

# A STUDY ON IMPACT OF PACKAGING ON CONSUMER BUYING BEHAVIOR TOWARDS COSMETICS IN COIMBATORE CITY

## AUTHORS

**Dr. J. PRINCY**

Assistant Professor

Department of Corporate Secretaryship PSG College of Arts & Science

Coimbatore-14

**ANU SHRI .S.J, KOWSALYA. T, MOHAMED AYMAN .S, SABARIRAJ.R, SHREE DURGA .U,  
SREEDHARSHINI .S III B.COM CS**

Department of Corporate Secretaryship PSG College of Arts & Science

Coimbatore-14

## INTRODUCTION

Packaging is not just a protective layer for a product; it is a powerful marketing tool that shapes consumer perceptions and influences purchasing decisions. In the cosmetics industry, packaging plays a crucial role in establishing brand identity, product appeal, and consumer trust. Modern consumers, especially in urban markets like Coimbatore, are highly influenced by visual aesthetics and product presentation. This study aims to analyze how different packaging strategies impact consumer buying behavior in Coimbatore's cosmetic market. By understanding the key drivers of consumer preference, brands can enhance their packaging strategies to attract and retain a loyal customer base.

## OBJECTIVES

- To analyse various packaging variables that stimulate purchase decisions for cosmetic products
- To examine the impact of packaging on consumer buying behaviour for selected brands
- To investigate the impact of eco-friendly packaging on consumer buying behaviour towards cosmetics

## STATEMENT OF PROBLEM

- Lack of Understanding on Consumer Preferences
- Limited Focus on Environmental Concerns in Packaging
- Effect of Packaging Design on Brand Perception
- Influence of Packaging on Brand Loyalty and Repeat Purchases

## REVIEW OF LITERATURE

### 1. Rohini & Jona Jenifer (2024)

Focusing on consumer behavior in Coimbatore, this study evaluates the significance of packaging attributes such as color, font, material, and sustainability. The findings indicate that consumers are highly influenced by visually appealing packaging, often associating it with product quality and brand reputation. The study also highlights that environmentally friendly packaging positively impacts purchase decisions, especially among younger consumers. The authors recommend that businesses invest in aesthetically pleasing yet sustainable packaging solutions to appeal to the evolving preferences of consumers. The study concludes that packaging serves as a critical marketing tool in influencing brand perception and sales.

### 2. Mahalakshmi, Geetha, & Sundara Prasad (2023)

This study examines the purchasing patterns of female consumers in Coimbatore's cosmetics market, highlighting key factors like brand image, product quality, and packaging. The research finds that well-designed packaging significantly impacts consumer perceptions and purchase decisions. It also explores how age, income, and occupation influence buying behavior. The study concludes that companies should focus on attractive and high-quality packaging to enhance customer satisfaction and loyalty. The findings suggest that the modern consumer prioritizes aesthetics, sustainability, and convenience in packaging when making purchasing decisions.

### 3. Menon, D, & Thomas, R. (2017)

The research explores how packaging shape influences consumer behaviour. The findings suggest that round-shaped packaging is perceived as friendly and safe, while angular packaging conveys strength and modernity. The study also highlights that ergonomic packaging improves consumer convenience, particularly for travel-sized products. The research concludes that brands should invest in consumer-friendly packaging designs to enhance usability and product differentiation.

### 4. Mamo (2014)

This study explores how packaging attributes influence consumer behaviour in Ethiopia's cosmetics market, with insights that can be applied globally. The research identifies essential packaging elements such as durability, convenience, attractiveness, and sustainability. The study finds that clear labelling and informative packaging enhance consumer trust, particularly for skincare products. It also highlights that younger consumers prefer trendy and visually appealing packaging, while older consumers value product safety. The research recommends that brands invest in innovative and environmentally friendly packaging designs to appeal to a diverse consumer base.

## RESEARCH METHODOLOGY

- **Area of the study**

The area of the study is focused to Coimbatore city.

- **Source of data**

This study receives data from primary source of data collection from general public through circulation of Google forms

- **Sample size**

The sample size of this study is 120 responses.

- **Sampling method**

Convenience sampling method is used for this study.

- **Tools for analysis**

The following statistical tools have been used to analyse the primary data collected.

