

**IMPORTANCE OF PACKAGING IN BRAND  
COMMUNICATION AND DETERMINING ELEMENTS  
OF COSMETIC PACKAGING FOR COMMUNICATING  
BRAND VALUE TO CUSTOMERS**

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**ABSTRACT:**

Packaging has a huge role to play in positioning of products. Objective of this study is to understand role of packaging in brand communication and determining elements of packaging for communicating brand value to customers. Dependence of packaging design upon buyer attraction, communication to buyer, convenience in handling and using, salability of product and green aspect; relationships between acceptance for package and brand, country of origin, color association, symbol implication and size; relationships between communication through package and independent variables like information, shape, brand image and symbols/logos; relationship between usability of package and ease of handling, disposability and protection.

This review paper aims at forming a better understanding of link between packaging and consumer purchase behaviour & to examine packaging elements that influence purchase decisions.

**Key Words: Cosmetic, packaging, brand value, brand communication, market, customers**

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**Introduction:**

Packaging not only protects product but it has also become one of very useful tools in promotion and product positioning and differentiation. Packaging is considered as an integral part of 'Product' of marketing mix. Along with basic objectives (protection and preservation, containment, convenience and communication) packaging serves as a promotional tool. Packaging is an important part of branding process as it plays a vital role in communicating image and identity of an organization. Packaging is not only a container for a product but a silent & forceful salesman— encompassing physical appearance of container and including design, color, shape, labeling and materials used.

In modern market packaging is a marketing need. Under severe competition customers need to an effective means to recognize a difference and establish preference that will ensure repeat purchases. In India packaging industry has undergone a revolution. In order to enable packaging to work as a silent salesman, packaging aesthetics has a vital role to play.

Cosmetics are necessities for women. Cosmetics include skin care products and makeup products (<http://en.wikipedia.org/wiki/Cosmetics>). Some women use skin care products only, and some women use both skin care products and makeup products. There are many brands and types of cosmetics on market and female consumers have many options. Some female consumers buy cosmetics because of brand, some buy cosmetics because of price, some buy cosmetics because their friends' recommendations and others buy cosmetics because of packaging design. Nowadays, on competitive market, a good packaging design is key component of successful sales. Purpose of packaging designs is to stimulate consumers buying cosmetics. Even if consumers do not buy cosmetics, a remarkable packaging design could also make a deep impression to consumers. Packaging design stands for image of a brand, some good and special packaging designs could make consumers remember their product and pay further attention to brands. Therefore, re are many special packaging designs of cosmetics especially perfume. Packaging is also a good advertising for cosmetics. Packaging designs have a very intuitional effect. Consumers will look at each product at a very short time when they are searching a wide range of cosmetics. Therefore, packaging designs must attract consumers' attention, companies and enterprises should understand how to apply pattern and color, and they should also know consumers' preferences. Packaging of cosmetics should have own innovation and style but also need to cater to marketing strategies and restrictions of sales environment.

Cosmetics are very important for women & so are packaging designs for cosmetics. If cosmetics can make women's exterior more beautiful, then good packaging designs of cosmetics can definitely capture their hearts. Women are always attracted by good packaging designs of cosmetics.

Successful development of brand preference rarely results by chance. Infact, it is a deliberate choice of strategy followed by intelligent implementation and patient, persistent execution (Alreck and Settle, 1999).

Attractive appearance is very important for both men and women. Recently, people are willing to spend big amount of money for sake of taking care of beauty of face and skin by buying trusted cosmetics. Cosmetics which are available in Indian market range from local products and imported products. India is rich with natural materials that are used by Indian entrepreneurs to make local cosmetic products. Since it is made from Indian nature, it fits with skin condition of Indian people. Unfortunately, local cosmetics brands now are facing difficulties when competing with imported cosmetic brands which are massively entering Indian market.

Imported products have much more interesting marketing promotion than Indian products. Marketing promotions are new product premium, promotion campaigns eg. Cash discount, gift premium, fortune, tarot horoscope, make- up and massage workshop.

