Does Packaging influence Consumer Buying Behavior? A Measure from Cosmetic Products of Peshawar Region Pakistan

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Abstract

The purpose of this study is to find the impact of packaging on consumer buying behavior in Peshawar city Pakistan. The study includes eight independent variables and one dependent variable. the questionnaire were filled from student, teachers, and many business man in Peshawar region the study is based on packaging impact on consumer buying behavior on cosmetics product includes (shampoo, beauty cream, toothpaste, hair oil, perfume, body spray). There are 30 question in questionnaire about the nine variables which are measured on five point likert scale. The population is unknown and non-probability sampling technique were used so convenient sampling was used for data collection. Many tests are applied. The first test is the validity and reliability test, the validity test find out that the data is valid or not. The data are valid when there is not any ambiguity in the research instrument especially in questionnaire while the reliability test shows that the data is clear from random error. The regression test is also applied to measure the relationship between dependent and independent variables, the first table is model summary which describe how much independent variables explained the dependent variable. The Anova or analysis of variance table shows the significance of the overall model the standard for sig is less than .05. The coefficient table shows the significance of individual variables and also the contribution of individual independent variable on dependent variable. The correlation test is also applied to measure the strength of association between variables. Study shows that packaging strongly influence the consumer purchasing decision and the importance of packaging increase frequently and now the packaging is important p of the marketing mixbecause there are a lot of advantages of packaging. The packaging not only gives advantage or benefits to the product but it also give benefits to the maker of the product in shape of its role in consumer buying.

Key Words: Packaging, Consumer Behavior, Cosmetics Product, marketing mix, strongly effect, strength

Introduction to the Study

The physical appearance of anything (product or person) can strongly influence on the perception of the observer and through physical look the observer can imagine that the thing (product or person) are good or bad, and the observer can easily give their opinion about the product or person after seeing the physical appearance of that thing. So companies spend more time on research to know that how packaging can influence the customer on purchasing a product. Companies do the packaging according to the customer's nature. (Adebanjo D, 2000).
The packing innovation has begun especially after the Second World War (Catherine Leighton, 2010), where making a product and selling was old concept and companies where not focus on the packaging. But now people are more smart it means they know about the market and products and aware from everything than before and it is a big challenge for company today that which strategy they use to attract their customer. Packaging play an importance role not only to protect the product but lots of other benefits gives to not only product but also to the customers and the maker of the product.

Companies now concentrate on customer's demand and use attractive packaging according to the demand of the customer. (Silayoi, P., Malai V., Rajatanavin, R., &Speece, M. 2003).The main advantages of packaging is to communicates information with customer about the product and its maker, the packaging also give safety to the product, third advantage of packaging is to identify the product, fourth is to attract consumer through its visual attribute like color graphics, fifth advantage of packaging is to show the virginity of the product means that the product is never use before by someone else, sixth advantage of the packaging is to promote the productso in this way packaging acted like a silent sales person which influence the consumer purchasing decision, and the seventh advantage is to increase the value of the product.

Packaging is one of the important element of the marketing mix and without packaging the marketing mix is never ever complete.so the marketer now focus on packaging and do work on it because they know the packaging is the strongest element, it is multitasked element and also it is not expensive, so that's show the importance of packaging that it is one of the strongest and important factor of the marketing mix.

Therefore to attract the potential customers and built a bridge between organization and customers , the firm must be engage in certain marketing programs and strategies that can affect the customers preferences, their buying behavior and their decision about products purchasing. Proliferation in media becomes great challenge and opportunity for the any business.so packaging also play important role in building bridge between organization and customers.

