

**THE EFFECTS OF PACKAGING ON CONSUMER CHOICE OF COSMETIC PRODUCTS: A
CASE OF UNIVERSITY OF CALABAR COMMUNITY**

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Abstract

The study focused on the effects of packaging on consumer choice of cosmetic products university of Calabar community. The study aimed at determining the relationship between the package colour, labeling, quality of packaging material and consumer choice of cosmetic products.. The study adopted exploratory and survey research designs. Data were analysed using Ordinary Least Square (OLS) method. The results from the test of hypotheses revealed that there is a significant relationship between the package colour and consumer choice of cosmetic products. There is a significant relationship between the labeling and consumer choice of cosmetic products. There is a significant relationship between the quality of the package materials and the consumer choice of cosmetic products. The study recommended that package label, colour and the quality of packaging material; should create a favourable impression of the product for customers, which should be based on consumers' survey conducted to ensure that their expectation are meet in a given package. In this era of product faking, a cosmetics package should be fortified with security inks and coating to avoid copying and imitation. Disclaimer should receive prominence attention on the package of the cosmetics product.

Keywords: Package Colour, Labeling and the Quality of Packaging Material

INTRODUCTION

Jennifer (2008) defined packaging as a wrapper or container for a consumer product that serves a number of purposes including protection and description of the contents, theft deterrence, and promotion. Kotler and Keller (2006) defined packaging as activities of designing and producing the container for a product. Innovative package may actually add value to a product if it meets a consumer need such as portion control, recyclability, tampering-proof, child-proof, easy-open, easy store, easy to carry and non-breakability (Robert, 2006). Package might include up to three levels of material; primary (bottle for a cosmetic) secondary (carton) and shipping package product we must include packaging as a styling weapon especially in food products, cosmetics, toiletries and small appliances. The package is the buyer's first contact with a product and it is capable of making or marring the purchase exercise. Packaging material is a vital element which assists to prevent product from loss, storage, handling and usage.

The label on packages are important component of the overall marketing mix and can support advertising claim, establish a brand identity, enhance recognition, and optimize shelf space (Sook-kim, 2000) typically, a package includes a label, a printed inscription on product package. The label may be a simple tag attached to the product or an elaborately design graphics that is part of the package (Kotler, 2003). Crouch and Housden (1996) opined that for the achievement of brand objective of a product, the aesthetic and functional components must be chosen correctly. Aesthetic consideration relates to a package size, shape, material, colour and graphic. Colour must be chosen carefully. Blue is cool and serene, red is active and lively, yellow medicinal and weak, pastel colour is feminine and dark colour is masculine. Functionally, structural design is crucial (Clark, 1997). This research paper is intended to unravel the effect of Packaging on consumer choice of cosmetic products in University of Calabar community.

Statement f Problem

The sophistication of consumer and government regulation on advert claim and label of cosmetic product seem not to be accorded great importance. The Food and Drug Administration (FDA) in the United States emphasized full disclosure of nano-particles of cosmetic products content. This is because it reduces wrinkles on aging skin, but has adverse effect on other parts of human body, which consumer might not be aware. All label must be truthful and not misleading and must disclose or material information, including any risk, but the situation seems not to exist in Nigeria context, many users run into different kinds of skin diseases due to probably inadequate information revealed by the cosmetic package colour used to package product seems to be used indiscriminately without recourse to what the peoples' culture demand. Some consumers are allergic to some colours irrespective of the quality of the product. It could be said that exist some colours that are very inappropriate for the packaging of cosmetic

product. It could pose a challenge to the package designer and the marketer as well, which could lead to a down turn in patronage.

Some consumers attach importance to the container or bottle used in packaging of some products. The material and quality of cosmetic package could be said to be friendly and harmful to the consumer as well as the environment, especially the use of glass and aerosols packages for perfumes and other body spray cosmetics. For the singles any container could be preferred but for the family consumers especially with little children, quality of material and safety could be of great importance for a cosmetic manufacturers treat with levity using inappropriate quality of packaging material for different classes and users of cosmetic products.

LITERATURE REVIEW

Overview of Cosmetics Product

There are varied definitions of the term, cosmetics. Thompson (1989) defined cosmetics as an item intended to be rubbed into or otherwise applied on the human body or any part for cleaning, beautifying promoting attractiveness or altering the body appearance. The Food and Drug (1974, section 20a) also defines cosmetic as any part substance or mixture of substances manufactured or sold or advertised for use in cleaning, improving or altering the complexion, skin hair and health. These include deodorants, thus, cosmetics are substances or mixture used on any part of the body to enhance personal grooming. Food and Drug Administration (2009) identified the following as cosmetic product category:

Baby Products:Baby Shampoos; Lotions, Oils, Powders, and Creams; Other Baby Products.