Usually average, local cosmetics have affordable price which is lower than imported cosmetics. Normally, demand and price have negative correlation, i.e. increase in price will result in decrease of demand [Kotler& Armstrong, 2010]. However, in fact higher price of imported cosmetics does not decrease interest and preference of some Indian young-adults on buying imported cosmetics that costs higher.

### **Current Cosmetic Market Scenario**

History of ancient cosmetics can be traced back to cultures of ancient Greece and Roman Empire, where people used herbal concoction with components like henna, sage and chamomile to darken their hair. At present in India, demand for cosmetics products is so high that it could become world's largest cosmetic consuming country in next few decades. Due to rising demand a large number of local as well as international manufacturers have gradually extended their ranges and product lines in different provinces of India.

Cosmetic industry in India came into limelight immediately after globalization of 1991 which was followed by crowning of many Indian women at international beauty pageants. These events

led to change in cosmetic consumption in India. In Indian Cosmetic Industry, electronic as well as print media have played an astonishing role in spreading awareness about cosmetic products and developing fashion consciousness among Indian consumers. As a result of which Indian cosmetic Industry had a rapid growth in last couple of years, growing at a CAGR of around 7.5% between 2006 and 2008. While this is due to improving purchasing power and increasing fashion consciousness, industry has maintained momentum growth during period 2009-2012.

With coming up of satellite television, number of television channels as well as Internet in today's scenario, Indian consumers are constantly being updated about all new cosmetic products and are translated into desire to purchase them. In addition to all this, flourishing Indian fashion/film industry also plays a very remarkable role in fuelling growth into Cosmetic industry by making Indians to realize importance of having good looks and appearances. Today most of cosmetics manufacturers, in India cater to domestic market but they are gradually establishing their footholds in overseas markets as well.

Indian Cosmetics Industry, basically constitute of skin care, hair care, color cosmetics, fragrances and oral care segments which stood at an estimated \$2.5 billion in 2010. Also herbal cosmetics industry is providing full support to beauty business in India and is expected to grow at a rate of 7% as more people use chemical products in favor of organic ones. Indian Cosmetics Industry is expected to witness impressive growth rate in near future, owing to rising beauty concern of both men and women. As India is a very price sensitive market of cosmetics and personal care products, new foreign entrants had to work out new innovative strategies that suited Indian preferences, for this they budgeted themselves to establish a hold onto Indian market and finally are able to establish a "niche market" for themselves. Indian players, have counter attacked foreign entrants by going in for rural expansion and they are offering specialized products to generate revenues.

### **Top leading Companies in Indian Market**

India has now become a developed market for cosmetic players since last decade. Currently there are several cosmetic manufacturing companies, who are operating in all kinds of cosmetics. In entire range of products that fall within territory of Indian cosmetic, most popular items are color cosmetics, of which nail varnish, lipsticks and lip glosses account for most sales. In this area, popular local brand names include Lakme and Revlon. Skin-care cosmetics have experienced a slower growth and products such as anti-wrinkle creams, cleansers and toners, for instance are

not as popular as facial creams, moisturizers and fairness creams in this genre. Companies like Ponds and Fair and Lovely rule roost in this segment. Unilever and Procter & Gamble are major players in Indian cosmetic sector of shampoos and hair products. However, Indian hair-care cosmetic sector now has a few foreign brands to compete with se giants as well. Finally, one of most popular cosmetics produced in India are herbal cosmetics which have gained popularity internationally in recent years, Emami and Ayur herbal products are most well-known in this area.

Cosmetic companies' need to understand changing environment in industry as it can actually influence purchase decision, as of now there are many points of purchases in current cosmetic market. Various point of purchases are company owned retail outlets, company's dealers and distributors, different parlors and salons, due to which big cosmetic brands need to know what kind of distribution strategy will best suit their product. As well as what brand personality traits, consumers look for in their preference of cosmetic brands. Understanding consumer's perception as how cosmetics consumers based on brand personality association, differ in their perceptions towards brands. Products physical qualities, price, advertisement and promotion play an important role.

