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THE CONSUMER BEHAVIOR TOWARDS PACKAGE OF COSMETICS

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ABSTRACT

Package is the most important element or important attribute of a product. In the shelves of outlet the packages are one which distinguishes brand. Packages have lot many functions to do than mere protection but, the inference of consumer behavior towards the cosmetics package can provide a hint for cosmetic marketers to include package as an integral feature of product. This article provides the focus on the meaning of package to cosmetic consumers where, the factor analysis technique has been used to locate the exact opinion of consumers.

KEYWORDS

Consumer behavior, cosmetics, package.

INTRODUCTION

One are the days of Caveat emptor and caveat vendor, today's market is characterized by the description of consumers, where consumers are king in the market. Marketers have tough challenge in front of them. Anything produced unlikely olden days will not be accepted by consumers. Only by satisfying consumers it is possible to sell products in turn, it is possible to survive.

Indian consumers no more lack sophisticated products, the days of booking and waiting for years together for buying a product are defunct, whatever they want can be bought if they have money. This is possible because, today we have many companies selling the same product, especially after globalization many multinational corporations have entered and started having competition, as a reason consumers have many alternative brands to buy, with improved quality and reduced price. Today's consumerism demands clearly emphasized social responsibility of business towards consumer and the need for consumer protection in the market place, as a reason marketers need to study the consumers to the micro aspects. In this direction an effort is made to study what package means to cosmetic consumers.

LITERATURE REVIEW**CONSUMER BEHAVIOR**

The consumers buying behaviour has been always a popular marketing topic, extensively studied and debated over the last decades while no contemporary marketing textbook is complete without a chapter dedicated to this subject. (Eftymios Constantinides 2004) Most academics and practitioners agree that demographic, social, economic, cultural, psychological and other personal factors, largely beyond the control and influence of the marketer, have a major effect on consumer behaviour and purchasing decisions (Harrell and Frazier, 1999; Czinkota et al., 2000; Czinkota and Kotabe; 2001; Dibb et al., 2001; Jobber, 2001; Boyd et al., 2002; Solomon and Stuart, 2003). Despite their incapacity to exercise any substantial influence on the above factors, marketers can have some bearing on the outcome of the buying process by engaging different marketing tools, the most prominent being the 4Ps – product, price, place and promotion – also known as the marketing mix (Borden, 1964; McCarthy, 1964). While the value and current standing of the mix as a marketing toolkit is frequently disputed (Dixon and Blois, 1983; Groenroos, 1994; Gummesson, 1997; Goldsmith, 1999) marketing practitioners nonetheless widely deem the 4Ps as the tools that can influence the consumer's behaviour and the final outcome of the buyer-seller interaction (Kotler and Armstrong, 2001; Kotler, 2003; Brassington and Pettitt, 2003). While research in consumer behavior is a top priority for marketers both in the Third World (Albaum and Peterson, 1984; Kanwar, 1993) and in eastern Europe (Kaynak and Samli, 1986), most researchers have studied only selected aspects of consumer behaviour in one or a few cultures.

PACKAGE

A product requires packaging decisions to create benefits such as protection, economy, convenience, and promotion; it also requires labelling for identification and possible grading, description, and promotion of the product (Kotler, Philip, 1994). Packaging is presented as part of the buying and consuming process, but often it is not directly related to the ingredients that are essential for the product to function (Underwood, 2003).

In marketing literature, packaging is considered to form part of the product and the brand. The view that Zeithaml (1972) sustains lies halfway between these two positions. He considers packaging to be both an extrinsic and intrinsic attribute (an intrinsic attribute is one that cannot be changed without altering the physical composition of the product). For example, if we refer to the non-drip top, packaging is an intrinsic attribute; but if we refer to the information that appears on the label, packaging is an extrinsic attribute. How a package is perceived can significantly influence a brand's competitiveness and sales. However, the difficulty lies in measuring or projecting the marketplace impact of a particular design system (Scott Young).

According to Evans and Berman (1992) packaging is a product property or characteristic, whereas for Olson and Jacoby (1972) packaging is an extrinsic element of the product, that is to say, it is attribute that is related to the product but that does not form part of the physical product itself. Keller (1998) also considers packaging to be an attribute that is not related to the product. For him it is one of the five elements of the brand together with the name, the logo and/or graphic symbol, the personality and the slogans. From the consumer perspective, packaging also plays a major role when products are purchased: packaging is crucial, given that it is the first thing that the public sees before making the final decision to buy (Vidales Giovanni, 1995).

