



**EFFECT OF PACKAGING ELEMENTS ON CONSUMER PURCHASE
INTENTION: CASE STUDY ON COSMETIC PRODUCTS**

BY

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DEPARTMENT OF MARKETIG MANAGEMENT

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**Effect of Packaging Elements on Consumer Purchase Intention: Case Study
on Cosmetic Products.**

**In Partial Fulfillment of the Requirements for the Award of Master of Arts
Degree in Marketing Management**

By

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Declaration

I, the undersigned student, declare that this Partial Fulfillment of the Requirements for the Award of Master of Arts Degree in Marketing Management entitle “**effect of packaging elements on consumer purchase intention: case study on cosmetic products**” is my original work and not submitted to any other university or college before.

Kebede Shibeshi

Signature

Date

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Acronyms/Abbreviations

FDA= Food and Drug Administration

FMCG= Fast Moving Consumer Goods

SEM= Structural Equation Model

SLP= Sponsorship Leverage Packaging

SPSS=Statistical Packaging for the Social Science Program

Abstract

In today's society, packaging is pervasive and essential. It surrounds, enhances and protects the goods we buy, from processing and manufacturing through handling and storage to the final consumer. Without packaging, materials handling would be a messy, inefficient and costly exercise and modern consumer marketing would be virtually impossible. (Lockhart H.E, 1989).

The aim of this study was to investigate the effect of packaging elements of cosmetic products on consumer purchase intention. The study consider packaging color, wrapping design, background image, fontstyle, packaging material, printed information, innovation and brand of packaging as independent variable and consumer purchase intention as dependent variable. This empirical study was conducted using survey through a set of questionnaires with 5-point likert scale. A total of 400 questionnaires were distributed to different individuals lived in Addis Ababa (Ethiopia). Out of these 385 questionnaires were returned for data processing which gave the response rate of 96%. During data entry only 382 were used for statistical analysis by using SPSS micro soft excel. Data collected were analyzed using descriptive and inferential statistics such as mean, standard deviation, correlation and regression. The finding of the study shows that packaging color, wrapping design, background image, font style, packaging material and printed information of packaging elements significantly influence consumers' purchase intention of cosmetic products. Packaging innovation and brand on the package have no significant influence on consumers' purchase intention. Therefore, manufacturers of cosmetic products should give great attention to packaging elements that influences intention to buy the product to increase their market share and sales volume. Creative and technology based packaging for innovation and attractive and easily remember able packaging for brand may increase the influence of consumers to buy the product. So, packaging performs an important role in marketing communications, especially in the point of sale and could be treated as one of the most important factors influencing consumers' purchase intention.

Key words: *Packaging, packaging elements, Purchase intention*

Chapter One

1. Introduction

1.1 Background of the Study

Currently many beauty shopper and entrepreneurs including service providers like beauty salon and hair cut starts their business in Ethiopia due to cosmetic consumption increases rapidly. Not only shoppers and entrepreneurs, local cosmetics company also started to launch new local cosmetics brand to give the customers in Ethiopia more variety of beauty products. Now day's peoples did not only consider the product inside, but also the whole package of the brand itself.

Many times cosmetic products are packaged in multiple layers. Whenever it is difficult to detect for the consumer, the number of units should be listed on the outer package, which should contain details about how to use the product and warnings on what to do if it is misused.

A cosmetic package, in addition, is also required to be attractive and unique in its features so to trigger "impulse buying" in the end user. Many a times we all have encountered this situation that instead of purchasing medicine from a chemist's shop, we land in purchasing a cosmetic that immediately drew our attention. The role of packaging for cosmetics is not only the prime role of containing but also to enhance aesthetics. In fact, it acts as a silent salesman, acting as an advertisement for the product it contains and influencing consumer's purchasing choices. It is meant to seduce the consumer and transform products into objects of desire.

Cosmetics packaging are attractive and eye-catching as they are extensively decorated. Cosmetic packaging contains everything from the logo of the cosmetic company to the ingredients that the cosmetic contains. It is what gives the consumer their initial opinion about the product. There are various reasons as to why the graphics on the packaging is important to the consumer. Although the packaging is what catches the consumer's attention. Packaging contributes to the overall feel and image of a brand; high quality packaging signals to consumers that the product inside is high quality. As in other industries, "cosmetics companies try not only to sell a brand to consumers but an image that is associated with certain characteristics or qualities". Even if the products themselves are relatively similar, the packaging can be what sets them apart (www.pharmatutor.org).

Packaging plays a very important role as a packaging will ultimately make cosmetics and personal care products stand out from the crowd and seduce the consumer. Often the first impression of a product and its value are based on the quality of the design and manufacturing pack components, so the pack can help contribute to the purchasing intention of consumers. Packaging for cosmetics evokes the idea of luxury combining high quality materials with sophisticated graphic application and finishes (envasados.es.cosmetics).

As cosmetic manufacturers reach a stalemate on consumer satisfaction where the parity among products is getting smaller and smaller, the package comes in as the final and most valued tool in determining consumer purchase decision (Rundh, 2009; Shah, Ahmad & Ahmad, 2013).

Despite the importance and key role which packaging plays, it is often regarded as a necessary evil or an unnecessary cost. Furthermore, in the view of many consumers packaging is, at best, somewhat superfluous, and, at worst, a serious waste of resources and an environmental menace. Such a view point arises because the functions which packaging has to perform are either unknown or not considered in full. By the time most consumers come into contact with a package, its job in many cases is almost over, and it is perhaps understandable that the view that excessive packaging has been used has gained some credence.

The historical development of packaging has been well documented elsewhere and will only be touched upon here. Suffice it to say that the highly sophisticated packaging industries which characterize modern society today are far removed from the simple packaging activities of earlier times Lockhart H.E (1989).

Anciently, the primary aim of packaging is the protection of the product from all hazards it can be exposed to during transport and handling. It is essential that the product is protected from environmental elements such as mold and bacteria. The packaging must be sufficient enough to protect the mechanical, thermal, biological and chemical properties of the product. It should also be strong enough to withstand human tampering and radiation damage (www.pharmatutor.org).

In the era World War II, packaging was used primarily to surround and protect products during storage, transportation, and distribution. Some packages were designed with aesthetic appeal and even for ease-of-use by the end consumer, but package design was typically left to technicians.

After World War II, however, companies became more interested in marketing and promotion as a means of enticing customers to purchase their products. As a result, more manufacturers began to view packaging as an integral element of overall business marketing strategies to increase their profitability (Alexander Oduro Adofo, 2014).

In today's society, packaging is pervasive and essential. It surrounds, enhances and protects the goods we buy, from processing and manufacturing through handling and storage to the final consumer. Without packaging, materials handling would be a messy, inefficient and costly exercise and modern consumer marketing would be virtually impossible Lockhart H.E (1989).

Packaging lies at the very heart of the modern industry, and successful packaging technologists must bring to their professional duties a wide-ranging background drawn from a multitude of disciplines. Efficient packaging is a necessity for almost every type of product whether it is mined, grown, hunted, extracted or manufactured. It is an essential link between the product makers and their customers. Unless the packaging operation is performed correctly, the reputation of the product will suffer and the goodwill of the customer will be lost. All the skill, quality and reliability built into the product during development and production will be wasted, unless care is taken to see that it reaches the user in the correct condition. Properly designed packaging is the main way of ensuring safe delivery to the final user in good condition at an economical cost Lockhart H.E (1995).

Rafferty, Brian and JR. Little (2009) Packaging is an element of the buying experience that most consumers probably do not spend a whole lot of time thinking about. It is just sort of there. When they do think about it, it is often either really effective at catching their eye or meeting their needs or because they cannot figure out how to open something or they become frustrated with unclear instruction on the use of a product.

Savvy marketers, on the other hand, know that most brands spend a great deal of time and money considering how a product is presented to its consumers in order to appeal to their senses, safeguard their purchase and protect them from harm.

A good packaging design is regarded as an essential part of successful business practice. The reason many companies invest massive amount of money on packaging is because they are well aware that a stunning packaging will draw consumer's attention and is capable of turning the buyer on or off.

Packaging is a communication device providing details about the product, including price, contents, ingredients and nutritional values as well as instructions and recommended used by dates (Ahmed, Ahmed, & Salman, 2005). It communicates the brand's personality and values through several elements including the brand's logo, colors used, fonts, package materials, pictorials, product description, shapes, and others that could provide brand associations for consumer (Underwood, 2003).

The role of packaging is almost a change phenomenon because of the competition, change in consumer's life styles and increase in the rate of self service. On the other hands producers are also taking interest in packaging not only as tool of sales promotion but also because of its impact of impulsive buying and increase in the market share of the company (Mutil, 2012).

Packaging no longer only fulfills its traditional role of protecting the product. It also needs to communicate a complete message about the product, to get consumer attention in retail stores and to provide incentive for consumers to use the product through convenience (Rundh, 2013).

Therefore it is important for companies, marketers and packaging designers to know how packaging and packaging elements influences the consumer purchase intention.

One of the most effective ways to attract customer's attention to a product is by focusing on appropriate use of color, size, language, and picture while increasing product availability (Schlossberg, 2008). However, a consensus on the classification of packaging elements has not been reached in the existing studies.

The Butkeviciene, Stravinskiene and Rutelione (2008) studies includes one of the most comprehensive classification efforts ever made. In this study, elements like brand, product name, producer or country of origin, general information, usage instructions and special offers are classified as verbal components; imagery, graphics, color, form, size, materials and smell as non-

verbal components; while simplicity, ecological sustainability, ergonomics and innovativeness are considered packaging features.

Gilaninian, Ganjinia and Moradi (2013), on the other hand, include graphic, form, color and size in visual elements while considering general information, production information and country to be the informational elements.

Similarly to Kuvykaite, Dovaliene and Navickiene (2009), Chou and Wang (2012) classify graphics, color, size, form and material as visual elements and product information, producer, country of origin and brand as verbal elements. For Estiri et al (2010), the visual elements are shape, size and color, while the informational elements are general information and technology. Silayoi and Speece (2004) classify graphics and size/shape as visual elements and product information and technology as informational elements.

In some studies packaging elements are not divided into the categories of visual, informational/verbal or structural packaging elements. For example, Deliya and Parmar (2012) categorize packaging elements as color, material, wrapper design, innovation, font style, printed information and background image and examine the role of these elements on the consumer purchase decision.

Givee (2011) also established that packaging design that has relevant design, pictures, and decorations is more successful in attracting consumer's attention. Consumer's reaction toward the design and color of packaging can be assumed that it is converted in brand preferences, which means consumer's decision in choosing a brand is based on the aesthetic aspect of the packaging (Kauppinen and Raisanen, 2014). As font style directly represents the information provided on the packaging, it has a strong influence on how the desired message is conveyed (Karasu, 2014). Background image creates a desire for the product in the consumer (Kaynak, 2012, Sial et al, 2012 Aygün, 2007). Material, along with the effect it has on the visual characteristics of the packaging, also defines its structural features. Printed information, on the other hand, provides facts regarding product attributes such as product name, brand name, country of origin, ingredients, usage instructions, storage instructions, nutrition information, special offers, expiry date and product mass/volume (Merwe, Bosman & Ellis, 2014; Kaynak, 2012, Silayoi & Speece, 2007, Prathiraja & Ariyawardana, 2003). Because of the effect they

have graphics, color, size, form, font style, background image, material and printed information are considered to be packaging elements that influence consumer purchase intention.

According to the research by Smith (2006), marketers and designer should consider six variables when creating efficient packaging design: form, size, color, graphics, material, and flavor.

Consumers need to know about the product, as far as how to use it and where it comes from and companies must list the ingredients and the function of the product, especially when it is unclear. The label on packages are important component of the overall marketing mix and can support advertising claim, establish a brand identity, enhance recognition, and optimize shelf space (Sook-kim, 2000) typically, a package includes a label, a printed inscription on product package. The label may be a simple tag attached to the product or an elaborately design graphics that is part of the package (Kotler, 2003). Crouch and Housden (1996) opined that for the achievement of brand objective of a product, the aesthetic and functional components must be chosen correctly. Aesthetic consideration relates to a package size, shape, material, color and graphic.

All labels must be truthful and not misleading and must disclose material information, including any risk, but the situation seems not to exist in Ethiopia context, many users run into different kinds of skin diseases due to lack of reading habit, inadequate information made by the manufacturer or language barriers revealed by the cosmetic package.

Consumers also need a packaging designed that become easily to open, close, attractive and eye-catching. An innovative packaging design can change product perception and create a new market position (Rundh, 2005).

It appears that the most prominent packaging elements in most of the studies listed above are graphics, color, size, form, font style, background image, material, and printed information. Graphics, color, size and form are elements that initially attract the consumer and start the communication between the consumer and the product (Teke, 2014, Clement, 2007). Attention-catching visual elements of its packaging thus quickly distinguish the product from other similar products from the consumer's point of view.

Another comprehensive classification effort may be found in the Sener, Dogan and Kinaci paper (2014). In this study, packaging elements are divided into three groups called visual, structural

and informational. Visual elements are graphic design, press (font), aesthetics, color, shape and size; structural elements are material, ecological sustainability, durability and ergonomics; informational elements consist of name, brand, producer/country, instructions and information about the product.

Adam and Ali (2014) studies consider size, graphics, color, design and material to be visual elements, while product information, nutritional information and country of origin are classified as verbal elements. Generally, most of the studies examined it is seen that packaging elements divide into two groups: visual and informational/verbal.

