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# A STUDY OF INFLUENCE OF PACKAGING ON WOMEN SKINCARE CONSUMERS IN INDORE CITY.

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## ABSTRACT

A STUDY OF INFLUENCE OF PACKAGING ON WOMEN SKINCARE CONSUMERS IN INDORE CITY

In the modern marketing environment, Internet and Digitization in India have transformed every industry. The market and store shelves today, are flooded with n of products and countless brands, giving number of choices for the consumers to buy. Increase in literacy levels, high increase of women joining the workforce have made people more aware and conscious towards hygiene and beauty. The growing concern for a perfect skin and a perfect body has become the goldmine for the skincare industry all over the world.

This paper focuses on an effort to determine consumer buying behavior through the impact of Packaging on the purchase of skincare products by Women living in Indore city. Questionnaires were distributed and self administered to 125 respondents. Chi-square and percentage was used in the study. The sample size of 125 respondents includes only women skin care users both working & non working.

The findings of the study skin care indicated women buyers perceive that good and attractive packaging adds value and quality to the product and secondarily clear instructions on packaging are important. Since, the research is on consumer behavior, certain degree of subjectivity can be found among sample respondents was the limitation of the study. Its practical implication suggests the marketers need to design new attractive packaging designs and bring innovation by offering skin care products in different options like tubes etc which are portable and easy to use.

**Keywords:** Packaging, Consumer Behavior, Skincare products, Women skincare products.

## **Skin Care Products**

Skin care products refer to all products used for cleansing, massaging, moisturizing etc. of the skin especially the face or hands. The aim of such products is to maintain the body in good condition and protect it from the harmful effects of the environment. Skin care products also fall into the general category of cosmetics. Skin care products include cleanness facial masks, loners, moisturizers, sunscreen, tanning sets and lotions, skin lighteners, serums and exfoliants.

## **The Global Skin care Industry.**

The skin care market consists of the retail sale of facial care, body care, sun care, hand care, depilatories and makeup remover products. The global markets consist of Africa and Middle East, Americans, Europe and Asia – Pacific. The global skin care market generated total revenues of \$78.1 billion in 2011, representing a compound annual growth (CAGR) of 4.5% for the period spanning 2007-2011. Facial care sales proved to be the most lucrative for the global skin care market in 2011, generating total revenues \$50.1 billion equivalent to 64.1% of the market's overall value. The body care segment accounts for a further 16.8% of the market sun care at 9.2%, Hand care at 5.9%, Depilatories at 2.0% and makeup remover at 1.9%. Market segmentation of the Global market Asia – Pacific accounts for 44% Europe at 33.7% of the global market, Americans at 20.4% and Africa and Middle East at 1.8%. The market share of the leading companies of the world shows that L'Oreal S.A. is the leading player in the global skin care market generating a 12% of the market's value. Beiersdorf AG accounts for a further of 9.2% of the market share. Unilever at 7.3% and other companies at 71.5%.

### **Indian Skincare Industry:-**

The Indian skincare market is led by facial care (representing 70.9% of the total market value) followed by body care (representing 11.6%), depilatories (representing 7.4%), hand care (representing 5.1%), makeup remover (representing 2.6%) and sun care which makes up remaining 2.5% in 2011. The leading companies in the Indian market are Unilever, L'Oreal S.A., Emami limited, cavinkare Pvt. Ltd, Reckitt Benckiser Group ltd., Oriflame Dabur India Limited, Procter and Gamble etc.

### **LITERATURE REVEIW**

Elif Akagun, Handan Ozdemir and Neruettin Parilti, (2005) in an article published in the Journal of Business and Economic Research-May 2005 titled Brand Loyalty in the Cosmetic Industry. A field study on Turkish women's Brand loyalty among Cosmetic products studied the level and pattern of Brand loyalty among Turkish women – they have farther tried to analyze the relationship between demographic factors like age, education level, city of residence and occupation and brand loyalty; the relationship between factors that cause loyalty for and switching of brands and the Turkish woman's Brand loyalty behavior. They concluded that firstly Turkish women do not have brand loyalty among the skin care products they use; secondly there is no significant relationship between a woman's brand loyalty for skin care products and her age and education level but the city of residence of a woman and brand loyalty for skincare products are related to each other. Thirdly when analyzing the relationship between a woman's brand loyalty and the reasons that a particular brand is selected, they found that factors like product advertisements, recommendations of family and friends, wide availability of products and the brand name's reputation had significant relationship with a woman's brand loyalty for skincare products but factors like price of the product, packaging, sales promotion, product-skin type matching did not. And finally they found out that there is significant relationship between a woman's brand loyalty and her behavior that result from being unable to find the desired product while shopping at a store and when the product is finished in stock.

