



National  
College *of*  
Ireland

***The Influence of Packaging on the Consumer  
Purchasing Decision Focusing on the Cosmetic  
Industry in Ireland***

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# **Abstract**

## **The Influence of Packaging on the Consumer Purchasing Decision Focusing on the Cosmetic Industry in Ireland**

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This study will investigate the impact of several types of cosmetic packaging on end-users purchasing decisions. In the modern world, the packaging of goods has become an essential component of the marketing mix. It is possible for a brand's packaging to be what gives it its individuality and sets it apart from the other items on the market. Several businesses are perpetually hindered by their failure to pinpoint the aspects of packaging that have a substantial impact on the purchasing decisions of customers, and as a result, they are unable to break out of this trap.

This is due to packaging's ability to establish and destroy brand associations, which play a role. Consequently, the primary aim of this research is to study the influence of packaging on the consumer purchasing decision focusing on the cosmetic industry in Ireland. However, the study also has definite aims, including assessing the nature of the connection that occurs in the color of the package design and the purchasing decisions made by consumers; and examining the nature of the connection that occurs between the materials used for the packaging and the purchasing decisions made by consumers.

These objectives will be tackled using research that two research questions will guide. The research questions are 1. How does the packaging impact customer purchase behavior for cosmetic products? 2. What is the consumer's opinion of the packaging on its own? Various development, such as themes, colours, and visuals, will be investigated in response to this issue. These research questions will also be important in proving two research hypotheses, including H1: There is a considerable connection underlying the design of the package and the purchasing choice made by the customer. H2: There is a considerable connection underlying the material used for the packaging and the purchasing choice made by the customer.

According to findings, the impact of packaging on consumers' cosmetic purchase decisions in Ireland has been suggested as research that increases the possibility of developing package designs from the perspective of customers.

# Submission of Thesis and Dissertation

National College of Ireland  
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(Thesis/Author Declaration Form)

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**Degree for which thesis is submitted:** Master of Science in International Business

**Title of Thesis:** The Influence of Packaging on the Consumer Purchasing Decision  
Focusing on the Cosmetic Industry in Ireland

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## Chapter 1: Introduction

According to Cortina-Mercado (2017), packaging designs have been important to businesses at every step of acquiring cosmetics and beauty products. The marketing mix components have expanded to include package design, which may significantly influence consumers' purchasing decisions in the current context (Chaturvedi, 2005). Packaging is among the essential variables determining customer purchasing choices and plays a significant role in brand communication, particularly at the point of sale (Rundh, 2016). So, packaging aspects are more focused by marketing companies and serve a vital function in decisions concerning the growth of a more lucrative organization.

According to Chukwu & Enudu (2018), the packaging is so significant that most marketing firms feel that within the marketing mix, it is the fifth "*P*," alongside the other 4ps of product, pricing, place, and promotion, and it is believed to be a key part of the marketing plan (Rundh, 2013). The package in business is, consequently, a key technique of marketing and competitiveness in the global network for executive managers and proprietors of factories and production organizations, and the necessity to explore it has been underlined by various academics (Deliya & Parmar, 2012). Other researchers, on the other hand, define packaging as the process of enclosing, safeguarding, and displaying the components of a product through an extended production chain, transportation, and storage to their destinations in as perfect a condition as they are produced (Harper & Miller Burns, 2012).

This is because we are in an ever-changing world in which customers' preferences and tastes vary from time to time. In an environment where it is especially difficult to accurately predict changes in customer preferences and tastes, Packaging currently is not just a covering of goods that carries the content of a brand and the producer of an item. However, the final concept sold boosted impulsive purchasing conduct, maximizing customer base and decreasing marketing expenses (Podder & Tanjee, 2021). Organizations, notable manufacturers of consumer items such as beauty care cosmetics, utilize packaging to market their brands to achieve a competitive edge. Since they believe in excellent packaging features such as colour and material as ways of brand marketing.

## **1.1 Importance of The Study**

The packaging alone may give a brand its identity and set it apart from the other items on the market, making it among the most important consumer purchase decisions (Gershman, 1987). Considering this, manufacturers can employ similar standards of performance to the brand itself and the packaging design, which acts as a display for the products. Within the cosmetics market, effectively designed packaging is essential in presenting a positive brand image. This signifies that the packaging has the potential to make the brand seem to be of a top standard and a higher level of elegance than it is. Some might think of cosmetic items in the same way that one would think of commodities that attract their preferences.

Furthermore, aesthetic feelings are subjective, and one way to categorize them is as a link between the components that are thought to be present in package design. It is anticipated that the initial concept for the packaging would significantly affect the sales context (Kerfoot et al., 2003). Therefore, the graphical representations of the items are a vital component of the display in the marketplace to promote a product (Pegler, 2006).

As a result of the fact that consumer expectations are of utmost significance in determining the level of significance that should be accorded to products, the cosmetics industry is constantly evolving, and the devotion to personal care products has become an important part of the consumer's daily life. For this dissertation, while deciding which sector could be the most appropriate and perfect for assessing the effect of product packaging on the purchasing choices of consumers in Ireland, the cosmetic business was one of the options explored.

## **1.2 Rationale of The Study**

Most studies have been done in the past have outlined various aspects, characteristics, and technical requirements of packaging and their impact on the purchase decisions of customers using a variety of methodologies, such as the understanding of cognitive-perceptual approaches to customer purchase decisions (Panda et al., 2021). Many other studies have been conducted on the influence of packaging design, attractiveness, packaging quality, and impulsive purchase. With past research and the paucity in comprehension of particular aspects of the nature of the product package process, such as colour and content of the packages in this aspect, this paper was stimulated to assess the influence of packaging concept founded on consumer buying decisions with certain components of packaging concept of beauty and cosmetics.

These components include colour, package materials, and package design (Koutsimanis et al., 2012). It is essential for optimal exploitation of the advantages of the packaging sector to prioritize the influential and important components and metrics outlined in the packaging concept and premised on customer preference in the management and coordination of advertising strategies. This is something that should be considered for better utilization of the advantages of the packaging sector.

### **1.3 Research Aim and Objectives**

Thus, the study's objective is to determine the influence of the packaging on consumer purchasing behavior and customer impression of the product packaging design in the cosmetic industry in Ireland (Imiru, 2017). This purpose, meanwhile, relates to another purpose: to give cosmetic brands knowledge on designing and selecting the most suitable design components and qualities for their product packaging. These are the core research questions to be asked in this thesis, and to find answers to these; various sub-topics are created. This study will involve several research questions that will guide the research process. Various development is particularly, themes, colours, and visuals will be investigated to respond to this issue. They all contribute to the creation of package graphics. The design choice will be examined as well. The solution to the study's findings aims may be obtained after answering two main questions. The total of all responses will discover elements and variables that influence perceptions and purchasing behavior. It will include information on how to create an appealing packaging design.

Although the function of the package has changed throughout its history, it is still expected to meet its fundamental needs, which include being highly functional and providing adequate protection for the contents of the package not only during the distribution process but also after the commodity has been purchased and even after it has been used up completely. It should come as no surprise that a package has a purpose, not just for the business but also for the customer. It is a "*player in the market*," extending its influence far beyond that of conventional promotional techniques such as marketing to maximize its impact.

Packaging acts as a differentiator by putting the product in a location where the customer may see it. Because of this, the package is designed to 'speak out' to the customer, making it easier to find on a shelf at a retail establishment where there are many other items that compete with it.



The customer, on the other hand, has an advantage not only because they can buy an untouched commodity, but also because they can experience the additional benefits of functionality, creativity, visuals, and knowledge that help them make decisions. Consumers of cosmetics in Ireland have access to a diverse selection of items, each of which is tastefully crafted and presented to attract the customers' tastes and preferences. When it pertains to the cosmetic products, measurements, and data that are contained in the package, different businesses are introducing a variety of interesting elements to the table. There are efforts taken to ensure that the product's packaging can accommodate the changing preferences of customers about the way they utilize the product, the timing of their use, and the reasons for their consumption.

#### **1.4 Statement of the Problem**

When it comes to the positioning of items, packaging plays a significant role. The packaging used nowadays is meant to cater to a variety of situations, meet the needs of a wide range of social groupings, and even differentiate between multiple brands (Imiru, 2017). Even though packaging holds a significant function in advertisement communication and could be regarded among the very significant elements impacting consumers' buying of end goods, including cosmetic and beauty products, the importance of its components, including materials as well as color, and the level of influence that these factors have on customers' purchasing behavior are still pertinent controversial issues that are being discussed by academics.

According to the available literature, many companies are perpetually ensnared in the thread of their failure to recognize aspects of packaging that have a substantial effect on the purchasing behavior of consumers. This is since packaging's ability to establish and can also destroy brand associations. One prominent illustration of the latter scenario is provided by Hofmeyr and Rice (2007) in the form of a case study that describes how a modification to the package design had a role in the decline of a top beer company's share of the market by more than 20 % in only one year. The "*shelf influence*" of packaging is the visualized impact that the packaging possesses at the buying time if viewed in the sense of others in the bracket (Riaz et al., 2015). While design teams tend to focus more on the "*shelf influence*" of a bundle, advertisers tend to focus more on the verbal influence, such as product details.

Nevertheless, this does not imply that we should ignore the fact that, even though it is public knowledge and could be easily observed, individuals are unable to process the enormous amount of information that is constantly being thrown at them, and as a result, components such as colour and package design have been recommended as a way of establishing distinctiveness (Riaz et al., 2015). In addition, earlier studies in the field of marketing discovered that elements like shape, colour, and logo were utilized across a variety of communication mediums.

Because the existing empirical research on this proposed study does not offer a unanimous explanation regarding the effect of package aspects on consumer purchase decisions and because, according to the existing research, either no studies have been undertaken or very few studies have been undertaken to ascertain the customer's perception of the influence of packaging on consumer purchasing decisions, focusing on the cosmetic industry in Ireland, it is clear that more research needs to be done in this area. It is vital to do in-depth research on the effect of the verbal and visual aspects of cosmetic brand packaging (such as colour, materials, graphics, and textual data) on the purchasing decisions made by consumers of cosmetic goods in Ireland. This will aid in understanding and making the most of their unique and special effect on consumers' purchasing decisions about beauty items.

#### **1.4.1 Study Aims**

The primary aim of this research is to ascertain the influence of packaging on the consumer purchasing decision focusing on the cosmetic industry in Ireland.

The study also has other individual aims, including:

1. To assess the nature of the connection that occurs in the packaging factor and the purchasing cosmetics made by consumers.
2. To examine the connection that occurs between the materials, design, and other factors used for the packaging and the purchasing decisions made by consumers.

### **1.4.2 Research Questions**

The solution to the study's findings aims may be obtained after answering two main questions. The total of all responses will discover elements and variables that influence perceptions and purchasing behavior. It will include information on how to create an appealing packaging design. These are the core research questions to be asked in this thesis, and to find answers to these; various sub-topics are created.

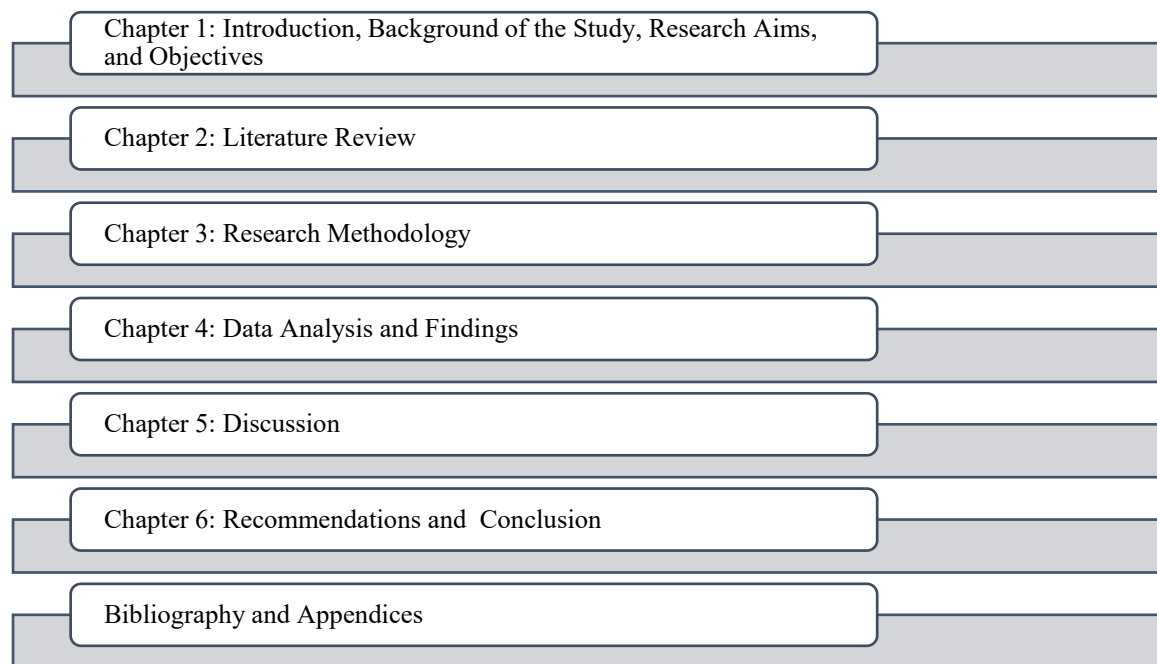
1. How does the packaging impact customer purchase behavior for cosmetic products? By providing answers to this question, it will be able to ascertain regardless of whether the product packaging interests customers and motivates the buyer to acquire the goods. The significance of the package's physical qualities will also be investigated. Examples include package colour, packing materials, visual design and text on a package, and inventive attributes.
2. What is the consumer's opinion of the packaging on its own? Various development, such as themes, colours, and visuals, will be investigated in response to this issue. They all contribute to the creation of package graphics. The design choice will be examined as well.

