

Role of Packaging in Consumer Buying Behavior of Cosmetic product

Presented by

NIKHIL DHARIWAL

MBA in Pharmaceutical Management

Roll No. 0073



Introduction

Role of package has changed in competitive environment due to increasing self-service and changing consumers' lifestyle. Package is used as a tool of sales promotion is growing increasingly. Package becomes an ultimate selling proposition stimulating Impulsive buying behavior, increasing market share and reducing promotional costs.

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale and use.

Packaging also refers to the process of design, evaluation and production of packages.

It is the economical means of providing presentation, protection, identification, information, convenience, compliance, integrity and stability of the product.

Functions of Packaging

Product Identification

Product Protection

Facilitating the use of product

Product Promotion

Types of Packaging

Primary packaging- is the material that first envelops the product and hold it. It is the smallest unit of distribution or use. E.g. Aerosol spray can, blister packs, bottle

Secondary packaging- It is outside the primary packaging perhaps used to group primary package together. E.g. Boxes, cartons

Tertiary packaging- is used to bulk handling and shipping. E.g. Barrel, container, edge protector

Package Testing

Drop Test

Vibration Test

Shock Test

Inclined impact test

Revolving drum test

Types of Packaging materials used for Pharmaceutical Packaging

Glass

Plastics

Rubbers

Paper/ card boards

Metals

Types of Packaging

Blister package

Strip package

Bottle package

Breakable caps package

Sealed tubes package
Film wrapper package
End folder wrapper package
Tamper Resistant package

Selection of Packaging Material

The materials selected for packaging must have the following characteristics:

1. They must protect the preparation from environmental conditions
2. They must not be reactive with the product
3. They must not impact tastes or odors to the products
4. They must be non-toxic
5. They must be FDA approved
6. They must meet applicable tamper-resistance requirements
7. They must have reasonable cost in relation to the cost of the product

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www.pharmapproach.com

LABEL

“Label means a display of written, printed or graphic matter upon immediate container or the wrapper of a drug package”



Objective of the study

1. To identify the Packaging elements affecting consumer buying behavior towards cosmetic products
2. To study the consumers' brand preference towards packaging of cosmetic products
3. To study whether consumer changes their preference as the packaging changes

Types of Cosmetics

1. Shampoos
2. Conditioners
3. Mascara tubes
4. Eye colors
5. Moisturizers
6. Creams
7. Cold creams
8. Hair Gels
9. Shaving creams
10. Foundation creams
11. Perfumes
12. Clinic plus shampoos

Consumer Buying Behavior

It is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology and economics. If marketer wants concrete positioning than the priority is to identify The consumers' buying behavior and marketer will be in better position to target that products and services to consumer. Buying behavior is focused towards the needs of individual, group and organization. It is important to determine the Interaction of consumer with the marketing mix to understand the consumer buying behavior.

The reason behind that is the psychology of each individual towards products and services differ according to the culture, attitude , past learning and perception. On the basis of that consumers make further decision regarding whether to purchase Or not and from where to buy the product that the consumer prefers.

Process by which individuals search for, select, purchase, use and dispose of goods and services, in satisfaction of their needs and wants.

Packaging

Packaging can be defined simply as an extrinsic element of the product. Packaging is the container for a product.

Types of Consumer Buying Behavior

They are determined by:

Level of involvement in purchase decision. Importance and intensity of interest in a product in a particular situation.

Buyers level of involvement determines why he/she is motivated to seek information about a certain products and brands but virtually ignores others.

Literature review

1. Desai K. studied consumer buying behavior of cosmetic products. His main objective to study the paper is to identify the factors influencing the consumer buying decision of consumers for cosmetic products.
2. Rameshwari P., Mathivanan R., Jeganathan M. studied consumer buying behavior of cosmetic products. Main objective of the study is to identify reasons for purchasing cosmetics and to identify factors influencing consumer buying decision for cosmetic products.
3. Dr Anandrajan S., Sivagami T. studied consumer purchase decision behavior towards cosmetic marketing. The aim of the study was to study consumer behavior marketing of cosmetic products. They also want to know the influence of various media in motivating the consumer on a particular brand of cosmetics.
4. Jawahar V., Dr Tamizhiyothi K. studied consumer attitude towards cosmetic products. The main aim of the study was to examine the influence of attitude on consumer buying behavior and to identify the importance factors that determine the buying behavior.
5. Dr Nagananthi T., Mahalakshmi M., studied consumers' brand preference and buying behavior of cosmetic products. The main aim of the study was to identify consumers' brand preference towards cosmetic products and to determine the relationship of brand factors with demographic data.