Research Objective

Main purpose of research is to know significance of packaging in purchase decision of buyers and to understand the relationship in between elements of packaging as well as buyers' preferences. The objectives of the study are;

   i.   To determine does packaging provide safety to the product.
   ii.   To know that customer identify the product through packaging.

iii.   To determine the visual attribute color of packaging which attract the costumer.
iv.   To determine the visual attribute graphics of packaging which attract the costumer.
v.   To know how packaging communicate information.
vi.   To know how through packaging the costumer find the virginity of product.
vii.   To find packaging do promotion of the product.
viii.   To elaborate that packaging increases the value of the product

Research Questions

The questions intended to be answered in this study based on the research objectives are:
➢ Does packaging provide safety to the product?
➢ Are through packaging customer identify the product?
➢ Does Packaging increase the value of the product?
➢ Can packaging do promotion of the product?
➢ Are Through packaging the customers find virginity of product?
➢ Does the packaging communicate information to the costumers?
➢ Are through visual attribute color of packaging it attract the costumers?
➢ Are through visual attribute graphics of packaging it attract the costumers?

Literature Review

What is packaging?

Marketing is all about demands of buyers by which company create value to the customers. Marketing covers or follow the traditional 4P's to connect with customers. Marketing mix now include package, people, and process to a product. Every 'P' has own importance. No single P is larger or stronger in position. Thus 'P' for package plays an important role in the company's point of view to attract the customer towards their product.

What is packaging? There are a lot of definitions of packaging are available but all almost the same with small difference with expansion of few words which arrives in,
"Packaging- all activities of design and creation of the container or a wrapper for a product" (Prendergast, P.G., Pitt, L. 1996),
Main function of the package should be protect a product and secure the product.

Function of Packaging

Safety

A packaging protects the product when it is moves from firm to distribution channel and also when it moves to the shops. The packaging also increases the life of the product, which is very important for the makers, brokers and the consumers. Nowadays the consumers are focus more on packaging safety, especially for medicine home cleaner and other products which are dangerous especially for children's (Schoell, 1985).the product safety also sustain the quality of the product because it protect the product from the air dust and sun rays which are very harmful for product (Tse, 1999) because the safety of the product can very efficient an minimizing the

damage that should force its importance but also increase the cost of the product. "Packages protects from breakage, evaporation, spillage, spoilage, light, heat, cold, and many other conditions Packaging often plays an important functional role, such as protection, or storage of product". (Bix et al, 2002). The system of care for trade according to what is in by the packaging must be ready (to be used) it the supporters stage during the existence go across of the product inside the plant. .all through place for storing and taking care of, during store of the distribution, store or keeper store, house during the using During the using up process in the user's home.

Identification of Product

The packaging is imported medium though which the customer identified the product and eliminate the risk to buy wrong product, and also with proper packaging the customer can easily buy right product without wastage of time and money, packaging also provide to customer the trust and reliability about product that product is original. So all of that's the important functions of identification of product.

Color

Color is the side-effect of the band of colors from light rays of light, as it is had thoughts or takenup, as receivedby the man-eye and processed by the man-brain. It is also a great design part. In food making packaging, different colors can make comemind different feelingsand feelings in users. (DevX.com, 2009) (Kaszubowski, 2003) Color is not only making a product more presentable, it is often used to move information and it is an effect on how user feels on both conscious and subconscious level in harmony with to (Vila and Ampuero 2006). it seems that products that are given direction to the upper parts, with a high price and based on beautiful polished and polished aesthetics needed cold, dark colored (chiefly black) making a package. In contrast able to be got to products that are given direction to price-sensitive users needed light-colored (chiefly white) making Consumers would become frustrated without the many clues provided by the packaging.

Graphics

Graphics on the packaging includes the layout, color combinations, typography, and product photography, all of which create an image on the packaging. (Silayoi and Speece, 2004).It is said that a picture is worth a thousand words. According to (Underwood, Klein, and Burke 2001), "consumers were prone to imagine the tastes, feels, or smells of a product while they were looking at the graphic on the packaging. Therefore, a graphic attribute that attracts consumers at the point of sales will help them make the purchase decisions quickly. Consumers would become frustrated without the many clues provided by the graphics of sales packaging" (Prendergast and Pitt, 1996).

