



## IMPACT OF PACKING ON CONSUMER BRAND PREFERENCE TOWARDS COSMETICS PRODUCTS IN SIVAKASI

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### ABSTRACT

Cosmetics are now becoming very popular even in rural areas. It has become an essential product of our daily life in the present scenario. Not only girls and women but also boys and gents are preferring cosmetics now days. Depending on the individual's earning and life style the amount they spend for the cosmetics will differ. Regarding the taste , preference, age group etc, the attitude of the users will differ. Even the brand ambassadors will have an impact over the usage of the cosmetics. It is important to study the packaging of the cosmetics as because it has a greater impact over the preference of the customers. As almost all the brands of cosmetics are available in the markets of Sivakasi and also the customers are ready to purchase all the types of brands in the town, the research is carried out in the stated study area.

**Keywords:** *Cosmetics, Packing, Brand Preference*

### INTRODUCTION

The word “cosmetics “is derived from the Greek word kosmetikos which means “skilled at decorating “. Cosmetics colloquially known as makeup or make-up are care substances used to enhance the appearance or odor of the human body. The U.S., the Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions." According to Euro monitor, the cosmetics and toiletries is divided in 11 categories which are baby care, bath and shower products, deodorants, hair care, colour cosmetic, men's grooming products , oral hygiene, fragrances, skin care, depilatories and sun care.The beauty and cosmetics sector is experiencing outstanding growth. It has been one of the world's leading industries. In India the cosmetic and toiletries, market has developed rapidly. Packaging is also a good advertising for cosmetics. Packaging designs have a very intuitional effect. Consumers will look at each product at a very short time when they are searching a wide range of cosmetics. Therefore, packaging designs must attract consumers' attention, companies and enterprises should understand how to apply pattern and color, and they should know consumers' preferences. Packaging of cosmetics should have own innovation and style but also need to cater to the marketing strategies and restrictions of sales environment. Therefore, this thesis investigates and analyzes

consumers' purchasing behavior. As people know, different interests and preferences of consumers based on different nationalities, different age groups, different personalities, etc, therefore, the author researched and analyzed the psychology of consumers and what kind of packaging designs of cosmetics could catch the attention of consumers. Cosmetics are necessities for women. Cosmetics include skin care products and makeup products. Some women use skin care products only, and some women use both skin care products and makeup products. Some female consumers buy cosmetics because of brand; some buy cosmetics because of price, some buy cosmetics because of their friends' recommendations and others buy cosmetics because of packaging design. Packaging design stands for the image of a brand, some good and special packaging designs could make consumers remember their product and pay further attention to the brands. Packing attracts the customers more. Packing is also considered as an advertisement for the products itself. Each brand of cosmetics has a unique style of packing in order to attract the customers. Hence an attempt has been made by the researcher to know whether the cosmetic users in Sivakasi prefer to buy a particular cosmetic brand due to its packing.

#### **SCOPE OF THE STUDY**

This study helps to understand more about the impact of packing of cosmetics. This study enables to have adequate insight about the brand preference of cosmetics in the market. This study is relevant to the present days as cosmetic occupies a vital role in the market. This study will also help to understand the packing features that influence the customers to purchase a particular cosmetic brand.

#### **OBJECTIVES OF THE STUDY**

- To understand the customer's perception of product packaging.
- To determine the impact of packaging in customer buying behaviour.
- To investigate the reasons for brand preference with respect to packaging.
- To identify the satisfaction level of the sample respondents towards packing characteristics.
- To provide suggestion for developing customer loyalty through packaging

#### **HYPOTHESIS**

1. There is no significant association among the age groups towards the type of cosmetics used.
2. There is no relationship among monthly income groups towards the amount spent for purchasing cosmetics.

#### **SAMPLING DESIGN**

The primary data has been gathered by the researcher from the various categories of consumers. It is very difficult to adopt census method or the random sampling method to collect data. Hence, convenient sampling technique has been adopted in a systematic way covering all types of respondents.