Ms. Caroline Suelin Tan (2008) in her study focuses on the application of sensory branding in Japanese men cosmetics (including skincare and color cosmetics). Following the growing metro sexual market segment. The main thrust of the study was to determine the prevalence of sensory elements in the marketing cosmetics to men in Japan, as to whether it is the main factor in brand loyalty and choice. A Qualitative Methology was adopted with a sample size of 42 respondents. The findings of the study were sensory branding did not play a key role in determining brand and product choices. The four themes that were identified are societal expectations, cultural influence, brand choice which are influenced by family, friends, convenience in purchase economic & brand name and product experience indicating the pleasant smell, Texture, and different packaging styles.

Ritu Kuvykaite, Aiste Dovaliene, Iaura Navickie (2009) have laid emphasis on packaging as an important tool in marketing communications especially at the point of purchase and as a stimulator of impulsive buying behavior. The aim of the paper is to analyze the different packing elements and their impact on the purchase decision. The Methology adopted was systematic and comparative analysis of scientific literature, empirical, research employing quantitative personal & survey method. The outcome of the study was packaging is treated as one of most important tool of marketing communications. The two types of packing elements analyzed were visual elements and Verbal elements. Visual Elements consists of graphics, color, size form and material white, verbal elements are of brand, country of origin & product information. It was found that even under time pressure verbal elements have a more impact on consumer's purchase decision rather by visual elements further in this study, it was also analyzed that low involvements products have a high impact of visual elements rather in high involvement products

F.L. Lifu (2012) has examined the effect of good packaging of products on consumer's buying choice as well as on impulse buying. It is observed that in order to be sustainable and stay in business in the present day, competitive and computerized market, the study advised organizations to balance both packaging and the quality of their products to meet the level cost they want as well as to build consumer confidence and loyalty as consumers take product quality foremost and would not compromise quality for anything else.

Mitul M. Deliya & Mr. Bhavesh J. Parmar (2012) aims to point on the role of packaging on consumer buying behavior. The purpose of the study is to find the factors behind the success of packaging. In this study, the authors are trying to find out a relationship between independent & dependent variables. The dependent variable was consumer Buying behavior & the Independent variables were packaging color, background Image, packaging material. Font style, Design of wrapper, printed information and innovation. The Methodology was Disruptive statistics and scattered plots. The findings of the study were packaging could be treated as one of the most valuable tools in marketing Communications. Packaging color has been given significance in drawing Consumer attention impact of visual and verbal elements of packaging have different influence depending upon the involvement of the product.

Mitul Deliya (2012) describes the significance of packaging in determining consumer behavior in FMCG sector. In this study, packaging is defined as vehicle of communication which affects the points of purchase made by the buyers. The objectives taken by the author is the importance of attributes such as convenience, brand name, aesthetic, information. The author has tried to find out a relationship between these attributes and consumer behavior. Secondly, to find the consumer attitude towards the new packing of preserved products & thirdly to find whether packaging influence consumer to switch from one to another brand. The research was adopted was with the help of questionnaire with a rating scale. The research was conducted through exploratory research & Descriptive research. The findings of the research were maximum consumers are influenced by packaging. Brand name is highly rated while convenience was rated lowest. In preserved products long lasting packaging was having the prime importance. As far as Aesthetic Components are concerned, material most preferred, color, shape & size are less preferred and text & graphics are less preferred. Fewer consumers have preferred to switch from one brand to another on the basis of packaging.

## THEORETICAL FRAMEWORK:

- **PACKAGING**

Packaging as all the activities of designing and producing the container for a product. Well designed packages can create convenience and promotional value.

Packaging has three most important impacts:-

- 1) Consumer affluence: - Rising Consumer affluence means consumers are willing to pay a little more for the convenience, appearance, dependability and prestige of better packages.
- 2) Company & brand image: - Packages contributes to instant recognition of the Company or Brand.
- 3) Innovation opportunity: - Innovation packaging can bring large benefits to consumers and profits to producers.

Developing an effective package requires a number of decisions. From the perspective of both the company and consumers, packaging must achieve a number of objectives.

1. Identify the brand
2. Convey descriptive and persuasive information.
3. Facilitate product transportation and protection.
4. Assist at home storage.
5. Aid Products Consumption.