1. Simple percentage analysis

## FINDING AND RESULT:

**TABLE 4.1.1**

TABLE SHOWING THE IMPORTANCE OF ECO-FRIENDLY PACKAGING IN RESPONDENTS' PURCHASE DECISIONS

Experience of Purchasing Cosmetic Products Based on Packaging	No. of respondents	Percentage
Very important	53	44.2
Somewhat important	48	40
Not very important	13	10.8
Not important at all	6	5
Total	120	100.0

Source: Primary data

## INTERPRETATION:

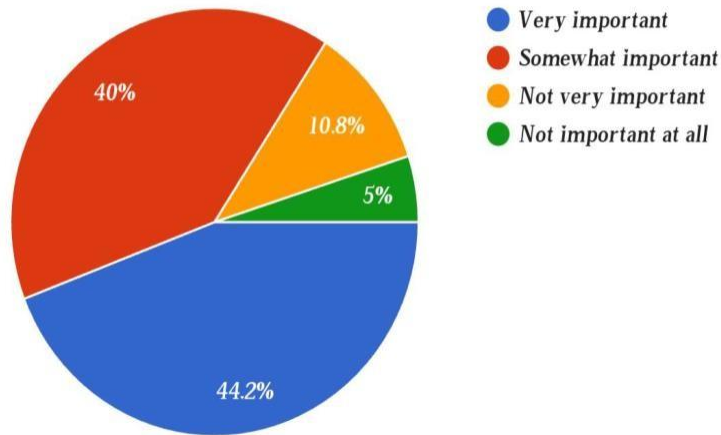
From the above table, the data indicates that 44.2% of respondents consider eco-friendly packaging very important in their purchase decisions, followed by 40% who find it somewhat important.

Meanwhile, 10.8% consider it not very important, and 5% do not find it important at all.

**Majority 44.2% of respondents consider eco-friendly packaging very important in their purchase decisions.**

**CHART 4.1.1: Chart showing Importance of Eco-Friendly Packaging in Respondents' Purchase Decisions**

120 responses



**TABLE 4.1.2**

TABLE SHOWING THE TYPES OF INFORMATION RESPONDENTS LOOK FOR ON COSMETIC PACKING

Types of Information Respondents Look for on Cosmetic Packaging	No. of respondents	Percentage
Design and colour	30	25
Material and texture	35	29.16
Ecofriendly	20	16.67
Brand name	15	12.5
Certifications	20	16.67
Total	120	100

