

The Impact of Brand Packaging on Consumer Buying Behavior in Cosmetics Industry in Turkey

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Abstract: *This study's objective is to examine how customer purchasing behavior in Istanbul, Turkey is affected by cosmetic brands' packaging, including printed information, packaging design, color, font style and packaging material. Several studies show that packaging plays a big part in grabbing consumers' attention when it comes to cosmetic products. As marketers prioritize the consumer's choice, packaging has emerged as a crucial sales promotion strategy utilized by the majority of business organizations. Customers' intentions to buy can be influenced by many factors, but the packaging of a product has the most impact. In this study data is collected via a survey form prepared specifically for this purpose and given to 300 consumers, The received number of responses was 272 which comprising a response rate of 90%. A questionnaire derived from previous research was used to survey the over-18 age group. Analyses of validity and reliability comprised the preliminary statistical inquiry. Regression analysis was used to objectively investigate the established hypotheses. The findings from simple regression imply that every theory was had impact on dependent variable. The results indicate that customers' inclinations to make purchases have been strongly impacted by product packaging. Furthermore, it was shown that printed information, as opposed to packaging material and packaging design had the biggest influence on customers' intents to make purchases. Subsequent investigations might examine the impact of extra packaging elements on customers' purchase intentions.*

Keywords: Product packaging, Packaging Color, Packaging Design, Packaging Material, Packaging Font Style, Printed Information, Consumer Purchase Intentions

1.Introduction

Numerous aspects, including written information, logos, typefaces, materials of packaging, forms, and many more factors which create strong product connections, are used by packaging to express the position of the brand (Underwood, 2003). Cosmetic product packaging greatly influences the desire of consumers for their items to appear attractive on the inside as well as the exterior. (White, 2020). In addition, Rundh asserted that product packaging has the power to shape and affect consumers' views, grab their attention, and encourage them to make a purchasing decision on a certain product, Mentioned that when a company's packaging is used strategically, it may boost a product's sales and market share and, surprisingly, even offset and reduce its marketing and promotion expenses as more and more consumers get interested in the offerings (B., 2005). Current theoretical research in the field contends that visual signals provided by product package design have a significant impact on client purchasing behavior (Azzi, Battini, Persona, & Sgarbossa, 2012) (B., 2005).the color of the packaging is frequently utilized as a marketing strategy, and several studies have shown that the color of the packaging affects how consumers view the product. (Kunuz, Haasova, & Florack, 2020). The packaging labels play a crucial role in the comprehensive marketing strategy and can aid in promoting advertising assertions, establishing brand uniqueness, improving brand recall, and maximizing shelf space distribution (Shimp, 2011). In addition, Font style is a crucial component of brand design features that enhance competitiveness, encourage remembrance and identification of the brand, contribute to brand equity and harmony, and go well with other elements like the designs, images, and most important the colors (Childers & Jass, 2002).

2.Literature Review

2.1. Consumer Purchase Intentions

The market for international trade is quite competitive these days, and there are a lot of fresh concepts available to draw in clients. Customers in this situation have a lot of options when it comes to purchasing things, but a lot of factors affect both the success of the product and the intention of the client to buy.

Purchase intention is defined by academics as individual behavior inclinations based on brand. They have also come to the conclusion that attitude and aim are not the same. While attitude relates to an individual's evaluation of the product, intention relates to an individual's driving force behind their intended course of action. Furthermore, the buying intention of a buyer is defined as their knowledge of trying to acquire a certain brand. Purchase intentions play a crucial role in long-term strategy, negotiation tactics, and industry competitive products.

2.2. Brand Packaging

Brand's product packaging is more than simply the product's exterior covering; it also extends the brand and the product. Consumers might be persuaded that X company product is superior to others with the help of effective packaging. Businesses may require varied packaging due to the variety of items available on the market, and to get competitive advantage (Meyers, 2021).Product packaging serves to both advertise and shield the product from harm and the outside environment. (Raheem, Vishnu, & Ahmed, (2014)).

