

***INFLUENCE OF PACKAGING ON CONSUMER CHOICE OF
BEAUTY PRODUCTS IN KWARA STATE***

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ABSTRACT

The struggle for supremacy in brand positioning using packaging has introduced various approaches to designing a package for a product. The assumption that packaging conveys only a physical appearance of a product seems to be overtaken by recent marketing assessment, hence, marketers have employed new strategies to out-do their competitors in designing a package for a product. This informed this study on the influence of packaging on consumer choice of beauty products with a focus on Marykay, Sleek and Black Opal cosmetic products. The survey research design was adopted and questionnaire was used to elicit responses from 385 consumers of cosmetic products drawn from Universities, Polytechnics, secondary schools and civil servants in Enugu State using convenient sampling technique. The finding reveals that the functional value of a cosmetic product is a determining factor for consumer's choice while the various patterns of packaging have varying degree of influence on consumer patronage of beauty products. Based on this, the study recommended that audience research should guide the designing of package for a cosmetic product and that packaging should convey the true quality of a product.

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CHAPTER ONE

1.0 INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Packaging is the process of conceptualizing, planning, and designing a packet or wrapper to contain, protect and merchandise a product (Kotler 2003). In modern time marketing, if packaging does not sell a product, it is as good as worthless. Highlighting the role of packaging in marketing or communicating a distinguished advertising practitioner, Chris Doghudje, observed that “packaging sells even more than advertising” (Nwokoye, 1987). That is because most goods like cosmetics and others have little or no advertising support. But they must be packaged. The vital function of packaging comes out clearly in the environment of self service stores, where sales have to be dependent on the strength of packaging. This is achieved by designing a package to attract consumer’s attention at the point of purchase, to furnish consumers with needed information about the product, so as to provide the on-the-spot persuasion and incentive that is often vital to make sales or required to propel consumers into buying. .

According to Rita Kuvykaite(2009) packaging attracts consumer’s attention to particular brand, enhances its image, and influences consumer’s perceptions about a product. Also package imparts unique value to products (U n d e r w o o d , K l e i n & B u r k e , 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 factor influencing consumer's purchase of package. Defining packaging as the vehicle that conveys the brand of a product to consumer (Amarchand et al(1979) opines that the big test of packaging is how well it succeeds in registering relevant marketing messages to the target - audience. To scale the big test, packaging has to be supported by the twin-pillars of planning and innovation. Scheme and Smith(1980) views packaging as a crucial activity in product planning. Since packaging fulfills an important promotional function in modern marketing (Osuagwu, 1985), it has to be "aesthetically pleasing and be distinctive enough to stand when placed side by side with competing brands on the retail shelf (Nwokoye, 1987).

The pack, according to Unilever International, has become an integral part of the product; without it, there would be no brand and no freedom of choice. On display, the pack becomes a silent assistant in the choice process. This is why products are packaged not just for easy identification but to compel buying actions. The key factor for success

(KFS) in packaging is the application of the marketing approach in product packaged to contain, protect, and merchandise a given product (Nwokoye, 1987). The marketing approach to product packaging takes cognizance of the fact that every product communicates a message, and in view of this, a product must be packaged to communicate the desired message to the target market. To effect a proper packaging, your image or personality of the product must be totally different from that of any other product. The ultimate challenge is to make your package distinct and unique so that it is instantly recognised whether alone or when placed side by side with other packages.

Packaging is of great importance to both the seller and buyers of products. It can prevent spoilage, breakage, tampering, or theft; enhance convenience in use or storage; and make products easier to identify. A significant improvement in packaging can even create a new product by expanding the ways in which it can be used, and thus its potential markets. For example, a soup that is packaged in a microbe bowl might suddenly increase its sales to working people.

Prior to World War II, packaging was used primarily to surround and protect products during storage, transportation and distribution (Onah, 1972). Some packaging was designed with aesthetic appeal for easy identification by the end consumer, but package design was typically left

to technicians. After the 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 their buyers. Thus, packaging became a vital means of differentiating items and inferring inundated consumers.

The importance of consumer packaging was elevated in the United States during the late 1970s and 1980s. Rapid post war economic expansion and market growth waned during that period, forcing companies to increase and entice consumers to their product or brand at the expense of the competition. The product mix or component is not complete without packaging. Packaging in developing countries would sound to be out of place when we still see market women and traders rap their wares with banana leaves, old newspapers and green leaves. These traditional methods of packaging, notwithstanding, the need for packaging is growing fast.

According to (Onah and Thomas 2004) “packaging is the use of container, components, plus decoration or labels to protect, contain, identify and facilitate the use of products. It is containment and packaging prior to sales with the primary purpose of facilitating the use of products. The

container or wrappers is called package. The package include up to three levels of materials:

- (a) The primary which is the immediate container,
- (b) The secondary is referred to packaging necessary to protect the primary package.
- (c) The third is shipping packaging which referred to packaging necessary for storage.

Thousands of new products are introduced every year, more than 20,000 to be exact, (Onah & Thomas, 2004). How can products compete, not only with established brand but with the plethora of new products that are being introduced? The answer is ‘The packaging’. The right packaging with the right message will rise above the competitive landscape. But how many companies understand the value behind packaging as a market tool?

Understanding the complexities of how a package reaches out a consumer is one of the most important things to bear in mind. Evaluating or developing product packaging with the consumer in mind is the first step in creating a package that markets all products attributes to ultimate decision makers, and the consumers.

According to Nwokoye (1999), cosmetic industries represents one of the industries where packaging as a marketing instrument plays a significant

role. Besides, in recent times, the industry has attracted a lot of manufacturers. Every one of the manufacturer comes with his own brand to the market, and more so to force his own brand into the customers' shopping bag. Cosmetic products are predominantly aesthetic-feeling oriented products. Packaging design can be assumed to have more effect in consumer's choice behaviour in cosmetic products since visual properties of a product also contribute to aesthetic. Aesthetic properties are subjective properties, thus, can be regarded as perception based. Since consumers perceptions can be said to be more critical in assessing the value of products, cosmetic products are assumed to be more sensitive in value assessment. Owing to this fact, cosmetic sector was preferred to evaluate consumers' assessment of packaging value. To elaborate more on packaging value in cosmetic industry, Marykay cosmetic, Sleek cosmetic, and Black Opal were chosen as case study.

1.2 STATEMENT OF THE PROBLEM

It is time that companies realized that they live in a marketplace and thus the need to package their products and services to captivate the affection of their potential consumers. Consumers tend to appreciate goods that have good packaging. The size, colour, design, label, price of

products affects a consumer's behaviour and tilt to his choice of products. Consumers in a market with a large number of competitors and high discount to products and services, high advertisement spending and a product brand must be packaged such that the consumer will admire and be comfortable with the product, thus, leading to success and profitability of the product firm. The consumer buying behaviour is affected if those elements of packaging are lacking. The absence of these elements depreciates the consumer's decision over the purchase of a product. In other words the value of a product is rated in its packaging. "A well packaged product sells itself." (Lyoyd 2003). According to Brassing and Pettit (2003) packaging is a method of communicating products information, both product and brand character to the consumer.

To what extent do packaging elements influence consumer choice of a product? A phenomena which has largely placed firms in situations which are sometimes difficult to deal with based on the consumers behaviour towards the packaging strategy used in the market competition.

Consumers always have factors that affect their purchase of a particular product in the market. In the world of complex product lines and service offering, value is lost because sellers cannot accurately determine what consumers are willing to pay for in a product features and attributes.

1.3 OBJECTIVES OF THE STUDY

The consumer is a critical factor in the profit maximizing enterprise of every business entity. Studying how the consumer react to package changes in his purchase patterns are thus critical and worth investigating.

However the objective of this study includes the following:

1. To investigate the relationship between packaging and consumers choice of products.
2. To determine how the patterns of packaging of cosmetics influence choice of beauty products.
3. To ascertain what is responsible for some consumers' patronage of a brand product over other brands.
4. To find out whether good packaging can contribute to higher sales.

1.4 RESEARCH QUESTIONS

To provide a framework for eliciting solution to the research problems, it is necessary that some research questions be formulated. A number of research questions are given below:

1. What is the relationship between packaging and consumer choice of cosmetic product?
2. How does the patterns of packaging of cosmetics influence choice of beauty products?

3. In what way is packaging responsible for consumer's patronage of one cosmetic product over another?
4. What is responsible for higher sales of cosmetic products?

1.5 SIGNIFICANCE OF THE STUDY

This research work is significant in many ways. Academically, the findings in this research will contribute to the existing body of knowledge as a referral material and will help illuminate on the role of packaging and how it influences behaviour pattern of consumers. Scholars and future researchers will find this work beneficial because it is bound to contribute information, and enlighten them on the usefulness of packaging.

To professional and/or marketing promoters, this research work will stimulate competitions among them and enhance market standardization of goods or products.

1.6 DEFINITION OF TERMS

The following terms which features prominently in this study are defined to enhance understanding and measurement. They include:

- **Influence:** It can be defined as the power somebody or something has to affect other people's thinking or actions.

- **Packaging:** Packaging refers to the container or wrapper that holds a product or group of products.
- **Consumer:** It refers to the buyer of goods and services.
- **Beauty Products:** a product specifically made to enhance the natural beauty of a woman.