From the managerial point of view, in order for packaging to suitably develop its functions, the structural and graphic design of the packaging and even the optimum size of the pack will be subject to market research undertaken by the company and the positioning that the company wants the product to occupy in the market (Ivan ez Gimeno, 2000). So, packaging is, without doubt, specifically related to the strategic decisions of the marketing mix (Underwood, 2003) and, therefore, to positioning decisions. This is how packaging has been called the "silent salesman", as it informs us of the qualities and benefits that we are going to obtain if we consume a certain product (Vidales Giovanni, 1995).

NEED OF THE STUDY

Developing a right package is most important aspect to the cosmetic companies because, package act as self-advertisement of the product in the shelf of the outlet, and helps in attracting the eyes of the consumers on the product. But that is not all, as today's marketing characteristics are diverse and dynamic in nature, due to changing consumer behavior it is important to know the perceptions of cosmetics consumer behavior towards package.

OBJECTIVES

The objective of this research is as follows-

1. To understand the importance of the cosmetics package to consumers.
2. To understand the meaning of the cosmetics packing to consumers.
3. To understand the important element of the package mix.

RESEARCH METHODOLOGY

The study uses both exploratory and descriptive research design to get clarity of research problem. The research tool used is Likert Scale and the statistical tool used is Factor Analysis. The sample size was finalized using the formula $n = \frac{z^2 \sigma^2}{H^2}$ with 95% confidence level and 0.05 level of significance. The sample size finally obtained was 1024 and area is Davangere, Karnataka (state), and India. The sampling technique used was *probabilistic Cluster Sampling (two stage cluster sampling) using systematic random sampling method*. The primary data was collected with the help of a questionnaire from the woman of Davangere. A total of 1200 women from different areas were contacted and aptly filled questionnaires were obtained. The respondents were given a list of statements that measured their extent of agreement towards the variables. The items were measured on a 5 point Likert scale with 1 representing low score (Strongly dis agree) and 5 representing a high score (strongly agree). These statements were selected after three rounds of pilot testing with the factor loadings above 0.70. For the reliability of the research tool *Crown Basch alpha test* was performed, and obtained the alpha value of 0.78, this shows the tool is reliable.

ANALYSIS AND INTERPRETATION

The factor analysis was performed on the data collected with respect to *package*. KMO and Bartlett's test, communalities, total variance explained and component matrix table are obtained as a result of factor analysis. The details of the analysis are presented below.

TABLE 4.61: KMO AND BARTLETT'S TEST FOR PACKAGE

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.822
Bartlett's Test of Sphericity	Approx. Chi-Square	765.267
	d f	36
	Sig.	.000

The suitability of data can be checked from the above KMO and Bartlett's Test table. In the above table, for the variable package KMO measure for sampling adequacy are above 0.5.

TABLE 4.62: COMMUNALITIES FOR PACKAGE

	Initial	Extraction
Cosmetic Package attracts consumers	1.000	.522
Cosmetic Package develops dependability on the product	1.000	.600
Cosmetic packages are prestigious to customers	1.000	.582
Cosmetic label should contain name of the product	1.000	.632
Cosmetic label should contain the company address	1.000	.637
Cosmetic label should contain usage instruction	1.000	.597
Cosmetic label should contain cautions	1.000	.655
Cosmetic label should contain unit price	1.000	.642
Label promotes the Cosmetic sales	1.000	.626

Extraction Method: Principal Component Analysis.

From the above table it can be understood that after fifteen factors are extracted from *package* variables; the communality is 0.522 for item 1, 0.600 for item 2, 0.582 for item 3, 0.632 for the item 4, 0.637 for the item 5, 0.597 for the item6, 0.655 for the item 7, 0.642 for the item 8, 0.626 for the item 9. It means 52% of variance of item 1, 60% of variance of item 2, 58% of variance of item 3, 63% of variance of item 4, 63% of variance of item 5, 59% of variance of item 6, 65% of variance of item 7, 64% of variance of item 8, 62% of variance of item 9 are captured for framing factors. These large communalities indicate that a large number of variance has been accounted for by the factor solution.