### **1.4.3 Research Hypotheses**

Following the aims of this study, the following two hypotheses have been developed:

1. H1: There is a considerable connection underlying the design of the package and the purchasing choice made by the customer
2. H2: There is a considerable connection underlying the material used for the packaging and the purchasing choice made by the customer.

## 1.5 Dissertation Structure



*Figure 1 - Dissertation Structure*

## **Chapter 2: Literature Review**

This section defines several fundamental concepts related to the importance of packaging in the cosmetic industry, influential factors between product packaging and decision-making, and market research on the packaging factors in the purchase of cosmetic products in Ireland.

### **2.1 Packaging and Packaging Design**

A product's packaging displays its qualities and provides information about the product. Including during the purchase decision, the packaging serves the buyer by developing an entire product perspective that aids in assessment and finding the most suitable decision. Colour, typeface, content, and image all influence the look of the packaging design (Pegler, 2006). Graphics of appealing circumstances on the product's box might help elicit the end-user's social desires (Rundh 2009). Schoormans & Robben (1997) consider packaging to become one of the key fundamental aspects of product planning. According to Kotler (2007), packaging encompasses every one of the processes involved in designing and manufacturing a product's packaging materials to use for the packaging. Today, the packaging is more than just a design criterion. In response, some authors, such as Holmes and Paswan, consider that the packaging is the only type of advertising the customer might just get when assessing the goods (Holmes & Paswan, 2012).

According to Prone (1993), the packaging may quickly capture buyers' interest, transmit the company's identity, separate the branding from rivals, and improve the item's functioning. Packaging is among the main critical parts of purchasing choices taken at the time of purchase. In addition, it plays a key aspect in the sales cycle (Prendergast & Pitt, 1996). The outstanding factor is packaging, and design factors are the product of advertisers', product designers,' and end users' engagement and personal effort. According to Wells et al. (2007), packaging acts as a means of distinguishing one item from another and encouraging people to purchase it. As stated by Crouch and Housden (2012), it is never sufficient for a package to meet its procedural criteria; it must be visually appealing. Packaging has a wider audience than marketing and may help a company stand out from the crowd. Each time an item is utilized, it reaffirms and encourages the purchasing choice. Customers want more complex packaging from well-recognized businesses, according to Topoyan and Bulut (2008).

Improved packaging positively impacts customer satisfaction, and customers are ready to pay a premium for quality packaging. Sensory receptors such as sight are capable of perceiving quality. Consumers rely heavily on packaging and labeling to assess the item's quality and settle on a purchasing decision when it comes to cosmetics. For Kapferer (2008), the impact and style of an item's packaging rely mostly on its classification and target market. However, an item's packaging may significantly impact consumers' impulsive purchases. According to Kapferer (2008), shoppers only spend a short amount of time in stores while making a purchase decision. Frequently, a buyer selects based on a quick look at the box. As a result, customers benefit from a stronger bond with a company that uses proper packaging.

### **2.1.1 Factors Influencing a Consumer's Perception of a Product**

Consumers are much more impacted than you may realize. As stated by Topoyan and Bulut (2008), most clients will form their own opinions depending on various variables, even if the public advertising tells them what you want them to think. Consumer purchasing behavior depends on packaging color, Packaging colour, packaging material, design and text on a wrapper, and innovation (Ampuero & Vila, 2006).

## **2.2 Packaging Colour**

Colour is among the most significant aspects of packaging. Consumers are more likely to recognize it since it can be seen from a range larger compared to other components like writing, drawings, or graphics. Color has a powerful effect on the human mind. Color can elicit pleasant or unpleasant emotions and ideas (Ampuero & Vila, 2006). It has a strong influence on our thoughts and feelings. Responses to different colors are always shaped by one's past experiences. The color palette of an item's packaging may evoke feelings and attitudes in the buyer even before the item is opened (Ampuero & Vila, 2006). If you want the customers to feel, see and act per what the company wants them to, this is a critical component. The quality of the packaging relies heavily on the company's knowledge of color psychology (Ampuero & Vila, 2006). When it comes to the messaging, incorrect color choice might have a negative effect. It's easy to overlook well-designed packaging if you do it wrong.

Ampuero & Vila (2006) view color in relation to packaging to impact the customer's impression of quality. For example, black is employed for power, blue for trustworthiness, red for vigor, and green for stability and freshness. The attraction of beauty and elegance is often associated with dark colors, particularly black. Product packaging with dark colors conveys a sense of uniqueness and value. When it comes to the opposite, things packed in bright colors are seen by customers as "*just another item*," which gives the impression that they are more accessible and less special. As Doyle (2014) argues, customers drawn to natural goods will be more likely to put their faith in the goods' packaging if it has warm colors like orange, green and yellow. Using a clear container as a sign of trust is something that producers use on occasion, according to Sevilla (2012). A color phenomenon known as color discord may be employed in package design. It is a highly unsettling blend of dissonant colors. Packaging may be aesthetically attractive and draw attention if the color disharmony is employed well.

### **2.2.1 Packaging Material**

It's equally critical to winning over the hearts and minds of the people you're trying to reach. According to Dyurovic (2009), an increasing number of people worldwide disapprove of goods that use excessive amounts of waste material in their packaging, citing ecological consequences of the packaging's reliability and renewability as one of the primary reasons for this disapproval. Nevertheless, such parameters might alter depending on the kind of goods, the goods, and the buyer's income. Package design shows how well the organization knows its target audience (Dyurovic, 2009).

Colgate successfully gained a 1/3 of the marketplace in China in 1992 when the company introduced its products in a plastic-like cylinder rather than the commonly utilized aluminium packaging utilized by other companies, according to Dyurovic (2009). It's amazing how much influence packaging has on what customers purchase. Individuals also express themselves using their style of clothing. Also, individuals make a statement concerning the products they purchase. Since the goods promise to satisfy wishes and yearnings, Pira (2002) claims that consumers purchase products for more than their urgent needs. The packaging layout should catch the eye, pique the consumer's interest, and persuade them that the item is the best available.

### **2.2.2 Design and Text on a Wrapper**

For many buyers, an appealing layout and innovative copy are the most important considerations in determining which item to buy at the 11th hour, according to Kotler (2007). As Vukovic (2012) points out, an effectively designed wrapper has the power to captivate a customer's attention on several dimensions. Consumers should be able to categorize products based on their quality and price based on their packaging design. The layout of a wrapper is the creation of a box that grabs a customer's attention (Vukovic, 2012). They believe that the wrapper's style is important in appealing to the customer, and they also believe that kids between the ages of ten and eighteen are the most receptive to the wrapper layout (Vukovic, 2012).

Accurately selecting a design's visual aspects is critical to achieving a product's goals while also satisfying its customers. Customers generally prefer a unique and original design over a standard corporate design (Vukovic, 2012). A wrapper's content must fulfill two requirements: it must enlighten the reader and serve as an advertisement. The material should be clear, accurate, and fascinating to read. In certain cases, the wording on the wrappers is purely informational and does not serve an advertising function. According to Vukovic (2012), a wrapper's content must have these qualities: easily understandable and simpleton, honesty, and uniqueness.

### **2.2.3 Innovation**

It's important to remember that innovative packaging is not just about making a product stand out from the crowd; it's about making it more cost-effective and sustainable as it moves from the storage facility to the shop shelf to the hands of the customer (Harun, 2019). An item's and company's advertising campaign may benefit from innovative packaging options, which can help save warehousing and handling expenses. The quality of an item may be enhanced by a well-designed box. In the customer's view, it leaves a positive image. Innovative packaging enhances the quality of the items it contains (Harun, 2019). Innovative packaging is essential to making it easy to access, store, and recycle. A focus on the customer's needs is essential in today's ever-changing market climate. Compared to typical packaged goods, customers are more open to novel items (Harun, 2019).



## **2.3 Cosmetics**

Beauty products in the cosmetic industry are defined by Lintner (2009) as a material or combination of ingredients created, marketed, or advertised for purpose in the personal care rituals, repairing, or transforming the facial areas, skin, hair, and products for hygienic purposes. Today, the cosmetic industry is intensely popular worldwide, with innovation, profitability, and health all crucial (Harun, 2019). Consumers interested in the cosmetic industry in the market now have the knowledge to become incredibly discriminating against the products in the market (Harun, 2019). Thus, scientific study and industrial areas have become stages companies cannot avoid.

### **2.3.1 Division of Cosmetics**

There is a high degree of specialization in the cosmetics sector, especially among those employed by big and medium-sized businesses. They're restricted to hair and skin care items, and there is very little crossover between the two industries' offerings. Lintner (2009) identifies two types of cosmetic products: low-end and high-end cosmetics. Businesses often earn lower revenue on low-end cosmetic products. Still, they offer more items than high-end cosmetic products since they are offered at cheaper costs and have smaller pricing margins (Lintner, 2009). Premium cosmetic product packaging is also designed to elicit an emotional reaction and give a sense of wealth and exclusivity.

According to Lintner (2009), the cosmetics industry may be classified into aesthetic components, including make-up and fragrances, and grooming tools, including nail polish and skin care body lotions. According to Matusincova (2020), cosmetic products should be categorized based on usage and administration region. Cosmetic products for the skin (skincare, make-up, and body aesthetics), cosmetics for the scalp and hair, oral cosmetics, and scents.

### **2.3.2 Make-up**

The primary purpose of cosmetics, commonly known as make-up, is to conceal small flaws and make the user seem more attractive. Defects might include glossy and greasy skin, uneven coloration, and minor skin deformations (Harun, 2019). Because of today's humanity's emphasis on youth and health, such items play a significant part in achieving this impact. Nail lacquers and powders are some of the other decorative cosmetic items that are available (Harun, 2019).

### **2.3.3 Skincare**

Cleaning, preserving, protecting, and enhancing a person's complexion are some of the functions of skincare items. Beauty products purify the skin and remove impurities, including soaps, gels, and creams (Lopaciuk and Loboda, 2013). Emulsion and cream products are typical skin care treatments intended to keep skin healthy, preserve it, and make it seem better. Dermatology and cosmetics are expected to be the fastest-growing segments, according to Lopaciuk and Loboda (2013). Throughout the next several decades, it will continue to be the market leader in the cosmetics industry. Facial care accounts for two-thirds of sales revenue, followed by body and hand care, and sun care in the worldwide skincare industry (Lopaciuk and Loboda, 2013). Facial care is the most important component of all skincare items, according to Matusincova (2020).

### **2.3.4 Fragrances**

Cosmetics are made more appealing using perfumes. The convenience and effectiveness of cosmetics are greatly influenced by how they smell, which in turn has a huge influence on how people evaluate them (Matusincova, 2020). This means that in addition to the appearance and feel of the packaging, the scent of cosmetic products is an important consideration for consumers when making their purchase decision. According to Matusincova (2020), fragrances are an essential part of cosmetic products, giving them a pleasant aroma and enhancing the attractiveness of those who use them. For the most part, fragrances are only applied to the body, although they may also be applied to the forehead and lobes.

## 2.4 Trends in Cosmetics

The twenty-first century will be a fresh beginning for scientific advancement for everything that has been accomplished in the personal care and cosmetics business. When it comes to formulating new products, many chemists are reverting to old methods (Harun, 2019). Traditional medicine has been using Panax not ginseng's aqueous extracts as an herbal remedy; now, it's being modified to support the skin's own inherent defense mechanisms. When it comes to personal care commodities of the 21st century, 59 percent of females say that 100 percent of natural components are extremely essential to them when buying them, and they are prepared to pay competitive prices for such products (Harun, 2019).