### **Characteristics Affecting Consumer Behavior**

When consumers purchase something, they are influenced by cultural, social, personal and psychological characteristics (Philip Kotler *et al.* 2005 p. 256). In or words, while they are purchasing something they consider their own culture, their social status, lifestyle, as well as or factors. Therefore, if marketers want to be successful, they should understand these characteristics and satisfy different needs of consumers.

Product style and design also attract consumers. Some companies manufacture their products in concentration on outstanding style and design. However, some companies lack a "design touch", their product designs are not good enough or common looking. As everyone knows, good design can catch attention of consumers and create strong competitiveness in target market. Thus, product design is very important to marketers. (Philip Kotler *et al.* 2005 pp. 546-549)

Packaging could also affect consumer behavior. Packaging involves designing and producing container or wrapper for goods. And package includes primary container, like tube of toothpaste and bottle of perfume; secondary package is thrown away when product is used, like wrapping paper; and shipping package which uses for transportation to store. (Philip Kotler *et al.* 2005 p.

550) Nowadays, many companies recognize packaging is also an important marketing tool (Philip Kotler *et al.* 2005 p. 550). Sometimes a small packaging could make a big difference (Philip Kotler & Gary Armstrong 2008 p. 226). Good packaging can catch attention of consumers in this competitive market. Manufactures should use well-designed packaging to highlight their goods. If a new product will enter market, company must make many decisions. Firstly, company should define main functions of packaging that protect its products, state its qualities, brand or company. Company should design packaging that covers specific elements, such as size, shape, materials, color, pattern, text and brand mark. (Philip Kotler *et al.* 2005p. 550)

Sensory system includes vision, smell, sound, touch, and taste. Color is a symbol and sometime stands for cultures. For some countries, packaging must be careful on color selections. Different colors can evoke good and bad feelings in packaging design. For instance, red, white and blue means patriotism for Americans and French people, while red makes people feel arousal; blue makes people feel relaxing. In addition, color selections are also influenced by trends; sometimes consumers follow fashion trends in selecting colors. (Michael R. Solomon 1996 pp. 58-66)

**Brand Perception** is Associated with a Higher Level of Consumer Emotional Response, Higher Levels Of consumer trust and loyalty, higher consumer preference, usage, more self-expression and improved product differentiation (Guthrie and Kim, 2009).

### **Cosmetics**

Cosmetic is a substance used by people onto skin surface of face and body to make them look attractive. There are many products which are derived from cosmetic category [Hornby, 2005]. sub-category of cosmetic products are: soap and or body cleansing products; creams, lotions, face masks, powders and colors for skin (eyes and lips); shampoos, lotions, oils, waving agents, dyes and its removers for hair; nail polish; hair removers; toothpastes and or oral care; antiperspirants, deodorants and or personal hygiene products; perfumes and or aromatic substances [Winter, 2005].

### **Product Quality**

Product quality embraces features and characteristics of products that can satisfy consumers' needs and wants [Kotler& Armstrong, 2010]. It is stated by Goetsch& Davis (2005) that quality can be measured. Product quality can be measured by concerning materials, color, functional quality and enduranceof products [Khraim, 2011].

Materials for cosmetics really affect healthiness of skin. Further, color is also important as one of aspect to measure quality of product. Every consumer has their own preference of color which makes color as one of consideration to buy cosmetics. Some of functional quality in cosmetics consists of quick-dry, breathable, waterproof, lightweight, and durability [Khraim, 2006]. For instance, consumers will consider whether mascara that they want to buy is waterproof or not.

### **Location and Store Environment**

According to Stanton, Etzel, & Walker (1994) place is very important because of its role is to make products can be accessed or reached by target market. Elements of place, store environment and location, are also important for success of retailers since it affects consumers' decision-making and loyalty [Levy & Wetz, 2012].

### **Promotion**

Promotion is a very important thing for every firm to earn profits. According to [Kotler & Armstrong, 2010], consumers buying decisions is highly affected by promotional efforts and it brings huge amount of sales. Promotion itself consists of planning, implementing and controlling an organization's communications to its consumers and or target audiences. Promotion strategy integrates organization's communications initiatives, combining advertising, personal selling, sales promotion, interactive/Internet marketing, direct marketing, and public relations to communicate with buyers and others who influence purchasing decisions [Cravens & Piercy, 2006].