Bath Preparations: Bath Oils, Tablets, and Salts; Bubble Bath; Bath Capsules; Other Bath Preparations.

Eye Makeup Preparations:Eyebrow Pencil; Eyeliner;Eye Shadow; Eye Lotion; Eye Makeup; Remover; Mascara; Other Eye Makeup Preparations.

Fragrance Preparations:Cologne and Toilet Waters; Perfumes; Powders (dusting and talcum, excluding aftershave talc); Sachets; Other Fragrance Preparations.

Hair Preparations (non-coloring):Hair; Hair Spray (aerosol fixatives); Hair Straighteners; Permanent Waves; Rinses (non-coloring); Hair Dyes and Colors (all types requiring caution statements and patch tests); Hair Tints; Hair Rinses (coloring); Hair Shampoos (coloring); Hair Color Sprays (aerosol); Hair Lighteners with Color; Hair Bleaches; Other Hair Coloring. Preparations

Makeup Preparations (not eye):Blushers (all types); Face Powders; Foundations; Leg and Body Paints; Lipstick; Makeup Bases; Rouges; Makeup Fixatives; Other Makeup Preparations.

Manicuring Preparations:Basecoats and Undercoats; Cuticle Softeners; Nail Creams and Lotions; Nail Extenders; Nail Polish and Enamel; Nail Polish and Enamel Removers; Other Manicuring Preparations.

Oral Hygiene Products:Dentifrices (aerosol, liquid, pastes, and powders); Mouthwashes and Breath Fresheners (liquids and sprays), Other Oral Hygiene Products.

Personal Cleanliness: Bath Soaps and Detergents; Deodorants (underarm); Douches; Feminine Deodorants; Other Personal Cleanliness Products.

Shaving Preparations:Aftershave Lotion; Beard Softeners; Men's Talcum; Preshave Lotions (all types); Shaving Cream (aerosol, brushless, and lather); Shaving Soap (cakes, sticks, etc.);Other Shaving Preparations.

Skin Care Preparations (Creams, Lotions, Powders, and Sprays):Cleansing (cold creams, cleansing lotions, liquids, and pads); Depilatories; Face and Neck (excluding shaving preparations); Body and Hand (excluding shaving preparations); Foot Powders and Sprays; Moisturizing; Night; Paste Masks (mud packs); Skin Fresheners; Other Skin Care Preparations; Suntan Preparations: Suntan Gels, Creams, and Liquids; Indoor Tanning Preparations; Other Suntan Preparations.

Legal Requirements for Cosmetics Product in Nigeria

The agencies that shoulder the responsibility for controlling cosmetics in Nigeria are the Department of Weights and Measures and Food and Drugs Administration. Other agencies that assist on this exercise are Standards Organization of Nigeria and Federal Ministry of Trade. Decree No. 35 of 1974 in the statue applied by Food and Drug Administration in the regulation of cosmetic sold in Nigeria. The decree prohibits unsafe and deceptively labeled and advertised food, Drugs and cosmetics, whether manufactured in Nigeria or imported. The decree also demands that:

- i. Cosmetics manufactured products and ingredients must be registered.
- ii. Cosmetics advertising be regulated and sanctioned
- iii. Imported cosmetic should be regulated

Lastly, the quote, the scope, line 1.2 of the newly elaborated Nigeria industrial standards on cosmetic states that where standard has been prescribed for my cosmetic, no person shall prepare, label package, sell or advertise any article in such a manner that the substance is likely to be mistaken for the cosmetic, unless the substance complies with the prescribed standard .Also any person or corporate body who contravenes the regulation for cosmetics also faces the same penalties and legal proceedings as Food and Drugs (Thompson, 1989).

In addition to providing a distinctive and appealing means of identifying and protecting, the pack must also provide the user with information concerning its conflicts. Some of this information may be required by law. The product and design of packaging is influenced by the ever-increasing amount of information which by law must appear on it.

Baker (1991) states that an acceptable packaging of cosmetic product must be marked with:

- i. Name and address of the manufacturer
- ii. Date
- iii. Description of the product
- iv. Any relevant expiry date
- v. Required references to particular ingredients

There is strong pressure for more information. America and Germany already have ingredient declaration on cosmetic products.