The cosmetics product advancements of the past few generations may be divided into two categories: those that save time and those that last a lot longer (Harun, 2019). When it comes to beauty items, time-saving options include things such as quick-drying nail polish or multi-tasking items such as 3-in-1 body gels or facial washes with grooming foams (Harun, 2019). As long-lasting cosmetic products may be used less often than traditional items, they are believed to have a better price-to-value proportion than their conventional counterparts. Long-wearing cosmetics, lipstick, nail polish, and lasting skin care products are just a few illustrations (Harun, 2019).

## 2.5 Marketing and Branding of Cosmetics

If an item's packaging doesn't promote it, it's almost useless in today's marketing world. A powerful marketing professional, Chris Doghudge, said that "*packaging attracts more than marketing*" (Harun, 2019). Cosmetics do not get a lot of marketing backing. But they must be packed. The packaging of an item may significantly impact the company's marketing plan since the box expresses style, intent, and principles. An effective packaging design should entice the buyer to select the box and buy the item in only a few minutes. For an item to stick out in a sea of identical goods, it must be packaged in an appealing way that stands out from the rest. Elegance, mobility, and portability are all factors to keep in mind (Harun, 2019).

Personalized branding, bright colors on the outside of cardboard packaging, and the handles and novel padding methods may make for innovative cosmetics shipping containers.

Packed and constructed as innovative kits, product display containers may be tailored to suit certain festivals, occasions, or campaigns (Harun, 2019). Consumers may reach items readily after buying, thanks to innovative package seals that keep things secure throughout shipment and offer proof of tampering. As part of the broader marketing strategy, labels on packaging may reinforce advertising messages, create a brand image, and increase brand awareness (Harun, 2019). Design trademarks may be quite significant in the modern-day market, particularly in the domain of the cosmetic business, in which items are marketed based on the form of their package more than anything. Marketing teams have discovered that cosmetics must satisfy a decorative requirement in the customer's ownership when designed and shaped (Harun, 2019). In this scenario, the more creative the appearance, the more appealing it is to the buyer. Even once the item is finished, cosmetic goods have become increasingly valuable as collectibles (Harun, 2019). That is why its usefulness as an advertising medium extends into people's homes. We live in an era when brand image is evolving into more than just a collection of logos and colors.

As part of the marketing strategy, packaging holds a significant role. It has a plethora of uses. Goods and their characteristics are described, the item is differentiated from its rivals, and consumers are communicated via this medium. Packaging, according to Deliya & Parmar (2012), is a quality that is not intrinsic to the commodity. Useful information may be conveyed via packaging, separating one product from another. The term "*package*" no longer simply refers to an item's packaging. In this way, marketing communications might be bolstered. It aids in the development of a brand. It has the potential to strengthen a company's sense of identity (Deliya & Parmar, 2012). The packaging is a crucial consideration. As a result, it is currently regarded as an important marketing communication medium.

### **2.5.1 Social Media Marketing**

As far as brand marketing is concerned, having a strong, persistent social media presence is no longer an option. It's a must-have for every modern business, especially cosmetics. You can understand why Facebook, YouTube, Instagram, and TikTok are ideal places to promote the product when you consider why people purchase cosmetic items (Jin et al., 2019). They are image-based systems, as the name suggests. When you use visual-based online platforms, you will display exactly what the goods do for the customers.

### **2.5.2 Influencer Marketing**

Influencer advertising is a subgenre of internet advertising that combines traditional and new marketing methods, such as celebrity endorsement and internet services, into a single marketing plan (Jin et al., 2019). Regarding social media, influencers are defined as "*those who have created a significant system of supporters and are considered to be reliable trendsetters in one or multiple categories.*" This innovative advertising has become more important to brand, so they've teamed up with popular online celebrities that suit their intended demographic to showcase their goods and disseminate their views (Saima & Khan, 2020).

### **2.5.3 Consumption of Cosmetics and Gender**

The biological gender influences purchasing behavior, according to Koudelka et al. (2008). The genders' distinct differences in how they see, think and act. Women have a significantly distinct sense of priorities, interests, and dispositions. Since they also react diversely to advertising channels, slogans, and images, the purchasing decision-making of a woman varies from that of a man (Deliya & Parmar, 2012). According to Deliya & Parmar (2012), women and men react to advertising cues uniquely.

#### **2.5.4 Brand Relationships**

For a company to succeed in the long run, it is critical to have good brand relationships with its consumers. Consumers feel safer and more attached to a company when they have a solid relationship founded on trust and interaction. This may increase customer loyalty, and a higher repeat buy percentage (Jin et al., 2019). Brands and customers have a special connection that has the potential to benefit both sides. Consumers see brands as collaborators in their daily lives (Jin et al., 2019). Consumers relate to brands better when they feel like they have a personal connection to them and a sense of purpose and significance.

#### **2.5.5 Consumer-Brand Relationships and Cosmetics**

To establish a greater influence on the intended audience, it is best to use advertising material that helps consumers develop a positive brand image. Emotional reactions were shown to have a substantial correlation with customer behavior (Deliya & Parmar, 2012). Cosmetics must build brand trust with their customers to establish a consumer-brand relationship. For several consumers, pricing is the most significant concern (Deliya & Parmar, 2012). A strong brand relationship means that customers are prepared to pay a higher price for their preferred brand, so the cost does not readily impact their intention to buy. It is no secret that people are willing to shop for the best deals on popular products because of their great faith in their preferred brands' value for money (Deliya & Parmar, 2012).

#### **2.5.6 Cosmetics and Brand Loyalty**

Customers who are attached to a brand gauge their loyalty by how inclined they are to move to another label once the brand's pricing attributes are altered. To be loyal to a product or service, a customer must be both attitudinally and behaviorally committed (Deliya & Parmar, 2012). Brand loyalty develops when a company's brand has become a preferred option for a customer. Companies having a substantial part of the marketplace are more inclined to have long-term customers than smaller companies. Customer retention is reasonably cheap, according to Deliya & Parmar (2012) if the customers are pleased and enjoy the product.

## **2.6 Consumer Behavior**

The focus of marketing ought to be to accomplish and fit the criteria and desires of buyers. Another idea of consumer behavior is how people or organizations acquire or dispose of goods, activities, or concepts to meet their aspirations (Pradhan et al., 2018). Deliya & Parmar (2012) says that recognizing customers, dynamic market processes, and making decisions based on those factors are necessary for effective consumer behavior. So, brands must know their customers' behavior and perceptions to provide an acceptable product or service that meets their demands and criteria.

Kotler also agrees that understanding customers is essential to achieving a full portrait of customer behavioural strategies. However, according to Deliya & Parmar (2012), customers may wish for something particular but change the idea with something else, so customer loyalty is never easy to gain. The marketplace is a reliable area for the brands, and customers are merely one essential component of market efficiency that permits industries to live and survive. According to Kotler (2007), cultural variables have the greatest and widest effect on consumer behavior of any of these components. As a result, consumer behavior is vital to consider which external circumstances drive the customer to recognize some need. Marketers might incorporate these aspects when developing a marketing mix between brand, products, and the end-users of products.

### **2.6.1 Factors Influencing Consumer Behavior**

Our behavior is influenced by a wide range of circumstances. These are classified as follows by Kotler & Armstrong (2010): Psychological, personal, social, and cultural. According to Kotler (2007), cultural influences have the greatest impact on consumer behavior. Strydom (2004), however, is certain that there are only two influences impacting consumer behavior: personal and group elements. Motivations, perceptions, learning capacity, attitudes, character, and way of life all fall under the umbrella of individual variables (Kotler & Armstrong, 2010). Elements that make up a group include culture and family socioeconomic status, group influences, and influencers of the thought group.

### **2.6.2 Non-Correct Influencing Strategies**

Customers and culture may be influenced negatively by certain advertising techniques. Rising costs, unethical techniques, pressured sales, and low-quality items and services fall within this category (Kotler, 2007). Overcharging, false advertising and deceptive packaging material are all unfair competition. Overstated package size that does not reflect the content, deceptive brand image on the box, or misleading product information on the packaging (Kotler, 2007). However, some countries like the United States use laws to combat unfair competition.

### **2.6.3 Consumer's Decision-Making Process & Need Recognition**

Five fundamental processes are included in the customer decision-making cycle. Customers go through this evaluation process before making a purchase. These stages comprise the recognition of need, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Stankevich, 2017). Recognizing one's needs or those of others elicits the same emotional reaction. The process begins with customers identifying a need and then gathering knowledge to satisfy that desire (Jin et al., 2019). Because internal stimuli drive fundamental instincts like a shift in behavior, cosmetic brands should concentrate their promotional efforts on outward stimuli. Create a thorough marketing strategy for the brand to raise customer knowledge and confidence in the product or service (Jin et al., 2019).

### **2.6.4 Information Search**

Customers consult external and internal variables and past experiences with an item, both good and bad, to make a choice. If you're looking for data, you might visit a real site or turn to internet sources like YouTube or other people's experiences (Jin et al., 2019). As a brand, your responsibility is to provide the data those prospective customers need in the expectation that they will choose to buy your brand (Jin et al., 2019).

### **2.6.5 Evaluation of Alternatives**

At this step, potential consumers have formed parameters for what they desire in a brand. They are now assessing the alternative they have to those of other prospective purchasers (Jin et al., 2019). Reduced prices, superior brand traits, brand accessibility, or even anything as personalized as a choice of colour or design are all examples of possibilities. Customers must be persuaded that the brand is better than the competition via promotional materials.



### **2.6.6 Post-Purchase Behavior**

During this stage, the customer must decide whether they are happy with the brand. Kotler (2007) believes that consumers' expectations of brand performance and their perceptions of brand performance influence this subject. Similarly, Verma (2008) believes that customers assess whether the brand meets or surpasses their aspirations at this phase. According to Kotler (2007), a customer's impression of the brand will impact their purchasing decisions in the future.

### **2.6.7 Impulse Buying Behavior**

Impulsive behaviours are brought on by an incapacity to weigh the pros and drawbacks of making a purchase and the accompanying want to do so. Many people have an overwhelming desire to rapidly meet their most urgent wants even when they are cognizant of the undesirable effects of purchasing (Meena, 2018). An impulsive buy occurs when there's an immediate and intense psychological urge resulting from impulsive conduct that lacks conscious control (Burton et al., 2018). There may be a reason for the purchaser's predisposition to purchase without thinking because of the immediate enjoyment it delivers (Pradhan et al., 2018).

Additionally, impulsive purchasing has an emotional element and may be caused by a variety of things, such as the retail atmosphere, the customer's overall contentment, their self-esteem, and their current psychological state (Gogoi and Shillong, 2020). According to our theory, unanticipated needs, visual cues, marketing campaigns, and/or a reduction in one's ability to weigh the pros and cons of an item's benefits and drawbacks are some of the possible triggers for making impulsive purchases.

## **Chapter 3: Research Methodology**

### **3.1 Introduction of the Research Methodology**

This research analyzes the influence of product packaging on consumer choice of cosmetic brands in Ireland. Research methodology is a critical component in research study as it provides a framework on how the objectives are to be achieved. Consequently, this chapter highlights the study's purpose, research design, study population, sampling design, data collection criteria, and data analysis methods governing this study. The technique that was employed in the process of developing the practical component of this dissertation is laid out in great depth in this section. Various research methods will be used to provide a comprehensive and accurate picture of the key issue of the influence of packaging on the consumer purchasing decision focusing on the cosmetic industry in Ireland. Initially, an assessment of secondary data will be conducted, and then, an assessment of primary information will be carried out. This section provides in-depth data on these methodologies and covers the strategies and procedures involved in evaluating the collected data. The study will involve both men and women.

### **3.2 Research Questions**

The solution to the study's findings aims may be obtained after answering two main questions. The total of all responses will discover elements and variables that influence perceptions and purchasing behavior. It will include information on how to create an appealing packaging design. These are the core research questions to be asked in this thesis, and to find answers to these; various sub-topics are created.

1. How does the packaging impact customer purchase behavior for cosmetic products?  
By providing answers to this question, it will be able to ascertain regardless of whether the product packaging interests customers and motivates the buyer to acquire the goods. The significance of the package's physical qualities will also be investigated. Examples include package colour, packing materials, visual design and text on a package, and inventive attributes.
2. What is the consumer's opinion of the packaging on its own? Various development, such as themes, colours, and visuals, will be investigated in response to this issue. They all contribute to the creation of package graphics. The design choice will be examined as well.