Consumer Market

The consumer market consists of all the individuals and households who buy or acquire goods and service for personal Consumption. The simplest model of consumer buyer behavior is the stimulus, response model. According to this model Marketing stimuli (the 4 P's) and other major forces (economic, technological, political and cultural) enter the consumers "black box" and produce certain responses.

The dynamics of consumer behavior and the consumer market, consumer buying behavior refers to the buying behavior Of the final consumer individuals and households who buy goods and services for personal consumption. All these are found in the consumer market.

Marketing

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Cosmetics

1. Skin care creams
2. Lotions
3. Powders
4. Perfumes
5. Fingernail and toe nail polish
6. Eye and facial makeup
7. Permanent waves
8. Colored contact lenses
9. deodorants

10. Hand sanitizer
11. Baby Products
12. Bath oils
13. Bubble baths

A subset of cosmetics is called “make-up” which refers primarily to colored products intended to alter the user’s appearance.

Limitations

1. Time is the major limitation which has affected the inferences drawn in the study
2. Some of the respondents were reluctant to share the information with the researcher
3. As only one city was surveyed, it does not represent the overall view of the Indian market

Research Methodology

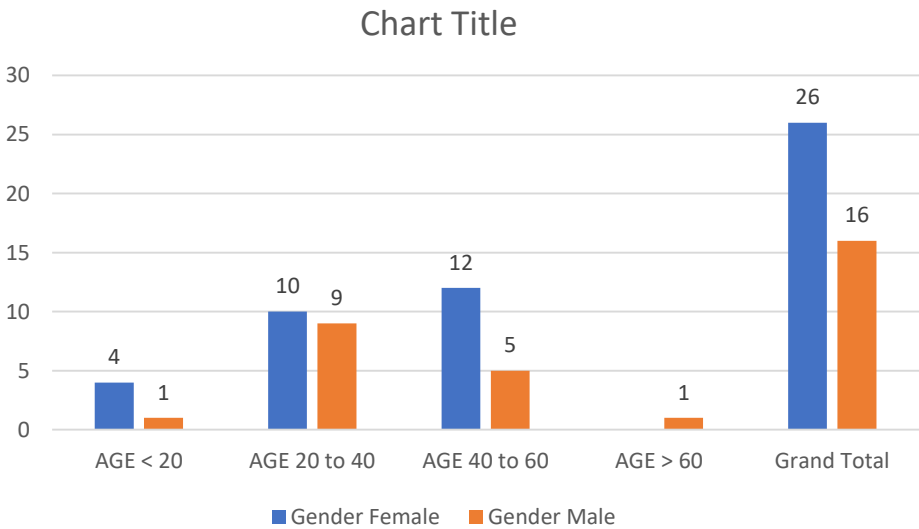
1. Sources of data: primary data
2. Area of the Study: Delhi
3. Tools for analysis: simple percentage technique and ranking technique
4. Dependent Variable: Consumer Buying Behaviour
5. Independent Variable: Packaging color, Packaging material, Innovation
6. Type of Study: Descriptive study

Major Findings

1. It has been observed that cosmetic market is dominated by female consumers, male consumers are coming at par with them.
2. The working respondents were found more conscious of their appearance and ready to buy high priced products as compare to housewives & students
3. Majority of the respondents preferred to purchase products from permanent stores, private bazaars & medical shops as they feel it is easily available and products are of good quality
4. Quality was found as a most important factor for purchase of cosmetics by the respondents than price
5. Most of the respondents are interested to recommend the product of others
6. It has been observed that in purchase decision, Inspite of the impact of friends, family members, beauticians and others, the actual decision to buy by the respondents on their own