CHAPTER TWO

2.0 LITREATURE REVIEW

2.1 What Is Packaging?

In clear terms, packaging is 'any physical container or wrapper that bears the manufacturer's label and within which the product is contained, protected and offered for sale' (Brassington & Pettit, 2003). It consists of variety of materials such as paper, glass, metal or plastic and allows a product to be handled, delivered and presented from the producer to the retailer down to the consumer. However, packaging is more than just a means of containment.

Brassington and Pettit (2003) claimed that it acts as a method of communicating product information, both product and brand character to the consumer. In effect, packaging is the integral part of the product and the visual identity of the brand (Bodin *et al*, 2000).

A package's design holds much importance in helping a product to succeed in the marketplace as the package is often the consumer's first point of contact with the actual product. Thus, it is essential to make it attractive and appropriate for both the product's needs and particularly, the customer's needs.

Understandably, packaging works as a very cost effective means of advertising as it works every day on the shelf, at the point of sale and at the consumer's home.

Yet also, According to (Rita Kuvykaite 2009) 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 packaging performs an important role in marketing communications and could be treated as influencing consumer's purchase of products. Before discussing these points any further, it is appropriate to discuss first, the origins of packaging, its evolution through time and its significance for both the consumer and the seller in the 21st century.

2.2 THE HISTORY OF PACKAGING

Packaging has existed since the beginning of civilization. Early in time, man used natural containers' such as barks, shells, and leaves to gather and store

food. Heimlich and Hook (1996) stated that, as time passed, containers were constructed from resources provided by nature: hollowed logs were fashioned into large bowls, fibers from animal were matted, woven into felts and stitched into bags and grasses and reeds were woven into baskets. Consequently, hunting habits changed as less time was needed for seeking and gathering food because food surpluses could be saved in these containers, as human intelligence developed and compounds were discovered and metals and pottery were developed which led to other packaging forms - some of which are still in use today (Lobach, 1976; Piditch, 1976; Schurer, 1971). For example communication of ease of use is mentioned by Bloch (1995) and described as part of the aesthetic function by Wbach (1976), while Veryzer (1995) calls it the communicative function of a product appearance.

Prendergast & Pittet (1996) review the basic functions of packaging, and define them by their role in either logistics or marketing. The logistical function of packaging is mainly to protect the product during movement through distribution channels. In the marketing function, packaging provides an attractive method to convey messages about product attributes to consumers at the point of sale. It may be difficult to separate these two package functions, as they are usually needed. The package sells

the product by attracting attention and communicating, and also allows the product to be contained, apportioned, unitized, and protected. Whatever be the logistics considerations, packaging is one key food product attribute perceived by consumers. It cannot escape performing the marketing function, even if a company does not explicitly recognize the marketing aspects of packaging. The package is a critical factor in the decision-making process because it communicates to consumers. Intention to purchase depends on the degree to which consumers expect the product to satisfy them when they consume it Kupiec and Revell, (2001). How they perceive it depends on communication elements, which become the key to success for many marketing strategies. The package's overall features can underline the uniqueness and originality of the product. In addition, quality judgments are largely influenced by product characteristics reflected by packaging. If it communicates high quality, consumers assume that the product is of high quality. If the package symbolizes low quality, consumers transfer this low quality perception to the product itself. The package communicates favourable or unfavourable implied meaning of the product. Underwood et al. (2001) suggest that consumers are more likely to spontaneously imagine aspects of how a product looks, tastes, feels, smells, or sounds while they are viewing a product picture on the

package. Consumer decision-making can be defined as a mental orientation characterizing a consumer's approach to making choice Lysonski et al., (1996). This approach deals with cognitive and affective orientations in the process of decision-making. Four main packaging elements potentially affect consumer purchase decisions, which can be separated into two categories: visual and informational elements. The visual elements consist of graphics and size/shape of packaging, and relate more to the affective side of decision-making. Informational elements relate to information provided and technologies used in the package, and are more likely to address the cognitive side of decisions. Most FMCG are low involvement products. In low involvement, "consumers do not search extensively for information about the brands, evaluate their characteristics, and make a weigh decision on which brand to buy" (Kotler et al., 1996, p. 225). One reason for this is low risk Chaudhuri, (2000; Mitchell, (1999), i.e. these products are simply not very important. The lack of substantial evaluation often results in the inability to distinguish much difference among leading brands McWilliam, (1997). A common result is relatively weak "habit" brand loyalty. Thus, when consumers find a brand which meets their standards, they tend to stay "satisfied" with it, especially, if they are constantly reminded of the brand. But they are not very committed, and

substitute easily when it is not available. Some observers, though, note that not all consumers view grocery shopping as a low involvement activity. FMCG show this level of loyalty, and will postpone or search rather than simply switch to a substitute Speece, 1998, (2003). Clearly, consumer use of packaging elements is quite an important issue for low involvement products - generally, informational elements require more mental effort to process than do visual elements, which evoke more of an emotional response. Some consumers are not willing to put forth this small effort, and products which is of truly low involvement for them. Others may consider the product more carefully, so that involvement level might shift the package elements which are most critical. If we take all the roles mentioned in the literature together, the following six roles of product appearance for consumer can be distinguished; communication of aesthetic, symbolic, functional, and ergonomic product information, attention drawing and categorization. I will describe these six roles and their implications for product design below.

2.3 PRODUCT APPEARANCE AND AESTHETIC PRODUCT VALUE

The aesthetic value of a product pertains to the pleasure derived from seeing the product, without consideration of utility (Holbrook 1980). A consumer can value the 'look' of a product purely for its own sake, as looking at something beautiful is rewarding in itself. When product alternatives are similar in functioning and price, consumers will prefer the one that appeals the most to them aesthetically. Aesthetic responses are primarily emotional or feeling responses and, as such, they are very personal (Bagozzi et al., 1983).

Several researchers have tried to determine properties of products that are related to aesthetic appreciation. Innate preferences are proposed for visual organization principles, such as unity (i.e. congruence in elements), proportion (e.g. the Golden section), and symmetry (Hekkert, 1995; Muller, 2001; Veryzer, 1993; Veryzer and Hutchinson, 1998), an inverted u-shaped relation is proposed between aesthetic preference and complexity (Berlyne 1971). Another property influencing aesthetic judgments is colour. The desirability of a colour will change according to the object to which it is applied (e.g. a car or a table), and with the style of object (Whitefield and Wiltshire, 1983). The influence of an aesthetic judgment on product preference can be moderated by the perceived aesthetic fit of the product with other products that the consumer owns (Bloch, 1995).

2.4 PRODUCT APPEARANCE AND SYMBOLIC PRODUCT VALUE

Consumer goods carry and communicate symbolic meaning (Mc Cracken, 1986). Symbolic value can even be the key determinant for product selection (Hirschman and Holbrook 1992), and account for the selection of products that are clearly inferior in their tangible characteristics (Levy, 1995). An example of the latter is Philippe Starck's juicy salif lemon squeezer (Lyoyd and Snelders, 2003). The choice for a specific product or brand may convey the kind of person you are or want to be; consumers use products to express their (Ideal) self-image to themselves and to others (Belia, 1998; Landon, 1997). Symbolic meaning can be attached to a product or brand on the basis of, amongst other thing, advertising (Mc Cracken, 1986), country of origin, or the kind of people using it (Sirgy, 1982). But the product itself can also communicate symbolic value in a more direct way, namely by its appearance. A product's appearance communicates message (Murdoch and Flurscheim, 1983) as it may look "cheerful", 'boring', friendly', 'expensive', 'rude', or 'childish.

In addition, a certain style of appearance may evoke associations with a certain time or place (Schmitt and Simpson, 1997). Consumers may

attach the meaning of a brand to elements of the physical appearance of product. In this way a brand image may transfer to different kinds of products. Many companies therefore make consistent use of certain design elements, such as a colour combination, a distinctive form element, or style. Overview of the influence of form and colour on consumer perception of symbolic value (but also ergonomic and aesthetic value) can be found in Muller (2001). Culture is an important determinant of the interpretations that consumers give and the associations they have with certain factors of a product's appearance. For example, colour associations vary from culture to culture (Whitefield and Wiltshne, 1983). In America and Europe, the colour white stands for purity, while; in Japan it is a colour of mourning. Furthermore, meaning is context -dependent. The impression that colour give may change completely by combining certain colours (Muller 2001). Also, the meaning of forms and colour may change in time, as meanings are continuously transformed by movement in art, fashion e.t.c., (Muller 2001).

2.5 PRODUCT APPEARANCE AND FUNCTIONAL PRODUCT VALUE.

The functional value of a product pertaining to the utilitarian functions, is that a product can perform what you can use it for, Lobach, (1976); Veryzer, (1995). Products differ in the degree to which they are suited to perform their basic utilitarian function, such as communication or transportation, but also in quality (e.g, by the technology or materials used and in features. For example, you can buy telephone with a 'redial' and a 'hands-free' option. The presence of such options influences the functional value to the product for consumers. As well as reading verbal product information or asking others, consumers may form an impression about utilitarian functions and product quality on the basis of a product's appearance (Bloch, 1995; Dawar and Parker, 1994). The utilitarian functions of a product can be directly obvious from its appearance. A handle indicates that the product is portable.

In addition, product appearance can be used as a clue to infer more important but less readily accessible product attributes (berkowitz, 1987) Dawar and Parker, 1994). For example, subjects may infer on first sight that a large hair dryer has more power than a smaller one or appearance as a whole communicates quality by looking reliable or solid (Srinivasan et al, 1997; Yamam Oto and Lambert, 1994). Psychical product appearance is

an important quality signal for consumers (Dawar and Parker 1994). As Dickson (1994) notes: “There is also something intangible about quality. It sides in the feel, the look, the sound of an item. We may not be able to explain it, but we know it when we see it”. So product appearance can be used proactively in order to give consumers a certain impression about to functional product value.