#### **METHODOLOGY**

The present study was based on primary data as well as secondary data. They were collected from relevant sources. The primary data have been collected from the

respondent through questionnaire. The secondary data have been collected from standard text books of relevant topic leading journals, magazines, and websites....etc.

**DATA ANALYSIS AND TOOL USED**

- ✓ Percentage.
- ✓ Garrett ranking
- ✓ Chi-square Test

**RESULT DISCUSSION**

S.No	Particulars	No of the Respondents	Percentage
<b>Gender Wise Classification</b>			
1.	Male	9	11.20
2.	Female	71	88.80
<b>Age of the Respondents</b>			
1.	15-25 years	65	81.20
2.	26-35 years	9	11.20
3.	36-45 years	5	6.20
4.	Above 45 years	1	1.20
<b>Educational Level</b>			
1.	Primary Education	10	12.50
2.	Higher Secondary	12	15.00
3.	Under Graduate	35	43.80
4.	Post graduate	18	22.50
5.	Professional	4	5.00
6.	Diploma	1	1.20
<b>Employment Status</b>			
<b>Occupation</b>			
1.	Government employee	7	8.80
2.	Private employee	8	10.00
3.	Professional	10	12.50
4.	Business	8	10.00
	<b>Total</b>	<b>33</b>	<b>100.00</b>
<b>Marital status</b>			
1.	Married	15	18.80
2.	Unmarried	65	81.20
<b>Monthly income</b>			
1.	Below Rs.10000	38	47.50
2.	Rs.10001- Rs.20000	25	31.20
3.	Rs.20001-Rs.30000	10	12.50
4.	Above Rs.30000	7	8.80
	<b>Total</b>	<b>80</b>	<b>100.00</b>

From the table it is inferred that majority of the respondents (88.80 per cent) are female; 81.20 per cent of the respondents are 15 – 25 years of age; 43.80 per cent of the respondents are educated up to UG level; most of the respondents (12.50 per cent) are professionals; majority of the respondents (81.20 per cent) are unmarried and 47.50 per cent of the respondents are earning below Rs.10,000 per month

### Cosmetics Usage of the Respondents

**Table 1.1**  
**Cosmetics Usage of the Respondents**

S.No	Cosmetics	No. of Respondents	Percentage (%)
1.	Skin care	44	55.00
2.	Hair care	12	15.00
3.	Eye care	35	43.80
4.	Nail care	18	22.50
5.	All the above	4	5.00
<b>Total</b>		<b>80</b>	<b>100.00</b>

Source: primary data

It is evident that majority of the respondents (55.00 per cent) are using Skin care cosmetic products.

### Period of Using Cosmetics

**Table 1.2**  
**Period of Using Cosmetics**

S.No	Years	No. of Respondents	Percentage (%)
1.	Less than 5	48	60.00
2.	5-10 years	14	17.50
3.	10-15 years	12	15.00
4.	Above 15 years	6	7.50
<b>Total</b>		<b>80</b>	<b>100.00</b>

Source: primary data

It is found that majority of the respondents (60.00 per cent) are using cosmetic products for less than 5 years.

### Purchase Place of Cosmetics

**Table 1.3**  
**Purchase Place of Cosmetics by the Respondents**

S.No	Place of buying	No. of Respondents	Percentage (%)
1.	Company outlets	20	25.00
2.	Retail shop	30	37.50
3.	E-shopping	23	28.80
4.	Authorized dealers	7	8.80
<b>Total</b>		<b>80</b>	<b>100.00</b>

Source: Primary Data

It is evident that most of the respondents (37.50 per cent) are buying their cosmetics in retail shop.