TABLE 4.63: TOTAL VARIANCE EXPLAINED FOR PACKAGE

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
dimension01	3.329	36.986	36.986	3.329	36.986	36.986
	2.134	12.605	49.591	1.134	12.605	49.591
	1.031	11.454	61.046	1.031	11.454	61.046
	4.719	7.988	69.034			
	5.695	7.726	76.760			
	6.593	6.588	83.348			
	7.550	6.111	89.459			
	8.479	5.323	94.782			
	9.470	5.218	100.000			

Extraction Method: Principal Component Analysis.

The above table explains the total variance explained for marketing mix element *product*. From the table we can find that all the three factors have Eigen values more than 1 for the influence of package. The Eigen values for three factors were 3.329, 1.134 and 1.031 for the factor 1, factor 2, and factor 3 respectively. What the variables together presents can be understood by the percentage of the total variance. The index for the present solution accounts for 61% of total variance for choosing influence of *package*. It is pretty good extraction as it can economize on a number of factors while we have lost 39% of information content for factors in choosing the variable from *package*. The first factor of *package* explains 36 percentage of variance, Second factor *package* explains 49 percentage of variance and third factor of *package* explains variance of 61 percentage of variance.

TABLE 4.64: ROTATED COMPONENT MATRIX^A FOR PACKAGE

	Component		
	1	2	3
Cosmetic Package attracts consumers	.146	.086	.703
Cosmetic Package develops dependability on the product	.159	.156	.742
Cosmetic packages are prestigious to customers	.130	.137	.739
Cosmetic label should contain name of the product	.245	.749	.108
Cosmetic label should contain the company address	.209	.769	.042
Cosmetic label should contain usage instruction	.677	.344	.145
Cosmetic label should contain cautions	.775	.164	.166
Cosmetic label should contain unit price	.785	.052	.154
Label promotes the Cosmetic sales	.009	.700	.368
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

From the above table the loading of the factors can be observed. Anything above 0.44 could be considered salient and the increased loading becomes more vital in determining factor.

The summarized package factor analysis is shown in below table.

TABLE 4.65: CONSOLIDATED FACTOR ANALYSIS FOR PACKAGE

Factor	Factor interpretation	Loading	Variables included in the factors
Clarity of labeling	This factor explains 36% of variance	0.677	Cosmetic label should contain usage instruction.
		0.775	Cosmetic label should contain cautions.
		0.785	Cosmetic label should contain unit price.
Cosmetics label promotion medium	This factor explains 12% of variance	0.700	Label promotes the Cosmetic sales.
		0.749	Cosmetic label should contain name of the product.
		0.769	Cosmetic label should contain the company address
Importance of cosmetics package	This factor explains 11% of variance	0.703	Cosmetic Package attracts consumers.
		0.742	Cosmetic Package develops dependability on the product.
		0.739	Cosmetic packages are prestigious to customers

FINDINGS

“Cosmetic package attracts consumers,” “cosmetic package develops dependability on the product,” “cosmetic packages are prestigious to customers” are the key items obtained through factor analysis of importance of cosmetics package. The three items explain a cumulative variance of 11% of the total variance of the factor ‘importance of cosmetics package.’ It can be understood that consumers are of the opinion that ‘cosmetic package attracts consumers, cosmetic package develops dependability on the product, and cosmetic packages are prestigious to consumers’.

CONCLUSION

Package is a most vital element of the product, package not only gives protection but it has many other functions also. How consumers pursue package for cosmetics is being studied in this research. According to the consumers amongst all the aspects of package labeling is most important because it acts as promotion and they express that label should contain usage instruction, caution, unit price, Name of the company and company address. Consumers are of the opinion that cosmetic package attracts consumers, cosmetic package develops dependability on the product, and cosmetic packages are prestigious to customers.

SCOPE FOR FURTHER RESEARCH

As the survey conducted was only confined to Davangere region, results may substantially vary if research is conducted in other cities. As the research was conducted in Semi-urban area, the result may not be the same if the survey is conducted in an urban area. Further study with other multivariate statistical testing may extend many meaningful interpretations.

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