2.6 PRODUCT APPEARANCE AND ECONOMIC PRODUCT VALUE

The economic value of a product (see Lobach, 1976; Schuzer, 1971; Verfer 1995) entails the adjustment of a product to human qualities. Product economics or ‘human factors’ concerns the comprehensibility and usability of a product, the suitability to perform and correctly communicate its utilitarian functions. Technical functions can be implemented on a product in more or less easy-to-use manner. Usability entails cognitive aspect of use, such as how logical a product is to operate, as well as emotional aspect in that it is not frustrating in operation and gives an enjoyable usage experience (Marach, 1994). Consumers may form an impression about the ease-of-use on the basis of product appearance (e.g., Norman 1998). Consumers have to experience the performance of a product in order to judge it adequately. As a consumer

cannot often try out product in a shop or when buying on the internet, they will use the product appearance to form an impression about whether buttons will be easy to use. The appearance of the product influence consumer perception of aspects such as ease of usage, operation, weight and stability, which affect the perceived ease of use of a product.

2.7 ATTENTION DRAWING ABILITY OF THE PRODUCT APPEARANCE

Gaining attention is an important first step in enabling consumer product purchase. Attention is the allocation of information processing capacity to a stimulus (Engel et al, 1995). When product ‘stands out’ visually from competitive products, chances are higher that consumers will pay attention to the product in a purchase situation, as it ‘catches their eye’. For food products, the attention drawing ability of a package has been found to heighten the probability of purchase (Garber, 1995, Gaber et al, 2000).

In general, the attention-drawing ability of a product can be enhanced by increasing its size and by using bright colours, furthermore, people attend to stimuli that contrast with her background and are novel, that is, usually or unexpected (Engel et al, 1995). Gaber (1995) emphasizes that the visual effect of a product package is relative to a background composed of competitor alternatives. For example, the Philop

“Billy” hand mixer draws attention by its bright colours that differ from the typical white and other light colours used in this product category. So in order to design an eye-catching appearance, product alternatives available on the market-and perhaps even the purchase environment should be taken into account.

2.8 PRODUCT APPEARANCE AND CATEGORIZATION

Consumers may use product appearance for categorization (Bloch, 1995; Veryzer, 1995). The appearance of a product is categorized and category to which it will be assigned. Product identification will be easier when a product resembles other products in the same category, that is, when it is more prototypical (Loken and Ward, 1990). With respect to product appearance, this means that it should be more visual typicality as “the look or appearance that most consumers would associate with a product categorize based on its appearance, consumers may not regard the product purchase alternative.

Using verbal product descriptions, Meyers -levy and Tybout (1989) found that products that differs slightly from the prototype are evaluated more positively than product that either very typical or very atypical. On the other hand, when consumers do not find the purchase important or interesting, a typical appearance is advisable (Alba and Hutchiinson, 1987).

Typical members of a category tend to be classified more quickly and accurately (Loken and Ward, 1990). Therefore, consumers tend to buy typical category members in lows-involvement purchases, since they want to minimize their effort (Hoyer, 1984). One also can design the appearance of a product to resemble another well-known and positively valued product alternative. This heightens the probability that people evaluate the product based on knowledge about, or affect toward, the product it resembles which is called exemplar-based categorization (Cohen and Basu, 1987). This strategy may be beneficial where there is one dominant brand in the category with which it is difficult to compete.

2.9 PACKAGING VALUE

Although packaging is most commonly regarded as a way to protect the product, an often overlooked component of packaging is the capability of a better reflection of the sense of products attributes to consumers whose assessment of these attributes valuable is very high. Value is added when packages are designed for aesthetics and ability to display positive information to consumers and at the same time preserve the product qualities through time and from the environment (Gonzalez, et al, 2007). For decision made at the point of purchase, packaging undertakes elevated

importance relative to other communication tools because of its easy availability (Underwood & Klein, 2002). The cosmetic industry requires packaging materials that provide efficient barriers, preserve product effectively and increase the life of the cosmetic products. Packaging helps consumers to understand the contents of product and usage. Consumers' packaging choice is generally an economic decision made by comparing costs and benefits ratio. However, packaging has not only functional utilities. As a marketing tool, packaging has some important roles (Peters-Texteria and Badrie, 2005). Therefore, packaging has a vital role on consumers' perceptions and also firm's Competitiveness. Besides functional usage of packaging, consumers' hedonic choice criterion is also effective in creating packaging designs, especially in predominantly aesthetic feelings oriented products.

Packaging for Promotion

Packaging serves a number of important functions, but its function of promotion is by far the most powerful (FCMG 2003). For many products, they buyer's first contact is with the package and it needs to grab and hold the consumer's attention and involve them with the product. Without a doubt, packaging has changed enormously over the last century. The package used to be educational, it tells the consumer what product it is, and how it was used. Today, the package is inspirational through

communicating brand values and product qualities. It tells the consumers what specifically, it can do for them and how the product will make them feel (FMCG, 2003). Consumers base these aspirations on their perceptions. 'Perception is the process by which people select, organize and interpret information to form a meaningful picture of the world' (Rogan, 2003). Everything humankind believes, seeks and chooses is based on perception. Perception is vital in the product evaluation process and the product that can evolve the perception of consumer, is the product that will sell the most (FMCG, 2003).

Marketers are aware that packaging can affect consumer perception and fierce competition is putting pressure on companies to develop a greater shelf appeal for their products. Marketers are relying less on traditional advertising campaigns alone and are realizing the advantages of investing in creative and influential packaging designs (Innovation Sees Off Imitation, 2001).

FMCG (2003) found that when designers are creating a package, they immerse themselves in as much information about the product as possible as to discover what it stands for. From here, designers can pinpoint the common brand values that need to be communicated effectively across the different markets, cultures and countries. Package designers are conscious

of the components that communicate these values and how they play subconsciously in the mind of the consumer. These components, outlined by Bodin et al (2003), impel the consumer to believe the product embraces certain qualities and this belief can encourage the consumer to make a purchase.

2.10 CUSTOMER SATISFACTION AND BRAND LOYALTY

Many studies on consumer behaviour have been conducted on customer satisfaction (Yi, 1993; Oliver, 1999). Despite earlier studies, researched global functions of customer satisfaction, recent studies have to be focused on to analyze attribute level conceptualization (Mittal, et al, 1998). Attribute-level antecedent of satisfaction include functional symbolic and experimental benefit (Suh & Yi, 2006). Customers have some expectations about values of marketing mixes that forms presents. Customer satisfaction can be defined as differences between customer expectation and their level met. Customer satisfaction increases while perceived performance of product is high.

According to Oliver (1999), brand loyalty was used by many researchers to describe a number of phenomena in marketing. Researcher and marketer defined loyalty as a behavior of the customer (Puniamoorthy & Roj, 2007). But in their earlier study,

Jacob & Kyner (1973) referred that brand loyalty has a complex mixture of attitude and behaviour elements, and other research shows that brand loyalty has a psychological effect (Fenimier, 1998).

Buyer Behaviour

It is not always obvious why people respond the way they do to the products that are available to them, or how they make choices. They are confronted by studying buyer behaviour, marketers aim to find out how buyers establish a need for a product, how they identify and evaluate product options and the factors that influence their decision making and their ultimate product choice (Cadogan & Linehan, 2003).

Schiffman & Kanuk 1994 (cited in Rogan 2000) defined consumer buying behaviour as the 'behaviour consumers display in searching for, buying, using, evaluating and disposing of products and services that they suspect will or will not satisfy their needs.

Most of the evaluation of this behaviour is derived from the studies of human psychology - the study of individual human behaviour -and sociology - the study of collective human behaviour in groups (Rogan, 2000). Logically, a person's behaviour, be it as an individual or as part of a group, has a direct influence on their buying behaviour. This behaviour cannot be changed by any product offering, as consumers make

their own decisions on which product they will purchase. However, through various promotional activities, like packaging and its use of colour, a product can attempt to manipulate this behaviour as to encourage a purchase.

In our conceptual model; packaging value, functional value, perceived quality, brand value and price value effect customer satisfaction; and customer satisfaction subsequently effect brand loyalty.

2.11 SUMMARY OF REVIEW

A product will only be considered for purchase if the consumer is convinced it can satisfy their needs. Studying buyer behaviour helps the marketer to understand what needs the consumer may have, how they may arise, and how they may be satisfied. As consumers decide how to satisfy their needs through the information they gather, it is necessary for the product to communicate its capabilities loudly from the shop shelf if it wishes to be noticed and considered.

As the consumer faces a wide array of product options, product information needs to be communicated as clearly and as quickly as possible. Packaging colour communicates so effectively because of its ability to catch the eye, to activate the imagination and to ensure

emotional participation. It can manipulate perception, create focus, motivate actions and alter behavior (Holtzshue 2002). In effect, colour is a visual language. A language that does not have to be justified or put into context. Its meanings are clear, concise and understood instantly and when used in packaging, it guarantees that product values are communicated in the same way.

The choice of a specific product may convey the kind of person a consumer is or want to be, because consumers use product to express their ideal personality to themselves and to others.

The presence of features influences the functional value of a product for consumers. A product can gain attention of consumers if it is bright coloured, big in size and stand out visually from competitive products. Value is added when packages are designed for aesthetics and the ability to pass positive information to consumers.