### Amount Spent Per Month for Purchasing Cosmetic Items

**Table 1.4**

S.No	Amount Spend per month	No. of Respondents	Percentage (%)
1.	BelowRs.500	29	36.20
2.	Rs. 500 - Rs.1000	23	28.80
3.	Rs.1001 -Rs.1500	16	20.00
4.	Above Rs.1500	12	15.00
<b>Total</b>		<b>80</b>	<b>100.00</b>

Source: Primary Data

It is inferred that (36.20 per cent) are spending below Rs.500 per month for purchasing cosmetic products.

**Reasons for Preferring Cosmetics**

**Table 1.5**  
**Reasons for Preferring Cosmetics**

S.No	Preference	No. of Respondents	Percentage (%)
1.	Appealing	21	26.20
2.	Beauty conscious	37	46.20
3.	Being fashionable	9	11.20
4.	Improve self image	13	16.20
<b>Total</b>		<b>80</b>	<b>100.00</b>

Source: Primary Data

It is found that most of the respondents (46.20 per cent) prefer cosmetics as they are beauty conscious.

**Factors Influences to Choose the Brand**

**Table 1.6**  
**Factors Influences to Choose the Brand**

S. No	Factors	No. of Respondents	Percentage (%)
1.	Peer group	12	15.00
2.	Family members / Relatives	42	52.50
3.	Work place	10	12.50
4.	Advertisement	16	20.00
<b>Total</b>		<b>80</b>	<b>100.00</b>

Source: Primary Data

It is declared that majority of the respondents (52.50 per cent) are influenced by their family members/ relatives.

**Usage of Same Brand**

**Table 1.7**  
**Usage of Same Brand**

S. No	Use the same brand	No. of Respondents	Percentage (%)
1.	Yes	55	68.75
2.	No	25	31.25
<b>Total</b>		<b>80</b>	<b>100.00</b>

Source: primary data

It is found that majority of the respondents (68.75 per cent) are using the same brand of cosmetics.

**Reason for Using the Same Brand of Cosmetics**

**Table 1.8**  
**Ranking the Reason for Using the Same Brand of Cosmetics**

S.No	Reasons	RANK						
		1	2	3	4	5	6	7
1.	Latest Innovation	9	7	13	2	6	7	11
2.	Special offer	8	13	10	1	4	6	3

3.	Availability	6	16	6	8	6	7	6
4.	Attractive packaging	5	4	14	8	7	5	12
5.	Reasonable price	3	5	7	13	13	13	1
6.	Quality	8	4	3	11	14	6	9
7.	Free samples	6	6	2	12	5	11	13

Source: Primary data

The value of the table was further analyzed with the help of Garrett ranking.

**Table 1.9**

**Calculation of Garrett Value**

[Ranks for the Reason Behind the Usage of Same Brand of Cosmetics]

S. No	$100-(R_{ij}-0.5)/N_j$	Calculated value	Garrett value
1.	$100-(1-0.5)/7$	7.14	78
2.	$100-(2-0.5)/7$	21.43	66
3.	$100-(3-0.5)/7$	35.71	57
4.	$100-(4-0.5)/7$	50.0	50
5.	$100-(5-0.5)/7$	64.29	43
6.	$100-(6-0.5)/7$	78.57	34
7.	$100-(7-0.5)/7$	92.86	21

Source : Computed Data

**Table 1.10**

**Calculation of Garrett Value**

[Ranking the Reason for Using the Same Brand of Cosmetics]

S. No	1*78	2*66	3*57	4*50	5*43	6*34	7*21	Total
1.	702	462	741	100	258	238	231	2732
2.	1404	858	570	50	172	204	63	3321
3.	468	1056	342	400	258	238	126	2888
4.	390	264	798	400	301	170	252	2575
5.	234	330	399	650	559	442	21	2635
6.	624	264	171	550	602	204	189	2604
7.	468	396	114	600	215	374	273	2440

Source: Computed Data

**Table 1.11**

**Calculation of Average Score**

[Ranking the Reason for Using the Same Brand of Cosmetics]

S. No	Reasons	Total/55	Rank
1.	Latest Innovation	49.67	3
2.	Special offer	60.38	1
3.	Availability	52.51	2
4.	Attractive packaging	46.82	6
5.	Reasonable price	47.91	4
6.	Quality	47.35	5
7.	Free samples	44.36	7

Source: Computed Data

Table 1.11 shows the Garrett scores and the average scores. The average scores are ranked according to their value.