**Packaging** - Packaging is process of making external case of a product [Kotler & Armstrong, 2010]. In past years, packaging was just used to keep products from external contamination and damage [Kotler & Armstrong, 2010]. But in this modern era, packaging has greater functions. Today's packaging must have aesthetic appearance and be able to depict products in order to grab people's attention which will result in increase of sales [Kotler & Armstrong, 2010].

### **Consumer Decision-Making (CDM)**

Knowing about consumer decision-making is very important. There are six stages before consumers decide which product that they want to buy [Kotler & Armstrong, 2010]. Stages are awareness, knowledge, liking, preference, conviction, and purchase [Kotler & Armstrong, 2010]. By knowing those stages, it can be understood how consumers decide product which is imported products as their preference. Consumers purchase imported cosmetic after those five stages have been passed.

Brand image has positive influence on buying behavior when brand name is quite strong [Kuhn, 2008]. Thus brand name has significant influence towards consumer decision-making on imported cosmetics.

Good packaging can be used by company to differentiate its products from competitors' products, in which later on will lead to positive influence towards customers buying behavior [Wells et al., 2007].

Location is one of factors of consumer decision-making towards imported cosmetics.

Brand name is important because its prestige can increase image of users. Packaging is important because customers tend to like something unique that can be seen from packaging of product.

It is recommended that local cosmetic companies which intends to choose young adults as target market to consider more intensively on brand name, packaging, location and store environment. Local cosmetic companies should be able to create strong brand name, unique packaging and attractive store environment in order to attract consumers. Besides, strategic location should also become main concern so products will be reachable.

### **1. Influence of Product Information on CDM**

Behaviour of consumers toward products characterized by high involvement is less influenced by image issues and visual response (Kupiec and Revell, 2001); in such cases consumers need more information. Written information on package can assist consumers in making their decisions carefully as they consider product characteristics. However, packaging information can create confusion by conveying their too much information or misleading and inaccurate information. Manufacturers often use very small fonts and very dense writing styles to pack extensive information onto label, which lead to poor readability and sometimes confusion.

Experience makes consumers selectively perceptive and restricts scope of their search (Hausman, 2000). This is effectively a form of brand loyalty, brought about because consumers do not necessarily want to continue reading labels every time they buy a particular product.

### **Packaging Technology**

Technology developed for packaging comes directly from current trends in products and consumer behaviours. Powerful retailers also seek greater responsiveness and flexibility from manufacturers, including packaging, to satisfy consumers who are more demanding and sophisticated (Adebanjo, 2000). Customers are often prepared to pay slightly more for enhanced product value, indicating desire for more quality. However, product and packaging development



also constrained in creating products that fully meet consumer and channel criteria. Innovation must respond and develop new products that are more efficiently produced, packaged for a longer shelf life, environmentally friendly, convenient to use to each of emerging segments of society, and meet maximum safety requirements (McIlveen, 1994). Technology embodied in package plays a big role in this, making it somewhat of a special form of informational element. In addition to its technical role, packaging technology also conveys information which is often linked to consumer's lifestyle. Therefore, in order to survive in high growth, competitive markets, technology becomes very important for developing packaging, materials, and processes. The importance of packaging development is high, as packaging plays a major role in consumer decisions of cosmetic products.

Quality judgments are largely influenced by product characteristics reflected by packaging. If package communicates high quality, consumers assume that product is of high quality, unless they have or negative information. Nice package design can influence consumer's decision as it sometimes reflects good quality products. Some packages are made of high quality material with neat design. One cannot deny that product would be premium also. Even though it is hard to define quality, one can believe that a well-designed package can help in being more confident about product. Visual element is foremost when they discuss brand choices this way. However, directly consumed products need to be carefully selected, especially skincare products. Many such products require somewhat higher involvement, than or household products, such as shower gel, shampoo, washing liquid and detergent, which are defined at a lower level of involvement. Higher involvement results in more attention to product characteristics, and sometimes, stronger brand loyalty:

Consumers consider cosmetic products with more care as they directly affect their personality and looks. Beneficial facts on package are very important for consumer to judge product quality. Consumers find skincare products are very specific. If particular brand is not available in store, they decide to postpone their purchase. Or sometimes they try to buy from or stores. Involvement arises as a result of ongoing interest in product class and its association with individual's values, self-concept, and feelings of well-being. Visual elements play a big role in decisions under time pressure, which reduces ability to evaluate carefully, i.e. it lowers involvement. Often they want label format standardized and in larger font, and some even suggest color coding to make information more visual and easier to read & understand.