Therefore, packaging has a vital role on consumers' perceptions and also firm's competitiveness.

2.12 THEORETICAL FRAMEWORK

Consumers buying behaviour theory will be adopted because it best suitable for the research, the theory explains how a consumer spends his income on different goods and services, so as to attain maximum

satisfaction. This theory was propounded by Alfred Marshall, in the year 1994.

Consumer Buying Behaviour Theory

The theory explains how a consumer spends his income on different goods and services, so as to attain maximum satisfaction. According to Kioumarisi et al, (2009) is the process by which individuals search for, select, purchase, use, and dispose of goods and service, in satisfaction of their needs and wants.

Buying behaviour is the decision process and acts of people involved in buying and using products, Arnould et al, (2002). Consumer buying behaviour refers to the buying behaviour of the ultimate consumer. A firm needs to analyze buying behavior. Buyer's reactions to firms marketing strategy have great impact on the firm's success. The marketing concept stresses that firms should create a marketing mix (mm) that stratifies (gives utility to consumers), therefore need to analyze the what, where, when and how consumer buy.

Marketers can better predict how consumers' will respond to marketing strategy (Rundh 2005). Package attracts consumers' attention and buying pattern to a particular brand, enhance its image, and influence consumer's perception and choice about a product. The literature review

provided the basic theoretical evidence with regard to the link between packaging and buying behaviour.

Apparently, the theory is suitable for this research work because it champions buying behaviour, it has the interest of the masses at heart, hence the phrase “in the public interest, convenience and necessity”. It shows how packaging affects buying behaviour of consumers, this theory underscore the need to think about the safety of consumers of products and services before they are given out to the public.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 RESEARCH METHOD

To avert a haphazard approach to this study, the researcher has chosen a research methodology that would be suitable for a study of this study.

However, it is pertinent to state that every research procedure is determined by the nature of its problems and objectives. In this study: “The influence of packaging on consumers choice of beauty products: A case study of Marykay, black opal and sleek cosmetic,” the most reliable research procedure, capable of eliciting responses from respondents is survey research.

3.2 POPULATION OF THE STUDY

The populations of this study are consumers of the products (Marykay, Black Opal, and Sleek) in Nigeria. Taking cognizance of the vast nature of our country, the population of this study is narrowed down to Enugu state Nigeria. The population will be further divided into sub-area like Universities, Secondary Schools and Civil Servants.

The 2006 population and housing census put Enugu state population at 3,267,837 (See: www.population.gov). The local governments

representing Enugu state is namely Enugu north and Enugu east in Enugu state. These local government areas were randomly selected. The respondents are made up of civil servants, business women and students who are mostly users of these cosmetic products. This step was to ensure reliability and accuracy of data generation for a well researched study.

3.3 SAMPLE SIZE

In order to arrive at a trusted and reliable result, the sample size of this study is drawn at four hundred (400) using the Australian Calculator. This is done so to avoid difficulties that may emanate from sampling of some users of cosmetics and other goods and services in the country. Sample size is the selection of some elements that make up a population. It represents the population of study.

The sample size for the study is therefore calculated below

Confidence Level	95%
	99%
Population Size	3,267,837
Proportion (p)	
Confidence Interval:	0.05
p ^{+/-}	
Upper	0.55000
Lower	0.45000
Standard Error	0.02551
Relative	5.10%
Standard	
400	

SOURCE:<http://www.nss.gov.au/nss/home.NSF/pages/Sample+Size+Calculator>**- Retrieved 12-03-2012.**

The researcher in attempt to prove that the sample is a representative of the population, adopted a critical parameter at an acceptable level which Tuckman described as a confidence level was put at a 95% level (0.05). This means that both sample and population are distributed in the same way and there is 5% error margin for them. Ogbuoshi (2006, p.84) also asserts that it is very difficult to determine a sample size which will be an accurate representative of the population.

3.4 SAMPLING TECHNIQUE

The sampling technique most suitable for this is the convenient sampling technique since the population is scattered in different clusters: Universities, Secondary Schools and Civil Servants. Hence, the researcher takes an equal number of the population to be distributed in these three (3) clusters (i.e. 133 each) conveniently.

3.5 INSTRUMENTS FOR DATA COLLECTION

The use of questionnaire in this study is imperative because it creates room for accurate report and data presentation. There is, usually, no biased response since the questions are mostly close ended with a few open-ended questions. To encourage the respondents, the questionnaire was personally administered by the researcher so as to elicit useful information. Considering the fact that some consumers are illiterate, the researcher also used the interview technique as part of the instruments of data collection. This enabled him to make a comprehensive research on the influence of packaging.

3.6 VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENT

In this study in order to ensure validity and reliability of this work, many things were put into consideration. The questionnaire put across to the

respondent was clear and unambiguous. Responses category were as exhaustive and exclusive; as possible and vetted by the project supervisor.

The reliability of the instrument was tested using Statistical package for Social Science (SPSS) 16.0 software after a pilot study was carried out on 22 respondents. Below is the reliability result;

3.7 TECHNIQUE FOR DATA ANALYSIS AND PRESENTATION

For a concise and precise data analysis and presentation, the data tabulation and coding techniques was used in this work. It is considered the most suitable technique due to its capability to reduce complication and enhance easy understanding at a glance. Also these coded responses were subjected to data analysis using Statistical Package for Social Science (SPSS) 16.0 software to run the frequency and percentage as well as mean and standard deviation for the responses as they answer the research questions in the study.

3.8 LIMITATIONS OF THE METHODOLOGY

It will not be possible to make this finding in the whole of Nigeria, knowing full well that Nigeria is a vast country. On this note, the study is limited to Enugu State, However, whatever generalization made out of the findings from this state would be binding in the rest of the (36) thirty six state.

CHAPTER FOUR

4.0 DATA PRESENTATION AND ANALYSIS

4.1 HISTORICAL BACKGROUND OF CASE STUDY

Marykay cosmetic was founded on September 13th, 1963 in Dallas, Texas U.S.A, by Marykay Ash. The company has an initial working capital of \$5,000. The right to use a skin care formula was created by Marykay ash. The first basic line of cosmetic was manufactured to specification under the label “Beauty by Marykay”. It includes what was called “Basic Skin Care Set”. Marykay Ash was a highly motivated entrepreneur.

She had a plan to become “the finest and largest skin care teaching organization in the world” (Bartlett, 1989). Marykay became the walking showcase for company’s products. Her values and motivational incentives became the basic for the firm’s marketing programme. Her definition of happiness brought women to the firm as beauty consultants, sales directors and users of the product line. The colour “pink” was her “favourite” colour, and was found in her attire, her office, her home and every part of her corporate life. The original corporate strategy of the firm was based on the sales force or “Beauty Consultant”. Many of the company’s skin care products were sold at home

demonstration shows. They were supervised and motivated by sales directors who also were responsible for replenishing the sales force on a continuing basis with new recruits. The plan was a corporate strategy designed to include the best features and avoid mistakes. As part of the plan, the marketing programme was intended to foster retail sales to ultimate consumers. This strategy manifested itself annually in what the company called “seminar”. Seminar was an elaborately produced series of four consecutive three days sessions which attract a total of 20,000 sales participants to the Dallas convention center. The highly motivated event had a tradition of recognition, education and entertainment. It includes hours of classes on product knowledge, marketing and sales techniques and other business management topics. All of the firm’s products were sold on the principal bases of price and quality in highly competitive markets. On the basis of information available to it from industry’s sources, management believed there were some other companies (including both direct sales and manufacturing companies) that had products that compete with Marykay. The firm competes directly with direct sales companies in sales of cosmetic product and indirectly with firms which manufactured cosmetics items which were sold in retail or department stores. Among the dominant companies were Sleek and Black opal cosmetics.

Sleek Cosmetic

Sleek cosmetic primarily sold its cosmetic products through stores. It was larger than Marykay in terms of sales and had more resources. Sleek cosmetic was founded in 1989. It is one of the leading cosmetic products competing with Marykay. Sleek cosmetic is known for its super pigmented palette and product in general. The Sleek make-up brand is youthful and fresh and its packaging colour is purple which signifies youthfulness. Sleek make-up engages the interest of the young women from a range of different backgrounds.

Their ethos is to produce a range which boasts of extremely trendy, fashion forward shades and innovative product which can be worn by all. New product are launched regularly keeping the range fresh and desirable, they deliver quality product at affordable prices. They are well-known for their range of purple colour, divine palette, and for their high street brand, and also, for their huge portfolio of quality products which are on par with globally recognized premium brand.

Headquartered in London, UK, Sleek make-up is an established brand throughout Europe, South Africa, Kenya, Ghana and Nigeria with plans to take on new territories. The range is currently stocked in super drug stores in UK.

Black Opal

Black opal cosmetic is one of the leading cosmetic products competing with Marykay and Sleek beauty products. Black opal was substantially larger than Marykay and Sleek cosmetics in terms of total independent sales volume. Industrial research has identified Black opal as a direct competitor, as having products which are used by older people who want less expensive products. Black opal was founded in 1994 by Bio cosmetic research labs. Black opal was developed with the consultation of Dr. Chery Burgess, an African American dermatologist who had spent years treating troubled skin and seeing the inadequacy of over-the-counter skin care product available for dark skin. Black opal's consulting dermatologist, Dr. Chery Burgess, is the founder, medical director and president of the centre for dermatologic survey, in Washington, D.C. Dr. Burgess earned her doctorate of medicine degree from Howard University College of medicine, in Washington D.C. in 1984 and completed a residency in dermatology in 1988. Dr. Chery Burgess is a diplomat of the national Board of Dermatology, American Society for Dermatology Surgery.