2.3. Packaging Color

Color evokes strong feelings. It has the capacity to elicit both good and negative emotions and thoughts. Color has associations as well. Reactions to different hues are typically shaped by one's experiences. As a result, before a buyer learns anything about a product, container color schemes can influence their feelings and opinions about it. To differentiate yourself from the competition and draw in potential customers. The existing body of research has focused on examining the connection between color and consumer behavior. It has been discovered that color and packaging have a great and direct psychological impact on customers. In addition to setting the product apart from competitors, its color, style, and design all increase the likelihood that a buyer will make a purchase (Rocchi & Gianluca, 2006).

2.4. Design of Package

The design of package is another element when it comes to packaging, most of people get attraction by colorful package design of product for example some cosmetic brands use matching color or theme with its product to give the customer an exciting feeling about opening the package to see the product inside, the customer's perception of the item visualizes the packaging design in observance. (A., J, S.K., U.N., & S., 2012). The process of developing and designing packaging with the goal of making it visually appealing, practical, and consistent with the brand's statement. Packaging design has high impact on consumer buying behavior. Building a solid, favorable impression of a business, together with its goods and services, in the eyes of the public, is the main goal of branding (Canpack, 2020). A crucial factor in creating this impression is the design of the products and their packaging.

This may influence customers' decisions to buy, even if they have no intention of doing so. Customers may learn about the advantages, brand features, and value of the product inside from this information (Canpack, 2020).

2.5. Packaging Materials

The cosmetics industry through the decades used different type of materials in its packaging, including plastics, metals, and glass. Glass is one of the oldest materials used in packaging in cosmetic industry. Packaging represents the identity and recall of the brand. The consumer frequently assumes that the box is already a part of the products. Consider material performance, such as longevity and sustainability, and how it relates to protect environments pollutions. For cosmetic items to succeed, their packaging must be both appealing and functional (Cosper, 2016).

2.6. Printed Information

Printed information on the package is a way of communication between consumer and its desired product; it includes all the details regarding the usage of product, ingredients, instruction of usage and warning. The cost of making, shipping, and displaying the package must be considered while designing it. Printed information plays a crucial role in product visibility and serves as a significant component of the marketing mix (Deliya & Munyarazdi, 2012). Different definitions of labeling exist, and labels might contain a straightforward brand name, a picture, or comprehensive product details. (Keller, 2009). When delivering product information, packaging designs is crucial to take into account since customers become confused by a plethora of unclear information (Rundh, 2013).

2.7. Package Font Style

The precise layout and look of characters in a typeface are referred to as a font style. It includes a number of characteristics, including the letters' weight, form, spacing, and ornamentation. Font styles are important because they may successfully communicate a message or a certain mood in visual communication. If the font style is readable and enough clear for consumer to make their purchase decision, this will create a unique and unforgettable, good experience for consumers (M., 2019). The most powerful influence on buyers' inclination to buy is font style (Nayyar & Nayyar, 2012). The consumer's attention is drawn to the package by a well-designed font. Since they use professionals to produce striking and astounding font styles, the greatest font styles come prosperous companies (Deliya & Parmar).