Therefore, this study aimed to investigate how visual and verbal elements of packaged cosmetic products affect consumer purchase intention in Ethiopia.

Packaged cosmetic is an obligatory component in the modern lifestyle due to the greater demand for beauty, convenient, decoration, fashion and luxury in Ethiopia and in the rest of the world. However, the understanding of the society about packaging elements, expectation of individuals' that high quality of cosmetic packaging costs them more and some quality packaged cosmetic cost them more in real market is becoming an issue in the sub-Saharan countries where income per individual is very small. With cosmetics, there is a direct relationship between quality (perceived quality) of packaging and the perceived price and quality of a product (www.pharmatutor.org).

Besides, the meaning given to packaging elements like color, background image and packaging graphics are different from society to society. In such situation, good innovation and labeling elements of packaging becomes a fundamental strategy for competitive success and survival within a competitive market.

Thus, the paper is very important due to lack of well-organized studies with respect to the effect of packaging elements on consumer purchase intention of cosmetic products in Ethiopia. Moreover, it is important to notice that the cultural environment of Ethiopia is different from that of developed countries environment regarding the usage habit of cosmetic products. Therefore, this study will be able to bond the research gap in Ethiopia.

1.2 Statement of the problem

Over time, consumers probably do not spend much of their time thinking about packaging.(Rafferty, Brian, and JR Little, 2009).

Package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product (Rundh, 2005). In addition, package imparts unique value to products, works as a tool for differentiation, i.e., helps consumers to choose the product from wide range of similar products, stimulates customers buying behavior (Underwood, Klein, & Burke, 2001; Silayoi & Speece, 2004). This reinforces the manufacturers to produce attractive and easily understandable shelf packaging design that motivates consumer purchase intention and decision to buy.

Initially research identified six elements of packaging which includes size of packaging, color of packaging, Text used on packaging, Material of packaging, Graphics used on packaging and Smell (Smith and Taylor,2004). Whereas other studies examined it is seen that packaging elements divided into two groups: visual and Verbal elements (Adam and Ali, 2014). However, a consensus on classification of packaging elements has not been reached in its existing studies.

It also observed that marketers are always trying to influence consumer purchase intention by use of different packaging elements (visual and verbal) (Adam and Ali, 2014); each and every packaging element has its own impact on consumer purchase intention. Similarly, packaging has its own impact on consumer purchase intention, especially when the consumer intended to buy the product.

But no one emphasizes on the point mentioned by (Adam and Ali, 2014) that packaging and its elements are a major tool to influence consumer purchase intention for cosmetic products in Ethiopia.

Rettie & Brewer (2000) state that package design is one of the most significant parts of product strategy. Approximately 70 percent of all purchase decisions of goods are made at the point of purchase. According to this we can conclude that the package itself is the only marketing communication the consumer may receive while evaluating the product. But it is not supported

by research by what percentage packaging affect consumer purchase intention in Ethiopia as stated by Rettie & Brewer (2000).

This study therefore, to examine what attracts consumers purchase intention in different packaging elements, what relationship will be exist between consumers purchase intention and the packaging elements, to measure by what percentage packaging affect purchase intention in the context of Ethiopia and seeks to empirically reveal important elements of packaging in the case of cosmetic products in Ethiopia. Because of their effect on consumers' purchase intention: visual and verbal elements of packaging will be examined in this work.

1.3 Research Questions

The main research question **of** the study is to identify what is the relationship between packaging elements and consumer purchase intention?

1.3.1 A specific research question includes:

- ❖ Does a packaging visual element of cosmetics effect consumer purchase intention?
- ❖ Does packaging label (verbal) of cosmetics effect consumer purchase intention?
- ❖ What elements of cosmetics packaging have an ultimate effect on consumers purchase intention?
- ❖ Which demographic group of consumer purchase intention is more affected by cosmetics packaging element?

1.4 Objective of the study

The main objective of the study is to investigate the relationships of packaging elements and consumer purchase intention.

1.4.1 Specific objective of the study includes:

- To explore that visual packaging elements of cosmetics effect consumer purchase intention.
- To explore that labeling (verbal) elements of cosmetics packaging effect consumer purchase intention.

- To know that which demographic group of consumer purchase intention is more effected by cosmetics packaging element.
- To investigate that which cosmetics packaging element (visual/label) have an ultimate effect on consumers purchase intention.

1.5 Significance of the study

The study will design to help both manufacturers and consumers. The identification of packaging elements (Visual/verbal) might help the industry to design a package that closely matches consumer's needs and expectation and contribute to higher product satisfaction and choice of cosmetics products among consumers.

To give insight for marketers and packaging designers how packaging elements or package design must capture the imagination and be associated with enhancing appearance of consumers.

The paper also provides a proper guidelines for marketers using such packaging elements helps to communicate intended targeted consumers.

Lastly, the study contributes to the existing literature by exploring how the combination of visual and verbal elements of packaging effect consumer purchases intention; add knowledge on theoretical understanding of producers and consumers towards the effect of packaging element of cosmetics on consumer purchase intention.

1.6 Scope of the study

This research will look into the aspects of product packaging that may have an effect on consumer purchase intention of the cosmetic products available in the Ethiopia market. The study will be primarily bounded to male and female individual consumers of packaged cosmetic in the capital city (Addis Ababa). The researcher will assume that in Addis Ababa there is a real geographical mixed of population which represents Ethiopian cosmetic users. The age of individual considered under this study are 18 and above years assuming that over this age group are highly effected by cosmetic products packaging and whose participation will be voluntary.

1.7 Limitation of the study

The study is limited to the effect of cosmetic packaging elements on consumer purchase intention. It has also its own limit concerning the resource and availability of previous data.

1.8 Definition of terms

Packaging:-is defined as the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote, and otherwise make the product marketable and keep it clean. (Kotler, 1999)

Purchase intention: - is plan to act in a particular way and represent the motivation towards the decision (Ooi Say Keat, 2009)

1.9 Organization of the study

The research paper was organized into five chapters: Chapter one deals with the introduction part consisting of background of the study, statement of the problem ,research questions, research objectives, significance of the study, scope of the study, limitation of the study and definition of terms. The second chapter discussed the review of related literatures about the subject matter, in chapter three was focus on research methodologies chapter four was contained data analysis interpretation and discussions of the result. Finally chapters five was covered conclusions and recommendations.

Chapter Two

2. Literature Review

2.1 Theoretical Review

Theoretical frame-work focuses on the relationship between variables (dependent and independent), discussion of concepts, functions, importance, advantage and limitations of the study.

2.1.1 Overview of Cosmetics

The word ‘Cosmetic’ is known to human race since ages. At the same time, desire to look good and attractive for every individual also can be identified as the psychological need having been given the upper place in hierarchy for ages (www.fda.gov/cosmetic/).

According to the U.S. Food and Drug Administration under U.S. Department of Health & Human Services, ‘cosmetics’ are referred by their intended use, as "articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance" [FD&C Act, sec. 201(i)]. Among the products included in this definition are skin moisturizers, perfumes, lipsticks, fingernail polishes, eye and facial makeup preparations, shampoos, permanent waves, hair colors, toothpastes, and deodorants, as well as any material intended for use as a component of a cosmetic product.

There are multiple reasons why care must be put into cosmetic container. Not only must they protect the product, they need to provide convenience for vendors and ultimately consumers (www.pharmatutor.org). Among the reasons:

2.1.1.1 Protection

The main purpose of a container is to store the product so that it is not degraded through storage, shipping and handling. Degradation and damage can be caused by various causes. These causes can be categorized into biological, chemical, thermal causes, damage caused by radiation and damage caused by human interaction, by electric sources or by pressure.

In addition to protecting the product, packaging also plays a big role marketing cosmetic products. While product quality is a major factor in the product's success, its packaging must be attractive since that's the essence of beauty marketing. Package design must capture the imagination and be associated with enhancing appearance. One of the keys to attractive packaging is artistic use of colors. Most relevant for the marketer is the outer secondary packaging. However, there are cosmetics which are distributed in one single cosmetic container.

2.1.1.2 Creation of brand awareness

Cosmetic packages must not only convey beauty, they must equate to brand awareness. Since the package is what the consumer initially sees, it is very influential in shaping perceptions about the product. Part of building brand awareness for a cosmetic product is associating it with emotion. Since it's not a survival product it's marketed to appeal to the desire to enhance appearance. The packaging must stimulate this emotion.

2.1.1.3 Labeling

Labels tell consumers what they need to know about the product, as far as how to use it and where it comes from. Companies must list the ingredients and the function of the product, especially when it is unclear. The label must contain contact information of the entity responsible for putting the product on the market. Labels also provide product tracking information.

The label must be easy to read, particularly for a customer where the product is being displayed. Certain compositions, such as perfumes, can be listed as one ingredient. Secondary packages are what the consumer sees as the outermost package. Primary packages are within the secondary package. Certain information can appear just on secondary packages. The most important information, particularly if the product is prone to misuse, must be displayed on both the primary and secondary packaging.

2.1.1.4 Information accuracy

One of the most important aspects of regulations on labeling is that the information is accurate. Although the FDA does not have the resources to inspect all cosmetic products on the market, it can issue penalties for various violations involving packaging and labeling. It is the manufacturer's responsibility to make sure that its product is safe for public consumption.

2.1.1.5 Avoidance of misleading information

None of the information, including name and address, may be misleading. Words can be abbreviated only if it is clear what they represent. All text must be printed clearly on the packaging. Smaller packages, in which text is too difficult to read, should include tags with legible text.

2.1.1.6 Listing of ingredients

Ingredients must be listed in a certain order with priority given to ingredients that represent 1% or more of the volume. These ingredients must be listed in descending order, based on weight. This group of ingredients is then followed by those that represent 1% or less of the product and listed in any order. Colorants may also be listed in any order.

2.1.2 Packaging

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 designing, evaluating, and producing packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, and institutional, industrial and personal use (Lockhart, H. E. 1989).

Packaging has been also defined in a number of ways. A populist reference source defines packaging as:

an industrial and marketing technique for containing, protecting, identifying and facilitating the sale and distribution of agricultural, industrial and consumer products.

The Packaging Institute International defines packaging as:

the enclosure of products, items or packages in a wrapped pouch, bag, box, cup, tray, can, tube, bottle or other container form to perform one or more of the following functions: containment; protection and/or preservation; communications; and utility or performance. If the device or container performs one or more of these functions it is considered a package.

The UK Institute of Packaging provides three definitions of packaging:

- a coordinated system of preparing goods for transport, distribution, storage, retailing and end-use;
- a means of ensuring safe delivery to the ultimate consumer in sound condition at minimum cost;
- a techno-economic function aimed at minimizing costs of delivery while maximizing sales (and hence profits).

Development of wrappers and covers, for company's offerings is known as Packaging. (Keller, 2009) the importance of packaging can be estimated by its use as most of marketers believes that it is a part of marketing mix elements and must be considered as the important element in product strategy. It is the toll through which marketers became able to achieve marketing objectives by fulfilling the desires of consumers through packaging aesthetics in the form of packaging size, packaging shape, packaging color, text used on packaging, graphics used on packaging and by other functional elements of packaging. (Rundh, 2013)

2.1.3 History of Packaging

The need to carry liquid or large quantities of berries, seeds etc. were felt by primitive man during Mesolithic (middle stone) age. So the first package were probably cups, bowls or bags made from natural materials such as leaves, animal skin, gourds, bark or shells. Later packages of similar shapes were fashioned from bone, wood, twigs and grasses.

Fabricated wooden objects have been known for thousands of years. The barrel with fitted staves and hoops was invented by Alpine Tribes in early days of Rome. Pottery and leather were invented sometime after 8000 B.C. Glass making started about 7000 B.C. Paper started to be used in China in the 16th century A.D. The earliest recorded use of paper for packaging dates back to 1035, when a Persian traveler visiting markets in Cairo noted that vegetables, spices and hardware were wrapped in paper for the customers after they were sold. The use of tinfoil for packaging dates back to the 18th century. The first corrugated box was produced commercially in 1817 in England. In 1952, Michigan State University became the first university in the world to offer a degree in Packaging Engineering. Many prominent innovations in the packaging industry were developed first for military uses (www.pharmatutor.org).

2.1.4 Purpose of Packaging

Products are packed in a suitable package for the following purpose: to facilitate transportation and storage, to guard against contamination, to prevent accidental spoilage, to prevent from pilferage, to minimize spoilage, to identify the products contained and the quality, to proclaim the manufacturer of the product contained, to explain how the product should be used, to attract the shopper's attention, to convince the customers to buy, to add convenience in distribution, handling, stacking, display, sale, opening, reclosing, use, dispensing, reuse, recycling, and ease of disposal and, to have portion control, Single serving or single dosage packaging has a precise amount of contents to control usage. Lockhart H.E (1995)

2.1.5 Benefits of Packaging

There are both functional and emotional benefits of any package design. The functional benefits are part of the structure: how it holds the product, the materials, the weight, and how easy (or difficult) it is to use. If you think about condiment sauce packaging, you might consider packaging benefits, such as excellent valve performance and a reliable dispensing closure. Those are definitely worth considering when so many people complain about ease of squeeze or leaky dispensers. That type of functional attribute appeals to us on a rational level, whereas color, visuals, and texture appeal to us on an emotional level.