A woman of Jamaican descent, who embodied the Black opal consumers provided the inspiration, the chemist possessed the unparalleled expertise as a product formulator. Together they developed a comprehensive

and affordable collection of targeted skin care products that would combine state-of-the-art technology advances with proven ingredients to service the unique skin care needs of skin colour for women. Recognizing the importance of building from that strong heritage, Black opal later introduced a line of make-up specifically designed to address the beauty concerns on women of colour. an impressive range of formulas and stunning collection of shades, their make-up complements and enhances a woman's natural beauty. Black opal is a leading skin care and colour cosmetic line specifically designed to address the unique skin care needs of women of colour. The three creative forces combined their passion for beauty and their joint knowledge of issues specific to skin of colour to develop the ground breaking brand known as Black opal.

Black opal was seriously competing with Marykay in terms of expenses and packaging colour. Pink was selected as corporate colour for Marykay because Marykay's favourite colour is pink, and pink is an attractive colour for packaging of her products. The pink colour was considered to be more subtle, more current, and more upscale. It is part of the quality to convey. The packaging colour for Black opal is black because her product was made mainly for black women.

Furthermore, product appearance or packaging can provide value in itself; many people like to buy a product that looks aesthetically pleasing. As the consumers choice is often complex. It is difficult to decide upon during the product development process. For example, a product with bright colour may be valued, but these same colours may give consumers the idea that the product is of low quality. To be able to give guidelines for packaging following from its influence on the consumers' product choice, it is necessary to first answer the question of what exactly constitutes the value of a product package for consumers. Consumers' satisfaction is the ultimate goal of any sustainable business. Walter and Lancaster (1999) have stated that value is created by any product or service's attitude, which motivate the consumer to buy product. According to Woodall (2003), attribute of products and services which helps to create consumer value can be divided into two groups, namely: (a) factors that decrease customers cost (b) factors that enhance customers need. Packaging must perform money task, it must attract features and give confidence to the consumer.

However this research sorts to identify the influence of packaging on consumer's choice and buying behaviour in the fast growing consumer's goods market. It also intends to know what exactly moves consumer's to

buying of a product, what factor and elements influences consumers in their choice of a brand over other brands in the market place.

4.2 DATA PRESENTATION AND ANALYSIS

In this chapter, the researcher presented the results of the analysis of data gathered in tables showing frequencies and percentages as well as that of mean and standard deviation.

The later part of this chapter also deals with the discussion on findings as they relate to the objectives of the study and providing answers to the research questions formulated in this study. This was also done in relation to the theoretical framework that underscores the phenomenon under investigation and other findings by researchers that either corroborates or refutes the findings of this study.

Out of a total of 400 copies of questionnaire distributed, 385 were returned while the remaining 15 were not returned. This gives a return rate of 96.3% for the study.

Table 1: Distribution of responses according to Age of Respondents

Age Range	Frequency	Percentage
18 - 25 years	333	86.5%
26 - 35 years	46	12%
36 - 45 years	4	1%
Above 45 years	2	0.5%
Total	385	100

From the above result in Table 1, most of the respondents (333) representing 86.5% fall within the age range of 18-25 years. This is believed to be the category of females that patronize cosmetics because of the sense of looking good, admirable and acceptable that characterizes such females of this age category.

The next category (i.e. 26-35 years) ranked second with 46 (12%) and they comprise of females that are either married or about to marry. Hence, there is a sense of maintain a good and admirable look to either gain prestige or acceptance in an environment. Those between 36-45 years ranked third with 4 (1%) leaving those above 45 years at the bottom of the table with 2 (0.5%) of those that use cosmetic products.

Age is a determining factor in the use of cosmetic products because it defines one's sense of beauty and need to maintain prestige relative to one's taste of fashion which is common among young females.

Table 2: Distribution of responses according to respondents' marital status

Marital Status	Frequency	Percentage
Single	349	90%
Married	36	9.4%
Divorced	-	0%
Separated	-	0%
Total	385	100

A greater percentage of single ladies use cosmetics more than married ones. This is evident from the above result in Table 2 above. Out of a total of 385 respondents, 349 (representing 90.6% of those who use cosmetics) are single ladies. This agrees with the earlier result in Table 1 where a greater percentage of respondents (86.5%) fall within the age range of 18-25 years. This is the period of preparation for marriage and the choice and use of cosmetic becomes paramount for females in this category.

The remaining 36 respondents (representing 9.4% of those who use beauty products) are married females who are likely to fall within the age range of 26-35 years from the above result in Table 1 as stated earlier. The basis for this assumption is obvious as the figures in Table 1 suggests that females within such age range are likely to be married.

Table 3: Distribution of responses according to the occupational status of respondents

Occupation	Frequency	Percentage
Civil Servants	8	2%
Students	356	92%
Business	14	4%
Unemployed	7	2%
Total	385	100

The above result in table 3 shows an over-bearing indication that most females that use beauty products are students. A total of 356 (out

of 385 respondents) representing 92% are mainly students who are interested in looking good and admirable by way of maintaining a beautiful skin with the use of beauty products. This agrees with the two previous results (i.e. Tables 1 and 2) that most students are single and fall within the age range of 18-25 years.

This is followed by business women who ranked second with 14 (4%) out of 385 respondents. These are likely to be married females from our previous result in Table 2 and as such fall within the age range of 26-35 years. This is not to say that single ladies do not engage in private business ventures but the figure is likely to be more for married females. Civil servants ranked third from the result in Table 3 with 8 (2%) leaving unemployed females with 7 (2%) from the result on the occupation of females who use beauty products.

Table 4: Distribution of respondents according to their educational qualification

Educational Qualifications	Frequency	Percentage
First School Leaving Certificate	11	3%
Senior School Certificate	44	12%
OND / HND	302	78%
Bachelor's Degree	20	5%
Masters and Above	8	2%
Total	385	100

Students in higher institutions of learning are seen to be in greater number of users of beauty products as indicated in Table 4 above. Out of a total of 385 (302 representing 78% of females that use beauty products are those with OND / HND). This is an indication that as one advances in educational pursuit, one becomes exposed to new ways and approaches of making decisions. Class and prestige have a role to play for females within this category in their choice of beauty products.

Secondary school graduates are ranked second on the Table of females that use beauty products, with 44 (12%). This is likely to be respondents within the age range of 18-25 years from the result in Table 1 even though some respondents within this age category may have obtained OND/HND from the figure in Table 4. Bachelor's Degree holders are ranked third from the result in Table 4 with 20 (5%) leaving those with First School Leaving Certificate and those with Masters and above at the bottom of the Table with 11 (3%) and 8 (2%) respectively. From the results so far, it is likely that the first school leavers fall within the age range of 18-25 years while those with Masters Degree and above can be grouped with those that are Above 45 years. These categories of respondents are likely to have little interest in using expensive beauty products.

Table 5: Distribution of responses indicating respondents' preference/choice of one beauty product over another

Questions	Responses	Frequency	Percentage
Do you prefer Marykay's cosmetic product to Sleek cosmetic product?	Yes	223	58%
	No	162	42%
Do you prefer Sleek cosmetic product to Black Opal cosmetic products?	Yes	164	43%
	No	221	57%
Do you prefer Black Opal cosmetic product to Sleek and Marykay cosmetic products?	Yes	161	42%
	No	224	58%

From that above result in Table 5 on respondents' preference/choice of one beauty product over another, there is a strong indication that the preference for Marykay's beauty products is high when compared to that between Sleek and Black Opal or any of the latter to the former.

Out of 385 respondents, 223 (58%) prefer Marykay's cosmetic products over Sleek cosmetic products over Black Opal cosmetic products. And lastly, minimal respondents prefer Black Opal cosmetic products over that of Sleek and Marykay.

Table 6: Distribution of responses showing relationship between packaging and consumers' choice of cosmetic products

Response	SA	A	U	D	SD	Mean	St.D	Decision
The ease-of-use of cosmetic products plays an important role	133	164	38	30	20	3.94	1.106	Yes
Symbolic value of a product can be	142	157	69	8	9	4.08	0.915	Yes
The appearance and aesthetic value	182	133	29	29	12	4.15	1.053	Yes
The functional value of a cosmetic product is an important quality signal for consumer's choice of	227	104	35	15	4	4.39	0.883	Yes
A well-packaged cosmetic product	215	118	30	18	4	4.36	0.890	Yes
People buy cosmetic products without considering its packaging	45	85	65	133	57	2.81	1.263	Can't Say

The following limits of real numbers served as benchmark for the decisions for each of the responses given in Table 6 pointing to the range of mean scores:

4.45 - 5.00 = Yes

3.45 - 4.44 = Yes

2.45 - 3.44 = Can't Say (Undecided)

1.45 - 2.44 = No

0.45 - 1.44 = No

From the results in Table 6 above, there is an over-bearing response pointing to the fact that the functional value of a cosmetic (i.e. what that cosmetic does) is an important quality signal for consumer's choice of the product. This was affirmed by 331 (86%) of respondents (i.e. when you add up **strongly agree** and **agree** responses), leading to a mean score of 4.39 and standard deviation of 0.883. this necessitated the "Yes" decision by the researcher based on the key guiding the decision rule above.

