

The Impact Of Product Packaging On Consumer Purchase Intentions: Special Reference To Beauty Care Products In Batticaloa District

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Abstract

This study aimed at investigating the impact of product packaging on Consumer Purchase intention: Special reference to Beauty care products in Batticaloa District. The objectives of the study are to identify the level, relationship and impact of Product packaging on Consumer purchase intention. The Study had been conducted among 275 beauty care products' consumers in Batticaloa district and simple random sampling was used. Descriptive statistics, correlation and regression analysis were used to analyze the data. A set of hypothesis were developed and tested by correlation analysis.

The study found that Product Packaging and Consumer Purchase Intention were high level among the consumers of beauty care products in Batticaloa district. Packaging Design was given more importance than the other Product Packaging elements. Furthermore, It has been proven that there is a strong positive relationship between them; and Product packaging significantly influenced Consumer purchase Intention of the beauty care products. The study contributes to existing theoretical and practical knowledge by providing evidence about the relationship between Product packaging and Consumer Purchase Intention. The beauty care products sector is growing rapidly in Sri Lanka. Hence this research has the potential to contribute to the overall beauty care production companies in terms of how to increase the sales.

Keywords: Packaging Colour, Packaging Design, Packaging Material, Printed Information, Font Styles, Consumer Purchase Intentions.

1. Introduction

“Packaging means the container of a product -encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used”[1]. It has a huge role to play in the positioning of products. Package design shapes consumer perceptions and can be the determining factor in point-of-purchase decisions which characterize the majority of shopping occasions. In recent years the marketing environment has become increasingly complex and competitive. A product’s packaging is something which all buyers experience and which has strong potential to engage the majority of the target market[2]. This makes it an extremely powerful and unique tool in the modern marketing environment. In addition to its benefits in terms of reach, some marketers believe that packaging is actually more influential than advertising in influencing consumers, as it has a more direct impact on how they perceive and experience the product.

1.1 Research Question

- What is the level of product packaging of beauty care products in Batticaloa district?
- What is the level of purchase intention of beauty care products in Batticaloa district?
- Is there any relationship between product packaging and purchase intention of beauty care products in Batticaloa district?

- What is the impact of product packaging on purchase intention of beauty care products in Batticaloa district?

1.2 Research objectives

This study mainly focuses on investigating the purchase intention of beauty care products among the customers in Batticaloa district, as the main objective of the study.

- To identify the level of product packaging of beauty care products in Batticaloa district.
- To identify the level of purchase intention of beauty care products in Batticaloa district.
- To find out the relationship between product packaging and purchase intention of beauty care products in Batticaloa district.
- To explore the impact of product packaging on purchase intention of beauty care products in Batticaloa district.

2. Literature review

Product Packaging

The packaging is the most important factor. The consumer buying behavior is dependent on the packaging and on its features [3]. Packaging elements like Packaging color. Background Image, Packaging Material, Font Style, Design of wrapper, Printed Information and Innovation is taken as predictors. Due to increasing self-service and changing consumers' lifestyle the interest in package as a tool of sales promotion and stimulator of impulsive buying

behavior is growing increasingly [2]. Packaging is used as to increase the competitive advantage and increase the market share of a company [4].

Packaging acts multidimensional functions. It offers knowledge about the product and organization, a technique to communicate with consumers and safeguard to the quality of product [5].

Packaging Colour

Packaging color plays an important role in communicating with customers. The colors can arouse the interest in a product and can motivate customers toward its buying. It can be defined five dimensions of color as following, including color significance, attitude towards color, color attractiveness, normative color, and color preferences. Color significance states that not all colors have same significance for customers. For instance, white is linked to peace while green seems cool. Attitude towards a product color will predict their shopping behavior. Furthermore, customers are more likely to remember colored portion of ads than non colored portion. In normative color, customers seek to influence from external factors or environment. Customers may prefer certain colors over others in different products. For example, a color which a customer prefers for automobiles may not be preferred for furniture. Color preferences predict customer's buying preferences in an outlet [6].

Color plays an important role in a potential customer's decision-making process, certain colors set different moods and can help to draw attention [5].