Age and Gender wise number of respondents analysis

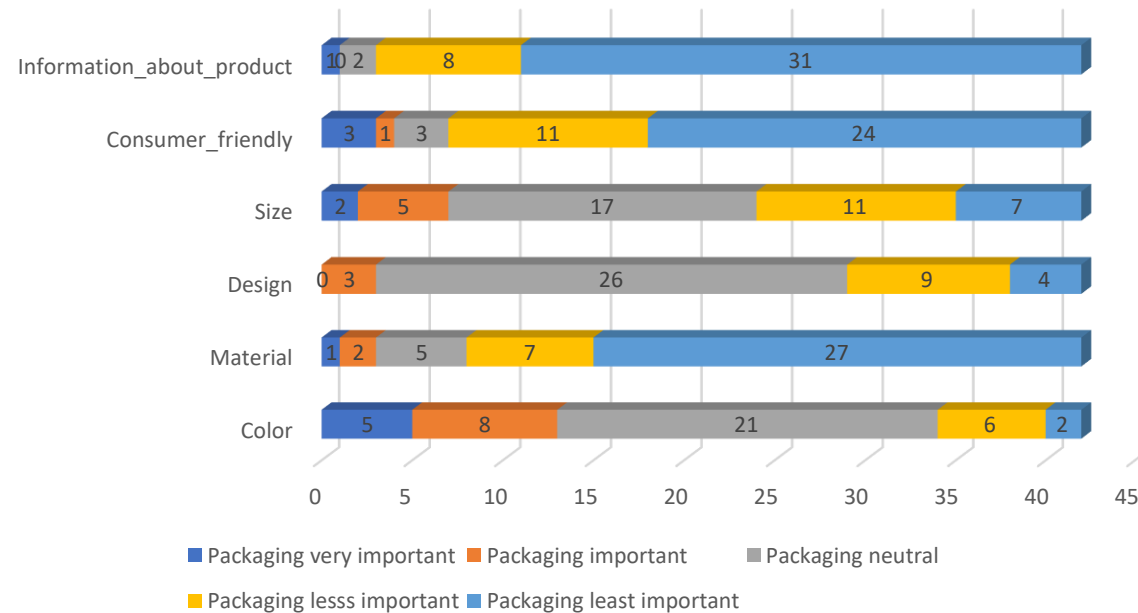
Age & Gender wise number of respondent analysis				
Age Group	Gender		Grand Total	
	Female	Male		
AGE < 20	4	1	5	
AGE 20 to 40	10	9	19	
AGE 40 to 60	12	5	17	
AGE > 60		1	1	
Grand Total	26	16	42	



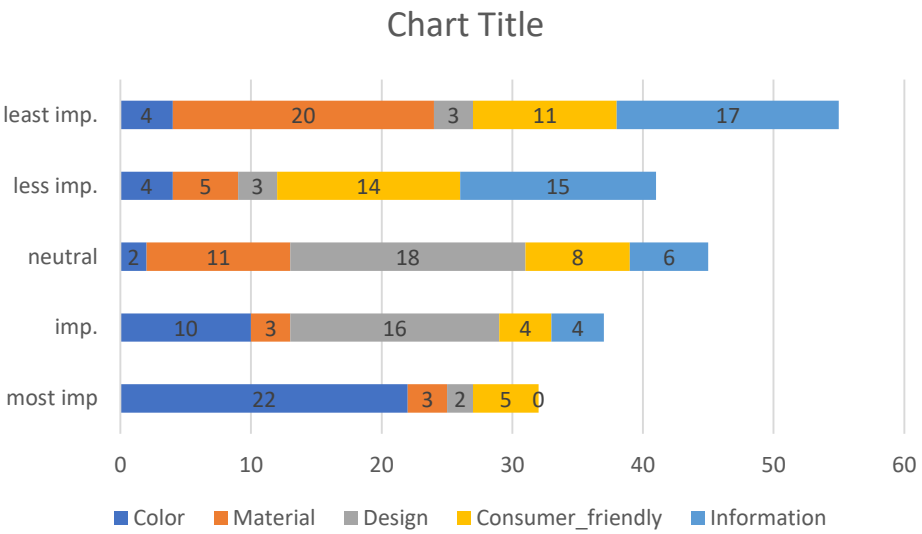
Consumer opinion about the Packaging elements