This is followed by the response that "A well-packaged cosmetic product with the right message makes the product easy to sell." This ranked second as affirmed by 333 (87%) respondents (but with more respondents that disagrees when compared to the previous response). The mean score of 4.36 led to the "Yes" decision confirming the response to be true.

People look out for aesthetics in cosmetic products when functional value has been ascertained. This is affirmed by 315 (81%) of the respondents with a mean score of 4.15 and standard deviation of 1.053 leading to a "Yes" decision.

The ease-of-use of cosmetic products and their symbolic value determine to a large extent consumer's choice of cosmetic products as

affirmed by 297 (77%) each, though with 3.94 and 4.08 as mean scores respectively, hence, leading to a “Yes” decision by the researcher.

Response	SA	A	U	D	SD	Mean	St.D	Decision
People buy cosmetic products based on knowledge they have	181	166	17	17	4	4.31	0.832	Yes
Consumers buy cosmetic products because its packaging helps them understand the content and usage of	103	146	64	55	17	3.68	1.143	Yes
People buy cosmetic products	71	128	55	67	64	3.19	1.370	Can't
People buy cosmetic products	50	99	82	87	67	2.94	1.304	Can't
A promotional activity helps in the	170	147	53	10	5	4.21	0.870	Yes

Lastly, an almost equal number of respondents did not share the view that “people buy cosmetic products without considering its packaging.” A total of 190 (49%) negates it, while those that affirmed it stood at 130 (34%). With a mean score of 2.81, it had “can’t say” as the decision based on the decision rule stated earlier in this study.

Table 7: Distribution of responses showing how patterns of packaging of cosmetic products influence consumer choice Knowledge about a product to a large extent influences choice, this is true as shown in Table 7 above where respondents bare their mind on how patterns of packaging of cosmetic products influence their choice of it. From the

result, a total of 347 (90%) of the respondents agree that “People buy cosmetic products based on the knowledge they have about it.” This led to a mean score of 4.31 and standard deviation of 0.832 resulting in a “Yes” decision based on the range of mean scores that informed the decision rule.

Also, 249 (65%) of the respondents affirm that they buy cosmetic products because its packaging helps them understand the content and usage (ease-of-use) of the product. This agrees with the result in Table 6 that ease-of-use of a product plays an important role in the choice of cosmetic products. The mean score and standard deviation stood at 3.68 and 1.143 respectively leading to a “Yes” decision.

It is also believed that promotional activities help in the sale of cosmetic products. This is informed by 317 (82%) of respondents with a mean score of 4.21 and standard deviation of 0.870 leading to a “Yes” decision.

Lastly, one cannot really conclude that people buy cosmetic products because of its name (image it represents) or price. Even, though price to an extent affects demand but cannot be a determining factor for choice. People make choice based on interest, taste, appeal, value added and functional value. This is evident from the result in Table 7 above where almost an equal number of respondents (40% each)

affirm and refute the statement that “People buy cosmetic products because it’s affordable (i.e. cheap).” Also, on the name of the product 51% affirm it to be a basis for choice while 34% refute it leaving the remaining 15% as undecided. This led to the mean score of 3.19 and standard deviation of 1.370 leading to the “Can’t Say” decision rule resulting from the range of mean score.

Table 8: Distribution of open-ended responses indicating other factors that influence consumer’s choice of cosmetic products (apart from the ones stated in Table 7 above)

S/N	Other Factors	Frequency	Percentage
1.	Advert	22	8%
2.	Advert and Promotion	4	1.5%
3.	Advert, Jingles, Effect and Affordability	3	1%
4.	Advert and Brand Name	6	2%
5.	Affordability, Effectiveness and Quality	7	2.6%
6.	Availability and Branding	6	2%
7.	Beauty and Attractiveness	24	9%
8.	Testimonial from People	40	15%
9.	Price	12	5%
10.	Price and Expiry Date	4	1.5%
11.	Price and Content	9	3.4%
12.	Price and Packaging	4	1.5%
13.	Dark and Lovely	4	1.5%
14.	Durability	4	1.5%
15.	Fashion and Quality	14	5.5%
16.	How it works on the skin (Quality)	33	13%
17.	Brand Name and Effectiveness	4	1.5%
18.	Its Fame / Popularity	4	1.5%

19.	Location and Availability	5	2%
20.	Originality	2	1%
21.	Packaging and Advert	6	2%
22.	Packaging, Company Name and Quality	2	1%
23.	Price and Quality	16	6%
24.	Price, Availability and Promotions	2	1%
25.	Quality and Attractiveness	12	5%
26.	Quality, Durability and Affordability	5	2%
27.	Size, Price, Colour, Promotion, Quality	8	3%
	Total	262	100

From the result in Table 8 above, there is an over-bearing response pointing to the fact that advertising does influence consumer's choice of cosmetic products. Advertising includes: packaging, jingles, attractiveness, colour and testimonial from people. As a unit, advertising had 22 (8%), advertising and promotions recorded 4 (1.5%), advertising and brand name had 6 (2%), advertising and packaging recorded 30 (11%), and quality & attractiveness had 12 (5%).

From the result, testimonial from people that have used the product ranked highest with 40 (15%) followed by quality (how the product works) which had 33 (13%) and packaging third on the Table with 24 (9%). On the bottom of the Table are: advert, jingles, effect and affordability, originality and company name all with 2 (1%). Also, price as a determining factor influencing consumer choice had 12 (5%), while price & quality recorded 16 (6%).

From the foregoing, it is evident that price to a large extent does not suffice to influence consumer choice of cosmetic products as affirmed earlier in this study. And that advert, packaging and testimonial from people were among the major factors influencing consumer's choice of cosmetic products.

Also, "size, price, colour, promotion, quality and expiry date" as a unit recorded 8 (out of 262 responses) representing 3% as a factor that influence consumer choice of cosmetic products.

Fashion and quality as well as quality and attractiveness which are ingredients of packaging recorded 14 (5.5%) and 12 (5%) respectively; leaving "Price and Expiry Date", "Price and Packaging", "Dark and Lovely," "Durability," "Brand Name and Effectiveness," as well as "Product Fame/Popularity" with 4 each (representing 1.5%)

Table 9: Distribution of responses from open-ended questions on what respondents look out for in making choice of a cosmetic product

S/N	What respondents look out for in making choice of cosmetic products	Frequency	Percentage
1.	Aesthetics	16	6%
2.	How it works (Quality)	60	21%
3.	Date of production and Expiry Date	15	5%
4.	Quality, Price and Ease-of-use	34	12%
5.	Standard	5	2%

6.	Quality and Packaging	29	10%
7.	Knowledge of product, Affordability & Name	6	2%
8.	Packaging and Price	24	8%
9.	Packaging and Effectiveness	27	9%
10.	Testimonial from People and Price	15	5%
11.	Portable, Price, Promotion, Colour & Packaging	10	3%
12.	Price, Quality & Quantity	23	8%
13.	Quality and Side Effect	9	3%
14.	Quality, Quantity and Side Effect	12	4%
15.	Brand Name and Price	4	1.4%
16.	Trademark and Place of production	2	0.6%
	Total	291	100

The result in Table 9 indicates from open-ended questions what people look out for in making choice of a cosmetic product.

Quality of a product (How it works) ranked highest on what consumers look out for in making choice of cosmetic products (i.e. 60 representing 21% of the entire 291 respondent that bared their minds on this question). This shows the value consumers place on “What products do” (i.e. Quality) than on “How products look” (i.e. Packaging).

Also, “Quality, Price and Ease-of-use” (as a unit) ranked second with 34 (12%) from the above result in Table 9. Price appears to be a consideration after quality and ease-of-use. This is important because no matter how cheap a product is, if it does not have quality, consumers are

likely not to make it their choice. Also, “Quality and Packaging” ranked third with 29 (10%) which agrees with the earlier statement that consumers are interested in functional value than aesthetic value.

In the same vein “Effectiveness and Packaging” ranked fourth with 27 (9%). This is followed by “Price, Quality and Quantity” (as a unit) with 23 (8%) and “Aesthetics” 16 (6%) as well as “Quality, Quantity and Side Effect,” (as a unit) with 12 (4%).

On the bottom of the table of what consumers look out for in a product are: “Brand Name and Price,” (as a unit) and “Trademark and Place of production,” (as a unit) with 4 (1.4%) and 2 (0.6%) respectively. Also from the result it was indicated that “Knowledge of product, its Name and Affordability,” (as a unit) had 6 (2%) leaving “Testimonial from People and Price” (as a unit) with 15 (5%).

Table 10: Distribution of responses showing how packaging influence consumer patronage of cosmetic product over another

Response	SA	A	U	D	SD	Mean	St.D	Decision
Packaging has contributed to higher sales of Marykay, Sleek and Black Opal cosmetics because they stand out visually from other	152	158	54	19	2	4.14	0.873	Yes
People prefer Marykay cosmetic products over others due to its	73	115	90	71	36	3.31	1.235	Can't Say
People prefer Sleek cosmetic products over others due to its super pigmented palette of	75	90	117	86	17	3.31	1.149	Can't Say
People prefer Black Opal cosmetic products over others because of its	83	102	84	77	39	3.29	1.285	Can't Say
People prefer Marykay, Sleek and Black Opal cosmetic products with	104	117	62	57	45	3.46	1.338	Yes

The result in Table 10 shows responses on how packaging influences consumer patronage of one cosmetic product over another. From the result, a greater number of respondents (310) representing 80% of the entire 385 respondents agree that packaging has contributed to higher sales of Marykay, Sleek and Black Opal cosmetic products because they stand out visually from other competitive products.