An eye-catching graphic will make the product stand out on the shelf and attract the consumer's attention (Rundh, 2009). In a psychology research (Rettie and Brewer, 2000), the recall of

pictorial attribute is likely to be influenced by their lateral position on the packaging. Consumers were likely to recall non-verbal stimuli when it 12is positioned on the left hand side of the package. This may indicate that pictorial attribute such as visual image should be positioned on the left hand side of the package in order to maximize consumer recall.

Information

"Relate to information provided on the package including the nutritional information, product name, brand, producer or country, information, instruction of usage. (Silayoi and Speece 2004)", (Kuvykaite*et al*. 2009)

Virginity of Product

Virginity of product simply is that is product is never use before. While purchasing a product the only thing is packaging which tells us that the product is never use before or show virginity of product, the function of packaging, virginity of product also provide trust to customer that the product is original and no one mix cheap ingredient an it, which is dangers for health. And also during purchasing any cosmetics packaging sure us that product is pure.

Promotion

The promotional role of a packaging should be considered. The promotional role of packaging is used to covens' costumers and to motivate them to use the product. Packaging play important role in the buying place, where the packaging helps to differ ate your product from your competitor and also minimizes the time to buy right product. Promoting the product is the importance premise of packaging, especially in self-service retailing. Package is like a silent salesperson to attract the customers. Packaging is becoming an increasingly aspect of marketing strategy. Companies beloved that packaging is way to force customers to buy a product. Packages use design, colors, shapes, pictures, and materials to try to influence consumer's perceptions and buying behavior (Lamb et al, 2004)

Value

Packaging increase the value of the product because consumer repose that the they give wattage to packed product in comparison of non-packed product. According to consumer they pay more than to packed product with caparison of non-packed product so that shows that the packaging increase or double the value .Value is increase when packaging is design in such a way which attract consumer and also share a lots of information and also packaging product the environment and also save time through packaging and also show that product quality. (Gonzalesz,at., al2007). For decision made at the point of purchase, packaging undertakes elevated importance related to other communication tool because of its easy availability (underwood &klien, 2002)

Consumer Buying Behavior

Another research conducted by (Variawa 2010) shows the influence of packaging on consumer purchasing process for Fast Moving Consumer Goods. The objective of this study was to analyze

the impact of package on consumer decision making processes of low-income consumers in retail shopping. Survey has been used in order to reach the research objectives. In a survey conducted in Star Hyper in the town of Canterville 250 respondents participated. The result of the study shows that low-income consumers have more preferences towards premium packaging as this can also be re-used after the product has been consumed. But the result also shows that the package and band experience is very weak relationship. However, it has been finding by the result that the study that low-income consumers have greater brand experience from the purchase of 'premium' products when compared to their experience from purchasing 'cheap' brand products.

(Lee 2005) find out from his research that five stages of consumer decision making process in the example of China. The researcher works on the facts that affect the consumer decision making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status. The author employed questionnaire method in order to reach the objectives of the research. Analysis of five stages of consumer decision making process indicate that impact of family members on the consumer decision making process of purchasing imported health food products was significant.

There are a lots of reason which have made package is the strong marketing tool. We all know that competition s is increase day by and producer used different types of package to influence the consumer buying behavior. Company use package to increase the sale of company. packaging is the description of the product which tells the whole story of the product and packaging becomes more and more a prominent aspect of marketing strategy.

According to firms opinion packaging is the tool to attract consumer to old or new markets. Packaging has several advantages to the creator of the product or manufacturer, not for them only for retail sellers and the users as well.According to (Nancarrow, C., Wright, T.L., Brace, I. 1998), there are three essential advantages of packaging.

1) Benefits of the Communications: the main advantage of packaging is that it conveys complete information about the product and gives direction to the customer that how it could be used.

2) Functional benefits: packaging also play a functional role as well it means function of storage or protection of convenience and it gives long working life to the product.