The shape of most soda bottles makes holding and pouring easier. However, for each brand or product, subtle shaping distinctions have more to do with emotional than functional benefits. The form of a soda bottle, shampoo bottle, box of tea, individual tea bag, box of cereal, or candy mint container each contributes to its brand personality, appeal, sensuality/ tactility, and ultimately, to the relationship to the user.

2.1.6 Classification of Packaging

Packages may be classified according to function, to a common property, to the materials they are made up of, or to their contents.

It is sometimes convenient to categorize packages by layer or function: "primary", "secondary", etc.

Primary packaging:- is the material that first envelops the product and holds it. This usually is the smallest unit of distribution or use and is the package which is in direct contact with the contents.

Secondary packaging:- is outside the primary packaging, perhaps used to group primary packages together.

Tertiary packaging:- is used for bulk handling, warehouse storage and transport shipping. The most common form is a palletized unit load that packs tightly into containers.

Classification according to contents: Beverage packaging, Food packaging, Hardware packaging, Drugs and Cosmetics packaging.

Classification according to common property: Flexible, Semi-rigid or rigid packages; Breakable or Non-breakable packages; Transparent or Opaque packages; Liquid-Tight or gas tight packages.

Classification according to materials : Glass Bottles, Metal Cans, Paperboard Cartons, Wooden Crates, Paper Labels, Plastic Bottles, Laminated Tubes etc.

2.1.7 Function of Packaging

The package is merely a part of the system by which a product is marketed and distributed. The packaging function is to bring together the product and its package in the desired way with the desired end result in the quantities needed in a given time. It is important in the development of a package, that it not only perform the static duty of containing and protecting the product but also that it perform the dynamic duty of surviving and efficiently moving through the packaging operations. This must also include warehouse stacking and transportation. According to Charles W. Lamb et al., (2011), in their book “Essentials of Marketing” think that packaging has four distinct marketing functions. It contains and protects the product. It promotes the product. It helps consumers use the product and finally, packaging facilitates recycling and reduces environmental damage. Therefore, packaging does more than just protecting the company’s products. It also helps in developing the image of the product in consumer mind. So, failing to pay attention to the design of the packaging can decrease the chances of being visible and attractive, which can result in using sales.

The only way this performance can be assured is for the packaged product to be submitted to extensive testing both simulated abuse testing in the laboratory and actual performance tests in the plant, in the warehouse and in the transportation system. It is necessary to discuss in more detail the functions of packaging and the environments where the package must perform those functions (Lockhart, H.E. 1995).

Containment- This function of packaging is so obvious as to be overlooked by many, but it is probably the basic function of packaging. With the exception of large, discrete products, all other products must be contained before they can be moved from one place to another. The "package", whether it is a milk bottle or a bulk cement rail wagon, must contain the product to function successfully. Without containment, pollution could become widespread.

The containment function of packaging makes a huge contribution to protecting the environment from the myriad of products, which are moved from one place to another on numerous occasions each day in any modern society.

Protection-This is often regarded as the primary function of the package: to protect its contents from outside environmental effects, be they water, moisture vapor, gases, odors, microorganisms, dust, shocks, vibrations, compressive forces, etc., and to protect the environment from the product.

Packaging also protects or conserves much of the energy expended during the production and processing of the product. Protection is both Physical and Barrier protection:

Physical Protection – Protection of the objects enclosed in the package from shock, vibration, compression, temperature, etc.

Barrier Protection - A barrier from oxygen, water vapor, dust, et

Convenience- Modern industrialized societies have brought about tremendous changes in life styles and the packaging industry has had to respond to those changes. One of the major changes has been in the nature of the family and the role of women. Now an ever-increasing number of households are single-person; many couples either delay having children or opt not to at all; there is a greater percentage than ever before of women in the work force.

All these changes, as well as other factors such as the trend towards "grazing" (i.e. eating snack type meals frequently but on-the-run rather than regular meals), the demand for a wide variety of food and drink at outdoor functions such as sports events, and increased leisure time, have created a demand for greater convenience in household products.

Communication- There is an old saying that "a package must protect what it sells and sell what it protects". It may be old, but it is still true; a package functions as a "silent salesman". The modern methods of consumer marketing would fail were it not for the messages communicated by the package. The ability of consumers to instantly recognize products through distinctive branding and labeling enables supermarkets to function on a self-service basis. Without this communication function (i.e. if there were only plain packs and standard package sizes), the weekly shopping expedition to the supermarket would become a lengthy, frustrating nightmare as consumers attempted to make purchasing decisions without the numerous clues provided by the graphics and the distinctive shapes of the packaging. But it is not only in the supermarket that the communication function of packaging is important. Warehouses and distribution centers would (and sometimes do) become very inefficient and uncontrolled if secondary and tertiary packages lacked labels or carried incomplete details. When international trade is involved and different languages are spoken, the use of unambiguous, readily understood symbols on the package is imperative.

Utility- To make the product more useful, make the product easier to use. This can be applying to something as simple as containing the product as it is easier to carry, stack or count. It can also apply in filling operations, storage and use of the product, handling, and transport, among others.

Information transmission - Information on how to use, transport, recycle, or dispose of the package or product is often contained on the package or label.

Reducing theft- Packaging that cannot be reclosed or gets physically damaged.

Shows a sign of opening- is helpful in the prevention of theft. Packages also provide opportunities to include anti-theft devices.

2.1.8 Environment of Packaging

The packaging has to perform its functions in three different environments. Failure to consider all three environments during package development will result in poorly designed packages, increased costs, consumer complaints and even avoidance or rejection of the product by the customer (Waksman Karen, 2014).

Physical Environment- This is the environment in which physical damage can be caused to the product. It includes shocks from drops, falls and bumps; damage from vibration arising from transportation modes including road, rail, sea and air; and compression and crushing damage arising from stacking in warehouses and during transportation, or in the home environment.

Ambient Environment- This is the environment which surrounds the package. Damage to the product can be caused as a result of gases (particularly oxygen), water and water vapor, light (particularly UV radiation), and the effects of heat and cold, as well as micro- and macro-organisms which are ubiquitous in many warehouses and retail outlets. Contaminants in the ambient environment such as exhaust fumes from automobiles and dust and dirt can also find their way into the product unless the package acts as an effective barrier.

Human Environment- This is the environment in which the package interacts with people, and designing packages for this environment requires knowledge of the vision and strength capabilities and limitations of humans, as well as legislative and regulatory requirements. Since one of the functions of the package is to communicate, it is important that the messages are received clearly by consumers. In addition, the package must contain information required by law such as product description and net weight.

To maximize its convenience functions, the package should be simple to hold, open and use by the consumer. For a product which is not totally consumed when the package is first opened, the package should be able to be resealed and retain the quality of the product until completely used. Furthermore, the package should contain a portion size which is also convenient for the intended consumers; a package which contained too much product that deteriorated before being completely consumed clearly contains too large a portion.

2.1.9 Effective packaging design to escalate companies' profitability

To develop effective packaging that wins the hearts of customers, marketers and packaging designers will work on:

Design the package with your market in mind; theme, color, font and font size, word choice, pictures everything about your packaging should be geared directly towards your target market. When your potential customer sees your product, they should immediately identify it.

Sell the benefits, not the features; do not assume people will connect your product with their needs. Consumers do not buy product for its features; they buy a product for what it can do for them. Point out how your product will save time, enhance their quality of life, deliver superior safety, increase their productivity, or answer some other need in their life.

Consider every square inch to sell your product; think outside or inside the box literally and figuratively. See every surface as an opportunity to communicate with your consumer.

Include unpacking instructions; do not make your customers guess. Include unpacking instructions on the packaging itself so someone knows exactly how to handle your product and avoid injuring themselves or their purchase in the process.

Use pictures instead of words (when appropriate); using universal symbols or easy-to-interpret images will make your product more accessible to a wider market. The easier you make it for people to understand what your packaging is saying, the more likely they are to buy it.

Keep the whole experience in mind; your packaging should encompass the whole experience. Apple*, for instance, does an excellent job of designing a product's packaging down to the last detail from the simplicity of the outside to the innovative touches on the inside. The process of unpacking the product reinforces Apple's image and their customers' experience leading up to using the product itself.

Put your product to the test; concepts, mock-ups and focus groups are a necessary part of product design. Testing the package design and how consumers react to it and interact with it before mass development can save time and money in the long run, ensuring your package achieves its goals and sends the intended message.

2.1.10 Packaging Elements

Key elements of the package that primarily affect consumer purchase intention can be classified into two distinct groups: the visual and verbal elements.

Effects of Visual Packaging Element on consumer purchase intention

All packaging visual elements color, wrapping design, background image, font style and material will be understood as a total unit by each person. Almost every shopper who looks at a package sees the complete package rather than the separate visual elements. However, each visual component has more of an effect on the individual than one realizes. Some visual components “cue” the viewer more than others. These elements are the useful tool to influence the emotions of the target market. Marketers can use lot of visual elements of packaging when the product is associated with the category which requires low customer involvement and customer do not want to waste their efforts in searching for products (Pinya, 2004)

Packaging Material- Material of packaging is important element which prevents the product from loss. High quality material will attract customers more than a low (Shah, Ahmed, & Ahmad, 2013).

As other visual elements, material also communicates, most importantly material affects the perceived quality associated with the product that means consumers thinking regarding material results in change of the perceived quality. Furthermore, sometimes marketers use those packaging material which can prevent the freshness of product under extremely high or extremely low temperature. (Smith and Taylor, 2004)

Design of wrapper-Managing design is a science as well as an art and it requires the integration of the two. In effect it is convergence of business, strategy and customer experience (Waksman Karen, 2011).

Ulrich R. Orth (2009) “Packaging is used for identification of the product”. It plays an important role in attracting the consumer. Eye-catching graphics make the product stand out on the shelf and attract the consumers. Graphics can affect through colors and printed lines on the package on which different signs and symbols are located. Holograms and combinations of various materials

can encourage consumers to touch the package, thereby inspiring them to try the product (Rundh 2009).

Research reveals that consumers feeling regarding the product packaging are actually transferred into how they are treating the product that means innovative packaging shapes can create an iconic brand image on consumer's mind, by cutting the clutter at surrounded market place. (Arun; Ankuri; Hitesh; Udit; Deepali, 2012) Moreover research also concludes that beautiful and attractive packaging styles influences the purchase decision, and results in increase purchase of the product. (Golnesa, 2013) and it is a belief of most of the consumers that design of products is directly associated with the ease of use, product storage and its carry from one place to another. (Pinya, 2004)

Color- It has been proved that colors have strong effect on perception and therefore colors of packaging can be important. The right choice of colors is an important factor in creating the impression needed to influence brand and product selection (Gofman 2010). Color of packaging has an important role in making apart one company product from other. Cheskin (1957) says that the selection of the colors and color combinations is a necessary process for creating a good design package. Color is a key element of design due to the fact that it is usually vivid and memorable. The package color can have a significant effect on consumer's ability to recognize the product. Packaging color draws attention of the consumers. Every color creates different meaning according to the consumer perception. White and black color are used for creating power, red for energy, blue is used for trust, green for balance.

Color plays a major role in cueing people as to flavor, scent, type, and contents of a particular product packaging. Color can also send a signal about status and quality. With only seconds (or a couple of minutes at most) to make a purchasing decision in a supermarket or drugstore, color, visuals, and type must all work together to communicate brand essence and information.

Font Style- As font style directly represents the information provided on the packaging, it has a strong influence on how the desired message is conveyed (Karasu, 2014). Font is important element of packaging which attracts the customer attention. Packaging information can create contrary results. It can lead to misleading or inaccurate information through small fronts and dense writing styles which are used on the package (Deliya, Parmar, & others, 2012).

Background image- Goldberg (1999) said that image on the product is important so that they increase the attention and increase familiarity with the particular product. Background image is the image that is created in the mind of the customer which helps to identify the brand of the product.

Pictures on the package in form of attractive situations (mountains, beaches, luxury houses and cars) can assist in triggering lifestyle aspirations (Rundh 2009).

Many cosmetic companies design the background-image in the order to represent the image of richness, luxury and exclusivity.

Effects of Verbal Packaging Elements on consumer purchase intention

There are several components of verbal elements of packaging and each of these components has a significant role in influencing consumer buying behavior (Adam and Ali, 2014). The verbal elements of packaging considered in this study includes: innovation, printed information and brand.

Information conveyed by verbal elements is helpful in initiating or boosting of consumers thought process (Silayoi and Speece, 2004).

According to Ampuero and Vila (2006), the package is acknowledged as one of the most effective marketing communication tool, since consumers are actively involved in the communication process in which they study the package, seeking to get the proper information. Verbal information, which is transferred with informational packaging elements, influences the cognitive orientation of potential consumer. Hence, as the element of communication, the package, oriented to the message, transfers the comprehensive product information helps to position it in consumer behavior and influence choice.