More specifically, there is no clear margin in mean scores for each of the above beauty products under study as seen from the results in Table 10 above.

A total of 188 (49%) respondents affirm that “People prefer Marykay cosmetic products over other due to its packaging,” as against 107 (28%) respondents who refute the statement. The decision rule: “Can’t Say” on this statement stem from the low mean score of 3.31 and standard deviation of 1.235 from the result.

Also, 165 (43%) respondents agree that “People prefer Sleek cosmetic products over others due to its super pigmented palette of packaging,” as against 103 (27%) respondents that disagree with the statement. This leads to the mean score of 3.31 and standard deviation of 1.149 with the “Can’t Say” decision.

On the other hand, 185 (48%) respondents affirm that “People prefer Black Opal cosmetic products over others because of its affordable price,” as against 116 (30%) respondents that refute it.

In all, it is obvious from the results that those who affirm that Marykay cosmetic products are preferred over others recorded more percentage (49%) when compared to the other two beauty products. This is due to its outstanding colour and packaging that attracts more people than other products does, (*See Appendix*).

Black Opal appeals to a category of respondents which makes it appear second on the table behind Marykay with 48% affirmative response as against Sleek with 43% as seen from the result.

Also, from enquiry made by the researcher, Black Opal happened to be the cheapest of all the three (3) beauty products with a unique taste of value that appeals to females that are dark in complexion.

The result also shows that more respondents (117) were undecided about Sleek cosmetic products than Marykay and Black Opal that had 90 and 84 respectively, indicating a neutral decision on Sleek cosmetic product.

4.3 DISCUSSION ON FINDINGS

This section of this study contains discussions on the findings made from the result in the tables presented earlier in this chapter. This is done in relation to other findings by researchers that either agrees or disagrees with the findings in this study. It also considers the theoretical foundation upon which the phenomenon under study is explained as they provide answers to the research questions formulated in this study.

Research Question 1: *What is the relationship between packaging and consumer choice of cosmetic products?* Tables 5 and 6 provide answers to the above research question. The former contains responses on

preference of one beauty product over another while the latter shows relationship between packaging and consumer choice of beauty products.

From the results, we found that packaging had minimal influence on a general note as the major factor that influence consumer choice is the functional value of the product (i.e. what a product does) which recorded an over-bearing affirmative response (331 out of 385 respondents).

Packaging was considered next as a factor that influence consumer choice of cosmetic product with 333 (out of 385) respondents giving an affirmative response to the statement.

The above finding is what consumer buying behaviour theory explains. According to Kioumarisi et al (2009), it is “the process by which individuals search for, select, purchase, use and dispose of goods and services, in satisfaction of their needs and wants.”

Choice is defined by taste and satisfaction which points to the need (want) of the consumer. The utilitarian value of a product (what it does) stands out as the basis for choice made about that product.

It is important to note however, that the utilitarian value of a product (its functional value) can be directly seen from its appearance (i.e. packaging). It suffices to say that packaging (i.e. the communication of value added) speaks volume of a product’s functional value.

As much as consumers rely on what people who have used these products have to say, what is communicated about the product through packaging speaks of what consumers expect to get from using the product.

Dawar & Parker (1994, p.41) corroborates the above view when they asserted that: “Physical product appearance is an important quality signal for consumer,” at least for those who used it for the first time, apart from what marketers say, packaging also speaks to a large extent about product’s functional value.

This explains why packaging is ranked second on the Table (i.e. Table 6) behind Functional Value, as a basis for consumer’s choice of cosmetic products.

Relating this finding to the findings from the results in Table 5, it would not be out of place to say that Marykay cosmetic products ranked highest in consumer preference because of its outstanding aesthetic and functional value, when compared to the other two beauty products. An overbearing 223 (out of 385) respondents prefer Marykay’s cosmetic product as against 164 and 161 that prefer Sleek and Black Opal cosmetic products respectively.

The right to use a skin care formular was created by Marykay ash. According to Bartlett (1989) “the first basic line of cosmetic was manufactured to specification under the label ‘Beauty by Marykay.’ It

includes what was called 'Basic Skin care Set'... the finest and largest skin care teaching organization in the world."

Marykay as a brand has used packaging to create a marketing edge. According to Brassington & Pettit (2003, p.23), packaging "acts as a method of communicating product information, both product and brand character to the consumer." Bodin et al (2000) corroborates the above assertion by pointing out that "In effect, packaging is the integral part of the product and the visual identity of the brand." As an important quality signal that conveys the right message to make a product sell, packaging was affirmed by 315 (81%) of respondents in this study to be responsible for consumer choice of beauty products. Out of this figure, 223 (those who prefer Marykay cosmetic product over the other two cosmetic products) are likely to be included in the 315 respondents.

Consumers also claim that "Ease-of-use and Symbolic Value of cosmetic products," influence their choice of those products as affirmed by 297 (77%) and 299 (77%) as contained in the result.

According to Belia (1998) and Landon (1997): "the choice for a specific product or brand may convey the kind of person you are or want to be; consumers use products to express their (ideal) self-image to themselves and to others." To a large extent, people tend to classify themselves based on the cosmetic they use. This creates some sort of prestige among females

signifying the symbolic value conveyed by the cosmetic they use. The expensive nature of Marykay cosmetic product places a high premium on it as a product that conveys prestige as a symbolic value to its users.

Certain prestige and self-importance is attached either consciously or unconsciously to a product used by prominent people in the society. Such sense of worth is what Marykay cosmetic product conveys. It is believed that a product also communicates symbolic value in a more direct way, especially by its appearance (packaging). Hence, a product's appearance communicates message, (Murdoch & Flurscheim, 1983).

Research Question 2: *How does the pattern of packaging influence choice of beauty products?*

The answer to the above research question is contained in Tables 7, 8 and 9 which show how patterns of packaging influence consumer's choice of beauty products. More people believe that what one knows about a product goes a long way to influence one's choice of that product. This is affirmed by 347 (90%) of the entire 385 respondents.

Knowledge comes in different levels and in the same way, there are different patterns of packaging (each patterns conveys a particular information to consumers). In Table 7, the following patterns of packaging

were considered: “Knowledge about content,” “Knowledge about usage,” “Knowledge about Brand Name,” “Knowledge about Price and Promotional activities.” Packaging in advertisement goes beyond the physical packs or wrapper used to present the content to the general public.

From the results, we found that knowledge about what the product does (i.e. its quality) stands out as a marketing edge that influences consumers’ choice of beauty products. Knowledge about the quality of a product can be gained through various sources like packaging, testimonials from people that have used the product, adverts and promotional activities.

Out of all these sources, “Testimonial from People” stands out (**See Table 8**) and can build credibility for a product. This explains why advertisers have adopted the use of models either in the film industry or music industry as testimonial for products during advertisement. Consumers tend to believe what these persons say than what they read from newspapers or Billboards about cosmetic products.

Testimonial from models is another pattern of packaging that thrives in advertisement. As an attention getting technique, it has been shown to influence consumer choice of products.

According to Engel et al (1995), “gaining attention is an important first step in enabling consumer product purchase. Attention is the allocation of information processing capacity to a stimulus.”

Studies have shown that when products ‘stand out’ visually from competitive products, chances are higher that consumers will pay attention to the products in a purchase situation, as it “catches their eye,” (Garber, 1995; Gaber et al 2000).

Understanding product content and usage (ease-of-use) which packaging communicates provides another basis for consumer choice of beauty products. This study found that the “Ease-of-use” of Marykay cosmetic products stands out as conveyed through packaging, (See **Appendix**).

Also, consumers are interested in what they will get from purchasing a product which is what promotional activity communicates to consumers in order to make sales. A total 317 (82%) respondents affirmed this but from the open-ended response there is an abysmal response recording 4 (1.5%) out of the entire 262 responses pointing to the fact that advert and promotions influence consumer choice of cosmetic products.

The believe that people buy cosmetic products because of its **Name** or **Image** as well as **Price** received an abysmal response in the affirmative with a corresponding response negating it (i.e. 51% affirmative and 34%

negative) leading to the “Can’t Say” decision. For the response on **Price**, the result had 39% affirmative and 40% negative.

From this result, we found out that **Brand Name** and **Price** are not what consumers look out for whenever they want to make choice of cosmetic products.

Hence, for the consumer, knowledge about what the product does, how it can be used as well as its quality (i.e. content) becomes paramount whenever a choice is made about cosmetic products.

Norman (1998, p.14) corroborates the above finding in his study where he found that, *Consumers have to experience the performance of a product in order to judge it adequately. As a consumer cannot often try out product in a shop or appearance to form an impression about whether buttons will be easy to use. The appearance of the product influences consumer perception of aspects such as ease of usage, operation, weight and stability, which affect the perceived ease of use of product.*

This is what packaging communicates to prospective consumers to accentuate testimonials from people who use cosmetic products.

Research Question 3: *In what way is packaging responsible for consumer's patronage of one cosmetic product over another?*

The answer to the above research question is provided for in Tables 9 and 10 above. The former contains responses on what consumers look out for in making choice of a cosmetic while the latter speaks of how packaging influences consumer patronage of cosmetic product over another.

There is a close relationship between what consumers look out for in making choice of a cosmetic product and what actually influences their patronage of those cosmetic products.