### **3.2.1 Research Hypotheses**

Following the aims of this study, the following two hypotheses have been developed:

1. H1: There is a considerable connection underlying the design of the package and the purchasing choice made by the customer
2. H2: There is a considerable connection underlying the material used for the packaging and the purchasing choice made by the customer.

### **3.3 Marketing research**

The approach of assessing whether a new product will be successful by establishing its feasibility through research done closely with prospective consumers is known as market research. A firm may determine its target audience using market research, as well as get the thoughts and other input of customers regarding their level of interest in the products being offered. Marketing research, according to Stevens et al. (2012), is the process of designing, collecting, analyzing, and presenting data utilized in implementing a marketing choice. As McDaniel Jr & Gates (2018) point out, companies must do marketing research once they acknowledge the importance of learning how customers feel regarding their goods and services. Marketing research is conducted to gather data since customers have access to this information.

#### **3.3.1 Marketing research process**

The marketing research process is focused on getting information from the intended audience, including their beliefs and opinions, to assist you to assess existing goods, and services, or exploring ideas to improve them. It may also assess client impressions of your business. According to Palmer (2012), the process of conducting marketing research consists of five steps, the first of which is defining the research issue. The last phase, report presentation, is where all significant results are explained. Each stage is strongly connected to the others and influences them.



*Figure 2 - Steps of a marketing research process are shown below according to Palmer (2012)*

The first step which is problem definition is a representation of the research goals, based on the data that is required to answer the marketing research challenge. The foundation of the marketing research process is a properly defined problem. The approach for solving the issue is developed in the next phase of the research design development process. Two choices must be made in the following step, collection of data (Palmer, 2012). To begin, there is a decision to be made about whether to investigate or just observe. A choice must be made on whether to acquire primary information, secondary information, or both. There are many methods for analyzing data, each of which is dependent on the kind of information processed.

According to Stevens et al. (2012), good data interpretation is the cornerstone to discovering the research goals. The last stage is the presentation of the results. In the words of Stevens et al. (2012), an investigator must explain what the data mean in terms of management challenges and propose a course of action to the administration. Berkowitz (2015) recommends data arrangement into charts, figures, and graphs for efficient results presented.

### **3.3.2 Marketing research types**

Research in marketing may be broken down into two distinct subfields: basic and applied. Research in marketing at a basic level is often wider in scope and intended to serve a wider range of objectives. Applied research, on the other hand, is conducted to assist managers in making more informed decisions on a certain topic. It is centred on addressing a specific issue.

There are three types of research according to Sarstedt and Mooi (2014) exploratory, descriptive, and causal. Every one of these research approaches may be used for a variety of purposes and calls for the implementation of a unique set of data analysis procedures (Smith & Albaum, 2010). Individual interviews, focus groups, the examination of selected scenarios, and direct observations are the primary methods that are used in exploratory research. On the contrary, descriptive research could be directed by a proposition and is concerned with certain broad predictions. Because causal research seeks to establish a cause-and-effect link, marketers must have a solid comprehension of the phenomenon that is the subject of their investigation.

### **3.3.3 Quantitative research**

According to Palmer (2012), quantitative research is used in situations in which the nature of the study has been specified such that it can assess the behavioural patterns of customers. Because quantitative research is conducted with the participation of up to thousands of participants, standardized, structured questionnaires are typically employed to collect the necessary data. Investigations such as correlation tests, linear regression, variance analysis, conjoint analysis, and neural network assessment are only some of the methods that may be used for the information taken through quantitative research.

### **3.3.4 Qualitative research**

According to Aaker et al. (2013), qualitative research is the process of gathering qualitative information that assists an investigator in learning more concerning things that cannot be immediately quantified or seen. These might include things like ideas, wishes, ambitions, feelings, and behavior, for example. In their 2012 article, Belket al. outline three primary actions for the gathering of information in qualitative research. Interview questions and observations are included here. The in-depth interviews result in the study interrogator gaining an in-depth grasp of the issue so that they are prepared to converse about it.

### **3.3.5 Analysis of Secondary Data**

There will first be a review of the secondary information that has been gathered. Secondary data on the cosmetics industry and its packaging will be examined independently. Google Forms will become the primary source of information. The information obtained will be as current as feasible, but it will be limited by the resources that are accessible. Cosmetic market data such as yearly growth, product category breakdowns, regional breakdowns, and individual consumer cosmetic use data are all necessary to gather. When examining the packaging issue, it is vital to go beyond generic facts and concentrate on the packaging of cosmetics. Since Google Forms was used to develop the survey for this study and contains the findings from every participant, it will serve as the main source of information.

### **3.3.6 Questionnaire Survey**

A questionnaire survey will be employed as the final study approach. A Google docs application document will be employed to develop a questionnaire to gather data. To begin, a small pilot study will be undertaken. The results of this pilot study might lead to the inclusion of additional questions or responses in the eventual questionnaire. After that, the final questionnaire will be disseminated by email and other social media platforms. August to September 2022 is the period for collecting data. After then, all the collected information will be analysed. The questionnaire survey is divided into three sections. The first section is about participant demographics, the second section is about purchase attitudes and the last section is about making up perceptions.

## **3.4 Research Onion Saunders and Research Approach**

Research methodology is an effective approach that researchers employ to answer the research question. The methodology involves forming a research question and setting objectives that aid information interpretation and discussing the study's results. This study aims to evaluate the influence of product packaging on consumer choice of cosmetic brands in Ireland. The primary goal of the study is to evaluate different factors affecting cosmetic purchases but primarily focus on product packaging influences consumer buying behaviors of cosmetic products in the Ireland market. The study embraced the research Onion Saunders et al. (2019) to attain the objective of the study objective in strategic aspect.

Consequently, the quantitative approach was adopted which embraces the use of figures to investigate the research phenomenon thus providing empirical evidence. Research Onion Model metaphorically represents the aspects by which numerous components interact with an evaluation that can assist in building up a research plan.

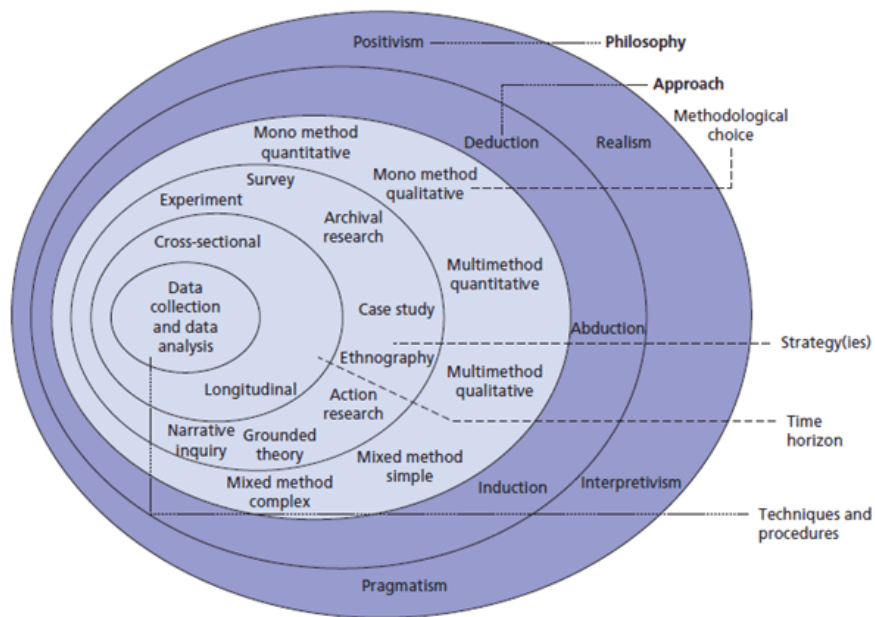


Figure 3 - Research Onion (Saunders et al., 2012)

### 3.4.1 Research Philosophy

Research philosophies follow a standard arrangement based on perceptive exploration. Saunders et al. (2019) categorize the philosophies in Ontology, Epistemology, and Axiology. Ontology addresses data validity and reality nature, while epistemology evaluates data legitimacy for assessment and inference. These principles influence academic examination based on the positivism and interpretivism spectrum. Interpretivism notes that an individual spectator reserves discernment and understanding of their reality perception and positivity and believes that the participants' information is free from subject considerations. Similarly, positivist philosophy tests phenomena to produce results, and its methods are often scientific, while interpretivism assumes a subjective and qualitative nature. Therefore, the main philosophies supporting marketing research include positivism, post-modernism and Pragmatism, Critical Realism, and Interpretivism.

### **3.4.2 Positivism**

Positivism philosophy is an epistemology strategy that supports the strategic utilization idea of characteristics sciences to study social reality (Bell et al., 2018). Positivism gives the researcher to acknowledge their environment and note what exists outside their study. The study aims can be achieved objectively and cannot incorporate personal views; the researcher's primary role is to observe what is going on and cannot interpret participants' responses. The philosophy believes in a single reality, and participants reserve the right to present their reality.

### **3.4.3 Interpretivism**

The interpretive approach relates to qualitative research and any study conducted on a limited group (Saunders et al., 2019). This philosophy has a lower design than the positivist technique (quantitative methods). The interpretive study aims to comprehend real abstracts since it advocates for people to experience social and physical aspects in different ways. Therefore, the technique stresses that people should answer all research questions. Borden & Abbott, 2002 notes that interpretivism philosophies encourage scientists to formulate social delineation of the globe. Additionally, a flexible methodology can influence numerous information interpretations and analyses to influence a variety of results (Chowdhury, 2014).

### **3.4.4 Critical Realism**

Realism relies on a logical inquiry line. Saunders et al. (2019) argue that fundamental reality is the essence of people's senses, and all resources exist independently of a free mind. The critical philosophy suggests that people's thoughts are the essential reality. This reality adheres to autonomous and outer perceptions and knowledge of a subject. Instead, what these participants are experiencing parts of the appearance of things instead of portraying the actual object.

### **3.4.5 Pragmatism**

Pragmatism addresses the researchers' hypotheses, which are essential for a strong and relevant case (Tschaep 2015). The pragmatist viewpoint is interested in singling out an individual perception that undermines the world portrait. Hence, the primary pivot point of a researcher's position is subject to question exploration. It does not suggest any strategies but utilizes the strategies that promote sound, relevant and stable information.



Based on the reviewed research philosophies, this study settled on the positivism approach. The ideology critically guided the study objective for the methodology because it is appropriate for addressing the research question, which tries to evaluate a correlation between cause and effects. In addition, the strategy adopts an objective approach thus strongly discouraging the incorporation of individual opinions and notions (Bell et al., 2018). Consequently, the results and findings of the study were reliable and accurate due to its independent nature.

### **3.5 Research Strategy**

Cooper and Schindler (2014) describe research strategy as a vital roadmap necessary for researchers to answer the research question since it stipulates data collection, analysis, and measurement details. Thus, a research design is a framework designed to focus on data collection through surveys, polls, and secondary datasets (Newhart, 2018). This research employs a descriptive survey since researchers intend to answer the questions of what, how, where, when, and who. A descriptive study describes a subject by building an individual's profile or a group's events. The descriptive design examines customers' perceptions of different factors of a product and how the products affect their purchasing choices and behaviors. The researcher logically and concisely structures the questionnaire to avoid misinterpretation of survey questions. Therefore, the study should employ a descriptive approach since the research look to analyze the influence of product packing on customer's choice of cosmetic products in Ireland, shed light on customer's purchasing attributes, and statistically projects justification of whether cosmetic companies should invest more in packaging technology based on the findings from this study.

#### **3.5.1 Methodological Choice**

The study populations are people or objects that conform to the minimum requirement for membership in an overall group. The people who are qualified for the study are the population elements. Cooper and Schindler (2014) define a population as a collection of elements that researchers explore to make inferences from a study. Thus, this study works to discover the product packaging influences on the Ireland cosmetic industry. Therefore, the target population came from Irish citizens who are at least 18 years and have purchased cosmetics in Ireland.

The Irish resident population presents diversity, even though nationality balance is skewed to Irish natives, which brings vital insights into customers' consumption attributes of different cosmetic products based on packaging. Thus, all Irish residents above 18 years are eligible for the study population.

<b>Population Information</b>	<b>Population Number</b>	<b>Population percentage</b>
Male	1,923,564	50.1
Female	1,915,884	49.9
Total	3, 839, 448	100

*Table 1 - Ireland's population of at least 18 years (Ireland population, 2022)*

Researchers make their selection from a sampling frame, an objective list of the target population. The sampling frame should contain an updated list of the study's target population. Cooper and Schindler (2014) claim that the lists should house the target population members only. The sampling frame for this study is the Ireland population of at least 18 years. According to Ireland's population 2022 (Demographics, maps, graphs) (n.d.), there are 3 839 448 people above 18 years.