The rights to package designs are another legal aspect of packaging. In today's market where products are sold by the shape of the packaging as much as anything else, design registrations can be very valuable especially in the area of cosmetic packaging.

Cosmetic Package Label and Choice

Psychological research into attitude behavior, assumed that most part of influences on cosmetic choice are mediated by the belief held by individual (Ajzen, 1991). Belief about the chemical composition and health effects of the cosmetic products may be factor more important than the actual chemical composition quality and health consequences in determining an individual an individual choice. Concerning cosmetics, the belief about health can be both a good friend (in moderation, providing physical and social benefits) but a cruel enemy tool (in excess, causing physical decline). That is one of the most prominent factors influencing consumers cosmetic choice has been found to perceived quality (Hauck, 1991). Quality can be perceived by human senses, as sight; cosmetic, and food products, shows that packaging and label are some of the sources consumer refer to in order to judge the quality of the product and make choice (Lunardo and Richard, 2007).

Colour of cosmetic package

The study of colour is complex, and made difficult by variety of systems, which include the aesthetic psychotically, physiological, associative, and symbolic (Frank, 2007), colour has an extraordinary power to move emotions. Deborah (1981) asserts that colour has become the subject of considerable investigation by psychologist; this has expanded to other field of study that has relationship with the study of human behavior like marketing. This discovery has led to psychological attributes of colour as well as an awareness of its socioeconomic dimensions. A

word of caution: such studies have sometimes been misinterpreted and misused, leading to cosmetic palettes and colour coordinated clothing.

Colour studies begin with the interaction of light and colour for without light we would not observe no colour, shape, space. The understanding of light colour was aided by Sir Isaac Newton discoveries that white light contain all visible colour. Shape (1981) points out that discriminate millions of different colours; there are only 150 discernible wavelengths in spectrum, the average person can, with reliability name only a dozen or so, and even change with individual mood and association.

In certain circumstance colour has been seen in the absence of light; that is, electrical and mechanical stimulation on the optic nerve can induce colour sensation, as can various chemical change (Rossotti, 2004) It has been demonstrated that touch alone can discriminate parts of the electromagnetic spectrum, including colour; this is known as demo-optical perception (DOP) a theory based on radiant energy (Youtz, 1996). Youtz (1996) reported that the ways of seeing colour is by hearing, taste, and smell collectively, these alternative means are known as synesthesia. Indeed with black and white imagery alone. This of course assumes that one is not colour blind as is the case with 6-9% of males and 8% of female (Ghoethe, 1982) perhaps more problematical for the cosmetic package designer or supplier are the after images composed of colour complementary to the figures colour, and tie variable in expressed preference for colour combination which usually have a cultural component

Packaging Material and Choice of Cosmetics

It is also extremely important to gain the preference of target consumers. Dyurovic (2009) asserts that growing segment of the population Worldwide and in china dislikes products using for much waste material for the packaging directly due to environmental concerned by the quality or recyclability of packaging and are generally more likely to consider other more function oriented factors when purchasing a product. However, these factors often depend on priorities that change according to the category of goods, the product and the available budget of the buyer. The material used to package a product reflects how much the company understands its market. Dyurovic (2009) revealed that the change of from the widely used all aluminum material for the packaging of tooth paste product by other brands in China, Colgate brand was packaged in a plastic like tube its product in 1992, when they entered the Chinese market, enabled them seized about one third of the market to be more convenient, durable and safer to use. Packaging has an incredible power over what people buy. The same way people express themselves through the clothes they wear. They also make statement about what they buy. Pira (2002) asserts that consumer buy product not just for their immediate need but more importantly – because the product promise to fulfill desires and longings. The package design

needs to attract attention, stimulate curiosity build a connection and ultimately lead the buyer to think the product is the best one offered.

Research Hypotheses

The following hypotheses were stated in a null form.

H₁₀: There is no significant relationship between the package colour and consumer choice of cosmetic products.

H₂₀: There is no significant relationship between the labeling and consumer choice of cosmetic products.

H₃₀: There is no significant relationship between the quality of the package materials and the consumer choice of cosmetic products.

MATERIALS AND METHODS

Research design

The study adopted exploratory and survey research designs.

Population and sampling design

The study covered University of Calabar students on the effect of packaging on their choice of cosmetic products. The sample size was 33 and sampling method adopted was a combination of Judgmental and Simple Random Sampling techniques.