3. Hypotheses Development and Theoretical Framework

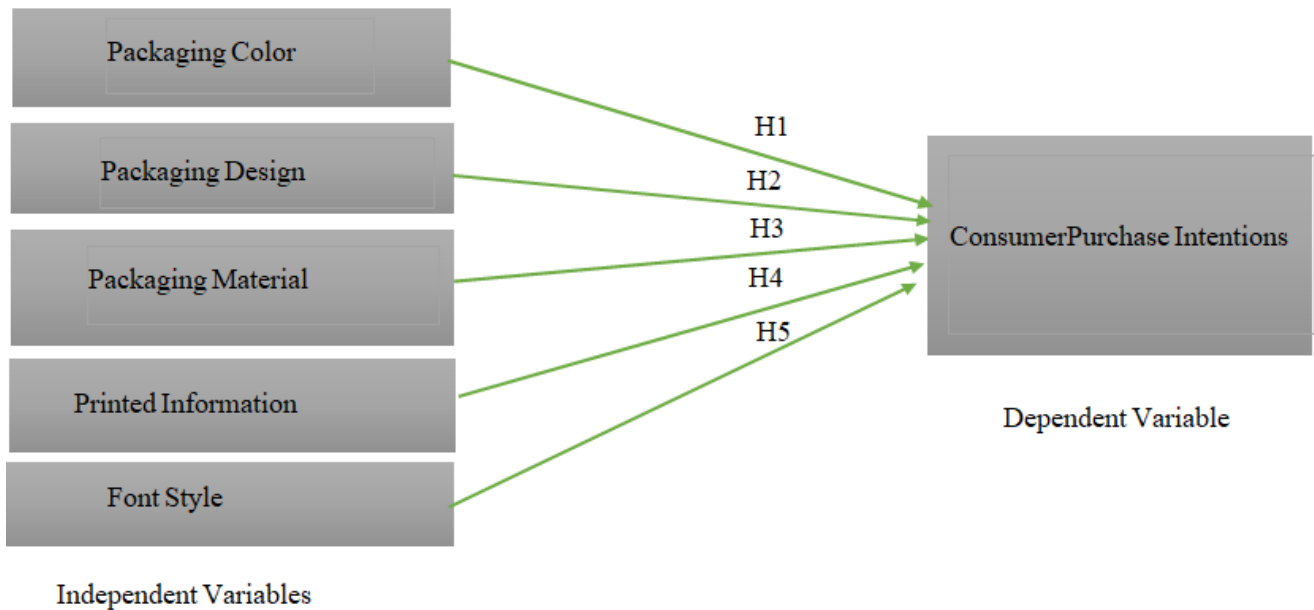


Figure 1: Research Framework (Waheed, Mateen Khan, & Ahmad, 2018)

3.1. Hypothesis Development:

In this study we will have Five hypothesis which will have positive impression on consumer intentions toward buying cosmetics product.

Hypothesis 1: The Packaging Color high substantial impact on the consumer purchasing behaviors.

Hypothesis 2: The Packaging Design has high substantial impact on the consumer purchasing behaviors.

Hypothesis 3: The Packaging Material has high substantial influence on the consumer purchasing behaviors.

Hypothesis 4: The Printed information has high substantial influence on the consumer purchasing behaviors.

Hypothesis 5: The font style has high substantial influence on the consumer purchasing behaviors.

4. Research Methodology and Data

4.1. Sample

Participants were given a Google Form link to the survey through WhatsApp, airdropped through iPhone mobile and asked to complete the questionnaire. The questionnaire sent to university students and Collages students. Data was collected over a 3 weeks period (12/28/2023 – 1/23/2024). The target sample size for study was 300 consumers but this study reached to 272 consumers answers with response rate of approximately 90%. The demographic data of the entire 272 respondents reveal that 55% were female, 45% were Male, 37% of those surveyed were in the 18–21 age range. which was highest percentage and 60% of consumers were holding a Bachelor's degree.

4.2. Scales and Measures

The variables' scales and measurements were obtained from (Waheed, Mateen Khan, & Ahmad, 2018). the questionnaire consists 23 items and 6 variables. The independent variables include: packaging color, packaging material, font style, packaging design and printed information and dependent variable includes Consumer purchase intentions.

There are five questions about package material, three about printed content, three about packaging design, three about font style, four about packaging color, and five about customer purchase intents in the questionnaire. The Likert scale, with five points, served as the basis for the items. There are five points on the Likert scale: one for strongly disagreed, two for disagreed, three for being indifferent, four for agreed, and five for strongly agreed.

4.3. Statistical Analysis

In this study following analysis has been conducted:

- Simple regression analysis
- Factor analysis
- Descriptive analysis
- Multiple regression analysis
- Discriminant Validity and Reliability

The mentioned analysis was performed by SPSS Software and Microsoft Excel.

5. Analysis Results

5.1. Reliability Analysis

Every variable included in the questionnaire had its internal consistency assessed using Cronbach's Alpha; the findings are shown in Table 1 below for each variable.