Packaging Design

Packaging design includes the layout, fonts and colors used on a product. All these aspects of packaging design create a brand image and stimulate consumer purchase intention [7]. Consumers while purchasing low involvement products

do not spend time in evaluating the attributes of products. Therefore, the package design is more important in low involvement products as compared to high involvement products [8]. As consumers draw inferences about a product on the basis of packaging design, therefore, it must stand out in a display [7].

Packaging Material

A good packaging material help to protect the product form external damaging factors, store, introduced and sale of new product[4].Any material used especially to protect something- packing, wadding. Consumer can change its decision regarding Packaging material. High quality Packaging attract consumer than low quality Packaging. So packaging material has strong impact on buying behavior [5].

Printed information

Printed information (or product labels) provides information about products. Additionally, printed information is designed to attract consumers and motivate them to buy a product [9].

Font Styles

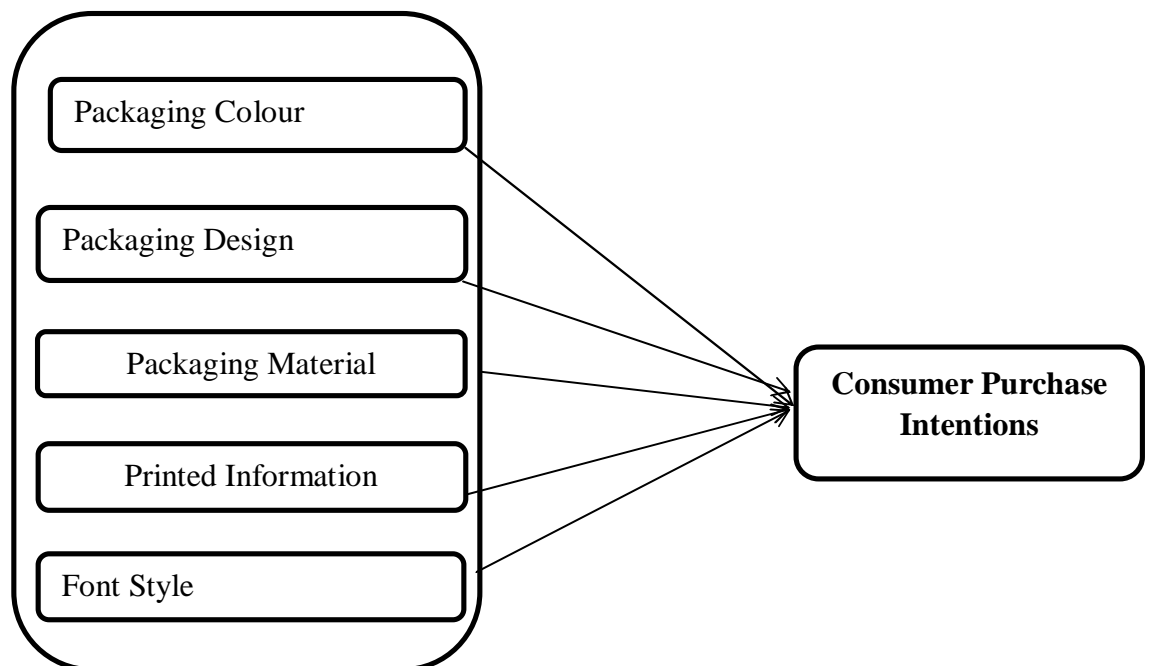
Key element of packaging is the font style. It is important that suitable font styles with appropriate arrangement are used to make the product more visible. The text on the product is important for effective communication. This communication will only be effective if the right content with the right font styles are used [10]. It has been argued that the font style attracts consumers and helps them to decode the intended message [11]. Therefore, many companies display strategically important font styles on their products [2]. Font styles have the strongest effect on consumer purchase intentions followed by color and shape of product packaging [12].

Consumer Purchase Intentions

Purchase intention is the preference of consumer to buy the product or service. In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation. Many factors affect the consumer's intention while selecting the product and the ultimate decision depends on consumers' intention with large external factors [13].

Purchase intention as the probability of consumer's readiness to purchase a product in near future. It is generally linked with the consumer's attitude, perception and buying behavior. It is observed that purchase intention is a very important factor for consumers when they are making decisions about buying any product [14].

3. Conceptualization



(Source: Waheed, Kha & Ahmad, 2018).