Instrumentation

The instrument used for data collection was a questionnaire instrument developed to assess the effects of packaging on consumer choice of products in university of Calabar Community. The effect of cosmetics package was operationalised using the basic component of a Package: Label, Package colour and the quality of packaging material. A five point scale of strongly agreed (5), agreed (4), undecided (3), disagreed (2) strongly disagreed (1) were used to measure the responses for the respondents.

Data analysis

Data were analysed using the Ordinary Least Square (OLS) method.

Reliability

The reliability was tested using Cronbach's Alpha. The Cronbach's Alpha coefficient of 0.763 indicated a high reliability of the instrument.

ANALYSIS & FINDINGS

Table 1: Model testing

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error			
t (Constant)	10.571	2.114		5.000	.000
LB	.056	.009	.087	6.222	.000
PC	.045	.007	.027	6.429	.000
QPM	.186	.032	.032	5.813	.000

a. Dependent variable: CCCP

R = .859; R² = .738; Adjusted R² = .763 ; F- statistics = 14.141 ; Durbin Watson = 1.779

From the table 1, it could be seen that the coefficient for Label (LB) Package Colour (PC) and Quality of Package Material (QPM) are all positive. This shows a positive relationship existing between them and consumer choice of cosmetic Product (CCCP). The result is statistically significant at 5% level of significance.

The R² value of 0.738 indicates that 73.8 percent changes in the dependent variable Purchase Decision of Cosmetic Product (CCCP) is caused by the changes in the independent variables Label Colour (LB), Package Colour (PC) and Quality of Package Material (QPM) while 26.2 percent is caused by other factors indicated in the error term.

Testing the statistical significant of the overall model, the F-statistics was used. The model is said to be statistically significant at 5% level because the F-statistics computed of 14.141 is greater than the F-statistics table value of 2.92 at df1 = 3 and df2 = 33.

The test of autocorrelation using D.W test shows that the D.W value of 1.779 falls within the inconclusive region of D.W partition curve. Hence, we can clearly say that thereexists no degree of autocorrelation.

DISCUSSIONS

Labeling

This research finding agrees with Ricchi & Stafani (2005) that label not only distinguishing the brand from other competing brands but also increase the likelihood of purchase. This study disagrees with the study conducted by Sial, Gulzar, Riaz & Nawaz (2011) that labeling has no impact on buying behaviour of young consumers. Appropriately delivered information on packaging generates strong impact on the consumers' purchase decision. This information reduces the uncertainty and creates product credibility (Silayoi&Speece, 2004).

Packaging colour

In support of this research findings, Silayoi & Speece (2004) in their study concluded that visual elements of the package influence choice of the product to a great extent, and graphics and colours are frequently the major influence. They further opined that packaging helps contribute to a positive shopping experience – when shopping in the supermarket, a colourful pack catches their attention. Also, some customers usually go for colourful package when they are looking for kid's products. Package when assist customers to find products easier. Attractive packaging generates consumer attention by breaking through the competitive clutter and picture vividness has the most positive impact for products with lower level of involvement. According to Shah, Ahmad, & Ahmad (2013) colour of packaging is important and apart one company product from another. Packaging colour draw attention of the consumers the more the colour is attractive the more consumer will like it.

Package Material

This research work is in tandem with the study of Shad, Ahmad & Ahmad (2013) which concluded that packaging material have significant relation with consumer buying behaviour. According to them packaging material is important element which prevents the product from loss. High material attracts customer than low. Study conducted by Sial, Gulzar, Riaz & Nawaz (2011) concluded that packaging has a positive relationship with the buying behaviour of young customers.

CONCLUSION

The following conclusion can be derived from the study:

There is a significant relationship between the package colour and consumer choice of cosmetic products.

There is a significant relationship between the labeling and consumer choice of cosmetic products.

There is a significant relationship between the quality of the package materials and the consumer choice of cosmetic products.

RECOMMENDATIONS

The package design of cosmetics should have a pleasing appearance, to encourage potential customer to form a favourable impression for the product.

Before a given package of cosmetics product is design or improved, consumers' survey should be carried out so that the newly improved package will meet their expectations.

Cosmetic package labeling should be fortified with security features like special inks and protective coatings to avoid copying and imitation by other competitors.

Disclaimer should receive more prominence on the packaging instead of being concealed in the first time print in the label of cosmetic products

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