3) Perceptual Benefits: perception benefits also play an important role in packaging by good or quality packaging consumer can evaluate the product. Consumer can easily give their opinion about the product by seeing the packaging of the product. Packaging explain it self it means the status, economy, or even quality of a product.

Knowledge Gap:

Reference: Deliya, M., Parwar, j., (2012), " *Role of Packaging on Consumer Buying Behavior—Patan District*", Global Journals Inc. (USA), Volume 12 Issue 10 Version 1.0 June 2012

Abdalkrim, M, AL-Hrezat ,s.,(2013), *"The Role of Packaging in Consumer's Perception of Product Quality at the Point of Purchase"* , European Journal of Business and Management, Vol.5, No.4, 2013

Theoretical framework:

The research varied on two variables which is given below,
Dependent variables,
Independent variables
The safety of product, identification of product, , attraction of customer through visual attributes color, graphics, communication of information, virginity of product and promotion of product are independent variable, and the consumer's purchasing decision is dependent variable.
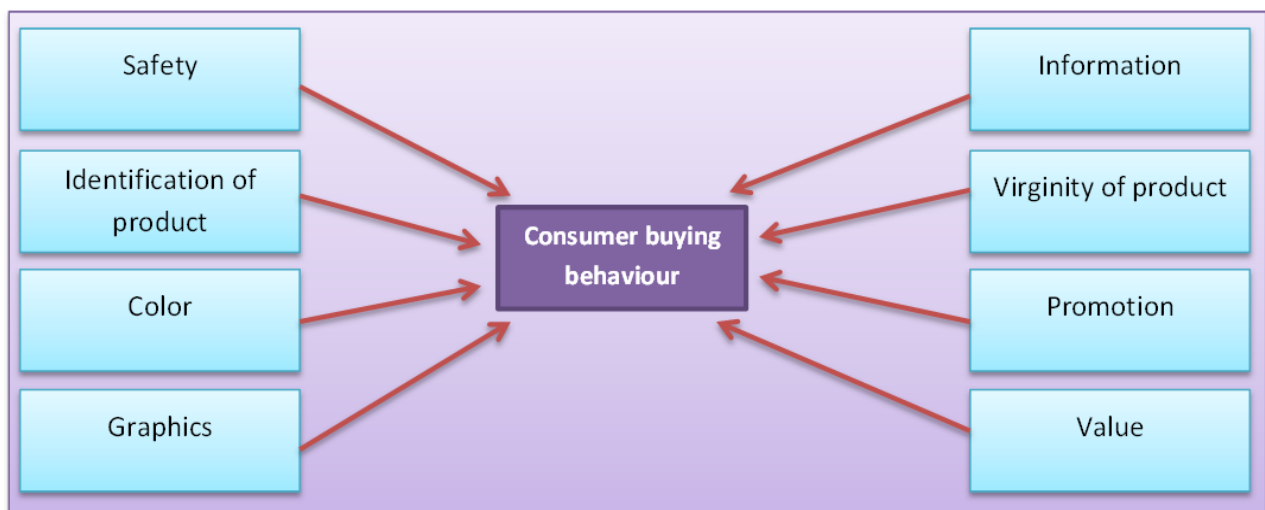
Hypothesis

H1: Safety is a significance relationship on consumer buying behavior.
H2: There is a positive relationship between Identification of product and consumer buying behavior.
H3: color has an impact on consumer buying behavior.
H4: graphics is a significance relationship with consumer buying behavior.
H5: information has a significance impact on consumer buying behavior.
H6: There is a positive relationship between virginity of product and consumer buying behavior.
H7: promotion is a significance relationship on consumer buying behavior.
H8: value has a positive impact on consumer buying behavior.

Research Methodology

The methodology of this report is illustrated below, explain what, how, When and why collect the data, keeping the view the objective of present study the research was designed to conduct, defined by William G.zikmund in "business research method book" is a "descriptive research" the term implies to describe the characteristics of a population or phenomenon, which seek to find the answer to who, what, when, where, and how to question.