Packaging	Responses					Total
	1	2	3	4	5	
Color	5 (11.9)	8 (19.05)	21 (50)	6 (14.29)	2 (4.76)	42
Material	1 (2.38)	2 (4.76)	5 (11.9)	7 (16.67)	27 (64.29)	42
Design	0 (0)	3 (7.14)	26 (61.9)	9 (21.43)	4 (9.52)	42
Size	2 (4.76)	5 (11.9)	17 (40.48)	11 (26.19)	7 (16.67)	42
Consumer_friendly	3 (7.14)	1 (2.38)	3 (7.14)	11 (26.19)	24 (57.14)	42
Information_about_product	1 (2.38)	0 (0)	2 (4.76)	8 (19.05)	31 (73.81)	42
*figures in parenthesis is percentage						

Consumer opinion about Packaging

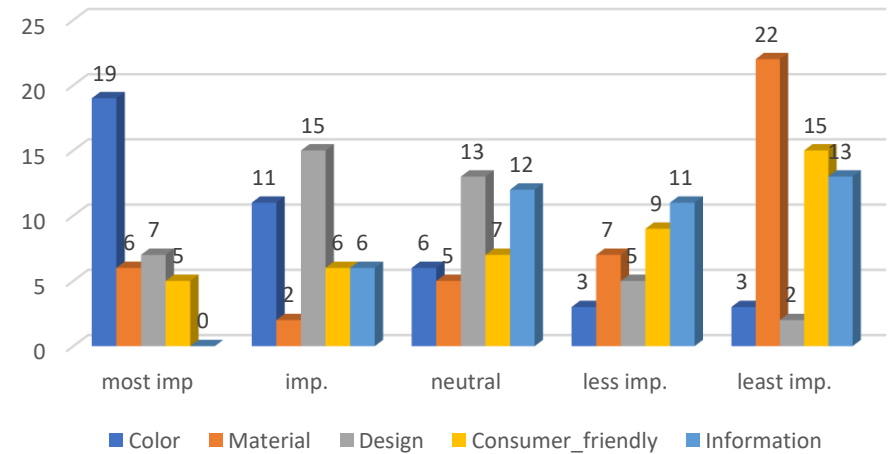


Skin_Care	Responses					Total
	1	2	3	4	5	
Color	22 (52.38)	10 (23.81)	2 (4.76)	4 (9.52)	4 (9.52)	42
Material	3 (7.14)	3 (7.14)	11 (26.19)	5 (11.9)	20 (47.62)	42
Design	2 (4.76)	16 (38.1)	18 (42.86)	3 (7.14)	3 (7.14)	42
Consumer_friendly	5 (11.9)	4 (9.52)	8 (19.05)	14 (33.33)	11 (26.19)	42
Information	0 (0)	4 (9.52)	6 (14.29)	15 (35.71)	17 (40.48)	42
*figures in parenthesis is percentage						

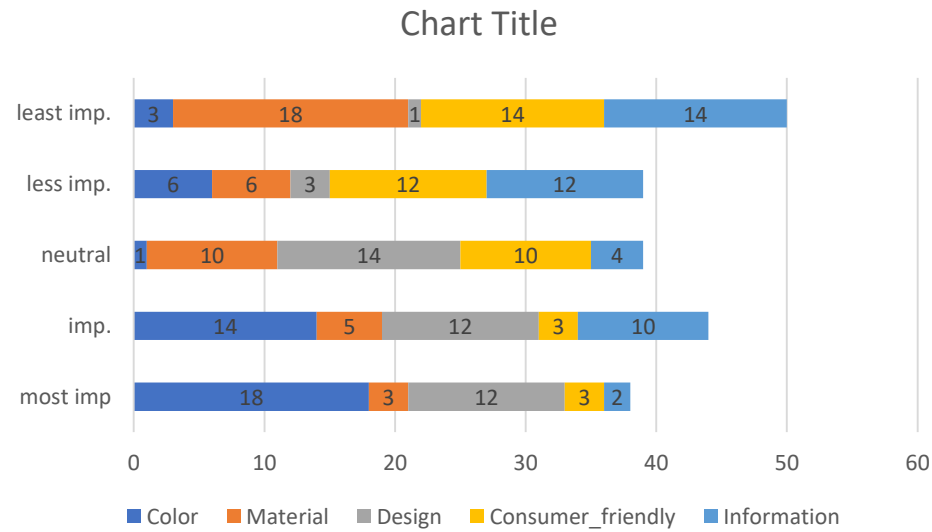


Hair_Care	Responses					Total
	1	2	3	4	5	
Color	19 (45.24)	11 (26.19)	6 (14.29)	3 (7.14)	3 (7.14)	42
Material	6 (14.29)	2 (4.76)	5 (11.9)	7 (16.67)	22 (52.38)	42
Design	7 (16.67)	15 (35.71)	13 (30.95)	5 (11.9)	2 (4.76)	42
Consumer_friendly	5 (11.9)	6 (14.29)	7 (16.67)	9 (21.43)	15 (35.71)	42
Information	0 (0)	6 (14.29)	12 (28.57)	11 (26.19)	13 (30.95)	42
*figures in parenthesis is percentage						