Table 1: Reliability Analysis

Reliability Analysis				
Variables	Cronbach's Alpha	Items	Mean	Std. Deviation
Packaging Color	.935	4	3.23	1.077
Packaging Design	.941	3	3.83	1.071
Packaging Material	.956	5	3.16	1.073
Printed Information	.946	3	3.24	1.094
Font Style	.949	3	3.80	1.132
Consumer Purchase Intentions	.937	5	3.14	.886

Table 1 shows the reliability analysis for this study, The range of results for Cronbach's Alpha was 0.935 to 0.956. Cronbach's Alpha for the packaging material is more than rest of the variables (Alpha=0.956, Mean=3.16, SD=1.073) in contrast Packaging color shows that Cronbach's Alpha is

lesser than other variables (Alpha=0.935, Mean=3.23, SD=1.077). Given that when a Cronbach's Alpha score exceeds 0.60, it indicates that the variables satisfy the internal consistency requirements.

5.2. Descriptive Analysis

An explanation of the variables is included in Table 2.

Table 2: Descriptive Analysis

Descriptive Analysis					
	Mean	Std. Deviation	Variance	Skewness	Kurtosis
Packaging Color	3.22	1.077	1.161	-.377	-.877
Packaging Design	3.83	1.071	1.149	-1.046	.274
Packaging Material	3.16	1.073	1.152	-.239	-.796
Printed Information	3.24	1.094	1.198	-.318	-.813
Font Style	3.80	1.132	1.284	-.762	-.453
Consumer Purchase Intentions	3.14	.886	.787	.007	-.713

The skewness values varied from -1.046 to 0.007, as Table 2 illustrates. The absolute value with the most skewness is for customer purchasing intents with (Mean=3.14, SD=0.886) and lowest for Packaging Design (Mean= 3.83, SD=1.071). Additionally, the kurtosis values varied from -0.877 to 0.274. Packaging Design has the greatest rating, while packaging Color has the lowest. Given that the values of skewness and kurtosis were both within ± 3.5, therefore the variables satisfied the requirements for univariate normalcy.

5.3. Discriminant Validity Analysis

In this study beside other analysis Discriminant validity analysis also was done in order to evaluate how different and unique each variable is. Table 3 displays the discriminant validity.

Table 3: Discriminant Validity Analysis

Correlations	PackageColor	PackageDesign	PackageMaterial	PrintedInformation	FontStyle	ConsumerPurchaseIntention
PackageColor	0.887					
PackageDesign	.398**	0.866				
PackageMaterial	.333**	.247**	0.871			
PrintedInformation	0.084	.218**	.426**	0.861		
FontStyle	.207**	.521**	.185**	.312**	0.905	
ConsumerPurchaseIntentions	.210**	.367**	.500**	.583**	.283**	0.826

Table 3 demonstrates that compared to the values on the other two dimensions (square of each pair of correlation), the diagonal (explained square root of variance) is greater. Each variable is implied to be unique and distinct by this.

5.4. Multiple Regression

In this study multiple regression has been done to evaluate the relationship between a dependent variable of the study and a number of independent variables using multiple regression. In order to evaluate the impact of brand packaging, this study implemented multiple regression analysis to investigate and evaluate the influence of depended variable on independent variables.

Table 4: Multiple Regression

Multiple Regression					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	B		
(Constant)	.667	.197		3.432	<.001
Packaging Color	.003	.042	.003	.063	.950
Packaging Design	.176	.047	.213	3.757	<.001
Packaging Material	.221	.044	.268	5.053	<.001
Printed Information	.345	.042	.425	8.164	<.001
Font Style	-.009	.043	-.011	-.199	.842

Table 4 indicates that 44.7% of the variation in the dependent variable ($F=44.858, p<.05$) can be attributed to the product packaging. Additionally, it was discovered that the following factors significantly influence customer purchase intentions: printed information ($\beta =.425, p<.05$), packaging material ($\beta =.268, p<.05$), and packaging design ($\beta =.213, p<.05$). Moreover, Font Style ($\beta = -.011, p>.05$) and Packaging Color ($\beta =.003, p>.05$) are insignificant.