To achieve the marketing objectives, for the brand and satisfy the desires of consumers, the aesthetic and functional components must be chosen correctly Aesthetic considerations relate to a packages size and shape, material, color text, and graphics. Functionally, structural design is crucial. Packaging in skin care products should the easy to hold, easy to open or squeezable). The various packaging elements must be harmonized. The packaging elements must also be harmonized with decision on pricing advertising and other parts of the packaging program packaging changes can have immediate impact on sales.

### **Labeling:**

The label may be a simple tag attached to the product or an elaborately designed graphic that is part of the package. The label might carry only the brand, name or a great deal of information. Label performs several information. First the label identifies the product or brand –for instance the name Sunkist stamped on oranges. The label might also grade the product. Finally, the label

might promote the product through attractive graphics. Thus Labeling plays a key role in the packaging of a product.

#### RESEARCH OBJECTIVES:

The main objective of the study is to analyze the influence of packaging on the women skincare buyers in the city of Indore.

Specific objectives of the study

- 1) To study the influence of product packaging on women skincare buyers in Indore city .
- 2) To study the perception of women skin care buyers for product packaging residing in Indore.

**The research undertaken was exploratory in nature. The data was collected through consumer survey method.** Consumer survey method was adopted to develop an approach towards the problem so as to understand the impact of packaging on the women buyers of this population towards skin care products. Closed ended questions and to determine the level of agreement five point likert scale were used in the questionnaire so as to address the problem exactly.

#### SAMPLING DESIGN:

- Sample size : 125
- Sample frame: Indore city
- Sampling Method : convenient sampling
- Sampling error: response 114, Non-Response 11.
- Survey : questionnaire

The Hypothesis is:

**Ho 1.0; Women consumers in the Indore city are not influence with product packaging.**

**Sub-H1.1; Women consumers in the Indore city are not influence with packaging styles.**

**Sub-H1.2; Women consumers in the Indore city are not influence with attractive packaging.**

**Sub-H1.3; Women consumers in the Indore city are not influence with attractive packaging to product identification.**

**Sub-H1.4; Women consumers in the Indore city are not influence with attractive packaging to spot purchasing.**

**Sub-H1.5; Women consumers in the Indore city are not influence with clear instruction on the product.**

#### FINDINGS:

- The hypothesis of this research is determining whether skincare Women Consumers in the Indore are influenced with product packaging. The hypothesis of this research is determining that Women Consumers in the Indore city are not influence packing styles. Table-.1 above presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 42.22 is more than its table value 9.48. (42.22>9.48).
- **Therefore, the Sub- Hypothesis 1.1 that Women Consumers in the Indore city are not influenced with packing styles is, rejected and the hypothesis is the Women Consumers in the Indore city are influenced with packaging styles is accepted.**
- **This analysis thus leads the researcher to conclude that Women Consumers in the Indore city are influence packaging styles.**
- The hypothesis of this research is determining that skincare Women Consumers in the Indore are not influence with attractive packaging. Table-1 above presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05

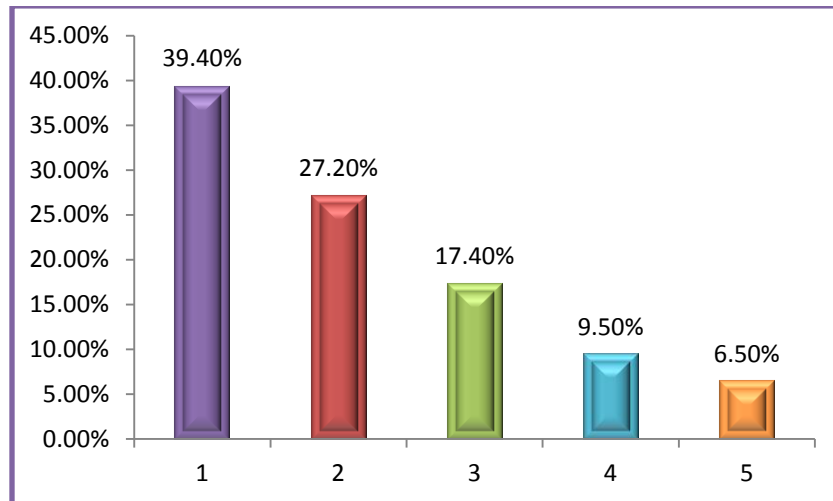


level of significance, the calculated value of chi-square 72.22 is more than its table value 9.48. ( $72.22 > 9.48$ ).