Innovation- Bringing innovation in the packaging design also increase the value of the product like easy open, recyclable, easy store, breakability, child proof, eco-friendly, etc. in the consumer mind (Shah et al., 2013).Silayoi & Speece (2004) highlight that technology developed for packaging comes from the current trends in products and consumer behaviors. Packaging innovation in this dynamic environment must be consumer oriented, meet the green marketing agenda, meet the nutritional requirements of the society, must be efficiently manufactured, and

should have a long shelf life and meet food safety requirements of the people. Silayoi & Speece (2004) are of the view that technology that comes in with a package plays a big role and thus forms a special form of informational element

Printed Information- Printed information contain all the information related to the product quality, price, description which help to identify the brand. This helps customers to make the right decisions and to purchase the product. It is one of the most visible parts of product and important element of marketing mix (Shah et al., 2013). Printed information provides facts regarding product attributes such as product name, brand name, country of origin, ingredients, usage instructions, storage instructions, nutrition information, special offers, expiry date and product mass/volume (Merwe, Bosman & Ellis, 2014; Kaynak, 2012, Silayoi & Speece, 2007, Prathiraja & Ariyawardana, 2003).

Increase of concerns towards health also increases the importance of labeling and now it is the duty of manufacturing company and marketers to include product information in order to ease purchase decision. (Pinya, 2004)

Brand- According to Rundh (2005), packaging has a great impact on consumer choice as far as the brand is concerned. Consumers are more attracted to a product because of the brand since they have a perception of it in advance. Packaging acts as a marketing tool for that product. It is therefore one of the most vital tools of marketing for any product.

Keller (2010) defined brand image as a frame of reference by which a consumer will associate a particular brand. A good image usually enhances the value of the brand in the eyes of the buyer by differentiating it from other competing brands as well as by increasing its desirability (Hsieh, Pan, and Setiono, 2004). Consequently, a favorable image leads to increased equity, consumer buying behavior, loyalty and overall performance of brand (Hsieh et al, 2004). Brand image is measured in terms of the usage of the brand, benefits a brand offers or attributes of the brand.

2.1.11 Purchase Intention

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 (Keller, 2001). Product packaging in which one thought is simple outlook and second thought is to prepare attractive packaging. These factors are also very important and have influenced on consumer purchase intention (Ann, 2008). Another research of Fung et al., (2004) revealed that consumer's feelings attached with design and packaging. Moreover, in company's point of view packaging or design build the good will of company and it also shows the quality of the product (Dileep, 2006). Packaging in its new role acts as the representative of manufacturer and through this position it can be used as the carrier of advertising messages, purchase motivational tool, and the carrier of company slogan (Rahimniya et al., 1391). Nowadays, there is no doubt that proper packaging can create distinctiveness for most of the companies. Therefore, companies now focus on the different aspects of packaging and recognize that even with slight change in packaging high profitability can be gained in product sale (Yang, 2004). The visual aspect of packaging has an especial importance in the process of foods purchase due to its role in establishing direct relationship with customer and its effect on customer mind (Deng, 2009). As Cahyorini and Rusfian (2011) believe, this aspect can have significant momentarily effects on customers' purchases intention due to the fact that customers are affected by appearance aspects of product especially its packaging in unplanned purchases. Aghazadeh et al (1390) and Deng (2009) in another study concluded that packaging has a significant impact on customers' purchase. According to Khraim (2011), packaging has a significant impact on brand loyalty which in turn effects on customers purchase intention. Similarly, the study of Kawa et al. (2013) showed a significant impact of packaging on customer's purchase intention.

2.1.12 Role of Packaging on Purchase Intention

Fundamentally speaking, effective packaging serves four key goals; to be seen on the shelf, to engage shoppers, to communicate key messages and to close a sale. More specifically, though, there are certain elements that are somewhat less straightforward (Rafferty, Brain and JR. Little 2014).

The experience:-Part of the excitement of opening a gift is the very act of unwrapping the packaging to reveal what's inside. A well-designed package can have the same effect, it can add to the appeal or excitement of what's inside.

Perceived value:-Ever hear the phrase “never judge a book by its cover?” Forget it. Everyone does.

Research suggests that many consumers subconsciously determine how much they’re willing to pay for an item before they even looking at the price, based on packaging. A well-designed package will establish the appropriate perception of value so that consumers feel good about the purchase even before experiencing the product.

Sense of individuality

A product’s packaging should evoke a person’s sense of self, appealing to their individuality. Great package design targets the intended audience by using graphical design elements and wording to create a feeling of belonging in order to appeal to the individuality of the consumer.

Greater sense of brand or purpose

All successful companies have a brand statement or a greater purpose and each detail in a product’s packaging should provide a true connection to that greater purpose. As mentioned previously, great package design reinforces the branding and messaging communicated in other marketing efforts aimed at selling the product or service.

Insights, action and emotion

Great package design “speaks” to a consumer by eliciting a particular emotion that triggers them to buy a product or a service. Emotions like excitement, fun, intrigue, desire, passion or even just plain ol’ hunger will keep that consumer coming back for more.

Functionality

Great package design not only presents a product in a way that appeals to a consumer, it actually makes the experience of purchasing a product or service better. It doesn’t get in the way. It’s easy to open, understand and use as intended.

What’s inside

At the end of the day, this is the most important aspect of great package design. Consumers are drawn to packaging, but what they really want is a quality product or service. Make your product

the best on the market, and word of mouth promotion will be the best marketing you can offer. It's easy: Give the customer everything that you promise to, or miss out on repeat consumers and bad reviews. After considering these elements, the next step is to consider taking a second look at or creating a package design strategy.

There are some factors that offered the factor that influences on consumer behavior, which are cultural, social, personal, and psychological.

During the purchasing decision, the packaging assists the consumer by creating the overall product perception which helps the evaluation and the making of the right choice. Furthermore, the package is the product until the actual product is consumed and the package is recycled. Polyakova Ksenia (2013)

Furthermore, Mutil (2012) opined that in nowadays competitive environment, the role of packaging has changed due to increasing self-service and changing consumers' lifestyle. Firms' interest in package 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.

Finally, basing on theoretical analysis of package elements and their impact on consumer's purchase intention empirically reveal the elements having the ultimate effect on consumer choice.

2.2 Empirical Review

Ritu Kuvykaite 1, Aiste Dovaliene 2, Iaura Navickie 3 (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 methodology 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.

Rita Kuvykaite (2009) has descriptive research. According to Rita package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also package imparts unique value to products (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004), works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behavior (Wells, Farley & Armstrong, 2007). Thus package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase of package, its elements and their impact on consumer's buying behavior became a relevant issue.

He basing on theoretical analysis of package elements and their impact on consumer's purchase decision empirically reveal the elements having the ultimate effect on consumer choice. Research methods that Rita used are systematic and comparative analysis of scientific literature; empirical researches there are six variables that must be taken into consideration by producer and designers when creating efficient package: form, size, color, graphics, Material and flavor. Similarly, Kotler (2003) distinguishes six elements that according to him must be evaluated when employing packaging decisions: size, form, material, color, text and brand.

The research result of Rita shows the impact of package elements on consumers purchase decisions can be stronger. He conclude that Package could be treated as one of most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior. The impact of package and its elements on consumer's purchase decision can be revealed by analyzing an importance of its separate elements for consumer's choice.

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.

Bed Nath Sharma Dec. 2008 studied New Consumer Products Branding, Packaging and Labeling in Nepal. This paper focuses on existing practice of branding, packaging and labeling of new products in consumer product manufacturing units. The study method was Descriptive presentation of facts collected through questionnaire survey concerned with different section of consumer new products (soap, biscuit, noodles, cigarettes and the study further investigates the new consumer product packaging and labeling status in manufacturing units. They are aware about the value of packaging and labeling. Majority of the consumer products 84.37% (27 out of 32 responses) are using product label as a simple tag attached to the product or an elaborately designed graphic that is part of the package.

Alice Louw (2006) has studied The Power of Packaging the people belonged to Age 20-30 years old University graduates were taken for research 20 respondents were asked to rank 5 water bottles in terms of their overall appeal. Following this, they were given a questionnaire and asked to rate each of the bottles on 20 statements related their packaging. For the remaining 20 respondents, the order of the process was switched: they rated the bottles first and then ranked them. The statements ranged from functional attributes (e.g. easy to drink from, right size) to more emotive, non-functional attributes (e.g. I like the colors, high quality). For both groups there was a clear winner and a clear loser in terms of the rankings. However, although the top brand chosen was consistent in both groups, the worst brand differed. The group that ranked the bottles first showed more variance in terms of their responses (Variance 1.33) than the second group who rated the attributes first (variance 0.89). This Packaging plays an important role in the marketing context. His research results that right packaging can help a brand carve a unique position in the marketplace and in the minds on consumers.

Rita Kuvykaite, Aistė Dovaliene, Laura Navickiene (2009)) worked on impact of package elements on consumer purchase decision economics & management. Material are the most important visual elements for purchasing both milk (size and material 3.80) and washing-powder (resp.: 3.87 and 3.41); whereas, in this case form, color and graphic could be treated as unimportant elements of package. When analyzing importance of verbal elements, it could be

stated that product information (4.24 for milk and 4.06 for washing-powder) and country-of-origin (resp.: 4.22 and 3.88) are the most important elements. Furthermore its worth to add, that producer and brand couldn't be underestimated too, because the importance of both of these elements is treated by customers above the average. Comparing the impact of visual and verbal elements of package on consumer's purchase decision it could be stated that verbal elements are more important than visual ones, when purchasing both milk and washing-powder. According to the research model developed the impact of package's elements on consumer's purchase decision depending on time pressure, consumer's involvement level and individual characteristics were analyzed.

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 funding 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.

L Renaud 2007 worked on The Influence of Eco- Labeling on Consumer Behavior. The main objective of this study was to assess the relative importance of the labeling in Packaging compared to other product attributes (like brand, price, etc.) for consumers' buying decisions. The methodological approach that they chose was discrete choice analysis, which is particularly powerful for this kind of analysis. Further this study attempts to analyze if the importance of the labeling and packaging differs between product groups. They surveyed a total of 302 customers; Two thirds of the interviews were conducted in the German-speaking. The Variables chose within this study are present mood, time, buying purpose with regard to sustainability marketing time. The most important result of analysis is the significant willingness to pay for Packaging energy efficient products.

Ulrich R. Orth (2009) worked on Packaging Design as resource for the construction of Brand Identity. A thorough review of the literature on packaging design reveals that there are no meaningful guidelines for developing holistic packaging design, Shapes, Finishes, Sizes, Images, Typography, Colors, Impressions, Purchase Intention, and Brand. This research was conducted by collecting information and data in four stages. First, a review of the branding literature determined a list of strategically relevant brand impressions for wine. Second, appropriate wine packaging design elements were identified and a sample of real and representative designs was selected. Third, professionals in the design and advertising industry rated wine packaging designs on the previously identified design elements. This research aimed at generating guidelines for managing strategic brand impressions, namely brand identity created by the wine packaging design.

Pires Goncalves, Ricardo (2008) worked on Product Characteristics and Quality Perception, according to him when they choose among competing products consumers are faced with quality and product performance uncertainty, hence, they rely on cues as extrinsic attributes, for instance brand, price, package and warranty, as signals of perceived quality. Little research has been done on packages as extrinsic attributes used by consumers as signs of perceived quality, thus this study is a small contribution to that lack of scholarly research on packages. Colors and shapes

are important elements of marketing strategies, and they are both essential features of packages, especially in product labels. Labels are one of the most important features of product packaging, and they are designed to communicate a message. The model proposed in this study builds on previous models of consumer quality perception and signals of quality from product cues. In this research, colors and shapes combinations in labels are considered as the extrinsic attributes used as signals of quality by consumers.

Liang Lu (2008) worked on a paper: Packaging as a strategic tool University of Halmstad school of Business and Engineering. Packaging is an important part of the product that not only serves a functional purpose, but also acts as a mean of communicative information of the products and brand character. Packaging must be functional; it must protect the products in good storage, in shipment and often in use. Besides, it has also the function that can give customers the ease of access and use on the purpose of convenience. After looking at Kolter theory about packaging, we will turn to different theory relating to packaging design and its important elements in order to help us to solve the first research question.

Judy Rex, Stuart Wai and Antonio Lobo (2003), it is An Exploratory Study into the Impact of Color And Packaging as Stimuli in the Decision Making Process for a Low Involvement Non-Durable Product The consumers and the manager agreed that important factors when deciding which packet of potato crisps to purchase were the quality, the brand and the price of the product, with flavor also being an important factor for the consumers. The consumers used a constant sum scale (out of 100) to rate the six attributes of flavor, quality, brand, price, size and shape, and the color of the packaging. Overall, the consumers indicated that the flavor of the product was easily the most important stimulus when selecting potato crisps with an average rating of 38 points. This was about twice as important as the quality (21 points), which was more important than the brand (14 points) and the price (13 points). While brand and price were of about equal importance.

K Sony (2008) studied the consumer responses toward attribute framing in product packaging. The main purpose of this study is to investigate the impact of message framing, level of involvement, and numerical difference on consumer response. Fresh-milk product was chosen as the object for experiment. This study has the following suggestion for packaging design based on the findings. Fresh milk is commonly considered as health-related product. The study is

advantageous in giving marketers a more thorough picture of how message framing affects consumer response in various numerical alternatives and level of involvement. It will also be helpful in developing successful packaging strategy. For future study, different types of products can be investigated further.