5.5. Simple Regression

5.5.1. Simple regression of Packaging Color

Package color influences customers' purchase intentions favorably, according to the first hypothesis of simple regression.

Table 5: Simple regression of Packaging Color

Simple Regression					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	B		
(Constant)	2.587	.167		15.520	<.001
Packaging Color	.173	.049	.210	3.534	<.001

Table 5 demonstrates that the hypothesis, which explained how container color affects consumers' intentions to buy, is accepted. Packaging color defines 4.1% of the variance in customer purchase intentions (Adjusted $R^2=.041, F =12.489, p<.05$). The influence of the variable Packaging Color ($\beta =.210, p<.05$) on customer purchase intentions is significant.

5.5.2. Simple regression of Packaging Design

Package design influences customers' purchase intentions positively, according to the second theory.

Table 6: Simple regression of Packaging Design

Simple Regression					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	B		
(Constant)	1.981	.187		10.619	<.001
Packaging Design	.304	.047	.367	6.487	<.001

The hypothesis, which studied how packaging design affects consumers' purchase intentions, is supported by Table 6. According to adjusted $R^2=.132, F =42.084, p<.05$, 1.32% of the variance in customers' purchase intentions is

explained by packaging design. The purchase intentions of consumers are significantly impacted by the variable packaging design ($\beta =.367, p<.05$).

5.5.3. Simple regression of Packaging Material

Table 7: Simple regression of Packaging Material

Simple Regression					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	B		
(Constant)	1.836	.146		12.608	<.001
Packaging Material	.414	.044	.500	9.498	<.001

Packing material has a favorable effect on customers' intentions to buy, according to the third hypothesis.

Table 7 illustrates that the hypothesis, which examined how packing material affects consumers' purchase intentions, is

accepted. Adjusted $R^2=.248, F = 90.214, p<.05$, 2.48% of the variation in the purchase intentions of customers attributed to the package material. Purchase intentions of consumers are significantly impacted by the variable packing material ($\beta =.500, p<.05$).

5.5.4. Simple regression of Printed Information

The influence of printed information on customers' purchase intentions is beneficial, according to the fourth hypothesis.

Table 8: Simple regression of Printed Information

Simple Regression					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	B		
(Constant)	1.616	.137		11.790	<.001
Printed Information	.472	.040	.583	11.776	<.001

Table 8 demonstrates that the hypothesis, which examined how printed information affects consumers' intentions to make purchases, is accepted. 3.37% of the variance in consumers' purchase intentions explained by printed information (Adjusted R²=.337, F =138.676, p<.05). Purchase intentions of consumers are significantly impacted by the construct packing material ($\beta =.583$, p<.05).

5.5.5. Simple regression of Font Style

According to the fifth theory, font design influences customers' purchase intentions positively.

Table 9: Simple regression of Font Style

Simple Regression					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	B		
(Constant)	2.302	.182		12.681	<.001
Font Style	.222	.046	.283	4.849	<.001

According to Table 9, the hypothesis that examined how font style affected consumers' intentions to make purchases is approved. Font style accounts for 7.7% of the variance in customers' purchasing intentions. (Adjusted R²=.077, F =23.515, p<.05). Purchase intentions among consumers are significantly impacted by the Font style variable ($\beta =.283$, p<.05).

6. Conclusion

In this study we investigate and evaluate the influence of brand packaging on consumers purchasing products in cosmetic industry examined in this study. Multiple regression study results indicate that, while controlling for other variables, packaging design, packaging material, and printed information positively and statistically significantly influence customer purchase intentions. In contrast, Packaging color and font style continue to be statistically insignificant. Additionally, the findings of the basic regression analysis suggest that every variable related to Product packaging significantly influences consumers' inclinations to purchase, and that every component of packaging is essential to encouraging customer purchase intentions. Furthermore, this study explains that packaging is among the best marketing strategies for establishing clear communication between a business and its customers. The study mainly focused on surveying college and university's student intentions toward buying cosmetic products based on product packaging. Future studies might look at how various package components in different contexts affect consumers' intentions to buy cosmetics product.

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