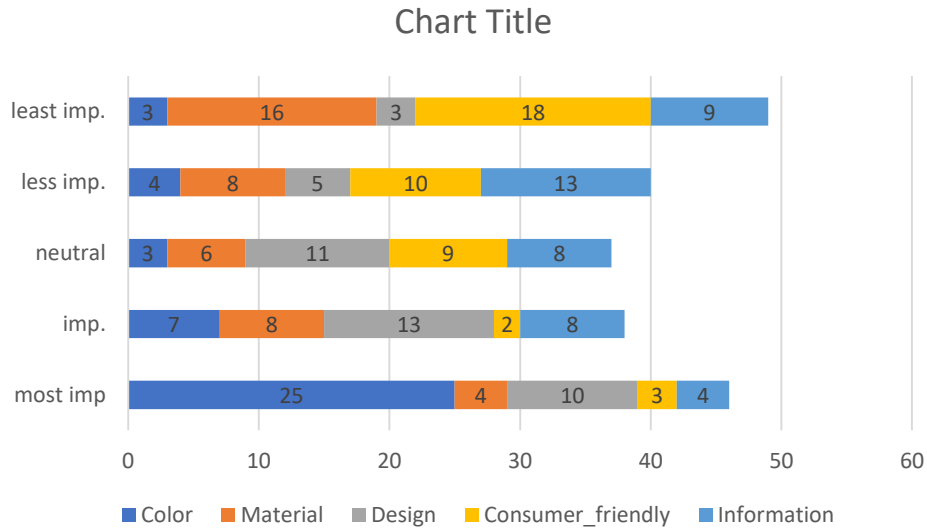
Chart Title



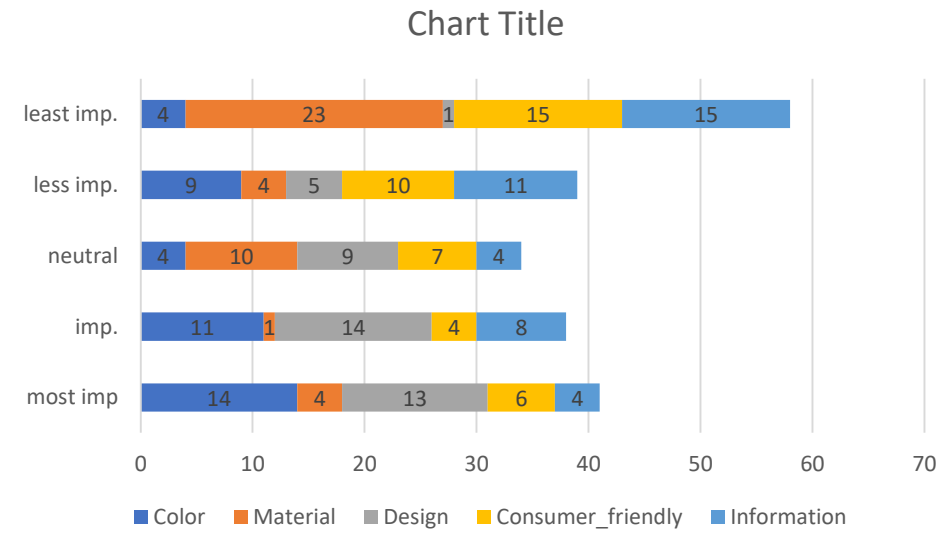
Oral_Care	Responses					Total
	1	2	3	4	5	
Color	18 (42.86)	14 (33.33)	1 (2.38)	6 (14.29)	3 (7.14)	42
Material	3 (7.14)	5 (11.9)	10 (23.81)	6 (14.29)	18 (42.86)	42
Design	12 (28.57)	12 (28.57)	14 (33.33)	3 (7.14)	1 (2.38)	42
Consumer_friendly	3 (7.14)	3 (7.14)	10 (23.81)	12 (28.57)	14 (33.33)	42
Information	2 (4.76)	10 (23.81)	4 (9.52)	12 (28.57)	14 (33.33)	42
*figures in parenthesis is percentage						