Asso. Professor Jane (2005), *Consumer Response to Sponsorship Leveraged Packaging (SLP)*. Structural equation modeling (SEM) was used to analyse the data from the experiment. This program of research aims to test a model that examines the structural relationships between SLP and consumer attitudes and purchase intentions toward the sponsors' products as well as the factors that impact this relationship. Research suggests sponsorship leverage packaging may act in a similarly way to celebrity endorsement on product packaging, implying that FMCG brands may benefit from marketing strategies that communicate the sponsorship relationship on packaging. It is critical that brand managers identify the affect SLP has on consumer behavior and evaluate the degree to which it can enhance communication of the sponsorship relationship in the marketplace. This paper outlines a framework of consumer response to SLP, proposing a three step process of exploratory and experimental methodologies. The outcomes from the research will contribute to a better understanding of sponsorship effects on consumer behavior and provide managers with the means to develop more effective branding strategies and promotions.

Mohammad Nejad (2014) examined the effect of packaging compliance form factors and colors based customer decision making drinks and points out that conformity factors geometric shapes and colors with each drink product packaging and even the product itself can be adapted with color and taste to attract customer attention and change the customer purchase decision.

Zomorodi (2014) examined the effect of Islamic religious symbol on product packaging based consumer purchasing intention and concludes that there is an Islamic symbol on food packaging has significant positive impact based purchase intent of Muslim consumers. Of course, this influence on people with high religious commitment has been confirmed. Also, other results of this study show that religious symbol on food packaging, symbolic value perceived by the consumer increases high religious commitment.

Emadeddin (2014) examined the role of packaging in electronic advertising based purchase intent by adolescents electronic equipment and show that E-commerce affect plans to buy the teenagers, but the packaging does not affect this relationship. Of course results show that packaging has an impact on intention to purchase the product.

Mohammadi (2013) examined the relationship between brand and customer buying behavior of Food packaging with regard to the sensory properties and concludes that packaging, are associated both directly and indirectly, by interfering with the sensory characteristics of consumer behavior.

Gooyandeh Hagh (2012) tried to identify and rank the factors influencing customers' purchasing behavior of Food packaging and shows that the factors brand, quality packaging, taste and raw materials used in food packaging and customer buying behavior has a direct relationship.

Mehdi Zadeh (2012) explores the aesthetic impact of packaging based making customers cosmetics and concludes that aesthetic dimensions of packaging affect product selection and purchase decisions customers and also, of beautifully packaged under time pressure and also low level of involvement of people to see affect the selection and purchase decision of customers.

Kobayashi and Benassi (2015) examined the effects on packing on the willingness of consumers' purchasing of coffee and show that picture, shape, glass and low price will increase consumer desire to buy coffee.

Olawepo and Ibojo (2015) examined effect of packaging on perceived quality, perceived utility and pleasure and customers willing to buy. Results of this research also suggest that the perceived utility and fun packaging will effect on the perceived quality, but the willingness of customers purchase only the affected by perceived desirability of the package and not influenced by on the perception of packaging.

Budhiasri (2015) also explores the impact of packaging on the willingness of customers purchase and shows that image quality packaging, color combinations and tag significant positive impact on customers' willingness to buy.

Tse Shih Wang (2015) in different research examined the impact of health warnings on cigarette packaging on consumers' attitudes and bias. Results of this research showed no significant

relationship between health warnings on cigarette packaging with attitude and propensity of consumers shopping.

Several studies have investigated issues such as packages as a means of attracting the attention of consumers (Underwood et al., 2001; Garber et al., 2000; Goldberg et al., 1999; Schoormans & Robben, 1997). Other studies researched packages as a means of communication as well as a means of communicating brand and product meaning (Underwood & Klein, 2002; Garber et al., 2000, Schoormans & Robben, 1997; Gordo net al., 1994; Homer & Gauntt, 1992; Rigaux-Bricmont, 1981; McDaniel & Baker, 1977). Packages are found to attract attention (Underwood et al., 2001; Garber et al., 2000; Goldberg et al., 1999; Schoormans & Robben, 1997). In fact, Goldberg et al. (1999) found that by dismissing such non-verbal signs as colors, the attention to verbal signs can be increased. Pictures on packages are emphasized to attract attention, particularly when consumers are not very familiar with the brands (Underwood et al., 2001).

Furthermore, packages are claimed to attract attention when their appearances are not typical within a product class (Garber et al., 2000; Schoormans & Robben 1997). In other words, past research has discovered that deviating packages attract attention. Other studies show that deviating package colors and shapes attract attention (Garber et al., 2000; Schoormans & Robben 1997). Underwood et al. (2001), on the other hand, found that pictures on packages attract attention particularly in cases when consumers are less familiar with a brand. Studies that have focused on other single signs than pictures on packages have found that such single package signs as colors (Gordon et al., 1994), brand names (Rigaux Bricmont, 1981), and materials (McDaniel & Baker, 1977) convey brand meaning.

Other studies show that there are two elements of packaging that influence consumer purchase such as:

Visual elements (cognitive approach):-including dimensions such as color, size, shape and images on packaging and affect decision-making. (Underwood, 2003) Perceptions are based on cognitive and emotional characteristics of packaging are formed based on feelings and emotions perceived by consumers to the packaging of a product. (Bergkvist and Bech Larsen, 2010) The sum of these elements together forms the conceptual approach.

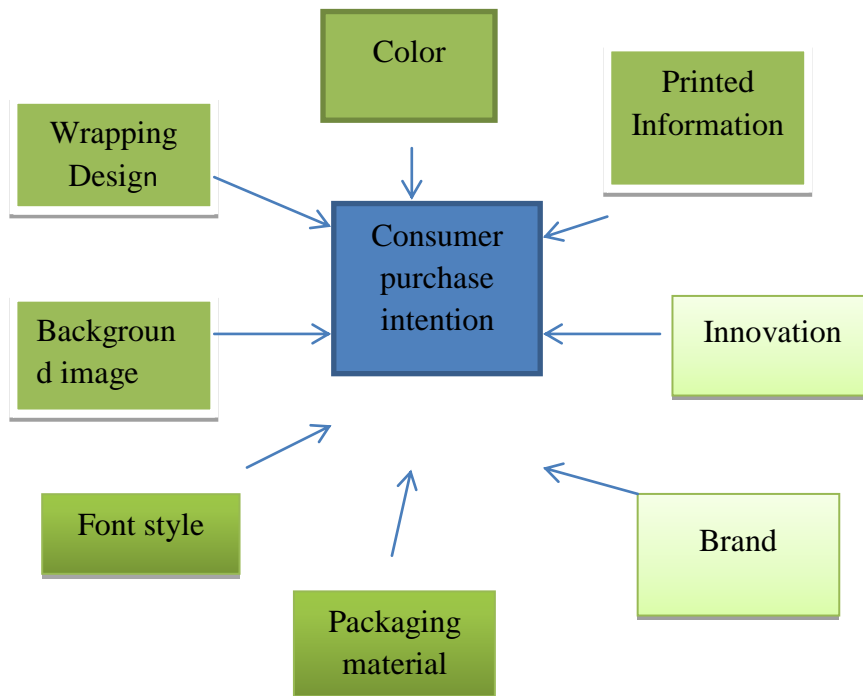
Data elements (cognitive approach): This contains information about the product and the technology used in packaging and is more effective decision-making on cognitive dimension. (Underwood, 2003). Cognitive dimension is based on cognitive characteristics of consumer packaging and creative thinking. In fact cognitive dimension is based on curiosity, thinking and problem solving consumer packaged. (Bergkvist and Bech Larsen, 2010) The sum of these elements together forms the cognitive approach.

3.3 Conceptual Framework and Hypothesis of the Research

The literature review that is presented in this chapter is summarized with a model as illustrated below. Kotler and Keller (2009) model explained consumers' decision buying process where the consumers first have to recognize the problem before they could evaluate the alternatives. During their decision making process, consumers need to consider what information that is available and needed for the decision (Hsiao, 2009). Achieve more effectively the goals of product packaging requires analysis factors packaging and its impact on customer purchase intention based on the concepts discussed in this research:

Visual Packaging Elements

Verbal Packaging Elements



Independent Variable (Color, design, Background image, Font Style and material)	Dependent Variable (Printed information, Innovation and Brand)
---	--

Source: derived from (Mitul M. Deliya & Bhaveshkumar Parmar, 2012)

Figure 2.1 Conceptual Models.

The following hypotheses were formulated to test the significance of the variables by using appropriate statistical tools.

H1: There is a significant relationship between packaging elements and consumer purchase intention.

H2: There is a significant relationship between verbal elements of packaging and consumer purchase intention.

H3: The visual elements of packaging have a positive influence on consumer purchase intention of cosmetic products.

H4: Packaging color, H5: background image, H6: design of wrapping, H7: font style and H8: packaging material have a positive influence on consumer purchase intention of cosmetic products.

H9: Printed information, H10: brand and H11: innovation have a positive influence on consumer purchase intention of cosmetic products.

Chapter Three

Research Methodology

3. Introduction

This study was tried to explore the effect of packaging elements of cosmetics on consumer purchase intention. This part of the study was to outline research approach, design, population and sample design, data collection, analyzing the expected result of the study.

3.1 Research Approach

Research is an intensive activity that is based on the work of others and generating new ideas to pursue new questions and answers. In this study, quantitative approach was employed to design the data collection instrument. This approach has the advantage of getting responses on the same questions, from a large pool of respondent and using the result to infer on the entire population. So, the quantification was help in order to make appropriate conclusion. The research attempts to understand factors affecting the packaging elements of cosmetic products and simply describes patterns and explanation of those consumer purchase intention.

3.2 Research Design

The study adopted descriptive and explanatory research techniques. According to Marczyk, DeMatteo, and Festinger (2005), descriptive research aims at describing, explaining and interpreting conditions that are happening in the present. The technique is important in answering investigative questions and making clear hypothesis.

With descriptive research, the researcher concentrated on the size, nature, existence or distribution of the variables under study by answering questions on what, where, when or how much. Measures of central tendency such as mean, median and range were used to categorize data collected. Other descriptive statistics utilized included measures of dispersion, percentages and frequency distributions, used to make conclusions and recommendations on the data. Explanatory research using the SPSS method to determine the relationships between packaging elements and consumer purchase intention. The research designs assisted in analyzing the effect of packaging elements on consumer purchase intention in Addis Ababa. Primary data was

collected through the use of designed questionnaires and Secondary data like Books, Articles, Journals and other internet was used.

The study was comprised of independent variables such Packaging color, wrapping design, background image , font style and packaging material as visual elements and packaging innovation, printed information and brand as verbal elements of packaging. The dependent variable in the research is consumer purchase intention. Independent variables under study are packaging color, wrapping design, background image, font style, packaging material, printed information, innovation and brand.

3.3 Population and Sample Size

3.3.1 Population

A population refers to all the individuals or objects that meet certain requirements for membership in the overall group. Those who qualify are then referred to as the population elements (Churchill & Brown, 2007). According to Cooper and Schindler (2003), a population is the total collection of elements about which we wish to make inferences. In the study, the target populations are consumers of cosmetic product in Ethiopia aged 18 and above years who regularly consume different cosmetic products for their own consumption. The reason for this selection is that during this age span the targeted population are in their working period, earning their own income and or else has accumulated retirement fund. Hence, during this period of life Ethiopians have affordable purchasing power to obtain cosmetic products.

3.3.2 Sample size

Walliman (2011) concurs and states that a population that is greater than 5,000 can apply the following sample formula to generate an appropriate scientific sample size since the magnitude of the population may not entail a sample whose traits are extremely heterogeneous.

Sample size (n) = Population (N)/1+Population (N)*Sampling Error (e²) OR

$$\text{Mathematically, } n = \frac{N}{1 + N(e^2)}$$

Where;

n = the sample size

N = number of population

e = sample error

Since the population under the study is unknown, the researcher was used the absolute sample size. According to Veal (2005), there is a popular misconception that the size of a sample should be decided on the basis of its relationship to the size of the population and that it is the absolute size of the sample regardless of the size of the population is most important. To determine the absolute size, the required level of precision in the results, the level of detail in the proposed analysis, and the available budget are taken into account. The absolute sample size of 400 was given a confidence interval for a finding of 5 percent of plus or minus (Veal 2005). Therefore, a sample of 400 male and female will be adequate for this study.

3.3.3 Sample Technique

The purpose of the study was to investigate the effect of packaging elements of cosmetics on consumer purchase intention. As such, the sampling method for the study was non- probability convenience sampling. Even if the total population of the study is unknown, 400 respondents were selected depending on the above sampling approach for the survey. The respondents for the questionnaire were individuals whose age are 18 and above lived in the capital city of the country because the researcher expected that individual above this age is highly consume cosmetic products and give more care for their beauty and the capital city (Addis Ababa) contains a real mix of (represents) all the entire population across the county.

3.4 Data Source and Type

The main research instruments used in gathering the necessary information from the sources of data used is questionnaire method. The questionnaire has two 2 sections, Section A was designated to obtained general information relating to personal data of the respondents.

The section B consist of questionnaires designed to obtain information as relating to relationship that exists between packaging and its elements and consumer's purchase intention.

3.5 Data collection Procedure

Primary data collection method was applied in this study. Data was collected by using questionnaires designed by the researcher. The questionnaire contained closed ended questions, governed by the two research questions earlier described; that of visual and verbal to ease analysis and minimize error. The use of a questionnaire ensures that the required information is collected in the shortest time possible. The measurement of each variable is by asking different types of questions using the 5 points of likert scale ranging from (1) strongly disagree (2) disagree (3) neutral (4) agree) (5) strongly agree. The data was collected from different places (around school, work environment, cafeterias and different shopping center) in the city.