From the result in Table 9, we found that consumers look out for quality, ease-of-use and testimonial from people that order before making choice of cosmetic products. Relating this to what actually informed their patronage of cosmetic products, from results in Table 10, we found that the quality of a product as conveyed through packaging actually informed their preference and patronage of such product. For instance, the statement that “People prefer Marykay’s cosmetic products over others (i.e. Sleek and Black Opal) due to its packaging” received an over-bearing affirmative response when compared to the response in affirmative to Sleek and Black Opal cosmetic products.

This finding also agrees with the earlier finding on consumer’s preference of one cosmetic product over another (**See Table 5**). There is

an over-bearing affirmative response in favour of Marykay cosmetic products over others. Notwithstanding that Marykay's cosmetic product is expensive; its price was not a hindrance to consumer's patronage of the beauty product over others.

The place of packaging as proving a marketing edge for a product has placed Marykay's cosmetic product at a top position in the mind of consumers, Gonzalez et al (2007) corroborates this view in his assertion that: *Value is added when packages are designed for aesthetics and ability to display positive information to consumers and at the same time preserve the product qualities through time and from the environment.*

This underscores the position that packaging undertakes elevated importance for products for decisions made at the point of purchase relative to other communication tools because of its easy availability (Underwood & Klein, 2002).

On the other hand, we found from this study that certain products have edge over others based on price after value added has been considered. For instance the statement that "People prefer Black Opal cosmetic products over others because of its affordable price" received an over-bearing response when compared to Sleek cosmetic products and Marykay. The

consumers' decision for Black Opal is based on the fact that it is cheaper when compared to Marykay and Sleek cosmetic products.

The above variation between the preference for Marykay cosmetic product and that of Black Opal cosmetic products is premised on a psychological finding known as "Consumer Buying Behaviour." This behaviour explains why consumers differ in perception of products based on two opposing facts. For instance, some look out for quality (as conveyed through packaging) while still give some consideration to quality.

Logically, a person's behaviour, be it as an individual or as part of a group, has a direct influence on their buying behaviour. Studies have shown that this behaviour cannot be changed by any product offering, as consumers make their own decisions on which product they will purchase (Gonzalez et al, 2007; Underwood & Klein, 2002).

The much that could be done through packaging or other promotional activities is to manipulate this behaviour so as to encourage sales. It suffices to say then that a consumer may patronize a product because of its promotional activity and not necessarily because such consumer has made that product his choice.

Hence, the extent to which consumer's buying behaviour can be manipulated to encourage sales is relative and can only last for as long as

such promotional activity last. The pattern of packaging that appeals to consumers comes in varying degrees and also relative to the taste of individual consumer.

Research Question 4: *What is responsible for higher sales of cosmetic products?*

Table 10 provides answer to the above research question. There is an indication from the result that points to the fact that consumers patronize products easily based on appearance or testimonial and not necessary because of knowledge of all that the product entails.

For instance, the statement that “packaging has contributed to higher sales of Marykay, Sleek and Black Opal cosmetic products because they stand out visually from other competitive products” received an overbearing affirmative response.

This is generally true from the findings in this study but in specific terms, each of the beauty products has created a marketing edge which one product has over the other. The quality of Marykay cosmetic product gives it an edge over Sleek and Black Opal and its expensive nature carries with it some form of prestige that makes certain consumers want to identify with it.

On the other hand, Black Opal cosmetic product uses its affordable nature as a marketing edge over Marykay and Sleek and also the fact that it appeals to females with dark skin. Consumers consider its affordable nature after it has met their desired taste.

Sleek cosmetic product uses its super pigmented palette conveyed in its packaging as a marketing edge over other cosmetic products but not Marykay and Black Opal.

The concept of consumer buying behaviour plays an important role in determining the sale of cosmetic products and the extent to which this buying behaviour can be manipulated or influenced depends on several factors. The patterns of packaging contribute to an extent in manipulating consumers' buying behaviour on some cosmetic products like Marykay and Sleek but for Black Opal the segment of consumers that are manipulated are limited because it has price as its major determining factor for its demand.

Researchers have shown that there is an extent to which price can become a determining factor for consumer patronage. This study has also shown that price is not a major determining factor or what consumers look out for in making choice of a cosmetic product. Also, the appearance of a product (i.e. packaging) conveys a sense of intimacy between consumers

and cosmetic products which gives an impression that is likely to influence or promote sales all other things being equal.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

This study is on the influence of packaging on consumer choice and patronage of beauty products with particular focus on Marykay, Sleek and Black Opal cosmetic products. This investigation is premised on the general believe that packaging gives products edge over others and has a tendency to influence choice and patronage.

The relationship between packaging and consumer choice of cosmetic products was established in this study. It also examined how patterns of packaging influences consumer choice as well as patronage of cosmetic products and lastly, it found out what is actually responsible for higher sales of cosmetic products among other competitors. The findings were explained using the consumer buying behaviour theory and other scholarly submissions on the relationship between packaging and consumer choice and patronage of cosmetic products.

5.2 CONCLUSION

The findings in this study have been examined. It is based on these findings that the researcher draws the following conclusions:

Packaging conveys not just aesthetic but communicates the symbolic and functional values of a product. The functional value of Marykay's cosmetic products gives it a marketing edge over other cosmetic products like Sleek and Black Opal. The influence which packaging has on consumer choice and patronage of cosmetic products are in levels. The price of a cosmetic product is not what a consumer looks out for first in making choice of a cosmetic product. There is more to packaging than the physical appearance of a cosmetic product. Marykay, Sleek and Black Opal cosmetic products have an outstanding marketing edge over other competing cosmetic products. Packaging can only manipulate consumer buying behaviour, it cannot change it totally. Cosmetic products sell more due to packaging than any other marketing strategy. The patronage which promotional activities (like bonus) attract to cosmetic products does not last; it is only the functional value of the product that sustains patronage.

5.3 RECOMMENDATIONS

Having considered the findings of this study and the conclusions drawn from them, the researcher makes the following recommendations:

1. Marketers should look beyond the physical attractiveness which packaging communicates when designing a package for a product; emphasis should be drawn to the products functional value (i.e. what it does).

2. Audience research should be considered before designing a package for a product to ascertain the predominant factor of influence on consumer choice.
3. Advertising is all about “full information”, hence agencies involved in packaging an advertisement should always give consumers full information about a product including its side effects.
4. Manufacturers of cosmetic products should not sacrifice quality at the expense of affordability; most consumers would not mind buying a quality product that is expensive.
5. The unique selling proposition of a product should stand out when designing a package for such product so as to give it a marketing edge over its competitors.
6. Consumers should not base their choice and patronage of any product on its price; it pays to pay more for a quality product.
7. Consumers should identify the pattern of packaging that suits or satisfies their taste for a particular product and stick to it.
8. The packaging of a product should be true to its content to avoid deception in advertising.

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APPENDIX

Department of Business
Administration and Management,
Kwara State Polytechnic,
Ilorin
April, 2025

Dear Respondent,

REQUEST FOR THE COMPLETION OF RESEARCH QUESTIONNAIRE

I am an ND student of the above-named department and institution, conducting a research on: *The Influence of Packaging on Consumers Choice of Beauty Products*

This is strictly an academic enquiry and your honest response will be highly appreciated and treated in the strictest confidence.
Thank you for your cooperation.

Yours faithfully,

PART A (PERSONAL DATA)

INSTRCUTION: Please tick (✓) appropriately

- | | | |
|-------------------------------|----------------------------------|-------------------|
| 1. Age: | 18 - 25 | 26 – 35 |
| | 36 - 45 | 45 and above |
| 2. Marital Status: | Single | Married |
| | Divorced | Separated |
| 3. Occupational Level: | Civil Servant | Students |
| | Business | Unemployed |
| 4. Educational Qualification: | | |
| | First School Leaving Certificate | SSCE |
| | OND / HNDBachelor's Degree | Masters and Above |

PART B (RESEARCH DATA)

5. Do you prefer Marykay's cosmetic product to Sleek cosmetic products?

Yes No

6. Do you prefer Sleek cosmetic product to Black opal cosmetic products?

Yes No

7. Do you prefer Black Opal cosmetic product to Sleek and Marykay cosmetic products?

Yes No

NB: For your response below, the following are the meanings to the acronyms (*SA = Strongly Agreed, A = Agreed, U = Undecided, D = Disagreed and SD = Strongly Disagreed*)

What are the relationships between packaging and consumer's choice of cosmetic products?

S/N	Relationship between packaging and choice	SA	A	U	D	SD
8.	The ease-of-use of cosmetic products plays an important role in the choice of such products.					
9.	Symbolic value of a product can be the key determinant for product selection.					
10.	The appearance and aesthetic value of cosmetics plays an important role in the successful sale of the products.					
11.	The functional value of a cosmetic product is an important quality signal for consumer's choice of the product.					
12.	A well packaged cosmetic product with the right message makes the product easy to sell.					
13.	People buy cosmetic products without considering its packaging					

How does the pattern of packaging of cosmetics influence its choice?

S/N	Influence of packaging on choice	SA	A	U	D	SD
14.	People buy cosmetic product based on the					
15.	Consumer buy cosmetic product because its packaging helps them to understand the content and usage of the product.					
16.	People buy cosmetic product because of its name					
17.	People buy cosmetic product because it's affordable.					
18.	A promotional activity helps in the sale of cosmetic products.					

19. State other factors that influence consumers' choice of cosmetic products (apart from the ones stated above)