Sources of Data

The data sources was based on both primary and secondary data, the primary data is important in order to collect original data, the primary data was conducted to designed questionnaire from convenient samples. While the secondary data are usually historical, already assembled, and do not require access to respondents or subjects. The secondary data was gathered from,
Internet, Books, JournalsResearches.

Research Instruments

In order to collect the primary data from respondent a 5 point lickert scale Questionnaire was used.

Sampling Design

The research was focused on cosmetics product in Peshawar; collected both primary and secondary data. The sample size was 180 consumers drawn from an unknown population because the population is all the students, teachers and businessmen in Peshawar. So the researcher use non probability sampling and collected data through convenient sampling technique. As research is quantitative so questionnaires were used for this research to receive comprehensive understandings in the consumer, behavior doing purchase for the packed cosmetics product. Quantitative approaches provide richer details to investigate the points of

view in early stages of research, resolving the researcher to receive the best initial understanding questions (Healy and Perry, 2000). One Hundred and eighty questionnaires were distribute in Peshawar twenty eight were incomplete so one hundred and fifty two questionnaire are accepted for analysis through convenient Sampling.

Different close-ended questions are asked from the sample of people regarding purchase and selection of cosmetics product, use of cosmetics packaging and other attributes of the product on a 1-5 scale (1 being the most and 5 the least important), does packaging differentiate a product?, does high quality packaging is associated with high quality product? And the most important does packaging influence purchasing decision? Questionnaires are particularly a good process for generating hypotheses and interpreting consumer thinking. "Questionnaire is especially useful to learn about judgments of participants of the separate phenomena and language, which they use to describe them (Blackburn, and Heats, 2000; Dodges and Daniels, 1999).

The data have find association or relation between consumer and packaging and also between brand and purchasing decision by means of SPSS (the Statistical Package for Social studies.
The results are accurate and practically implementable. There the sampling was convenient sampling done irrespective of age, gender, occupational, and educational level.

ANALYTICAL TECHNIQUES

For finding and conclusion it is imported to use themathematical and statistical instruments following techniques were used:
Percentages, Frequency distribution, Validity and reliability, Regression and Correlation

DEMOGRAPHIC ANALYSES:

Below table shows the demographic results of the respondents of the study.

Measures	Items	Frequencies	Percentage
Gender	Male	86	56.6
	Female	66	43.4
	Total	152	100
Age	19-24	48	31.6
	25-30	42	27.6
	31-36	29	19.1
	37-42	21	13.8
	≥43	12	7.8
	Total	152	100
Do you use cosmetics	**Yes**	147	96.7
	No	5	3.3
	Total	152	100
Profession	Student	85	55.9
	Teacher	45	29.6
	Businessmen	22	14.5
	Total	152	100

The above table results in the following descriptions.
56.6% are male respondents and 43.4% are female respondents of the study.
31.6% respondents are in age range of 19-24 year of age, 27.6% in range of 25-30, 19.1% in 31-36 year of age and7.8% in age 43 or above. Study shows that 96.7% respondents use cosmetics while 3.3% do not use cosmetics. Study shows that 55.9% respondents are students , 29.6% are teachers and 14.5% are businessmen.

VALIDITY AND RELIABILITY:

The validity shows the ability of a scale to measure what was intended to be measure. The validity is measure through many tests. First determinant value the standard for determinant value is greater than .1 and all the result s of nine variable is greater than .1.second test is KMO and BARTLETT's test the standard for these are less than .05 and all the result shows that the values are less than .05.third test is Anti-image matrices the standard for it is greater than .5 and all the result of variables are greater than .5. Fourth test is the variance between the variables. Fifth is component test the standard for the component test is greater than .5 and all the values of individual variables is greater than .5 so the data are valid.