### **3.6 Quantitative Primary Data Collection**

The study used primary data collection techniques to collect information. The researcher designed a questionnaire to collect participants' information. The questionnaire had close-ended questions governed by study questions describing an individual graphic dimension and information to reduce error during data analysis. The researcher's choice of questionnaire ensured that they collected essential information in the shortest time.

#### **3.6.1 Data Collection Technique**

The researcher designed a questionnaire consisting of 63 questions distributed in three different sections that aligned with the research objectives. The researcher briefly explains her study topic and talks about study confidentiality. In section A, the questionnaire expects the participant to fill out demographic information, including gender, ethnicity, age, residential province, education level, and employment status.

In section B, the individual is compelled to answer questions relating to their purchasing attributes, and section C contains a series of questions employing make-up, skincare, and fragrances perceptions, giving a participant the liberty to check an appropriate response aligning to their perceptions.

### **3.6.2 Sampling Choice**

The researcher used a probability sampling technique in this study based on the accuracy level needed for the study objective. MacIntosh and O'Gorman (2015) defined probability sampling as a technique that employs random probability in selecting the study population. The technique blends the researcher's accuracy desire and the available resources for the study (Saunders, Lewis, & Thornhill, 2016). The sampling technique for the study conformed to the study's objective by blending random sampling and stratified random probability to classify the study population into different strata. The research employed these techniques to divide the target population into their respective ethnicity, employment status, gender, age, and residence province in Ireland. The researcher administered the questionnaire randomly till it attracted 115 respondents.

### **3.6.3 Quantitative Data Analysis**

The researcher collected data using a researcher and self-administered questionnaire. The researcher used Google Forms and SPSS to analyze the data. The first step was data cleaning to remove all errors from the field information, ensuring that all participants answered all the questions, confirming if all the pages of the questionnaire were intact, and counting the number of answered questionnaires properly answered from the field. The next step was coding the questionnaire into the SPSS algorithm and commencing data entry to the database and cleaning the data in the database to rectify all wrong entries. Data processing is essential since it ensures data accuracy and conversions from raw materials to minimize and classify forms for data analysis.

The researcher engaged in descriptive statistics to attain the mean, median, and mode. Also, an inferential statistic was performed on the data to highlight the range, variance, and standard deviation.

Further, the study analyzed participants' information's correlation with objective versus demographic data. Additionally, the researcher employed regression analysis to test the study hypothesis. The data analysis has been projected using figures and tables to aid data interpretation.

#### **3.6.4 Ethical Considerations**

This research includes association with individuals and inspects people's characteristics. Sequentially, the study followed moral contemplation in all phases of the study. The research adheres to the prerequisites of Ethical consideration of the National College of Ireland. Therefore, the study guaranteed all participants namelessness and privacy. Singer, Hippler, and Schwarz (1992) note that study participants can feel compromised if they believe that the researcher is not employing any measures to protect their privacy, thereby violating participant confidentiality.

Consequently, Iversen et al. (2006) conclude that when researchers cannot guarantee respondent confidentiality, they risk low response to their study. Therefore, researchers need to ensure that participants' data remains exclusively in their ownership, and they should not share the information with anyone. Ultimately, the researcher informed the participants of the motivation behind their study. Further, all participants were aware that completing the questionnaire was intentional depending on an individual willing to take part in the survey.

## Chapter 4: Data Analysis & Findings

### 4.1 Introduction of the Data Analysis & Findings

The outcomes of the quantitative data collected through surveys are reported in this subsection. Participants provided information on the impact of cosmetic product packaging on consumer behaviors in the questionnaire, which allowed the researcher to draw conclusions from the study. The online survey allowed for the interpretation of the data collected regarding consumers' perspectives and understanding about purchasing cosmetic products as well as the investigation of factors that influence their purchasing behavior, despite the short time frame for gathering the data collection. In the following subsection called "*segmentation of respondents*", tables are used to illustrate the demographics data's findings and provide an analysis of the respondents.

In the following chapter, the researcher was able to draw conclusions about cosmetic consumers' purchase behavior and the elements that have an impact on that behavior by studying the literature, and those conclusions are connected according to the results. Lastly, the results' findings, which could have a big impact on how the cosmetics industry conducts business with customers in Ireland regarding the packaging of cosmetic products, are presented.

### 4.2 Segmentation of respondents

The questionnaire survey was responded to by 115 respondents. The respondents were arranged based on their gender, age group, ethnicity, employment status, and the province in Ireland. 104 respondents were females, 10 were men and 1 was non-binary. The table below shows the distribution of respondents by gender.

Gender	Absolute Frequency	Relative Frequency (%)
Women	104	90.4
Men	10	8.7
Non-binary	1	0.9

Table 2 - Demographic Representation of Respondents' Data

Regarding the age group, 56 people, that is 48.7% were between 18-24 years, and 39 people, that is 33.9% were 25-34 years. 16 people, that is 13.9% were 35-44 years, 1 person, that is 0.9% was 45-64 years, 2 people, that is 1.7% were 55-64 years, and finally 1 person, that is 0.9% was 65-74 years. No respondent was 75 years and above. The table below shows the distribution of respondents based on age group.

Age Group (years)	Absolute Frequency	Relative Frequency (%)
18-24	56	48.7
25-34	39	33.9
35-44	16	13.9
45-54	1	0.9
55-64	2	1.7
65-74	1	0.9
75 years and above	0	

*Table 3 - Demographic Representation of Respondents' Data*

Among the respondents, 36 people were white Irish, 31.3 %, 1 person was White Irish Traveler, 0.9%, 33 people represented any other White background, 28.7%, 21 people represented Black or Black Irish – African, 18.3%, 2 people were Black or Black Irish – represented any other Black background 1.7%, 3 people were Asian or Asian Irish – Chinese, 2.6 %, 10 people were Asian or Asian Irish – represented any other Asian background, 8.7 %, and 9 people were of mixed background 7.8 %. The figure below shows the distribution of respondents based on ethnicity.

Ethnicity	Absolute Frequency	Relative Frequency (%)
White Irish	36	31.3
White Irish Traveler	1	0.9
Any other White Background	33	28.7
Black or Black Irish – African	21	18.3
Black or Black Irish – represented any other Black background	2	1.7
Asian or Asian Irish – Chinese	3	2.6
Asian or Asian Irish – any other Asian background	10	8.7
Mixed background	9	7.8

*Table 4 - Demographic Representation of Respondents' Data*

Among the respondents, 31 people, which represented 27% had a high school level of education. 56 people, 48.7% had bachelors, 20 people, 17.4% had masters, 2 people, 1.7% had Ph.D. or higher and 6 people which represented 5.2% had other levels of education. The figure below represents the level of education of the respondents. Among the respondents, 69 people (60%) were full-time employees, 25 people (21.7%) were part-time employees, 13 people (11.3%) were seeking employment opportunities, 1 person (0.9%) was retired, 2 people (1.7%) preferred to not say and 5 people (4.3%) were others. The figure below shows the employment status of the respondents.

Level of Education	Absolute Frequency	Relative Frequency
High School	31	27
Bachelors	56	48.7
Masters	20	17.4
PhD	2	1.7
Others	6	5.2

*Table 5 - Demographic Representation of Respondents' Data*

Employment Status	Absolute Frequency	Relative Frequency
Employed Full-Time	69	60
Employed Part-Time	25	21.7
Seeking opportunities	13	11.3
Retired	1	0.9
Prefer not to say	2	1.7
Other	5	4.3

*Table 6 - Demographic Representation of Respondents' Data*

Among the respondents, 4 people (4%) live in Connacht, 5 people (4.3%) live in Ulster, 1 person (0.9) live in Munster and 105 people (91.3%) live in Leinster. The figure below shows the province the respondents live in Ireland.

Province	Absolute Frequency	Relative Frequency
Connacht	4	3.5
Ulster	5	4.3
Munster	1	0.9
Leinster	105	91.3

*Table 7 - Respondents According to Residence*



### 4.3 Data Analysis

The results, analysis, and interpretation of the information gleaned from the survey are presented in this part. To demonstrate the outcome of evaluating the hypotheses, the information was shown using data tables and diagrams, percentages, and descriptive analysis. The statistical program for social sciences (SPSS) was used to examine the survey's information, and regression and correlation analyses were used to verify the hypothesis of the research.

#### 4.3.1 Cosmetics

8. Which category of cosmetics do you buy the most?

115 responses

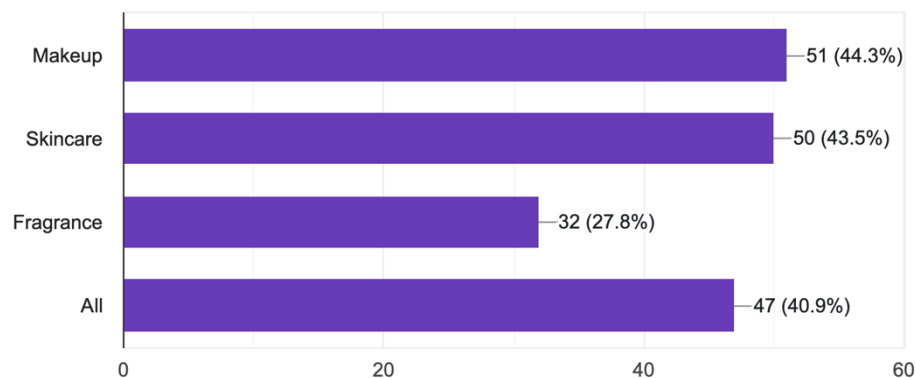


Figure 4 - Perception of Cosmetics

The purpose of the question 8 was to determine whether the respondents had knowledge buying beauty products and could, accordingly, reply to the following sections in the survey in an unbiased manner. Consequently, 40.9 percent of respondents purchase all cosmetic products, 43.5 percent purchase skincare products, 27.8 percent purchase fragrances, and 44,3 percent purchase makeup products. Most people buy all cosmetic goods more frequently than fragrances, with fragrances being the sole exception.

### 9. How often do you buy cosmetic products?

115 responses

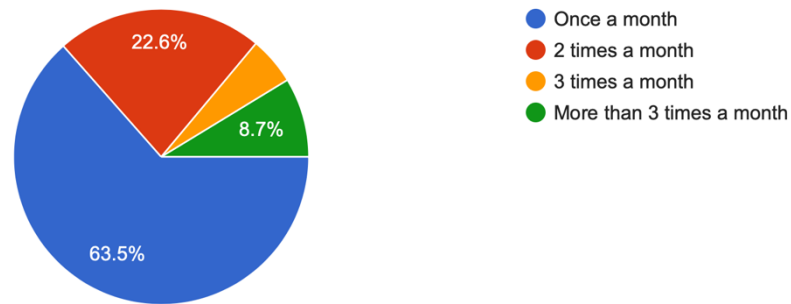


Figure 5 - Respondents' opinions on how often to buy cosmetics

The next report demonstrates in further detail how frequently participants purchase all categories of cosmetic products. Further inquiries were made regarding the frequency with which consumers purchase cosmetics from different sections. The sections the respondents may choose from included skin care, makeup, fragrances, and perfumes, the same as the categories utilized for the literature review. The findings from the question 9, make it very clear that customers frequently purchase cosmetic products as a group of items. The majority of people typically purchase all cosmetics once or twice every month. Even three times a month, 10 respondents purchase products from these categories (8.7%).

### 4.3.2 Branding

#### 24. I'm always willing to try out new brands.

115 responses

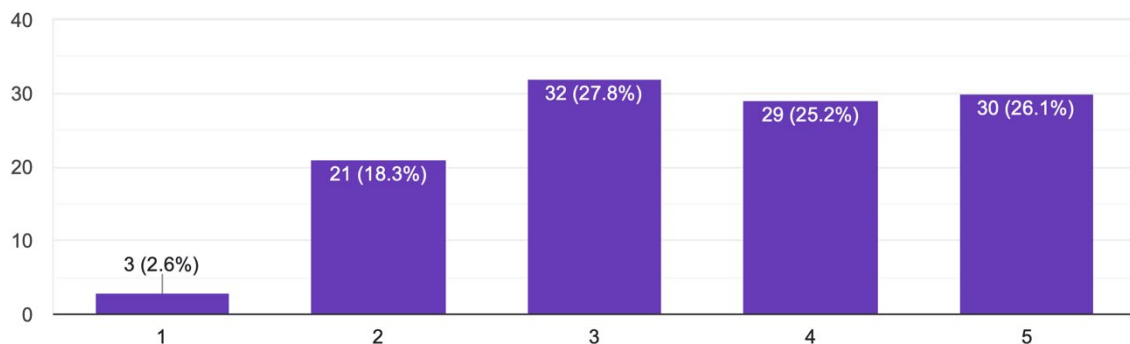


Figure 6 - Respondent's perspective on Branding

The following question tested if people were interested in purchasing and trying out new cosmetics brands or if respondents consistently stuck with the same brand. For each category of cosmetic items, these questions were put on the survey three times. In response to Question 24, respondents were asked if they would be open to trying a new makeup brand if it caught their interest. Participants' responses were mostly neutral (27.2%), and agreeing (25.2%). It is reasonable to suppose that makeup manufacturers should look for ways to draw customers in and keep them interested. One method for doing this is through the package design, which is the first aspect of the object that customers notice. Even more, respondents strongly agreed (26.1%) which means frequently purchasing cosmetics from different brands. Given the rivalry in the cosmetics industry, it is crucial to draw customers in with one's own brand and convince them to purchase a specific item.