Among the seven reasons for using the same brand of cosmetics Special offer has got the first rank, Availability has got the second rank, Latest Innovation has got the third rank, Reasonable price has got the fourth rank, Quality has got the fifth rank, Attractive packaging has got the sixth rank, Free samples has got the seventh rank.

**Reasons for Switching to other Brand**

**Table 1.12**  
**Reasons for Switching to other Brand**

S. No	Reasons	No. of Respondents	Percentage (%)
1.	Quality gets decreased	3	3.80
2.	Costly	9	11.20
3.	No material effect	3	3.80
4.	Allergic	6	7.50
5.	Poor packing	4	5.00
<b>Total</b>		<b>25</b>	<b>100.00</b>

Source: Primary Data

It is found that, out of 25 respondents who have changed to other brand from the previously used brand, (11.20 per cent) of respondents have changed as the previously used brand was costly.

**Hypothesis 1**

“There is no significant association among the age groups towards the type of cosmetics used”

**Table 1.15**  
**Cross table**

S.no	Type of cosmetics				
	Age	Ayurvedic	Chemicals	All the above	Total
1.	15 - 25 yrs	27	13	25	<b>65</b>
		33.8%	16.2%	31.2%	<b>81.2%</b>
2.	26 - 35 yrs	3	5	1	<b>9</b>
		3.8%	6.2%	1.2%	<b>11.2%</b>
3.	36 - 45 yrs	2	2	1	<b>5</b>
		2.5%	2.5%	1.2%	<b>6.2%</b>
4.	Above 45 yrs	0	1	0	<b>1</b>
		.0%	1.2%	.0%	<b>1.2%</b>
<b>Total</b>		<b>32</b>	<b>21</b>	<b>27</b>	<b>80</b>
		<b>40.0%</b>	<b>26.2%</b>	<b>33.8%</b>	<b>100.00%</b>

Source: computed data

The result of the chi-square test is presented in the following table.

**Table 1.16**  
**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.294 <sup>a</sup>	6	.158
Likelihood Ratio	8.996	6	.174
Linear-by-Linear Association	.290	1	.590
N of Valid Cases	80		

Pearson's chi-square value of 9.294, likelihood ratio of 8.996 and linear association value of 0.290 is significant at 5 percent level of 0.158. Hence the null hypothesis is not rejected. So there is no significant association among the age groups towards the type of cosmetics used in sivakasi.

**Hypothesis II**

“There is no relationship among monthly income groups towards the amount spent for purchasing cosmetics”

**Table 1.17**  
**Cross table**

S.no	Spend Monthly for Purchase Cosmetics					
	Monthly income	Below Rs.500	Rs. 500 - Rs.1000	Rs.1001 - Rs.1500	Above Rs.1500	Tot
1.	Below Rs.10000	15	11	6	6	<b>38</b>
		18.8%	13.8%	7.5%	7.5%	<b>47.5%</b>
2.	Rs.10001 - 20000	10	8	3	4	<b>25</b>
		12.5%	10.0%	3.8%	5.0%	<b>31.2%</b>
3.	Rs.20001 - 30000	2	4	3	1	<b>10</b>
		2.5%	5.0%	3.8%	1.2%	<b>12.5%</b>
4.	Above Rs.30001	2	0	4	1	<b>7</b>
		2.5%	.0%	5.0%	1.2%	<b>8.8%</b>
<b>Total</b>		<b>29</b>	<b>23</b>	<b>16</b>	<b>12</b>	<b>80</b>
		<b>36.2%</b>	<b>28.8%</b>	<b>20.0%</b>	<b>15.0%</b>	<b>100.00%</b>

Source: computed data

The result of the chi-square test is presented in the following table.