4. Hypotheses

H₁: Packaging Colour has a positive effect on Consumer Purchase Intention.

H₂: Packaging Material has a positive effect on Consumer Purchase Intention.

H₃: Font Style has a positive effect on Consumer Purchase Intention

H₄: Packaging Design has a positive effect on Consumer Purchase Intention

H₅: Printed information has a positive effect on consumer purchase intention

5. Methodology

A questionnaire has been designed to carry out the survey. Primary data was collected through structured questionnaires with closed statements measured with Likert's scale (1= strongly disagree and 5= strongly agree).

The sample has been taken from 275 customers of beauty care products in Batticaloa district by using simple random sampling method. Univariate and Bivariate analysis were used. Univariate analysis was to interpret the nature of variables. Bivariate analysis was used to analyze the relationship between the variables. Regression analysis was conducted to understand the impact of Product packaging on consumer purchase intention of beauty care products in Batticaloa district.

6. Results and Discussions

6.1 Level of Product Packaging of Beauty Care Products in Batticaloa District

Table 6.1: Product Packaging

Dimension	Mean	Standard Deviation
Packaging Colour	4.0709	0.7733
Packaging Design	4.1503	0.7903
Packaging Material	4.1445	0.7907

Printed Information	4.1127	0.8074
Font Style	4.1333	0.8796

(Source: Survey Data)

Packaging Colour, Packaging Design, Packaging Material, Printed Information and Font Style were high level among the consumers of beauty care products in Batticaloa district. Among the product packaging dimensions, the first importance was given to Packaging Design with the mean value of 4.1503, the second importance was given to Packaging Material with the mean value of 4.1445, the third importance was given to Font Style with the mean value of 4.1333, the fourth importance was given to Printed Information with the mean value of 4.1127 and the fifth importance was given to Packaging Colour with the mean value of 4.0709 by the consumers of beauty care products in Batticaloa district.

6.2 Level of Consumer Purchase Intention

Table 6.2: Consumer Purchase Intention

Dependent Variable	Mean	Standard Deviation
Purchase Intension	4.0880	0.8399

(Source: Survey Data)

Consumer Purchase Intention was in high level of its individual characteristics among consumers of beauty care products in Batticaloa district with the mean value of 4.0880.

6.3 Relationship between Product Packaging and Consumer Purchase Intension

Table 6.3: Correlation between Product Packaging and Consumer Purchase Intension

Hypothesis		H1	H2	H3	H4	H5
Correlation		Packaging Colour	Packaging Design	Packaging Material	Printed Information	Font Styles
Purchase intention	Pearson Correlation	.715**	.710**	.739**	.790**	.794**
	Sig.(2-tailed)	0.000	0.000	0.000	0.000	0.000

Correlation analysis of this study was used to measure the relationship between the Product Packaging and Consumer Purchase Intension. Coefficient of correlation (r) measured the degree of association of Product Packaging with Consumer Purchase Intension. The result of this study proved that there was a strong positive significant relationship between Packaging Colour (r= .715** , p<0.01) , Packaging Design (r= .710** , p<0.01), Packaging Material (r= .739** , p<0.01), Printed information (r= .790** , p<0.01), Font Style (r= .794** , p<0.01) and Consumer Purchase Intension.

6.4 Impact of Product Packaging on Purchase Intention

The impact of Product Packaging on Purchase Intention was calculated by using simple regression and multiple regression model.

6.4.1 Simple Regression Analysis

Table 6.4: Model Summary of the impact of Product Packaging on Consumer Purchase Intention

Model	R	R Square	Adjusted R Square	Std.Error of the estimate
1	0.846 ^a	.715	.714	.44904
a.Predictors: (constant), Product Packaging b.Dependent Variable: Consumer Purchase Intention				

(Source: Survey Data)

Table 6.5: Coefficients^a

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std.Error	Beta		
1 (constant)	.009	.158		.055	.956
Product packaging	.990	.038	.846	26.182	.000
a. Dependent Variable: Consumer Purchase Intention					

(Source: Survey Data)

According to table 6.4, The model summary of simple regression shows, R(0.846) was correlation coefficient between independent variable and dependent variable. It indicates that there was a strong positive correlation between Product Packaging elements and Consumer Purchase Intention.