Source: Primary data

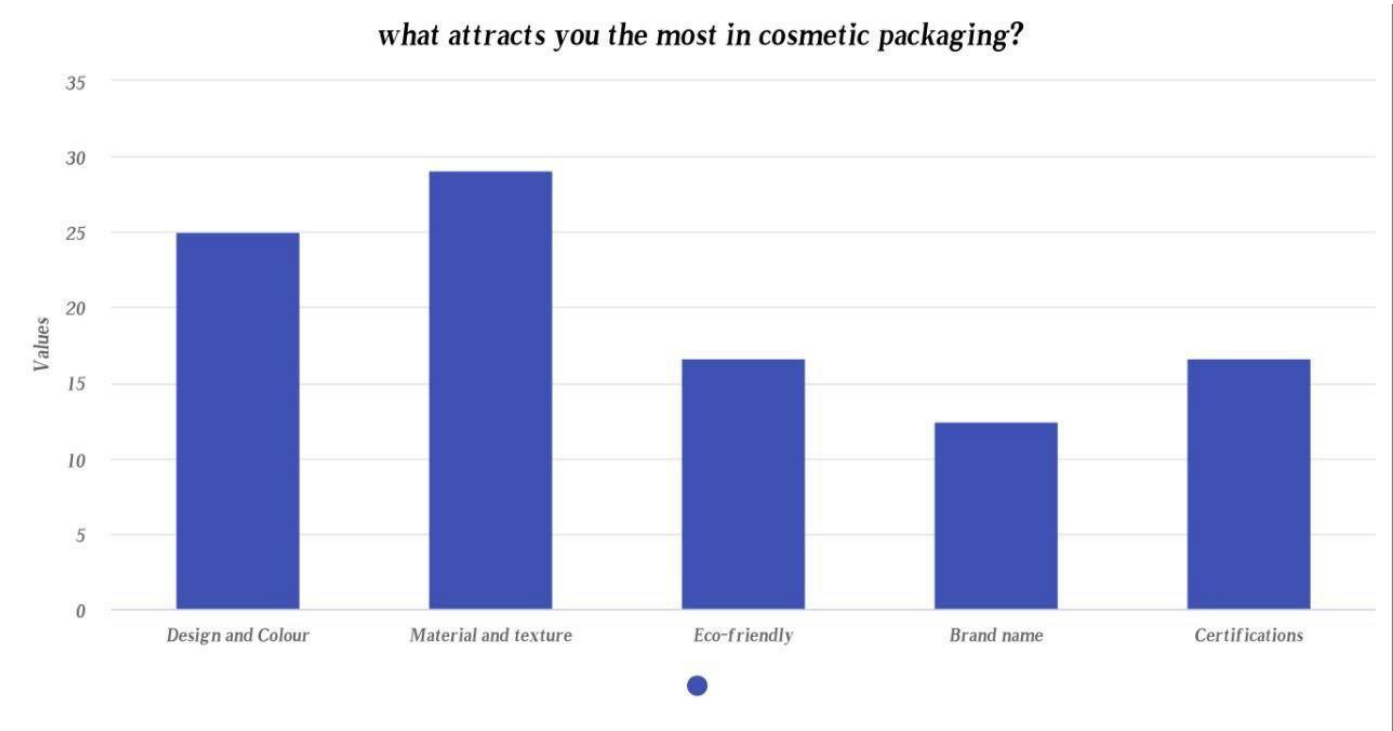
**INTERPRETATION:**

From the above table, the data indicates that 29.16% of respondents are most attracted to Material and texture in cosmetic packaging, followed by 25% who are drawn to design and colour.

Meanwhile, 16.67% consider certifications (e.g., cruelty-free, organic) important, 16.67% prefer eco-friendly packaging, and 12.5% are attracted by the brand name.

Majority 29.16% of respondents are most attracted to product quality in cosmetic packaging.

**CHART 4.1.2: Chart showing the types of Information Respondents Look for on Cosmetic Packaging**



**TABLE 4.1.3**

TABLE SHOWING THE HERE IS THE IMPORTANCE OF PACKAGING IN RESPONDENTS' COSMETIC PRODUCT PURCHASE DECISIONS

Importance of Packaging in Respondents' Cosmetic Product Purchase Decisions	No. of respondents	Percentage
Very important	64	53.3
Somewhat important	47	39.2
Not important	9	7.5
Total	120	100.0

Source: Primary data

**INTERPRETATION:**

From the above table, the data indicates that 53.3% of respondents consider packaging very important when purchasing a cosmetic product, followed by 39.2% who find it somewhat important.

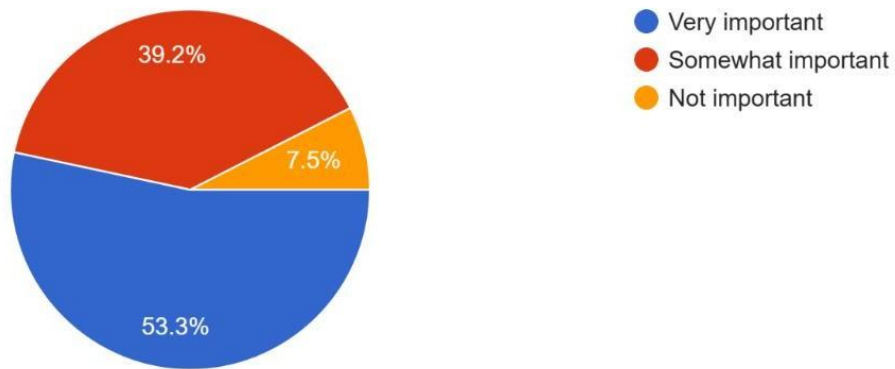
Meanwhile, 7.5% of respondents do not consider packaging important in their purchase decisions.

**Majority 53.3% of respondents consider packaging very important when buying a cosmetic product**

**CHART 4.1.3: Chart showing the Importance of Packaging in Respondents' Cosmetic Product Purchase Decisions**

How important is packaging when you buy a cosmetic product?