### **Influence of Graphics and Color on CDM**

Packaging helps contribute to a positive shopping experience. Graphics communicate about product for both low and higher involvement products, and graphics and color are among most highly noticeable factors. Poor graphics can lose sale for many consumers, while attractive graphics gains it for many:

While shopping in supermarket, a colourful pack catches my attention first. But color also has different meaning. Pale packaging is boring and dull. If pack is dull, product could be guessed as boring. For low involvement products, decisions are usually made on pure liking. Appearance of packaging reflects characteristic of buyers. Distinctive graphics become part of brand identifier, and consumers use graphics to cut through shelf clutter to find their brands:

### **Influence of Information on package on CDM**

As noted, many consumers feel that it is important to consider information on package in order to compare quality and value. trend toward safety in use has highlighted importance of cosmetic labelling, which allows consumers opportunity to cautiously consider alternatives and make informed cosmetic choices they tend to read message on label more often to ensure quality, even though graphics and shape may affect their attention at beginning.

Thus, in contrast to consumers who rely on visual information, Consumers are more likely to judge higher involvement products at least partly by information provided on package. Some rely on label information quite heavily for final decision:

To define quality of products, especially cosmetic, they read everything on package to be sure that product contains exactly what consumers want. Sometimes this confusion leads people to ignore information; sometimes it leads to rejection in favour of packages on which information is more effectively communicated. This anxiety about being able to understand label information quickly seems frequently to come from time pressure. Consumers explicitly recognize conflict between being rushed and needing to carefully evaluate products. Even when highly rushed, many consumers still avoid ambiguity by insisting on including detailed product information in their decisions, particularly for higher involvement skincare products:

If products do not show information clearly, they will definitely not buy them. Manufacturers keep creating new techniques for cosmetic boxes and it is a good development. Desire for greater convenience is no surprise, and is common worldwide among urban middle class consumers.

### **Influence Of Package Design & Shapes On CDM**

Consumer perceptions can be determining factor in point-of-purchase decisions which characterize majority of shopping occasions. In recent years marketing environment has become increasingly complex and competitive. Importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged cosmetic products.

A product's packaging is something which all buyers experience and which has strong potential to engage majority of target market. This makes it an extremely powerful and unique tool in modern marketing environment. In addition to its benefits in terms of reach, some marketers believe that packaging is actually more influential than advertising in influencing consumers, as it has a more direct impact on how they perceive and experience product.

Somewhat different from graphics and color, size and shape are related to usability. While consumers think of product pictures and graphics as a means of communication, size and shape focuses more on packaging as convenience to use and carry. For example, some packages are not found convenient because they do not fit into hands. Packaging shape also has some influence on their purchase decisions. Packaging size communicates higher value and is also more easily noticed. When consumers scan different products, larger package stands out on shelf: Under limited time, bigger size seems to be more noticeable and attractive.

Package shapes could also help make products more appealing. For cosmetic products, distinctive packaging shapes are considered more attractive, and consumers prefer to try products in different attractive, packaging shapes. Consumers from smaller households may not be interested in larger packages. Working women in particular suggest that smaller packages are more effective which they can easily carry at their work places in their handbags/purses.

