour	.048	.075	.052	.639	.524	.586	1.707
Label	.135	.070	.147	1.929	.056	.655	1.528
PMQuality	.111	.059	.132	1.876	.063	.773	1.294
Design	.168	.076	.191	2.211	.029	.510	1.961
Printedinfo	.043	.058	.052	.746	.457	.774	1.292
Language	.047	.058	.059	.814	.417	.719	1.391
InnovativeP	.190	.074	.194	2.579	.011	.669	1.495
BImage	.090	.067	.093	1.340	.182	.781	1.280
FStyle	.106	.056	.131	1.900	.059	.804	1.243

Regression Model: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_9 X_9 + e_i$

Where,

Y= Dependent variable

β_0 = Intercept of the line

β_i (i = 1, 2, 3, ..., 9) = Coefficients of the predictors

X_i (i = 1, 2, 3, ..., 9) = Independent variables

e_i = an error term

Regression Equation: Consumer Buying Behaviour = $\beta_0 + \beta_1$ Color + β_2 Label + β_3 Packaging Material Quality + β_4 Design + β_5 Printed Information + β_6 Language + β_7 Innovative Packaging + β_8 Background Image + β_9 Font Style

By putting the values from the table into the equation,

Consumer Buying Behaviour = .286 + .048Color + .135Label + .111 Packaging Material Quality + .168Design + .043Printed Information + .047Language + .190Innovative Packaging + .090Background Image + .106Font Style

Here, 0.286 is y intercept and 1-unit change in packaging colour will make .048 change in consumer buying behaviour. 1-unit change in label will lead to 0.135 change in consumer buying behaviour. 1-unit change in packaging material quality will lead to .111 change in consumer buying behaviour. 1-unit change in package design will make .168 change in consumer buying behaviour. 1-unit change in printed information will cause .043 change in consumer buying behaviour. 1-unit change in language will make .047 change in consumer buying behaviour. 1-unit change in innovative packaging will lead to .190 change in consumer buying behaviour. 1-unit change in background image will make .090 change in consumer buying behaviour. 1-unit change in font style will cause .106 change in consumer buying behaviour.

From the table, standardized coefficients have been found. To determine the relative importance of each independent variable on the dependent variable, the values of standardized coefficients are measured. From the coefficients table, it is seen that the coefficient of innovative packaging has the highest (.194) value. So, innovative packaging is the most important independent variable that has significant impact on the dependent variable. On the other hand, packaging colour and printed information are the least important independent variables impacting the buying behaviour. According to the results of coefficients table, it has been found that innovative packaging and package design have the significant impact on consumer buying behaviour while buying cosmetics. The VIF (variance inflation factor) values of all the independent variables are in 1-10 range. So, it proves that there is no high correlation among the independent variables.

Findings of this Study

The study shows that there are many packaging elements that act as factors influencing the consumer buying behaviour such as, packaging colour, size, printed information, font, packaging material, label, language, shape, design of wrapper and innovation. After

analysing the survey data, it has been found that there is a moderate association between dependent and independent variables. It means the null hypothesis is rejected and it denotes that all the packaging elements have an impact on consumer buying behaviour. According to the survey results, innovative packaging of cosmetics has the most influential effect on consumer buying behaviour compared to the other packaging elements. Package design, label and quality of packaging material also have an impact on consumer buying behaviour. The other elements of cosmetic product packaging such as colour, printed information, background image, language and font style also have little impact on the consumer behaviour while buying any cosmetic product. Based on the respondents' demographic characteristics, it has been found that being influenced by the attractive packaging, females are more likely to buy cosmetics than the males. Moreover, the service holders are more sensitive to the attractive packaging than the students while buying cosmetics and the age limit 20-25 is more likely to get influenced by the packaging of cosmetics. So, consumers' age, occupation and gender have differential effect on buying behaviour.

Theoretical and managerial implications

Based on above, several theoretical implications are determined by the researcher. Although most of the there are many packaging elements that act as factors influencing the consumer buying behaviour such as, packaging colour, size, printed information, font, packaging material, label, language, shape, design of wrapper and innovation. (Simmonds and Spence, 2017; Lajevardi et al., 2014; Mamo, 2014), but this research found that innovative packaging of cosmetics has the most influential effect on consumer buying behaviour compared to the other packaging elements. Package design, label and quality of packaging material also have an impact on consumer buying behaviour.

The findings of this research have direct implications for the people who are involved in cosmetic businesses in Bangladesh. Thus, they should consider the following: Firstly, consumers are highly attracted by the innovative packaging while buying cosmetics, thus, marketers should consider this element while designing cosmetics package. Secondly, the demographic characteristics of the target consumers must be studied as consumers' buying behaviour varies in terms of their gender, age and occupation. Moreover, they respond differently toward packaging cues. Thirdly, price is very important for all consumers. Thus, the discounted price or offer should be printed on the package so that the consumer can notice it. Finally, the other packaging elements such as colour, printed information, language, background image and font should be consistent with the whole package.

6. Conclusion

This study finds that packaging could be recognized as one of the valuable marketing weapons for making proper communication between an organization and its consumers.

The study makes clear the overall consumers' perception about the importance of different elements of packaging. A right choice of packaging colour, background image, wrapper design, innovative packaging and label create a happy feeling in consumers' mind. The packaging elements represent a good means of marketing communications towards consumers, because consumers value the elements that are embodied on the package. All these packaging elements contribute as an important effort to catch consumer's attention and interest. For cosmetic products visual appeal is more important than the qualitative aspect of packaging. From this study it has come out that cosmetic product packaging has a strong influence on consumers' behaviour during buying process and it makes an important part of the overall marketing mix.

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