120 responses



**TABLE 4.1.4**

**TABLE SHOWING THE PREFERRED TYPE OF COSMETIC PACKAGING AMONG RESPONDENTS**

Preferred Type of Cosmetic Packaging	No. of respondents	Percentage
Plastic containers	10	8.3
Glass containers	16	13.3
Eco-friendly packaging	67	55.8
Luxury packaging	27	22.5
Total	120	100.0

### INTERPRETATION:

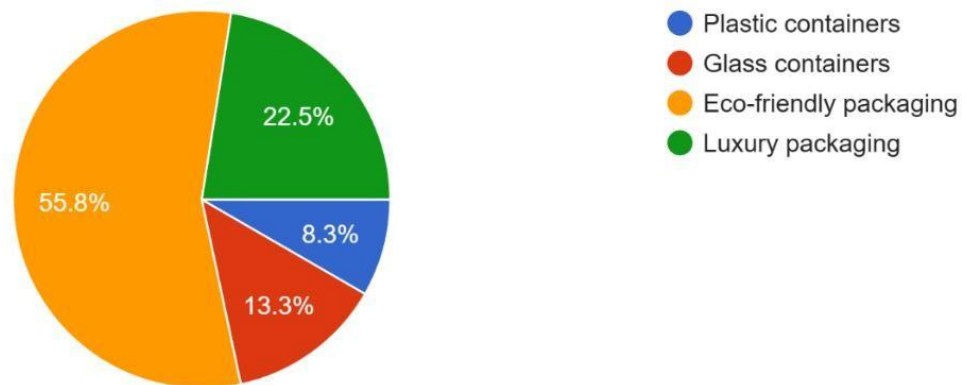
From the above table, the data indicates that 55.8% of respondents prefer eco-friendly packaging, followed by 22.5% who Favor luxury packaging. Meanwhile, 13.3% prefer glass containers, and 8.3% opt for plastic containers.

**Majority 55.8% of respondents prefer eco-friendly packaging.**

**CHART 4.1.4: Chart showing the Preferred Type of Cosmetic Packaging Among Respondents.**

Which type of cosmetic packaging do you prefer?

120 responses



### FINDINGS

The following are the findings of the study of impact of packaging on consumer buying behaviour towards cosmetics in coimbatore city. The number of respondents of this study is 120. The findings of the study gave an accurate result of the respondent's attitude towards the variable of the study. The findings are reported as per the objectives of the study and based on various statistical tools. They are listed below:

#### Simple Percentage Analysis

- Majority of respondents (44.2) consider eco-friendly packaging very important in their purchase decision.
- Majority of respondents (29.16) are most attracted to material and texture in cosmetic packaging.
- Most of the respondents (53.3) consider packaging very important when purchasing a cosmetic product.
- Majority of respondents (55.8) prefer eco-friendly packaging

## SUGGESTION

The impact of packaging on consumer buying behavior in the cosmetics industry is significant, as attractive and well-designed packaging can influence purchasing decisions. In Coimbatore City, where consumers are increasingly drawn to aesthetically pleasing products, premium materials, and clear product information. Sustainability is another crucial factor shaping consumer preferences, leading brands to adopt eco-friendly packaging solutions. The use of biodegradable, recyclable, or refillable materials appeals to environmentally conscious buyers who prefer sustainable alternatives. As awareness about environmental impact grows, brands that embrace green packaging solutions will not only reduce their ecological footprint but also gain a competitive edge in Coimbatore's evolving cosmetic market. By combining visual appeal, sustainability, and innovation, cosmetic brands in Coimbatore can strengthen consumer loyalty and drive sales through packaging that truly resonates with their target audience.

## CONCLUSION

The study on the impact of consumer buying behavior towards the packaging of cosmetics in Coimbatore City reveals that packaging plays a crucial role in influencing purchase decisions. Factors such as color, design, material, labeling, and eco-friendliness significantly impact consumer preferences. It is concluded that attractive and informative packaging enhances brand perception and consumer trust, ultimately driving sales. Additionally, the growing awareness of sustainable packaging options has influenced consumers to prefer eco-friendly alternatives. Understanding these behavioral patterns can help brands tailor their packaging strategies to attract and retain customers in the competitive cosmetic market of Coimbatore City.

## REFERENCES

1. **Rohini, S., & Jona Jenifer, M. (2024)**, Sustainable packaging and its impact on consumer perception in the beauty industry. *Journal of Business and Brand Management*, 14(1), 34- 48.
2. **Mahalakshmi, R., Geetha, S., & Sundara Prasad, R. (2023)**, Consumer buying behavior towards cosmetic packaging in Coimbatore. *International Journal of Marketing Research*, 1 2(2), 45-60.
3. **Menon, D., & Thomas, R. (2017)**, Packaging shape and its influence on consumer purchasing behaviour in cosmetics. *International Journal of Consumer Research*, 9(3), 144-158.
4. **Mamo, S. (2014)**, Consumer perceptions of packaging in the global cosmetics industry. *Journal of Global Business Research*, 7(1), 22-37.