3.6 Research ethics

The key ethical issues to be considered include consent of the respondents, confidentiality, balance of benefits/risks and compliance with the data protection, resource utilization will be given attention.

3.7 Data Analysis

The data was collected using a combination of self and researcher-administered questionnaires. The first step in the analysis involved cleaning of the collected questionnaires; ensuring that all questions are answered, knowing the number collected and ensuring all the pages are intact. The Statistical Package for the Social Sciences Program (SPSS) version 20.0 was used in this study with a 0.05 level of significance for all the of the statistical assessments. This was done to ensure accuracy of the data and its conversion from raw to reduced and classified forms that are more appropriate for analysis (Cooper and Schindler, 2003).

Cronbach's alpha was established to determine the reliability of the instruments used in the study.

In this study, for demographic part of the research, the data were analyzed by using descriptive method such as tabulation and percentage. For the second part of the analysis, the data were analyzed by using descriptive statistics, correlation and regression in order to check their relationship and the influence of packaging elements on consumer purchase intention. Pearson's correlation descriptive statistics was used to show the relationship between the dependent and independent variables including scattered plot. To test the hypothesis, regression analysis was applied.

Chapter Four

Data Analyses, Interpretations and Discussions

4. Introduction

This chapter is intended to investigate the relationship between packaging elements of cosmetic products and consumer purchase intention by using SPSS (Version-20) to interpret and analyze the result of the questionnaire collected from the respondents. The questionnaires were developed to analyze about the product and to measure the variables by using the five likert scale ranging from strongly Disagree to strongly agree i.e (strongly Disagree, Disagree, Neutral, Agree and strongly agree) and distributed to 400 different individuals around Campus, Banks, Transport Authorities, walk side and Telecommunication staff and patron through my class mate, friends and by the researcher. Out of these 389 (97%) questionnaires were collected from respondents and 382 were valid and put into SPSS for data interpretation and analyzing. The chapter mainly contains data analysis, interpretation and discussion.

4.1 Demographic Profile

Table 4.1 Profile of Respondents

Item	Description	Frequency	%age
Gender	Male	236	61.8
	Female	146	38.2
Age	18-25	143	37.40
	26-35	137	35.90
	36-55	79	20.70
	>56	23	6
Marital Status	Single	173	45.30
	Married	202	52.90
	Divorced	5	1.30
	Others	2	0.50
Educational Level	12-Complete	29	7.60
	Diploma	68	17.80
	Degree	246	64.40
	Masters	37	9.7
	Others	2	0.50
Level of Income	<1,000 Br	75	19.60
	1,001-3,000 Br	95	24.90
	3,001-5,000 Br	105	27.50
	5,001-10,000 Br	60	15.70
	10,000-20,000 Br	35	9.20
	>20,000.00	12	3.10

The demographic of the respondent is shown in table 4.1. Out of 382 respondents 61.80 percent are male and 38.20 percent are female. The age categories of the respondent 18-25 are 37.40%, 26-35 are 35.90%, 36-55 are 20.70 and above age 56 are 6 percent. 45.30% of the respondents are single, 52.90% are married and 1.30 are divorced. With respect to educational level 7.60% are 12th Complete, 17.80% are diploma, 64.40% are bachelor-degree and rest 9.70% are masters-degree. Concerning income level of the respondent 19.60% are paid less than Br 1,000.00, 24.90% are paid between Br 1,001-3,000.00, 27.50% are paid between Br 3,001-5000.00, 15.70% are paid between 50001-10,000.00, 9.20% and 3.10% are paid between 10,001.00-20,000.00 and above 20,000.00 respectively.

4.2 Analysis of the respondents on cosmetic product.

The first question was to test whether respondents have the experience to use and purchase of cosmetic products followed by cosmetic products they use commonly, frequency they use, visit made to retail store and to rate by what extent packaging elements affect their purchase intention were asked to answer the questionnaire thoroughly and objectively.

4.2.1 Have you ever used cosmetic product?

Table 4.2 usage of cosmetic product

Description	Frequency		Total
	Yes	NO	
Male	219	17	236
Female	143	3	146
Total	362	20	382

Table 4.2 indicates that out of 382 respondents 219 (93%) of male respondents and 143(98%) of female respondents were used cosmetics products and the remaining 17 (7%) of male and 3(2%) of female respondents were none used.

4.2.2 Which cosmetic product do use?

Table 4.3 type of cosmetic product the respondents used

Description	Type of cosmetic product								Total
	Perfume	Make up	Skin care	Hair care	Perfume, makeup, skin & hair	Perfume, makeup & hair	Perfume Skin & Hair	Perfume & skin	
Male	37	-	45	29	2	9	46	68	236
Female	1	2	-	-	106	26	9	2	146
Total	38	2	45	29	108	35	55	70	382

Table 4.3 Shows that from 236 male respondents 37(16%) uses Perfume , 45(19%) uses Skin Care , 29(12%) uses Hair care, 2(0.8%) uses Perfume, Makeup, Skin and Hair Care, 9(4%) uses Perfume, Makeup and Hair Care, 46(19%) uses Perfume, Skin Care and Hair Care and 68 (29%) uses Perfume and Skin Care products. While from 146 female respondents 106(74%) uses

perfume, Makeup, Skin and Hair Care, 26(18%) uses Perfume, Makeup and Hair Care 9(6%), 2(1%), 2(1%), and 1(0.6%) uses Perfume, Skin and hair Care, Perfume and Skin Care, Makeup and perfume respectively.

4.2.3 How do you use this product?

Table 4.4 frequencies of the respondents use the product

Description	Frequency		Total
	Often (regularly)	Occasionally	
Male	69	167	236
Female	143	3	146
Total	212	170	382

Table 4.4 Shows that 69(29 %) of male respondents and 143(98%) of female respondents use cosmetics regularly while 167 (71%) of male respondent and 3(2%) female respondents use occasionally.

4.2.4 How often do you visit retail store?

Table 4.5 number of visit made to retail store

Description	Frequency					Total
	Once a week	Twice a week	Twice a month	Monthly	others	
Male	4	4	28	125	75	236
Female	30	17	54	42	3	146
Total	34	21	82	167	78	382

Table 4.5 indicates that 34(9%) of the respondents visit retail sore once a week, 21(5%) twice a week, 82(21%) twice a month, 167(44%) monthly and 78(20%) visits retail store more than a month (others).

4.2.5 How do you rate the effect of packaging element on your purchase intention?

Table 4.6 Rate of packaging elements by consumer purchase intention

Description	Frequency						Total
	<19%	20-40%	41-60%	61-76%	77-88%	89-100%	
Male	3	73	111	37	11	1	236
Female	-	32	78	33	3	-	146
Total	3	105	189	70	14	1	382

Table 4.6 indicate that from 382 total respondents, 3(0.78%) respondents rate the effect of packaging elements on consumer purchase intention less than 19%, 105(27%) rate between 20-40%, 189(50%) rate between 41-60%, 70(18%) rate between 61-76%, 14(4%) rate between 77-88% and 1(0.22%) rate effects of packaging elements of cosmetic products between 89-100%.

This indicates that either visual or verbal or both elements of packaging have effect Consumer purchase intention from 41-60% in Ethiopia.

4.3 Validity and Reliability

4.3.1 Validity

To insure the validity, the questionnaire was developed in a simple language that the respondents easily understand and recognize the subjects. Out of 389 questionnaires returned from the respondents, 382 questionnaires containing 36 questions, 5 questions about cosmetic products and non-likert scale and 31 questions about packaging elements and consumer purchase intention which are ranked by likert scale were entered clearly and valid for SPSS output.

4.3.2 Reliability

The consistency reliability and value of Cronbach's Alpha will determine the variables reliability and measure the consistency of multiple item scale (sekaran, 2003). Reliability analysis and factors analysis (FA) was employed to evaluate the validity and reliability of the total variables.

Table 4.7 Reliability Statistics

Cronbach's Alpha	N of Items
.890	31

Table 4.7 indicates that the value of Cronbach's alpha coefficients were at .890 which is greater than 0.7 that demonstrating good internal consistence. It was reasonable to conclude that all N items measured were statistically well related and reliable.

4.4 Mean Score of Packaging Elements

To perform correlation and linear regression analysis on the data the researcher has developed an index for each of the variables that represent the value of the variable by averaging the subject responses to item.

Table 4.8 Mean and Standard deviation for packaging elements and consumer purchase intention

Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CONSUMER PURCHASE INTENTION	382	1.00	5.00	3.81	.657
COLOR DESIGN BACKGROUND IMAGE	382	1.33	5.00	3.71	.639
FONT STYLE	382	2.25	5.00	3.82	.488
MATERIAL	382	2.33	5.00	3.74	.534
PRINTED INFORMATION	382	2.25	5.00	3.79	.496
INNOVATION	382	2.00	5.00	3.36	.651
BRAND	382	2.00	5.00	3.82	.529
	382	1.00	5.00	3.81	.535
	382	1.00	5.00	3.59	.723

Table 4.8 shows that package wrapping design and printed information have the highest mean value of 3.82 followed by packaging innovation with a mean value of 3.81, packaging font style with a mean value of 3.79, background image with mean value of 3.74, color with mean value of 3.71, brand with a mean value of 3.59 and packaging material with a least mean value of 3.36.

On the other hand, the overall consumer purchase intention records a mean score of 3.81 that indicates consumer have an interest to buy packed cosmetic products.

4.5 Correlation Analysis

To determine the relationship between packaging elements (Packaging color, wrapping design, background image, font style, packaging material, Printed information, innovation and brand) and consumer purchase intention. Pearson correlation was computed to evaluate the significance and to measure the relationship between each packaging elements and consumer purchase intention on cosmetic products.

Table 4.9 the relationship between packaging elements and consumer purchase intention

Correlations

	CONSUMER PURCHASE INTENTION	COLOR	DESIGN	BACKGROUND IMAGE	FONT STYLE	MATERIAL	PRINTED INFORMATION	INNOVATION	BRAND
CONSUMER PURCHASE INTENTION	Pearson Correlation 1								
	Sig. (2-tailed)								
	N	382							
COLOR	Pearson Correlation .455**	1							
	Sig. (2-tailed)	.000							
	N	382	382						
DESIGN	Pearson Correlation .507**	.343**	1						
	Sig. (2-tailed)	.000	.000						
	N	382	382	382					
BACKGROUND IMAGE	Pearson Correlation .611**	.393**	.520**	1					

BACKGROUND IMAGE	Sig. (2-tailed)	.000	.000	.000						
	N	382	382	382	382					
FONT STYLE	Pearson Correlation	.572**	.353**	.543**	.546**	1**				
	Sig. (2-tailed)	.000	.000	.000	.000					
	N	382	382	382	382	382				
PACKAGING MATERIAL	Pearson Correlation	.352**	.285**	.309**	.293**	.310**	1**			
	Sig. (2-tailed)	.000	.000	.000	.000	.000				
	N	382	382	382	382	382	382			
PRINTED INFORMATION	Pearson Correlation	.596**	.348**	.439**	.502**	.574**	.229**	1**		
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000			
	N	382	382	382	382	382	382	382		
INNOVATION	Pearson Correlation	.425**	.358**	.468**	.518**	.513**	.281**	.534**	1**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		
	N	382	382	382	382	382	382	382	382	
BRAND	Pearson Correlation	.287**	.201**	.351**	.363**	.430**	.099**	.423**	.523**	1**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.054	.000	.000	
	N	382	382	382	382	382	382	382	382	382

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.9 indicates that, there is a positive and significant relationship between all packaging elements and consumer purchase intention. All packaging elements (packaging color, wrapping design, background image, font style, packaging material, printed information, innovation and packaging brand) have strong and positive correlation with the dependent variable consumer purchase intention and highly significant with $P < 0.01$. Pearson correlation value of $r = .455$ for packaging color, $.507$ for wrapping design, $.611$ for background image, $.572$ for font style, $.352$ for packaging material, $.596$ for printed information, $.425$ for innovation and $.287$ for brand.

4.6 Scattered Plot

To compare the relationship between the values of one variable determining the position of the others, scattered plot analysis was used. The data is displayed as a collection of points, each having the value of one variable determining the position on the horizontal axis and the value of the other variable determining the position of the vertical axis.

Figure 4.1 scattered plot for packaging color, design, background image, font style, material, printed information, innovation and brand.