Once more, the product packaging may impact the processes that determine the appeal. According to the findings of this study, 25.2 % of customers agree and 26.1% are even very willing to try out new makeup brands and therefore are not only devoted to the regular companies which they purchase. Because of this, it is crucial for makeup manufacturers to convince consumers to purchase their goods, and one effective way to accomplish something is through makeup products and their packaging design.

#### **4.3.3 Social media marketing and influencer marketing**

Consumers make decisions during the purchasing process via social media, listen to influencers' recommendations for product purchases, and packaging may be one of the factors influencing them. The research came out that most of the respondents have experience with social media and influencers. According to the study, most respondents have knowledge of influencers and social media.

### 36. Social media influencers and celebrities drive me to buy skincare products.

115 responses

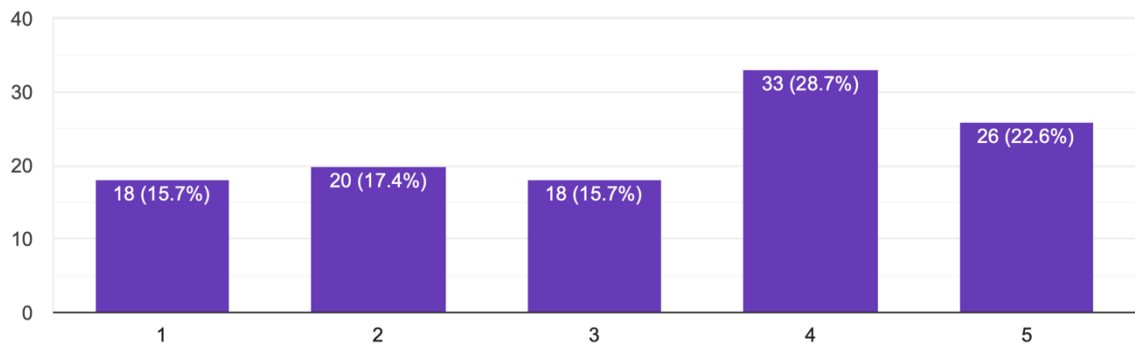


Figure 7 - Respondent's perspective on Social media influencers and Celebrities

To the question "*Social media influencers and celebrities drive me to buy skincare products*", 28.7% agreed. Most of the respondent's decisions come from social media and influencers. However, 15.7% of respondents strongly disagreed, 17.4% disagreed, and 15.7% were neutral regarding the influence of social media on the purchasing of skincare products. Conversely, most participants use social media for skincare products, and as previously stated, packaging can play a significant role in the purchasing choice. Having packaging that stands out from the packaging of competing items and draws interest from consumers is crucial for a product's success.

### 37. Advertising is the key factor that drives my need to buy skincare products.

115 responses

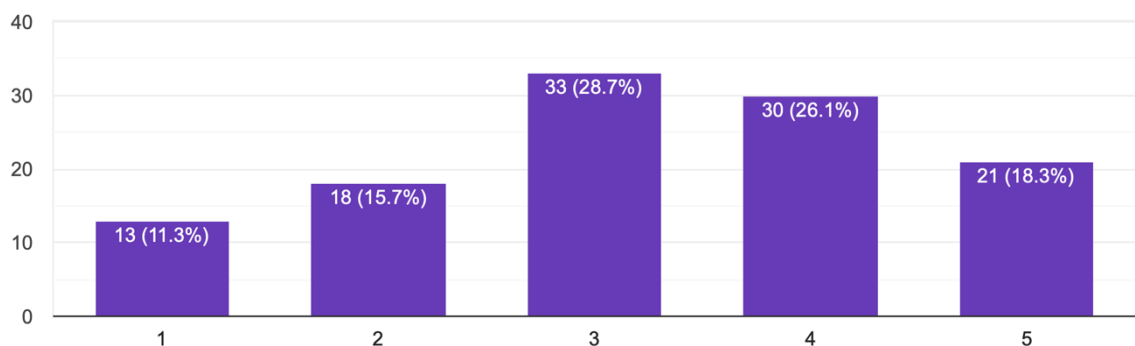


Figure 8 - Respondent's perspective on Advertising

The respondents' responses to the question of whether they purchase skincare products because of advertising are shown in the following figure. When asked about the advertising factors for purchasing skincare, 28.7% of respondents picked neutral. Also, 26.1 % of respondents agreed that advertising is the key factor in purchasing skincare. From this response, it can be inferred that it's crucial for skin care products to catch consumers' attention right away when they're being advertised, whether traditionally or digitally.

#### **4.3.4 Factors influencing the buying decision**

This section of the questionnaire asks questions about the variables that affect a consumer's decision to purchase cosmetics. First, questions concerning what matters to each responder while purchasing cosmetics were posed to them all. Then, deeper insights concerns were addressed to determine the elements influencing the respondents' purchasing decisions in a shopping environment as well as the specifics of their importance to packaging. The first piece to comprehend covered the main justifications for doing the research before buying cosmetics. Multiple choice was an option for the participants, and the outcomes are as follows: The cost of the item and product review are the most crucial elements. Product reviews were cited as an important consideration by 67.8% of respondents.

According to respondents, product pricing is a crucial consideration for 65.2% of them as well. According to the findings, people may be drawn to goods with packaging that announces a sale or website reviews. Product quality is the third most crucial element (57.4 %). As previously discussed, packaging may have an impact on how well consumers perceive a reputation of a product. Luxurious packaging is typically associated with high-end products. Because of consequence, it may be claimed that a product in charming packaging will draw customers more effectively than goods in an ordinary, straightforward package. The participants cite the brand image as another most crucial aspect (48.7% ).

Based on these findings, it might be reasonable to assume that well-known brand names should consistently employ the same emblem and basic packaging design to draw customers' focus to the particular product they might have had positive past experiences with.

Special product characteristics (30.4 % importance) and influencers (20.9%) are also factors that matter to customers. Because of this, it is important to think about whether or not the product's character traits could be written on the packaging, as this could potentially entice quite a few more buyers. 14.8 % of consumers place value on a product size. About a quarter of prospective consumers care deeply about package size and a product's layout. A survey found that only about 12.2 % of people said they placed a lot of stock in product design or packaging. The majority of packaging elements may not have the desired impact, thus creating original designs for each product is not necessary for the brand. The following figure illustrates in depth what variables customers consider crucial when purchasing cosmetic items.

#### 11. What are the primary reasons for you to do research before you purchase cosmetics?

115 responses

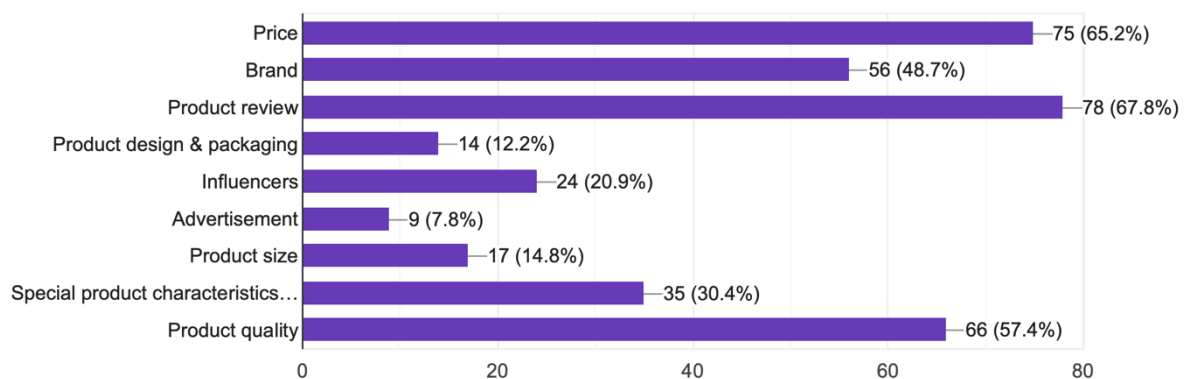


Figure 9 - Opinion of Respondent on Pre-purchasing on Cosmetics

The next inquiry was designed to find out where do you tend to buy your cosmetic products. It must describe what it is about the things that are in the place that attract the interest of the customers. The results show that for the participants, the department stores are the layout is the most important element. (63.5%), followed by pharmacies (59.1%). Because of this, it is reasonable to predict that the customer would pay greater attention to the place that has appealing merchandise on the shelves than they would to the packaging of other items. The figure below shows the result of where do you tend to buy your cosmetic products.

## 12. Where do you tend to buy your cosmetic products?

115 responses

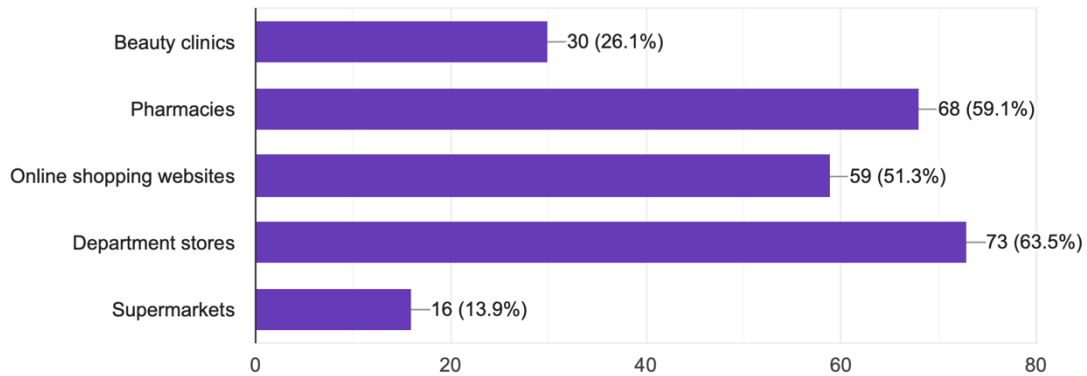


Figure 10 - Respondents' opinions on where to buy cosmetics

### 4.3.5 Packaging and product quality perception

With the help of the following inquiry, an attempt was made to learn packaging is seen as being of the utmost significance by customers. The attribute was quite as an essential element. It is possible to say that the packaging, which includes a comprehensive explanation of a product details usage, the size of the packaging, and wrapping that facilitates a package's consumption, are very essential considerations for the participants. In addition, the participants may consider that the size of the package and whether the packaging made it easier to use the product were both significant to them. Because product accessories, such as a brush or a little makeup sponge, may also be significant for the participants, this sort of accessory in the box might attract certain customers. You can get an idea of how essential various aspects of packaging are to participants by looking at the following figures.