### **Influence of lifestyle on packaging of cosmetics on CDM**

Consumer's life style is changing day by day so role of packaging is also changing. It is observed that packaging is playing role as one of element of marketing mix that is promotion. A good packaging attracts customers to purchase product. Packaging plays a role of vehicle of communication for transmitting symbolism. It is also important for understanding brand and gives valuable information about product. An effective packaging sometimes gives more promotional impact and increase sales of company. Brand experience focus on each aspect of product trial, and on all levels of product engagement. For products with low advertising support,

packaging takes on an even more significant role as key vehicle for communicating brand positioning

In present world, many companies are concerned about attracting new customers and retaining existing customers and expanding market. Due to intense competitive pressures, companies and organizations use various methods of promoting sales and marketing in order to convince consumers to buy their desired item among various brands. These companies according to type of activity use different methods such as high quality, reasonable price, good service and dealing effectively with customer, etc. to gain customer's satisfaction. One of methods that companies apply is stylish packaging with high-quality (Ranjbarian, 1999, 38).

Marketing mix includes product, price, promotion and place can affect behavior of consumers in different ways (Kong Sompong, 2006). In marketing literature, packaging is considered to be a part of product and brand. Packaging can have a positive impact on purchasing behavior and ultimately cause to retain previous customers and attract new customers (Enneking and et al, 2007). In various and different stores, similar products with different brands and significant features attract attention and relationship between sellers and ultimate consumers significantly decrease. Sometimes packaging can do seller responsibility better than alive man, because people in different situations are different with characteristic emotional, behavioral and mental health. Sometimes they are depressed, inexperienced and exhausted. However, proper packaging always gives complete information/ buying experience to consumer. Therefore, in producing goods, packaging is critical factor to keep and retain item before reaching consumer, and on or hand it is best and biggest promoter of a company's product (Afrasiabi, 2010).

### **Influence of Visual elements on CDM**

**Graphics and color:** Graphics includes layout, color combinations, typography, and product photography, all of which create an image. . For low involvement, there is a strong impact from marketing communications, including image building, on consumer decision-making. Evaluation of attributes is of less importance in low involvement decisions, so graphics and color become critical (Grossman and Wisenblit, 1999). For many consumers in low involvement, package is product, particularly because impressions formed during initial contact can have lasting impact. As product attribute which most directly communicates to target consumer (Nancarrow et al., 1998).

Packaging for a product is more than a medium of protection and storage or another convenient forum for advertising. Due to significant investments made by marketers on packaging of their products, it can be said that industry believes packaging to have substantial influence on consumer choice behavior and product experience.

If package design:

- (1) Influences consumers' perception of a product/brand;
- (2) Has ability to persuade or dissuade consumers' to further investigate/purchase product; *and*
- (3) Can alter brand loyalties, then.....

What kind of packaging is best for your product/brand?

In other words, how do we design packaging that helps, as opposed to hinder, product sales? While obviously there is no "right answer" or universal packaging solution. Package design is an integral part of projecting a brand's image, which is sometimes designed to convey images of high quality. More research needs to be done on how to utilize package design as a means of generating consumer price expectations. For advertising visual cues, researchers have repeatedly established that attractiveness relates positively to quality judgments; this positive attractiveness-quality relationship is known as "beautiful is good" stereotype. Equation of beauty with quality, manifests itself in almost every form of advertising- be it a beautiful woman endorsing a shoe brand or a handsome man modeling watches, advertisers have long recognized influence that beauty has in consumers' perception of a product's quality; this is also the case with packaging. According to contemporary marketing theory research, package design has ability to generate, affect and create value: "Especially when consumers are unable to try a product prior to purchase, visual appearance of a package assumes a key role in decision making by providing information about aesthetic value delivered by product. It is observed that when product alternatives are perceived as similar in quality and price, consumers prefer more aesthetically appealing alternative.

### **Influence Of Packaging At Point Of Sale On CDM**

Packaging seems to be one of the most important factors in purchase decisions made at point of sale (Prendergast and Pitt, 1996), where it becomes an essential part of the selling process (Rettie and Brewer, 2000). Competitive context is ever more intense, both in retail store and household. With move to self-service retail formats, packaging increases its key characteristic as "salesman on shelf" at point of sale. Critical importance of packaging design is growing in such

competitive market conditions, as package becomes a primary vehicle for communication and branding (Rettie and Brewer, 2000).