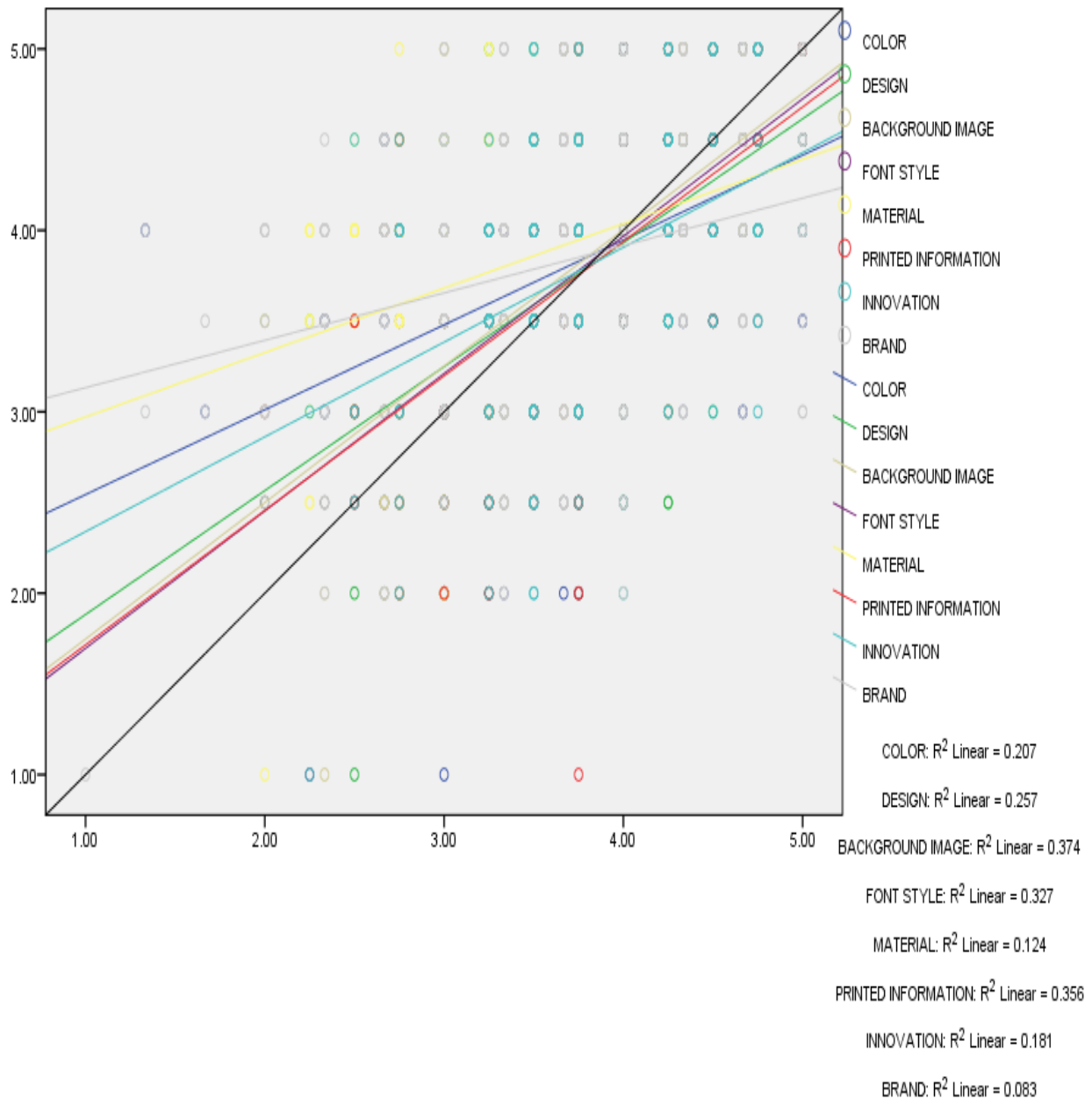


Figure 4.1 shows that the result of scattered plot about the relationship between packaging color, wrapping design, background image, font style, material, printed information, innovation and brand and consumer purchase intention. The flow of the linear line from right to left shows that there is a positive relationship between consumer purchase intention and packaging color, wrapping design, background image, font style, material, printed information, innovation and brand . This indicates that if attractive packaging color, wrapping design, background image,

font style, material, printed information, innovation and brand were used consumers are intended to buy the product.

All visual elements of packaging (packaging color, wrapping design, background image, font style and packaging material) have a positive and significant relationship with consumer purchase intention on cosmetic products and the result have been confirmed by the above correlation analysis table.

All verbal elements of packaging (printed information, Innovation and brand) have a positive and significant relation with consumer purchase intention on cosmetic products and the result have been confirmed by the above correlation analysis table.

4.7 Regression Analysis

All assumptions like linearity through scattered plot, model summary, ANOVA, co-linearity were tested before regression model is applied as the following model specification.

$$CPI = a + B_1PC + B_2WD + B_3BGI + B_4FS + B_5PM + B_6PPI + B_7PI + B_8PB + E$$

Where;

CPI: consumer purchase intention

PC: packaging color

WD: wrapping design

BGI: background image

FS: font style

PM: packaging material

PPI: packaging printed information

PI: packaging innovation

PB: packaging brand

E: error term

Table 4.10 Regression model for packaging elements

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F change
1	.747 ^a	.558	.548	.44176	.558	58.772	8	373 ^a	.000

a. Predictors: (Constant), BRAND, MATERIAL, COLOR, DESIGN, PRINTED INFORMATION, BACKGROUND IMAGE, INNOVATION, FONT STYLE

As indicated on regression analysis model summary table, packaging elements (packaging color, wrapping design, background image, packaging material, font style, printed information, innovation and brand) have strong positive R relationship with consumer purchase intention with the R value of .747 and the R square showed that Packaging color, Wrapping design, background image, packaging material, font style, printed information, innovation and brand were represent approximately by 55.8% of the variation on consumer purchase intention for cosmetic products. It reveal that the contribution of packaging elements (packaging color, wrapping design, background image, packaging material, font style, printed information, innovation and brand) in explaining variance of purchase intention of cosmetic product is 58.8%.

Table 4.11 Analysis for ANOVA model

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.757	8	11.470	58.772	.000 ^b
	Residual	72.793	373	.195		
	Total	164.550	381			

a. Dependent Variable: CONSUMER PURCHASE INTENTION

As it is shown on the above ANOVA table, p- value is 0.00. That means significance level is 0.00 which is less than 0.01. This indicates that the model was statistically significant at 1% level of significance.

Since the p- value is statistically significant we can say that there is a supported relationship between packaging elements (packaging color, wrapping design, background image, packaging material, font style, printed information, innovation and brand) and consumer purchase intention.

Table 4.12 Regression coefficient analysis model

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.700	.222		-3.149	.002		
COLOR	.157	.040	.153	3.896	.000	.769	1.300
DESIGN	.148	.060	.110	2.468	.014	.598	1.673
BACKGROUND IMAGE	.349	.057	.283	6.118	.000	.553	1.807
1 FONT STYLE	.213	.064	.161	3.305	.001	.502	1.993
MATERIAL	.099	.038	.098	2.588	.010	.831	1.203
PRINTED INFORMATION	.370	.057	.297	6.453	.000	.559	1.790
INNOVATION	-.084	.059	-.068	-1.429	.154	.521	1.918
BRAND	-.049	.038	-.054	-1.280	.201	.668	1.496

Table 4.12 shows the constant beta and the significance level of each variable. It depicts that all variable of packaging elements: packaging color, wrapping design, background image, font style, packaging material, printed information, packaging innovation and brand influence consumer purchase intention at 95% confidence interval with significance level of 0.000, 0.014, 0.000, 0.001, 0.010, 0.000, 0.154 and 0.201 respectively. As the constant and B values are known the following regression model was formulated:

$$CPI = -.700 + .157PC + .148WD + .349BGI + .213FS + .099PM + .370PPI + -.084PI + -.049PB + .05$$

The regression model depicted on table 4.12 suggests that printed information has the strongest effect on cosmetic purchase intention with (.370) coefficient B and (0.000) significance level

followed by background image with (.349) coefficient B and (0.000) significance level, font style with (.213) coefficient B and (0.001) significance level, packaging color with (.157) coefficient level and (0.000) significance level, wrapping design with (.148) coefficient B and (.014) significance level and packaging material with (0.099) coefficient B and (0.010) significance level. But there is no significant relationship between packaging innovation and brand with coefficient B (-.084) and (.154) significance level and (-.049) coefficient B and (.201) significance level respectively.

As observed from table 4.12 the collinearity test between independent variable has no series problem, since the value of tolerance for all independent variable is greater than 0.1 and all VIF value is less than ten ($VIF < 10$)

The above regression table model concludes that all variables of visual packaging elements (Color, Design, Background Image, Font Style and Material) of cosmetics are producing significant impact on consumer purchase intention. On the other hand the table indicates that, from verbal elements of packaging, Printed Information has a significant effect on consumer purchase intention while the other variable Innovation and Brand have no any impact on consumer purchase intention.

4.7.1 Distribution Analysis Test

4.7.1.1 Normality Test

This test is employed to check the distribution of variable on the X and Y axis where the distribution value is normal between +2 to -2.

Table 4.13 Normality Test

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
CONSUMER PURCHASE INTENTION	-.411	.125	.618	.249
COLOR	-.270	.125	.163	.249
DESIGN	-.170	.125	-.073	.249
BACKGROUND IMAGE	-.240	.125	-.016	.249
FONT STYLE	-.161	.125	-.050	.249
MATERIAL	.195	.125	-.592	.249
PRINTED INFORMATION	-.298	.125	.572	.249
INNOVATION	-.222	.125	.138	.249
BRAND	-.548	.125	.530	.249

As depicted on table 4.13 the normality test for packaging color, design, background image, font style, material, printed information, innovation and brand with Skewness value of -0.270, -0.170, -0.240, -0.161, 0.195, -0.298, -0.222 and -0.548 with Kurtosis value of 0.163, -0.073, -0.016, -0.050, -0.592, 0.572, 0.138 and 0.530 respectively. Thus, since the of value Skewness and Kurtosis is between +2 and -2 in its normal distribution, the above table proves that all variable of the distribution were normal.

4.8 Testing Hypotheses

Hypothesis testing is based on unstandardized coefficients B, standardized coefficients beta and P-value to check whether the hypothesis are rejected or accepted.

H1: There is a significant relationship between packaging elements and consumer purchase intention.

The result of multiple regression as presented on table 4.12 illustrate there is a strong positive and significant relationship between packaging elements and consumer purchase intention. Out of eight packaging elements, six of them Packaging color, wrapping design, background image, font style, packaging material and printed information have significantly influence consumer purchase intention with a standardized coefficient beta of .153, .110, .283, .161, .098, and .297 with less than 0.05 p-values except Packaging innovation and brand with standardized coefficient beta of -.068 and -.054 with P-value greater than 0.05 respectively. Thus, the alternative hypothesis is accepted.

H2: There is a significant relationship between verbal elements of packaging and consumer purchase intention.

As depicted from the regression table model, printed information of verbal elements strongly and significantly influence consumer purchase intention with a coefficient beta of .297 and significance level of 0.000. However, the rest two variables of verbal packaging elements namely packaging innovation and brand have no significant relationship with consumer purchase intention. Thus, the alternative hypothesis is accepted but not the ultimate one.

H3: The visual elements of packaging have a positive influence on consumer purchase intention of cosmetic products.

As showed on table 4.12 of the regression model all visual elements of packaging, packaging color, wrapping design, background image, font style and packaging material have a strong positive relationship and influence consumer purchase intention with significance level of P-value less than 0.05. Thus, the alternative hypothesis is accepted.

From the two hypotheses, H2 and H3 it is concluded that visual elements of packaging has a strong positive and significant relationship on consumer purchase intention of cosmetic products whereas of verbal elements of packaging only printed information has a strong positive and significant relationship.

Therefore, visual elements of packaging importantly effect or influence consumer purchase intention than verbal elements of packaging.

As stated by regression model H4, H5, H6, H7, H8, and H9 were supported or accepted with a standardized coefficients beta of .153, .110, .283, .161, .098, and .297 for Packaging color, wrapping design, background image, and font style, packaging material and printed information with a significance level p- value of less than 0.05 respectively. However, H10 and H11 were rejected with standardized coefficients beta of -.068 and -.054 and significance level of P-value greater than 0.05 respectively.

Therefore, the hypothesis testing from H4 to H11 were accepted or rejected depending on the above discussion as shown below

H4: Packaging color has an impact on consumers purchase intention.	Accepted
H5: Background image has a significant impact on consumers purchase intention.	Accepted
H6: Design of wrapper has a significant impact on consumers purchase intention.	Accepted
H7: Packaging font style has a significant impact on consumers purchase intention.	Accepted
H8: Packaging material has a significant impact on consumers purchase intention.	Accepted
H9: Printed information has a significant impact on consumers purchase intention.	Accepted
H10: Brand image has a significant impact on consumers purchase intention.	Not accepted
H11: Innovation has a significant impact on consumers purchase intention	Not accepted

The significance level of packaging color, wrapping design, background image, font style, packaging material and printed information are .000, .014, .000, .001, .010 and .000 respectively. This shows that the coefficients of the predictor are statically significant at less than 5% level of significance. However, the significance level of innovation and brand packaging are .154 and .21 respectively. This shows that the coefficient of the predictor is statistically not significant.

Then table 4.12 shows that packaging innovation and brand have no positive influence and significant relation on consumer purchase intention of packed cosmetic products.

Chapter Five

5. Summary, Conclusions and Recommendations

5.1 Summary

This is a research study that is limited in scope and sample size but it contribute to further study on the effect of packaging elements of cosmetic products on consumer purchase intention in Ethiopia. The following summaries, conclusions and recommendations were analyzed and interpreted depending on the previous chapter output.

5.1.1 Major Finding Summary

The aim of the study was to investigate the effect of packaging elements of cosmetic products on consumer purchase intention in the case of Ethiopia context. In detail the study determines the extent to which packaging elements (packaging color, wrapping design, background image, and font style, packaging material, printed information, innovation and brand) influences consumer purchase intention.

Major finding of the study was described as follows:

Demographic characteristics of the respondents show that 61.80% were male and 38.20% were female.