30. The overall graphical look of makeup packaging appeals to me.

115 responses

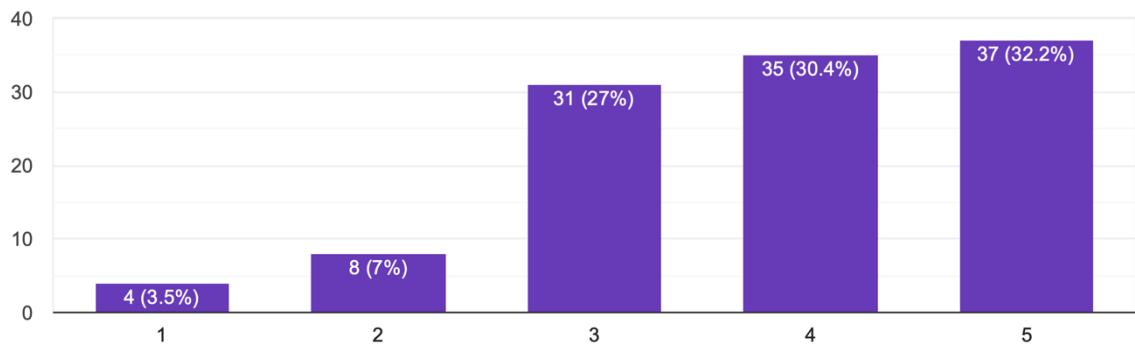


Figure 11 - Opinions of respondents on the packaging of cosmetics in the makeup category

47. The overall graphical look of skincare packaging appeals to me.

115 responses

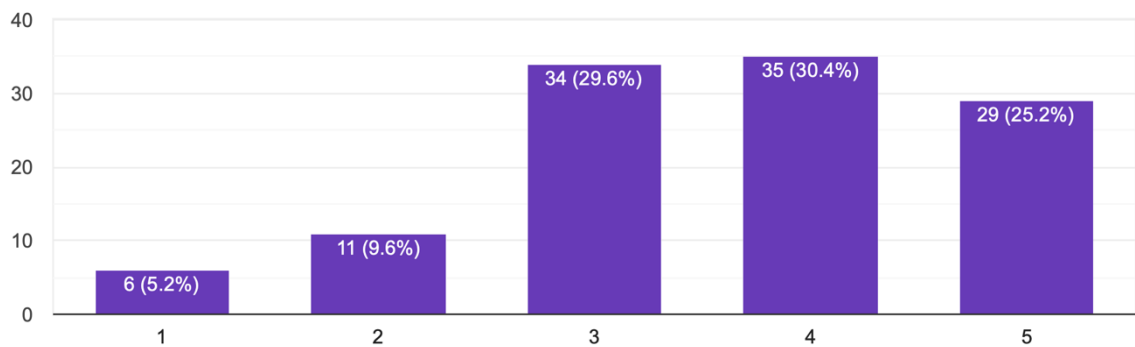


Figure 12 - Opinions of respondents on the packaging of cosmetics in the skincare category



63. The overall graphical look of fragrance packaging appeals to me.

115 responses

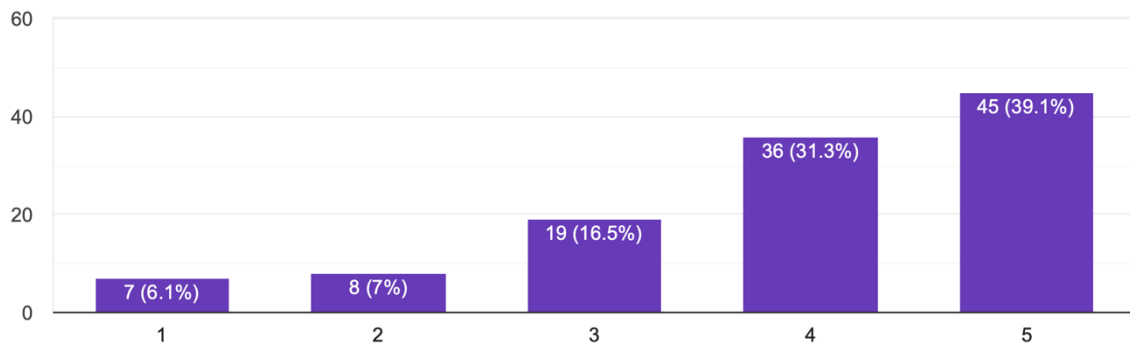


Figure 13 - Opinions of respondents on the packaging of cosmetics in the fragrance category

Finally, a series of questions was developed to inquire into the link between packaging and consumers' impressions of the product's quality. In response to the initial question, "*I believe that the high-quality packaging is a sign of the quality of the product itself for the brands like Chanel Beauty, Gucci, Tom Ford, Armani Beauty, Yves Saint Laurent, Hourglass, and Charlotte Tilbury.*" 25.2 % of participants admitted that they strongly agreed, 27.8 % only agreed, and 20 percent were neutral that the packaging would play a role in their purchasing intention. This finding lends support to the hypothesis that aesthetically pleasing and functional packaging has a beneficial effect on consumers' propensity to make a purchase. The results of the questions and their subsequent replies are depicted visually in the following figure.

15. I believe that the high-quality packaging is a sign of the quality of the product itself for the brands like Chanel Beauty, Gucci, Tom Ford, Armani...s Saint Laurent, Hourglass, and Charlotte Tilbury.

115 responses

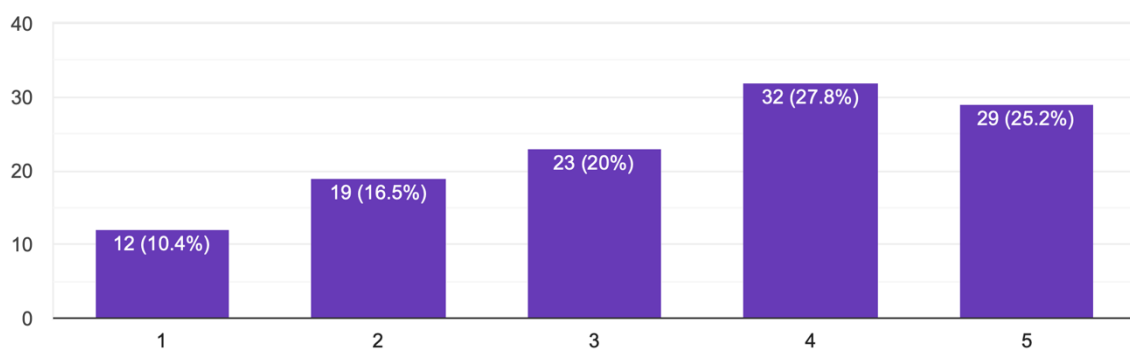
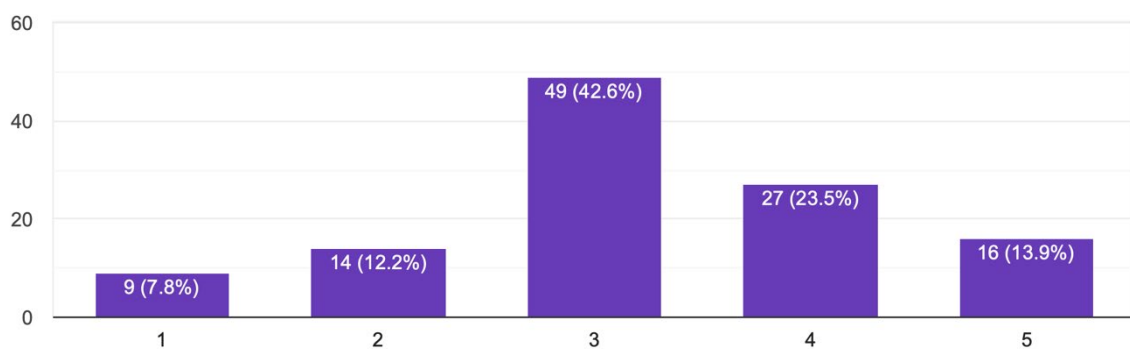


Figure 14 - Opinions of respondents on the branding and product quality of cosmetics in the makeup category

The next inquiry investigated whether customers believe that the trustworthiness of the skin care product may be inferred from the presentation of the product in its package. Even though 23.5 % of participants said they strongly agreed and 13.9 % of participants only agreed approximately 42.6 % of those who participated in the survey believe that the trustworthiness of the packaging is neutral to the quality of the product. Even though according to the responses to this inquiry, the viewpoint of the participants regarding this matter is quite clear, it is still possible to consider it a decent game plan to use excellent product packaging if the manufacturer wants his commodity to be regarded as an item with high quality. This is because the perception of a product's quality is related to how it is packaged. The figure below depicts portions of responses to the question "*I believe that skincare product packages are trustworthy.*"

**46. I believe that skincare product packages are trustworthy.**

115 responses



*Figure 15 - Opinions of respondents on the product packaging of cosmetics in the skincare category*

The last question of the finding shows how most respondents (31.3%) believed in high-quality packaging is a sign of the quality of the product itself for the brands like Dior, Tom Ford, Guerlain, Chanel, Hermès, Giorgio Armani, Prada, and Paco Rabanne in the fragrance section. Previous research has shown that appealing luxury packaging and branding may increase sales, just by reassuring customers that the product inside is of excellent quality. For the luxury brands in the market, it's reasonable to suppose that manufacturers will be able to charge a higher price for a product if it comes in attractive packaging, as buyers would attribute more value to it.

49. I believe that the high-quality packaging is a sign of the quality of the product itself for the brands like Dior, Tom Ford, Guerlain, Chanel, Hermès, Giorgio Armani, Prada, and Paco Rabanne.

115 responses

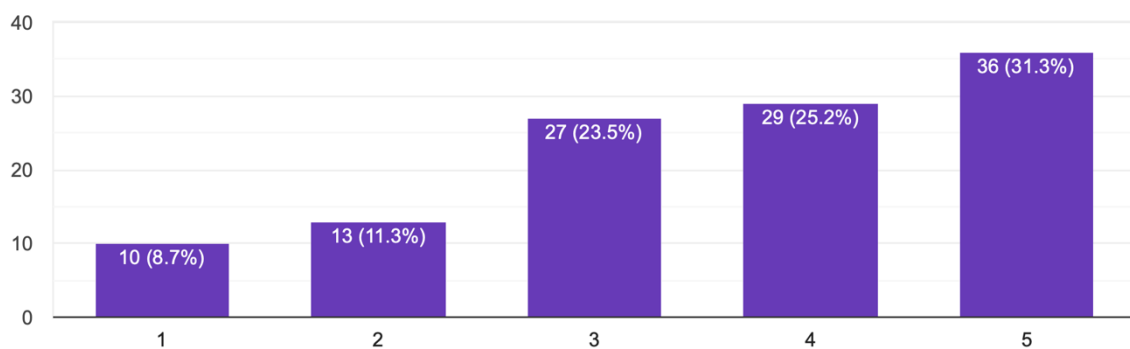


Figure 16 - Opinions of respondents on the product quality of cosmetics in the fragrance category.

The figure below depicts the distribution of responses to the question "I believe that the high-quality packaging is a sign of the quality of the product itself for the brands like Dior, Tom Ford, Guerlain, Chanel, Hermès, Giorgio Armani, Prada, and Paco Rabanne."

## Chapter 5: Recommendations

Cohesive packaging of cosmetic items is essential to the success of any company's entire marketing strategy. Cosmetic packaging influences customers' decision-making approach, according to the findings of the study. The recommendations are aimed at all cosmetics manufacturers and suppliers in Ireland, as well as at the people who design the packaging for cosmetics. It is advised that packaging for a commodity be modified in line with the cosmetics classification and, secondly, that a package's target market be identified, and the packaging tailored to meet the tastes of that specific group. Because customer choices are influenced by their age, the age of the target audience is a better way to categorize them (Chukwu & Enudu, 2018). Also, many customers are eager to experiment with the latest items in a retail shop, it is critical for the commodity to stand out from the rest of the products in the market. To a considerable extent, this may be accomplished via the use of creative packaging. There are a variety of methods to package such a product.

Affordability is a key consideration for most shoppers in Ireland. Because of this, it is advisable to include a sale notice on the package if feasible. If some customers are not interested in purchasing cosmetics because they are on sale, at least they will recognize the package's label, which will draw their interest (Deliya & Parmar, 2012). Customers will associate a high-quality product with a well-designed package, regardless of whether the deal is promoted on the wrapper or not.

The layout of the label needs to be straightforward and unambiguous; yet, the design of the wrapper ought to be intriguing and not too typical. When it comes to colour, it is preferable to create coloured packaging rather than the packaging that is clear or white. The utilization of darker colours in the packaging gives the impression that the commodity being sold is more expensive (Gershman, 1987). There is no question in anyone's mind that products with dark-coloured packaging typically attract more interest than those with lighter-coloured packaging. However, on the other hand, dark colours are frequently viewed as colours for things intended for older customers, which might deter youthful people from purchasing the commodities. For this purpose, it is necessary to analyse in advance what the age of an intended audience will be (Gershman, 1987).

If the target audience will consist of younger customers, it is best to choose lighter colours that still give the impression of quality, such as a colour that is similar to light gold. In terms of the dimensions of the packaging, it is advised that the sizes be tailored to the kind of product being sold. Customers are undoubtedly drawn to things that come in larger sizes since they have the preconceived notion that these commodities are often more cost-effective (Harper, 2012). On the other hand, there are moments when it is more necessary to be pragmatic, and because of this, consumers often choose to purchase smaller commodities that they can readily carry anywhere with them and that is, as a result, more feasible for them. Customers prefer larger packaging when it comes to hair care, dental care, skin care, and toiletries (Harper, 2012). This preference holds across all categories of cosmetics. When it comes to cosmetics and fragrances, customers prefer smaller-sized packaging since they find it more convenient for their needs. When it comes to the label's instructional language, it's best to avoid including any unnecessary or too detailed technical information while still describing how the product should be used (Hofmeyr, 2007). However, if the product description is overly complex, it may deter people from purchasing the goods, as they like to read something easy to comprehend. It ought to also be noted that customers anticipate more complex and unique packaging from more costly cosmetic items, such as fragrances or make-up (Hofmeyr, 2007). Consumers don't anticipate such eye-catching packaging from everyday items like deodorant and mouthwash.