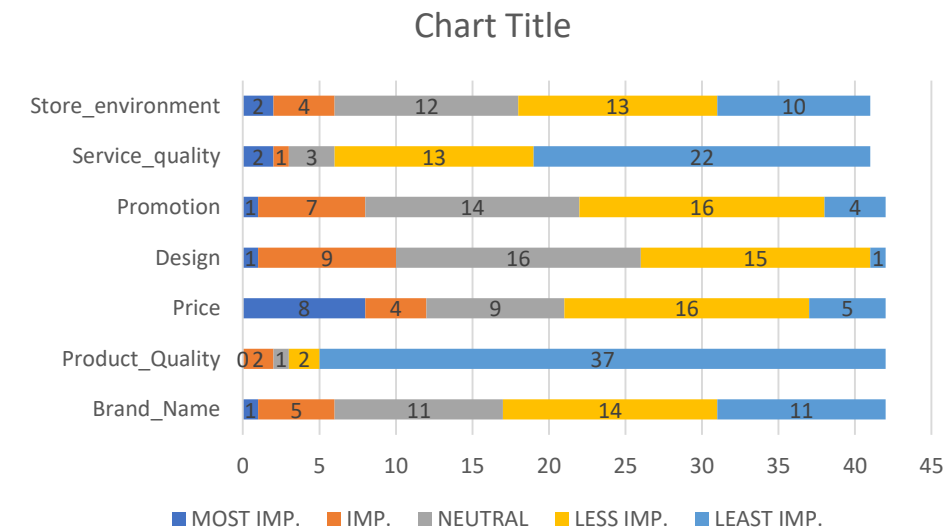
Deodorants	Responses					Total
	1	2	3	4	5	
Color	25 (59.52)	7 (16.67)	3 (7.14)	4 (9.52)	3 (7.14)	42
Material	4 (9.52)	8 (19.05)	6 (14.29)	8 (19.05)	16 (38.1)	42
Design	10 (23.81)	13 (30.95)	11 (26.19)	5 (11.9)	3 (7.14)	42
Consumer_friendly	3 (7.14)	2 (4.76)	9 (21.43)	10 (23.81)	18 (42.86)	42
Information	4 (9.52)	8 (19.05)	8 (19.05)	13 (30.95)	9 (21.43)	42
*figures in parenthesis is percentage						



Cosmetic	Responses					Total
	1	2	3	4	5	
Color	14 (33.33)	11 (26.19)	4 (9.52)	9 (21.43)	4 (9.52)	42
Material	4 (9.52)	1 (2.38)	10 (23.81)	4 (9.52)	23 (54.76)	42
Design	13 (30.95)	14 (33.33)	9 (21.43)	5 (11.9)	1 (2.38)	42
Consumer_friendly	6 (14.29)	4 (9.52)	7 (16.67)	10 (23.81)	15 (35.71)	42
Information	4 (9.52)	8 (19.05)	4 (9.52)	11 (26.19)	15 (35.71)	42
*figures in parenthesis is percentage						



Factors	Reponses					Total
	1	2	3	4	5	
Brand_Name	1 (2.38)	5 (11.9)	11 (26.19)	14 (33.33)	11 (26.19)	42
Product_Quality	0 (0)	2 (4.76)	1 (2.38)	2 (4.76)	37 (88.1)	42
Price	8 (19.05)	4 (9.52)	9 (21.43)	16 (38.1)	5 (11.9)	42
Design	1 (2.38)	9 (21.43)	16 (38.1)	15 (35.71)	1 (2.38)	42
Promotion	1 (2.38)	7 (16.67)	14 (33.33)	16 (38.1)	4 (9.52)	42
Service_quality	2 (4.76)	1 (2.38)	3 (7.14)	13 (30.95)	22 (52.38)	42
Store_environment	2 (4.76)	4 (9.52)	12 (28.57)	13 (30.95)	10 (23.81)	42



Thank You