R square was 0.715, the researcher concludes that 71.5% of variance of Consumer Purchase Intention was accounted by the Product Packaging elements. In the other words, 28.5% of variance of Consumer Purchase Intention was affected by other variables.

Coefficient result shows a significant positive influence of Product Packaging on Consumer Purchase Intention (t=26.182, p<.05, β=.846). The high β coefficient shows that Product Packaging has a large predictive value for the dependent variable of Consumer Purchase Intention. This result is confirmed by a very large correlation (r=.846, p<.05) between Product Packaging and Consumer Purchase Intention.

Therefore, the regression equation model is as follows:

$$\text{Consumer Purchase Intention} = 0.009 + 0.990 (\text{Product Packaging})$$

6.4.2 Multiple Regression Analysis

Table 6.6: Model summary of the Impact of Product Packaging on Purchase Intention

Model	R	R Square	Adjusted R Square	Std.Error of the estimate
1	0.857 ^a	.734	.730	.43678

a. Predictors: (constant), Packaging Colour, Packaging Design, Packaging Material, Printed Information, Font Style,

(Source: Survey Data)

Table 6.7 Coefficients

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std.Error	Beta		
1	(Constant)	.085	.155		.550	.583
	Packaging Colour	.125	.061	.115	2.056	.041
	Packaging Design	.058	.060	.055	.982	.327
	Packaging Material	.168	.062	.158	2.684	.008
	Printed Information	.264	.063	.254	4.162	.000
	Font style	.356	.050	.373	7.106	.000
	Dependent Variable: Purchase Intension					

(Source: Survey Data)

The model summary of multiple regression shows, R(0.857) was correlation coefficient between Packaging Colour, Packaging Design, Packaging Material, Printed Information and Font Style and dependent variable Consumer Purchase Intention. It indicates that there is a positive correlation between each five dimension of Product Packaging and Consumer Purchase Intention.

R square is 0.734, therefore, the researcher concludes that 73.4% of variability in Consumer purchase Intention is accounted by combine of Packaging Colour, Packaging Design, Packaging Material, Printed Information and Font Style. In other

words 26.6% of variance of Consumer Purchase Intention is affected by other variables.

According to Table 6.7 Packaging Colour, Packaging Design, Packaging Material, Printed Information and Font Style have positive significance influence on the Consumer Purchase Intention of beauty care products in Batticaloa district.

The high β coefficient of Font Style ($t=7.106$, $p<.05$, $\beta=.356$) shows that it has a large predictive value for the dependent variable of Consumer Purchase Intention than the Printed Information ($t=4.162$, $p<.05$, $\beta=.264$), Packaging Material ($t=2.684$, $p<.05$, $\beta=.168$), Packaging Colour ($t=2.056$, $p<.05$, $\beta=.125$).

Therefore the regression equation model is as follows:

$$\text{Consumer Purchase Intention} = 0.085 + 0.125 (\text{Packaging Colour}) + 0.168 (\text{Packaging Material}) + 0.264 (\text{Printed Information}) + 0.356 (\text{Font Style})$$

7. Conclusion

This study considers Product packaging as an independent variable, and the Consumer Purchase Intention as dependable variable. Both variables individually have a high level of contribution, and further, it is illustrated by the Pearson's correlation analysis, which indicates a strong positive significant relationship between these two variables.

According to Simple regression analysis 84.6% of variance of Consumer Purchase Intention was accounted by the Product Packaging. Based on the multiple regression analysis 85.7% variance of Consumer Purchase Intention was explained by combine of Packaging Colour, Packaging Design, Packaging Material, Printed Information and Font Style. Thus clearly shows that Product Packaging has positive and significant influence on Consumer Purchase Intention.

8. Recommendations and Implications of the Study

After the findings of the research it is highly recommended to all the FMCG companies to focus on the good and attractive packaging's which introduce any new product in the market.

It is recommended that marketers do not think that packaging is the least factor in the success of any product. They should kept in mind that the packaging is the first most tool for attracting the consumer's and built a perception in their minds, so it should be deeply focused.

It is recommended to other researchers that when they are taking packaging as a research topic they should also focused on the other marketing factors and dimensions as well.

For the researchers who are going to conduct research in future should focus the other elements of researches as well.

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