The sixth test is applied to measure the reliability of the variables. Reliability is the degree to which measures are free from random error and therefore yield consistent result. The standard for the reliability analysis is normally greater than .5 and all the results of the variables are greater than .5 so the data are reliable.

Validity/reliability analysis	Safety	IOP	Color	Graphics	Info	VOP	promote	value	CBB
1. Determinant	.626	.672	.728	.410	.475	.616	.542	.670	.666
2. KMO and Bartlett's test	.000	.000	.000	.000	.000	.000	.011	.000	.000
3. Anti-image matrices	.522	.514	.569	.685	.732	.639	.658	.611	.547
4. total variance explained	57.54%	54.93%	55.72%	70.56%	54.51%	47.40%	50.26%	58.53%	43.27%
5.component matrix	.673	.547	.612	.822	.689	.550	.671	.727	.522
6.Reliability	.617	.562	.582	.790	.716	.623	.667	.634	.556

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626[a]	.392	.362	.60625

a. Predictors: (Constant), value, color, safty, iop, vop, info, graphic

The regression shows the relationship between dependent and independent variable, the first table is model summary which tell us how much independent variable explained the dependent variable, and the R Square value is .392 which means the relationship between independent and dependent variable is 39.2%.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.107	7	4.872	13.257	.000[b]
	Residual	52.925	144	.368		
	Total	87.032	151			

a. Dependent Variable: cbb
b. Predictors: (Constant), value, color, safty, iop, vop, info, graphic

The ANOVA or analysis of variance table shows the significance of the overall model the standard for sig is less than .05 and the value is .000 which is less than .05 so the overall model is significance means that impact of packaging exist on consumer purchasing decision

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.284	.320		7.130	.000
	safty	.036	.106	.035	.339	.735
	iop	.061	.083	.064	.729	.467
	color	.077	.074	.081	-1.044	.298
	graphic	.263	.101	.091	2.592	.011
	info	.192	.101	.193	1.893	.060
	vop	.488	.083	.535	5.876	.000
	value	.183	.073	.215	2.513	.013

a. Dependent Variable: cbb

The coefficient table shows the significance of individual variables and also the contribution of individual independent variable on dependent variable. The individual variables virginity of product, visual attribute graphics and the value are significance because the value of sig is less than .05. And safety, identification of product, color and information are insignificance because the p value is greater than .5. The contribution of virginity of product is 53.5% on dependent variables, the contribution of visual attribute graphics is 9% on dependent variable and value contribute on dependent variable 21.5%.

CORRELATION:

Correlations

		safty	iop	color	graphic	info	vop	value	cbb
safty	Pearson Correlation	1	.554**	.438**	.747**	.637**	.424**	.396**	.112
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.168
	N	152	152	152	152	152	152	152	152
iop	Pearson Correlation	.554**	1	.382**	.599**	.578**	.425**	.461**	.150
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.066
	N	152	152	152	152	152	152	152	152
color	Pearson Correlation	.438**	.382**	1	.426**	.406**	.433**	.237**	.117
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.003	.151
	N	152	152	152	152	152	152	152	152
graphic	Pearson Correlation	.747**	.599**	.426**	1	.695**	.483**	.475**	.105
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.196
	N	152	152	152	152	152	152	152	152
info	Pearson Correlation	.637**	.578**	.406**	.695**	1	.570**	.480**	.307**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	152	152	152	152	152	152	152	152
vop	Pearson Correlation	.424**	.425**	.433**	.483**	.570**	1	.584**	.553**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	152	152	152	152	152	152	152	152
value	Pearson Correlation	.396**	.461**	.237**	.475**	.480**	.584**	1	.419**
	Sig. (2-tailed)	.000	.000	.003	.000	.000	.000		.000
	N	152	152	152	152	152	152	152	152
cbb	Pearson Correlation	.112	.150	.117	.105	.307**	.553**	.419**	1
	Sig. (2-tailed)	.168	.066	.151	.196	.000	.000	.000	
	N	152	152	152	152	152	152	152	152

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation test is also applied to measure the strength of association between variables. The association between identification of product and safety is 55.4% and the strength of association between identification of product and color is 38.2%, the association between color and graphics is 42.6% and graphics and information is 69.5% association, the strength of association between information and virginity of product is 57%, the strength of association between virginity of product and value is 58.4%, value and consumer buying behavior associate 41.9% relationship.