- **Therefore, the Sub-Hypothesis 1.2 that Women Consumers in the Gwalior city are not influenced with attractive packaging is, Rejected and the Alternate hypothesis that Women Consumers in the Indore city are influenced with attractive packaging is Accepted.**
- **This analysis thus leads the researcher to conclude that Women Consumers in the Indore city are influenced with attractive packaging.**
- The hypothesis of this research is determining that skincare Women Consumers in the Indore are not influenced with attractive packing to product identification. Table-1 above presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 44.33 is more than its table value 9.48. ( $44.33 > 9.48$ ).
- **Therefore, the Sub-Hypothesis 1.3 that Women Buyers in the Indore city are not influenced with attractive packing to product identification is, Rejected and the Alternate hypothesis that Women Consumers in the Indore city are influenced with attractive packing to product identification is Accepted.**
- **This analysis thus leads the researcher to conclude that Women Consumers in the Indore city are influenced with attractive packing to product identification.**
- The hypothesis of this research is determining that skincare Women Consumers in the Indore are not influenced that attractive packing effect to spot purchase. Table-1 above presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 23.71 is more than its table value 9.48. ( $23.71 > 9.48$ ).

- **Therefore, the Sub-Hypothesis 1.4 that Women Consumers in the Indore city are not influenced attractive packing effect to spot purchase is, Rejected and the Alternate hypothesis that Women Buyers in the Indore city are influence with attractive packing effect to spot purchase is Accepted.**
- **This analysis thus leads the researcher to conclude that Women Consumers in the Indore city are attractive packing influence to spot purchase.**
- The hypothesis of this research is determining that skincare Women Consumers in the Indore are not influenced with clear instruction on the product. Table-4.19above presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 65.47 is more than its table value 9.48. ( $65.47 > 9.48$ ).
- **Therefore, the Sub- Hypothesis 1.5 that Women Buyers in the Indore city are not influenced with clear instruction on the product is, Rejected and the Alternate hypothesis that Women Consumers in the Indore city influenced with clear instruction on the product is Accepted.**
- **This analysis thus leads the researcher to conclude that Women Consumers in the Indore city influenced with clear instruction on the product.**
- Analysis of the data (table- 2) revealed the following points regarding the packaging related Sub factors that influence the purchase of skin care products. A Ranking method is used.
- A women consumers (39.40%) recorded that they are influenced the purchase of skin care products by Labeling/instruction and as second important factor of women consumer recorded (27.20%),third (17.40%), fourth (9.50%), fifth (6.50%) that they are influenced the purchase of skin care products by Labeling/instruction.

- It can be concluded from the analysis that majority of 39.40 % women consumers are accepted that Labeling/instruction is first important factor that influenced to purchasing of skin care products.



S.No	PACKAGING RELATED SUB FACTOR
1.	LABELLING INFORMATION/INSTRUCTION ON PACKAGE REGARDING PRODUCT APPLICATION
2.	PROVIDE INFORMATION REGARDING INGREDIENTS
3.	OPTIONS OF VARIOUS TYPES OF PACKAGING OFFERED BY THE SKIN CARE PRODUCT
4.	KEEP PRODUCT CLEAN AND UNTOUCHED
5.	DESIGN/SHAPE OF THE CONTAINER

#### CONCLUSION:

Consumer awareness has led to increase emphasis on the labeling information provided by the Manufactures. Manufactures should inform the consumers about the description function of the level. It includes who made the product, where it is made, when it was made, where it is made, when it was made, what it contains, how it is used and how to use it.

**Tables:**

**Table 1.0 Impact of product packaging on Women skin care Buyers.**

Packaging influences the purchase	no. of case	strongly agree	Agree	Undecided	Disagree	strongly disagree	Table value (x <sup>2</sup> )	Calculated value (x <sup>2</sup> )	Significance (.05 level)
Packaging styles	114	38	24	7	38	7	9.48	42.22	Significant
Good and attractive adds and quality to the product	114	24	56	13	31	7	9.48	72.22	Significant
Attractive Packaging to product identification	114	24	46	25	17	2	9.48	44.33	Significant
attractive Packaging influence to spot purchase	114	26	36	24	24	4	9.48	23.71	Significant
Clear instruction on the Package	114	51	35	9	11	8	9.48	65.47	Significant

**Table 2. Factor that influence the purchase of skin care of products.**

**RANKS (RESPONSE IN PERCENTAGE)**

PACKAGING RELATED (Labeling/instruction)				
1	2	3	4	5
39.40%	27.20%	17.40%	9.50%	6.50%

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