**Table 1.17**  
**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.260 <sup>a</sup>	9	.330
Likelihood Ratio	10.853	9	.286
Linear-by-Linear Association	1.156	1	.282
N of Valid Cases	80		

Pearson's chi-square value of 10.260, likelihood ratio of 10.853 and linear association value of 1.156 is significant at 5 percent level of 0.330. Hence the null hypothesis is accepted, so there is no relationship among monthly income groups towards the amount spent for purchasing cosmetics in sivakasi.



## **SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION**

### **Findings of the Study**

- It is evident that majority of the respondents (55.00 per cent) are using Skin care cosmetic products.
- It is found that majority of the respondents (60.00 per cent) are using cosmetic products for less than 5 years.
- It is evident that most of the respondents (37.50 per cent) are buying their cosmetics in retail shop.
- It is inferred that (36.20 per cent) are spending below Rs.500 per month for purchasing cosmetic products.
- It is found that most of the respondents (46.20 per cent) prefer cosmetics as they are beauty conscious.
- It is declared that majority of the respondents (52.50 per cent) are influenced by their family members/ relatives.
- It is found that majority of the respondents (68.75 per cent) are using the same brand of cosmetics.
- It is found that, out of 25 respondents who have changed to other brand from the previously used brand, (11.20 per cent) of respondents have changed as the previously used brand was costly.

### **Garrett Ranking Analysis**

The researcher used Garrett ranking technique in the following details:

- It is clear that Special offer has got the first rank; Availability has got the second rank; Latest Innovation has got the third rank; Reasonable price has got the fourth rank; Quality has got the fifth rank; Attractive packaging has got the sixth rank; Free samples has got the seventh rank.

### **Chi – Square Test and its Result**

- Pearson's chi-square value of 9.294, likelihood ratio of 8.996 and linear association value of 0.290 is significant at 5 percent level of 0.158. Hence the null hypothesis is accepted so there is no significance association between age and type of cosmetics used in sivakasi.
- Pearson's chi-square value of 10.260, likelihood ratio of 10.853 and linear association value of 1.156 is significant at 5 percent level of 0.330. Hence the null hypothesis is accepted, so there is no relationship among monthly income, and amount spent for purchasing a cosmetic in sivakasi.

### **Suggestions:**

- The male section of the society have minimum brand of cosmetics. So the manufacturers should come forward to produce the cosmetics for men also.
- The respondents are influenced by cosmetic packing while choosing their brand, mainly packing color, so the producer can give attractive color for packing.
- It is recommended to describe the product usage and specify the product composition however, it would be better to try to avoid useless or too specific technical text. Consumers prefer to have the possibility to get the basic information about the product composition and the way of its usage, but on the

other hand, too complicated text can dissuade them from buying the product because the consumers usually prefer simplicity.

- The majority of the consumers are indicated that the cosmetic packing is bio or made from natural ingredients and eco-friendly. So the manufacturer should come forward to produce an eco- friendly packing material in order to get their customers satisfaction.
- It is recommended that the majority of the respondents are attracted by Amway cosmetics packing .so the other brand producers could follow Amway packing strategies and concepts to attract and retain their customers.

### **Conclusion**

Through this study, we know that most people consider packaging designs of cosmetics are important, and they will be attracted by good-looking packaging when they are shopping, consumers would like to buy cosmetics which have good-looking packaging, meanwhile cosmetics have good effects and reasonable prices. Nowadays, there are varieties of stylish packaging for cosmetics, these various styles packaging could satisfy different consumers' preferences. Through this survey, the most obvious finding is most consumers prefer classic & simple style and cool style packaging. Many consumers buy cosmetics because of good-looking packaging. Consumers are attracted by packaging design, companies and enterprises should understand different consumers' psychologies, cultures, etc., to design nice packaging to satisfy different preferences of consumers.

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