CONCLUSION

From the survey conducted on the people attitude towards packaging, we conclude that the packaging is one of the important factors of the marketing mix because there are a lot of advantages of packaging. The packaging not only gives advantage or benefits to the product but it also give benefits to the maker of the product and the consumer who buy the product. I.e. the packaging give safety and protection to the product, and it identified the product, packaging also identified the maker or producer of the product, packaging promote the product and also its maker, its shows virginity of product towards consumers, packaging also share important information to consumers, it attract the costumer toward the product through its visual attribute color and graphics.

First important factor of packaging according to the result of the survey is virginity of product which strongly affects the consumer buying behavior. Packaging is a tool through which the consumer knows and sure about the product that the same product is not use before by anyone means the packaging shows that the product is celled pack. There are 74.3% respondent agree to the variable the packaging shows virginity of product towards consumers. And only 13% respondent are disagree to the variable.so its shows the important of the packaging function which is virginity of the product.

Second factor is value which strongly affects the consumer purchasing decisions. Packaging increases the value of the product or double the value of the product e: g the people pay more packed product instead of unpacked product or the consumer give wattage to packed product in comparison of unpacked product.so the results shows that 75% of the respondents are agree to the question that the packaging increase the value of the product while only 11% respondent disagree to the statement ant the rest of the respondent are unsure about it.

Third the survey result shows that the visual attribute graphics of packaging also strongly affect the consumer purchasing decisions. The consumers buy and give preference to the product which has an attractive and colorful packaging. And there are 82.2% respondent are agree and strongly agree to the question that good graphics and label design of packaging motivate me to buy a product. And only 8.5% respondents are disagree.so it's also shows the importance of the graphics design of packaging.

Validity and reliability test are applied for knowing that the data are collected has valid and reliable or not. The data are valid when there is not any ambiguity in the research instrument especially in questionnaire while the reliability test shows that the data is clear from random error. Random error is as sort of error which occur when you collect data out of your population e:g if you want to collect data from MBA student and you collect data from BBA so the reliability become very weak. The entire validity test shows that the data are valid. The validity tests are determinant value test, anti-image matrices test, total variance explained and component matrix. While the reliability is measure through cronbach alpha the standard for cronbach alpha is greater than .5 normally. And all the research result of the reliability is greater than .5 so the data are reliable and free from random error.

The regression test is also applied to measure the relationship between dependent and independent variable, the first table is model summary which tell us how much independent variable explained the dependent variable, and the R Square value is .392 which means the

relationship between independent and dependent variable is 39.2%. The ANOVA or analysis of variance table shows the significance of the overall model the standard for sig is less than .05 and the value is .000 which is less than .05 so the overall model is significance means that impact of packaging exist on consumer purchasing decision.The coefficient table shows the significance of individual variables and also the contribution of individual independent variable on dependent variable. The individual variables virginity of product, visual attribute graphics and the value are significance because the value of sig is less than .05. And safety, identification of product, color and information are insignificance because the p value is greater than .5. The contribution of virginity of product is 53.5% on dependent variables, the contribution of visual attribute graphics is 9% on dependent variable and value contribute on dependent variable 21.5%.

The correlation test is also applied to measure the strength of association between variables. The association between identification of product and safety is 55.4% and the strength of association between identification of product and color is 38.2%, the association between color and graphics is 42.6% and graphics and information is 69.5% association, the strength of association between information and virginity of product is 57%, the strength of association between virginity of product and value is 58.4%, value and consumer buying behavior associate 41.9% relationship.