Among the age analyses of the respondents the majority 37.40% were from 18-25 followed by 35.90% were from 26-35, 20.70% were from 36-55 and the remaining 6% were above 56 years.

Concerning marital status of the respondents 52.90% were married, 45.30% were single 1.30% were divorced and 0.50% were others.

Regarding to educational level of the respondents 64.40% were bachelor-degree, 17.80% were diploma, 9.7% masters-degree, 7.6% were 12th complete and 0.50% were others.

On the other hand, in regards to the income level of the respondent 27.50% were paid between Br 3,001-5,000, 24.90% were paid between Br 1,001-3,000, 19.60% were paid less than Br 1,000, 9.2% were paid between Br 10,000-20,000 and 3.10% were paid above Br 20,000.

Furthermore, the respondents were asked whether they used cosmetic products or not and 95% of male and female respondents used packed cosmetic and the remaining 5% were not.

In regards to product type usage out of 146 female respondents 74% of female respondents used all cosmetic products (perfume, makeup, skincare and hair care) followed by 18% used Perfume, Makeup and Hair Care 6%, 1%), 1%, and 0.6% used Perfume, Skin and hair Care, Perfume and Skin Care, Makeup and perfume respectively whereas out of 236 of male respondents 16% used Perfume , 19% used Skin Care , 12% used Hair care, 0.8% used Perfume, Makeup, Skin and Hair Care, 4% used Perfume, Makeup and Hair Care, 19% used Perfume, Skin Care and Hair Care and 29% uses Perfume and Skin Care products.

From the above discussion it is possible to conclude that female respondents used different cosmetic product at one than male respondents. While 74% of female respondents used all cosmetic products (perfume, makeup, skincare and hair care) at once, only 0.8% of male respondents used those products at once.

Therefore, female demographic group were more affected by packed cosmetic products than male group.

In regards to time span 98% of female and 29% of male respondents were used cosmetic products regularly and only 2% of female and 71% of male respondents were used cosmetic products occasionally. This also tells us female demographic group used packed cosmetic products regularly than male group.

In regards to number of visit made to retail store 69% of female and 15% of male respondents made visit for less than one month i.e twice a week, once a week, twice a month and 31% of female and 85% of male respondents made a visit to store monthly or above a month for their consumption of cosmetic products. Thus, it shows that female demographic group made routine visit to retail store than male groups for their periodic consumption of packed cosmetic products.

In regards to the rate at which packaging elements affects consumer purchase intention, 3(0.78%) of respondents rate the effect of packaging elements on consumer purchase intention less than 19%, 105(27%) rate between 20-40%, 189(50%) rate between 41-60%, 70(18%) rate

between 61-76%, 14(4%) rate between 77-88% and 1(0.22%) rate effects of packaging elements of cosmetic products on consumer purchase intention between 89-100%.

Therefore, 50% of the respondents believe that packaging elements affect consumer purchase intention from 41-60%.

In regards to correlation there is a positive and strong correlation between packaging elements (packaging color, wrapping design, and background image, font style, packaging material, printed information, innovation and brand) and consumer purchase intention with Pearson correlation of .455, .507, .611, .572, .352, .596, .425 and .287 respectively with 0.000 significance level.

In regards to regression analysis model, all visual elements of packaging (packaging color, wrapping design, background image, font style, packaging material) have positively and significantly affect consumer purchase intention with positive B value of .157, .148, .349, .213 and .099 respectively with significance level of 0.000 whereas from verbal elements of packaging only printed information has positive and significant effect on consumer purchase intention with positive B value of .370 and significance level of 0.000 while innovation and brand verbal elements of packaging have no positive and significant effect with a negative B value of -.084 and -.049 and significance level of .154 and .201 respectively.

5.2 Conclusions

The object of the study was to add theoretical understanding of the effects of packaging elements on consumer purchase intention on cosmetic products in Ethiopia. The sample of the respondents were selected from Addis Ababa city by assuming that in this area there is a mix of population across the country and lived in the city to examining the effect of the eight major variables (packaging color, wrapping design, background image, font style, packaging material, printed information, innovation and brand) of cosmetic product. The visual and verbal elements of packaging symbols used on packed cosmetic product can influence consumer purchase intention. The symbol of visual and verbal elements of packaging tells potential consumer about proper usage, dosage and ingredient of the product, characteristics, country of origin, benefit and risk it delivers.

The finding of the study suggests that out of the eight elements of packaging six of them have positive and significant influence and two of them namely packaging innovation and brand have no any relationship on consumer purchase intention of cosmetic products at significance level of 0.000 as depicted on table 4.12 of regression model summary.

The following conclusions were obtained from the demographic of the respondents, the product analysis and each independent variable:

From the demographic point of view, female demographic group were consumed more packed products of cosmetics than male demographic group. This tells us female demographic group is more affected by packaging elements than male. In Ethiopian context packaging elements affect consumer purchase intention from 41 to 60% of packed cosmetic products. Consumers' who visited retail store were decided to buy the product up to 60% by its packaging rather than what's inside in.

This indicates that packaging elements are a silent sales promotion that consumers are initiated and attracted to buy packaged cosmetic products when they visit retail store on the shelf.

All visual packaging elements (packaging color, wrapping design, background image, font style and packaging material) affect consumer purchase intention jointly and independently while verbal packaging elements of printed information only affect consumer purchase intention independently. Therefore, visual elements of packaging affect consumer purchase intention independently and jointly whereas verbal elements of packaging affect consumer purchase intention independently.

Color of Packaging

The finding shows that the color of the package has significant influence on consumer purchase intention. The color of package positively correlates with consumers purchase intention. In 2012, Deliya and Parmar conducted a research on the role of packaging elements on consumers' buying behavior and the result of their study indicates that the color of packaging has positive and significant relationship with consumers' buying behavior. Using attractive colors on the packaging can grasp the consumer attention. However, Getie Andualem (2017) conducted a research on the effect of packaging attributes on consumer buying decision behavior of packaged

cereal products found that in the Ethiopian context packaging color was not given high consideration in the buying decision of consumer. Producers or manufacturers use colors to attract the intent of their customer to use their product. Perhaps consumers attracted by different color for different usage. Since cosmetic products are used for beauty purpose, packaging color of cosmetic products are more sensitive than packaged cereal food. These shows that packaging color affects consumer purchase intention of one product to another on the purpose of the product it delivers.

Wrapping Design of packaging

The findings of this study show that the packaging design of cosmetic products significantly influences the consumers purchase decision. Deliya and Prmar (2012) also show that consumers purchase intention and design of wrapper have positive and significant relationship. This means that using attractive design for package positively influences the consumers purchase intention.

Packaging background image

The finding of this study shows that the packaging background image of cosmetic products significantly influences the consumers purchase intention. I found that it was statistically significant that consumers were most affected by composition. This suggests that the change in composition can achieve better effect on consumers.

Packaging font style

The finding of this study shows that the packaging font style of cosmetic products significantly influences the consumers purchase decision. This suggests that using different font style can attract and achieve better effect on consumers. If manufacturers and packaging designers used creative, attractive from distance and eye-catching font style, consumers immediately decide to choice the product while visiting retail store or looking at the shelf.

Packaging material

The finding of this study indicates that the packaging material of cosmetic products significantly influences the consumers purchase decision. However, Getie A.I (2017) conducted a research on the effect of packaging attributes on consumer buying decision behavior of packaged cereal

products found that in the Ethiopian context packaging material was not given high consideration in the buying decision of consumer. Consumers valued packaging material depending on the nature of the product. Most of the time liquor packaging materials differ from solid by its quality and strength. In case of cosmetic products producers used hard plastic and cans with decorative background whereas in cereal food package producers used light packaging material. Using hard plastic and cans material on cosmetic product may affect the respondents' attitude than that of cereal food.

Packaging printed information

This study indicates that the packaging printed information of cosmetic products significantly influences the consumers purchase decision. Getie, A.I (2017) conducted a research on the effect of packaging attributes on consumer buying decision behavior of packaged cereal products and found that printed information positively influence buying decision of consumer. Silayoi and Speece (2017) conducted study on the importance of packaging attributes and found that precise product information has appositve utility while the vague presentation of information had a negative utility. The result suggested that consumers evaluate product quality using concrete printed information on the package. Using local languages to make information clear and easily understandable helps the producer to convince more. Producers also advised to encourage consumers to read printed information on the packaged to avoid attachable risk with cosmetic products.

Packaging Innovation

In this study packaging innovation has no relationship and significant influence on the consumer purchase intention of cosmetic products. However, on 2017, Getie A. I. conducted a research on the effect of packaging attributes on consumer buying decision behavior of packaged cereal products and found that packaging innovation positively influence buying decision of consumer. This shows that consumers want to see the innovation on the packaging, but not significantly use it for decision making purpose.

Brand packaging

This study indicates that brand packaging has no relationship and significant influence on the consumer purchase intention of cosmetic products. But Waitueka Sylvia (2015) conducted a research on the effect of packaging attributes on consumer buying decision behavior and concluded that the brand name, logo and image gave great value and thus influenced consumer choice.

It has revealed that elements of packaging are the most important for consumer's purchase intention. For a major part of consumers color, design, background image, font style and material are the main visual elements while printed information is the main verbal elements when purchasing cosmetic products.

The study indicates that while choosing cosmetic products, the visual and verbal aspect of packaging plays an important role in influencing consumer's purchase intention.

5.3 Recommendations

Manufacturers, packaging designers and marketers should pay greater attention on packaging elements to provoke, initiate and attract consumer intention.

- It is recommended to the marketers, producers and business units that they should pay proper attention for packaging color, wrapping design, background image, font style and packaging material, that different packaging color, attractive design, good composition of background image, readable and attractive font style and using quality and attractive packaging material revealed significant influence and initiate consumers to buy the product.
- In order to improve their performance and increase marketing acceptance of beauty industry and to lure their profitability, local cosmetics brands should start focusing on creating a packaging design that fits the target markets with the current trends. Local cosmetic brands should focus on visual elements (color, design, background image, font style and packaging material) and verbal elements of printed information aspect when creating a concept for packaging, because based on the result, visual and verbal aspect have significant impact towards consumer purchase intention.

- In order to satisfy consumers need and easily choice the product from the shelf marketers should work hard on visual and verbal aspect of packaging that plays an important role in influencing consumer's purchase intention
- One thing that may be taken into account by cosmetic designers when considering packaging elements is that, consumer preferences depends on the demographic and on the cosmetic category.
- Users of cosmetic products also recommended considering the quality of the product as well while considering eye-catch and attractive packaging elements of cosmetic products when visiting a store shelf.

5.4 Recommendation for further research

This study has its own delimitations. The data was collected form those respondents lived in Addis Ababa as a representative and the study was restricted to the effect of packing elements of cosmetic on consumer purchase intention of male and female respondents whose age a 18 and above.

The influence of various cultures in the society, different meaning given to different variable example the meaning of green or red color in different county or society perhaps lead to different interpretations and conclusions. This is therefore, future studies will focus on other than cosmetic product and examine the packaging elements which drive purchase intention.

Further analysis should be also done to explore whether culture, demographic and income significantly affect cosmetic packaging purchase intention.

Appendix I

References

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3. How do you use these products?

Often (Regularly) () Occasionally ()

4. How often do you visit retail store/shopping to buy these products?

Twice a week () once a week () twice a month () monthly ()

Others, specify_____

5. How do you rate the effect of packaging elements on your purchase intention?

< 19% () 20-40% () 41-60% () 61-76% () 77-88% () 89-100% ()

Rate the following questions by using 1-5 Likert scale coded here.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

		1	2	3	4	5
1	Attractive packaging color indicates good product.					
2	Packaging color is more attractive than other visual elements.					
3	Packaging color is unique to me as compared to other visual packaging elements.					
4	Design of good wrapper inspires me while I buy packaged cosmetic products.					
5	Attractive wrapping design influences your purchase intention.					
6	Good wrapping design technology initiates me to buy the product.					
7	Wrapper design is as important as other visual elements in packaging.					
8	Beautiful background packaging inspires consumer purchase intention.					
9	Unique background image draws attention of final consumers.					
10	Of all visual packaging elements, background image is preferable to me than other elements.					
11	Creative font style in packaging attracts consumer purchase intention.					
12	The font style used on the product packaging attracts attention from distance.					
13	Packaged font style matters consumer purchase intention					
14	Good font style packaging usage influence consumer purchase intention.					
15	Packaging material helps you to evaluate packaging quality.					
16	Packaging material is important in preventing your product from damage and loss.					
17	Attractive packaging material influence consumer purchase intention.					

		1	2	3	4	5
18	Creative packaging material attracts consumer purchase intention.					
19	Legible packaging printed information inspires consumer purchase intention.					
20	Printed information helps consumer to evaluate packaging.					
21	I often observed printed information on packaging while I buy cosmetic products.					
22	Packaging label conveys meaningful information about the product.					
23	Innovative packaging can change consumer purchase intention.					
24	Innovation in the packaging design increases the value of the product.					
25	The innovation on the package enhances consumer knowledge on the product.					
26	Packaging innovation matters your purchase intention of packaged product.					
27	Brand name on the package relates to your choice of the product.					
28	Brand packaging influence consumer's to buy specific product.					
29	Good brand packaging suggests value of the product.					
30	Consumer purchase intention is the result visiting a retail store.					
31	Consumer purchase intention increases individual buying decision.					

Thank you !!!