Package standing out on shelf affects consumer decision process, and package design must insure that consumer response is favourable. Problem is made more complex by several conflicting trends in consumer decision-making. On one hand, some consumers are paying more attention to label information, as they become more concerned about health and nutrition (Coulson, 2000; IGD, 2003c). These consumers are more involved in product decision and use package information more extensively. On the other hand, modern consumers are often looking for ways to reduce time spent on shopping and preparation. This can influence decision processes, too, as time pressure reduces detailed consideration of package elements (IGD, 2002b; Warde, 1999).

### **Conclusion:**

Better packaging does indeed positively impact product valuation. Attitude toward object changes positively when it is presented in appealing packaging. Packaging helps the buyer to identify the product, the producer & the brand if any. Packaging informs him about the inner contents encourages impulse buying mainly in case of cosmetics. Aim of this study has been to examine impact of Packaging on brand selection. There is significant positive relationship between Packaging and Brand selection. So it is concluded that Packaging positively affects Brand selection & purchase. Cosmetic companies need to focus on packaging style through which they can create loyalty of their brands in customer mind and increase profitability or performance of company. Consumer Involvement type is affected by positive perception towards brand. Significant differences exist between consumer purchase involvement type and personality traits expected from a cosmetic brand. Therefore Consumer Involvement type is influenced by brand personality association. Thus, graphics influence decisions under their time situation, and whether higher or low involvement. When consumers feel no need to carefully consider product characteristics, graphics drive their choice. Even consumers who actually examine products more carefully use graphics to cut through shelf clutter and focus on their brands. If they have no strong preference, or are open to trying another brand, graphics gain attention for more careful evaluation.

Most people consider packaging designs of cosmetics as important, and they will be attracted by good-looking packaging when they are shopping, female consumers would like to buy cosmetics which have good-looking packaging, meanwhile cosmetics have good effects and reasonable

prices. Nowadays, there are a variety of styles for packaging of cosmetics. Such various styles packaging can satisfy different consumers' preferences. Compare to brand and price, most female consumers consider that packaging designs are not very important purchasing factor, but there are also some female consumers who buy cosmetics because of good-looking packaging. However, most female consumers buy good-looking packaging cosmetics as gifts to send to their families and friends; some female consumers buy good-looking packaging cosmetics because they like and want to collect designed packaging; and few female consumers consider that good-looking packaging cosmetics are wasting money and materials. Female consumers are attracted by packaging design, companies and enterprises should understand different consumers' psychologies, cultures, etc., to design nice packaging to satisfy different preferences of female consumers. In general, visual elements of package influence choice of product to a great extent, and graphics and color are frequently major influence. Attractive packaging generates consumer attention by breaking through competitive clutter. Picture vividness has most positive impact for products with lower levels of involvement. Appropriately delivered information on packaging generates strong impact on consumers' purchase decision. This information reduces uncertainty and creates product credibility. Clearly, packaging is an important marketing tool for cosmetic products. Visual elements, graphics and size/shape, positively influence choice more in low involvement situation, while informational elements tend to play a key role in higher involvement decision-making. Time pressure similarly changes how consumers evaluate products at point of sale, partly by reducing ability to give attention to informational elements. Marketers must communicate effectively through package.

Increased sale of imported cosmetics is caused due to stronger purchasing power of people. More people are capable and willing to pay more for high quality products, especially young-adults who want to look attractive by using premium cosmetics. Besides, price is not the only factor that influences consumer decision-making. Brand loyalty is one of key factors that creates recognition of product and finally stimulate consumer's decision-making [Aaker,1991]. There are some factors which might influence consumers' brand loyalty which are product quality, price, place and store environment, brand name, and promotion [Khraim, 2011]. In other words, product quality, price, place and store environment, brand name, and promotion influence consumer decision-making.

Many Indians use imported cosmetics since they consider it has better quality compared to local cosmetics. It is assumed that if more Indians prefer to buy imported cosmetics rather than local cosmetics, growth of local cosmetics companies which cannot compete will decline and thus will lessen GDP of India.

It is clear that package plays a very large role in product choice, and it is also clear that poor packaging can push consumers away from buying product. Certainly, better understanding of these issues in packaging design process will become a key element in competitiveness of packaged cosmetic products.

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