In short packaging strongly influence the consumer purchasing decision and the importance of packaging increase frequently and now the packaging is important P of the marketing mixbecause there are a lot of advantages of packaging. The packaging not only gives advantage or benefits to the product but it also give benefits to the maker of the product and the consumer who buy the product. I.e. the packaging give safety and protection to the product, and it identified the product, packaging also identified the maker or producer of the product, packaging promote the product and also its maker, its shows virginity of product towards consumers, packaging also share important information to consumers, it attract the costumer toward the product through its visual attribute color and graphics.

So the companies now know about the importance of packaging and they give lots of time to do research on how packaging affects the consumer buying behavior. And companies do packaging according to the consumer needs.to attract more and more consumer and get competitive advantage against competitor and maximize the profit of the company.

RECOMMENDATIONS

Packing plays key role in an increase of value of a product (cosmetics). The impression of a product depends on a package of a product. On the basis of our analysis we recommend following actions to be the adopted companies of cosmetics products.

According to the consumer response the first and strong function of the packaging is it shows the virginity of product toward consumer so company should focus on such type of packaging which have celled. If any other can open the product before use for fraud so the consumer can easily recognize that and they cannot buy the product. Though the virginity of product the company also increase their image like provider of quality product because the company eliminates the risk that anyone can mix cheap or danger health ingredient for earn illegal profit.

The second thing is that the packaging increases the value of the product. Consumer can pay more for packed product with comparison of un-packed product.so the company can focus to sustain the consumer trust that product quality and ingredient best than other products.

The third recommendation for cosmetics product producer is that the consumer love to buy cosmetics product with attractive and colorful graphics packaging so the company focus on attractive and colorful packaging design. Because the consumer trust the if the packaging is boring than the product must be boring.so the company use such type of package for products which is not boring.

Fourth suggestion for cosmetics firm is that though packaging the customer can identify the product, so the company can focus to clearly mention all about the product and company.to eliminate the risk for consumer to buy wrong product.

The fifth suggestion is that the consumers get all the information from packaging during buying that product, so the company should focus to provide all the necessary information such that how to use product about ingredient, because the finding shows that the consumer can buy product which have not shown the information clearly.

The sixth recommendation is that the company should focus on such packaging strategy though which the company can differentiate product from its competitors, because the consumer buy that product which have different from other. The company also focuses on packaging promotion function because marketers said that the packaging is company silent salesmen and package is the only thing which can change the consumer decision in last moment to make a purchase. And according to the respondent response the packaging is a tool for creating brand image, so the company focuses on good packaging and also on product quality to increase their brand equity.so the company should give great attention to the promotional role of packaging to be more attractive because it play critical role to attract more consumers.

The packaging is only thing which protect product from air, dust, and moisture so the company focus on to offers such type of cosmetics package which has reliable, good quality and strong to protect product, and also the packaging increase the product life during before and after consumers purchase.

Cosmetics firm should adopt those factors which have great influence on consumer perception of good quality product is in benefit to consumer to select their product. Through this the company gets benefits against their competitor and also minimizes the market share.

The company should focus on such type of packaging which is environmentally friendly, to build consumer awareness towards environment. and also the responsibilities of consumer towards it.

Cosmetics firms and marketers should focus the regular quality improvement to make a different place in market against competitors. This may require full information about your consumer and should be know your consumer by name a clear understanding of through product innovation, development and redesign packaging.

The package design has a very strong impact on consumers' perception. The result of existing research shows that the function of packaging plays an important role, such as picture, size, color, and Shape. Consumer want to find clear information about the ingredient of product and

also that how to use product. All these elements contribute to attract consumers' attention and interest. The combination of these elements gives the product more attraction.

FUTURE SCOPE OF WORK

How to change trend of pollute packaging into green and recyclable packaging.Because we know that the greatest way of pollution is packaging of the product because the entire product have packaging and the ingredient of packaging almost include plastic which is very danger for health and environment.

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