In conclusion, while creating the package for a cosmetic product, it is advised to primarily take into consideration the colours of the package, the size of the wrappers, the quality of the wrappers, and the potential of marketing a discount on the tag of the wrappers. These are among the most significant aspects to consider when selecting a packaging material for a cosmetic product (Imiru, 2017). Incorporating the equipment that makes using a commodity more comfortable into the item's packaging, writing the product's ingredients down on the product's label, and using product packaging that makes using the product easier are all examples of other variables that can optimistically influence the decision made by consumers. On the other hand, it is of the utmost importance to make sure that the classifications of cosmetic products are often taken into consideration and that the intended customers are well understood (Imiru, 2017). There might be a large amount of variety in the choices about the distinct categories of cosmetics and the intended audience of customers.

## **Chapter 6: Discussions and Limitations**

In this section, the results of the study and the data gathered are discussed. A questionnaire survey was used as the research method to collect primary information for this study. This research method was chosen because every facet of a subject may be addressed using questionnaires. Asking as many questions as possible is undoubtedly one of the major benefits (Taherdoost, 2016). It is in the researcher's best interest to make each survey concise, since participants may find a lengthy survey tedious. In addition, the exercise is instrumental in facilitating the collection of reliable data to construct empirical evidence. Based on the research, customers are often more inclined to purchase larger-sized items for financial reasons, but on the other hand, smaller items are more convenient for customers since they fit better in their bags and can be taken with them wherever. This study found that customers' choices for packaging varied depending on the kind of cosmetics they were using. Considering packaging labels, cosmetic customers naturally mistrust and assume a brand is of substandard quality if it does not have any information on the label. Customers are attracted to brand labels that do not use technical jargon or standards that are too complex (Panda et al., 2021). The pat attention to labels that contain simple but attractive information. Customers are attracted to cosmetics product and brand name that is readily visible on the label because it evokes a feeling of opulence (Deliya & Parmar, 2012).

Self-identification according to the study influence customers purchasing decision. Packaging provides customers with a sense of belonging to the specific product and satisfaction. As a result, their sense of self-worth and self-actualization are strengthened (Deliya & Parmar, 2012). A feeling of community and an increasing emphasis on trends have also been proven to have an impact on cosmetic purchases. The findings of the study showed that customer proactiveness, divergent thinking, and truthfulness are among the crucial factors that influence purchasing behavior for cosmetic products and personal care products (Deliya & Parmar, 2012). Additionally, the study found that customer innovativeness and truthfulness play a significant role in the creation of willingness to pay for cosmetic products.

Packaging plays a role as an acknowledgment strategy. The brand and advertisement of a product are not complete without proper packaging. Customers are more likely to purchase a product that is packaged distinctively. The commodity is only as good as its packaging. Aside from helping the brand stand out on the shelf, it also serves to enlighten customers about the item and pique their curiosity. Packaging has a significant impact on purchasing choices for two-thirds of the population (Panda et al., 2021). Packages are also an excellent way to convey a company's values and the package's influence on society and the environment. It serves as a vehicle for conveying the core principles of the organization as well as the many advantages the product offers to the end user.

Considering the questionnaire, the respondents in age 18 – 75 and older were prevailing. This imbalanced distribution of respondents could have some impact on the results. The last limitation that should be acknowledged is the fact that it was not possible to make a comparison with any similar study. Research on the packaging of cosmetic items has made use of a variety of research methods, the most common of which are questionnaire surveys, which were used in this study (Taherdoost, 2016). Eye tracking investigation or in-depth interviews are entirely distinct procedures that are also usual to utilize for similar studies if the researcher aims to concentrate on a specific brand. Several similar studies that have made use of eye tracking studies or in-depth interviews either concentrate on the study of a variety of industries or are focused exclusively on either the packaging industry in general or the cosmetics industry in general. Therefore, this study used only the questionnaire because it was not focused on a specific brand. Because choices concerning packaging are heavily influenced by age and because this dissertation is centered on customers ranging in age from 18 to 75 and older, the findings are too broad. Future studies on cosmetic package design must be centered more profoundly on only a specific age category to better understand preferences concerning the packaging. The questionnaire was responded to by 115 respondents. The respondents were arranged based on their gender, age group, ethnicity, employment status, and the province in Ireland. 104 respondents were females, 10 were men and 1 was non-binary.

## Chapter 7: Conclusion

All cosmetics companies, distributors, and package designers may benefit from this thesis's recommendations for packaging that apply to all types of cosmetic products. Assessment of secondary information from around the world's and Ireland's cosmetics industry and packaging, as well as classification of the primary factors that influence customers' purchasing decisions when it comes to cosmetics packaging, were the primary goals of the study (Kerfoot et al., 2003). The findings of the study were used to establish a marketing strategy based on those findings. A series of measures were taken to accomplish both the minor goals and the major goals.

In the first step, a review of the literature on packaging and cosmetic products was conducted. As a starting point for the thesis's empirical section, this conceptual outline provided insight into the role that cosmetic packaging plays in influencing customer choice. An in-depth study of the global cosmetics business and its packaging was conducted using secondary information. After that, the questionnaire's quantitative analysis was conducted. Customer motivation plays a role in buying intention. Buying products that satisfy both conscious and subconscious wants, or aspiration is a function of consumer motivation. As a result of meeting those demands in the cosmetic industry, customers may want to return to the store or look for other products and services that better satisfy those wants (Panda et al., 2021). With strong motivation and easily accessible cosmetic products on the market, clients would most likely purchase them without any further effort.

The luxury product packaging, the more appealing it is to customers, according to a closer examination of the survey. As a rule, dark-colored goods tend to be seen as more luxurious. Brands with dark-colored packaging, however, may be mistaken for those aimed at an older demographic, leading to a backlash among younger shoppers (Koutsimanis et al., 2012). Because of this, the package color must be tailored to the intended audience. Customers consider the size of packaging for items in the categories of skincare products, make-up products, and fragrances since these commodities need more storage space. However, when it comes to cosmetics and perfume, people prefer smaller containers since they are more convenient for them (Koutsimanis et al., 2012).



The packaging used to announce a package's availability draws customers in a seemingly random manner. The type of advertising on a box might catch their eye and distinguish the item from the rest of the pack. When writing the fundamental details of a cosmetic package's composition and use on its tag, it is important to avoid using technical jargon or standards that are too complex (Panda et al., 2021). Products with added extras including product application tools are preferred by customers over those without; they are more likely to be purchased by those with such a bonus than those without. Considering economic, and emotional capability toward the understanding of cosmetic packaging, this study discovered that a lack of use of understandable cosmetic product information is also associated with a lack of customer understanding of such items (Panda et al., 2021). From a cost perspective, young customers with financial means want to buy items and are prepared to pay extra for correctly labeled cosmetics (Panda et al., 2021). They prefer buying cosmetic goods that are linked to usability information, even if the cost is much more.

Conclusively, it is important to note that the packaging of cosmetic products may play an important part in the entire marketing strategy of that brand. In today's market in Ireland, customers have high expectations and exercise great discretion when choosing an item to purchase. It is not enough for a cosmetic manufacturer to just have a decent product itself to be successful with their item on the market; they must also pay attention to other facets that can affect the customers. Packaging is certainly one of these facets, given that it is the first element that a customer sees when they meet a commodity. If a cosmetic manufacturer wants to have profitability with their product on the market, they must do more than just have a decent product.

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# Appendices

## Appendix 1 – Questionnaire

### The Influence of Packaging on the Consumer Purchasing Decision Focusing on the Cosmetic Industry in Ireland

Dear Participant,

In order to better understand how consumers make cosmetics purchase decisions in Ireland, I would like to invite you to participate in important research on packaging. When it comes to the modern environment, packaging is a vital aspect of the marketing mix, which can have a big impact on the purchasing decisions of consumers. It might be a packaging factor that provides a product its individuality and distinguishes it from the rest. This research aims to investigate and analyse the primary aspects of cosmetic product packaging that influence the consumer's decision to purchase a cosmetic product while making a purchasing decision by completing the following brief survey.

This survey is part of the requirement for the completion of my Masters in International Business at the National College of Ireland. If you are at least 18 years old and presently reside in Ireland, you are eligible to participate in this study. In addition, you'll have to purchase cosmetics in Ireland. This survey strictly maintains the privacy of all information provided by the participants. In this survey, anonymity is ensured by removing any data that identifies you as an individual. Your participation in the survey is strictly confidential because no personally identifiable information about you is required. These findings will be stored digitally with a unique login that only the study's principal investigator will have direct access to. The study's findings will be presented in a formal report for academic purposes, and it is possible that it will be published, but the data will be analyzed as a whole, and no one's identity will be revealed. If other investigators require access to this information after publication, we will have to present this specific information.

Volunteers are welcome to participate in this research. By exiting your web browser, participants could exit the research at any time. Once you've completed the survey, you won't be allowed to change, exit the survey, or back to the previous page to change any responses, due to the fact that the analysis of data may have already started. To conduct the survey, you'll need about 15 minutes of your time. Upon completion of this research, participants will be provided with further data regarding the purpose and scope of the investigation. If participants have any issues or queries, you can get in touch with the principal investigator at [X20242123@student.ncirl.ie](mailto:X20242123@student.ncirl.ie) by email. As a participant, you have consented to participate in this investigation by taking this survey. Before the survey start, participants also can dismiss this web browser if they don't want to participate in this research.

1. What is your gender? \*

☐ Woman

☐ Man

☐ Non-Binary

☐ Prefer not to say

☐ Other: \_\_\_\_\_

---

2. What is your age group? \*

☐ 18-24 years old

☐ 25-34 years old

☐ 35-44 years old

☐ 45-54 years old

☐ 55-64 years old

☐ 65-74 years old

☐ 75 years or older



3. What is your ethnicity? \*

- ☐ White Irish
  - ☐ White Irish Traveller
  - ☐ Any other White background
  - ☐ Black or Black Irish - African
  - ☐ Black or Black Irish - Any other Black background
  - ☐ Asian or Asian Irish - Chinese
  - ☐ Asian or Asian Irish - Any other Asian background
  - ☐ Other (incl. mixed background)
- 

4. What is the highest degree or level of education you have completed? \*

- ☐ High School
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Ph.D. or higher
- ☐ Prefer not to say
- ☐ Other

5. What is your current employment status? \*

- ☐ Employed Full-Time
  - ☐ Employed Part-Time
  - ☐ Seeking opportunities
  - ☐ Retired
  - ☐ Prefer not to say
  - ☐ Other
- 

6. Which province do you live in Ireland ? \*

- ☐ Connacht
  - ☐ Ulster
  - ☐ Munster
  - ☐ Leinster
- 

7. Do you purchase cosmetics ? \*

- ☐ Yes
- ☐ No

8. Which category of cosmetics do you buy the most? \*

- ☐ Makeup
  - ☐ Skincare
  - ☐ Fragrance
  - ☐ All
- 

9. How often do you buy cosmetic products? \*

- ☐ Once a month
  - ☐ 2 times a month
  - ☐ 3 times a month
  - ☐ More than 3 times a month
- 

10. Do you do any research before purchasing a cosmetic product? \*

- ☐ Never
- ☐ Rarely
- ☐ Often
- ☐ Frequently
- ☐ Very frequently

11. What are the primary reasons for you to do research before you purchase cosmetics? \*

- ☐ Price
  - ☐ Brand
  - ☐ Product review
  - ☐ Product design & packaging
  - ☐ Influencers
  - ☐ Advertisement
  - ☐ Product size
  - ☐ Special product characteristics (antiallergenic, organic, eco-friendly)
  - ☐ Product quality
- 

12. Where do you tend to buy your cosmetic products? \*

- ☐ Beauty clinics
- ☐ Pharmacies
- ☐ Online shopping websites
- ☐ Department stores
- ☐ Supermarkets
- ☐ Other: \_\_\_\_\_

13. How much do you typically spend money on cosmetics in one month? \*

- ☐ 0 – 100 €
- ☐ 100 – 200 €
- ☐ 200 – 300 €
- ☐ 300 – 500 + €
- ☐ 500 +€

#### Makeup Perceptions

For each of the statements below, select one that best reflects your perception. Where: 1(strongly disagree), 2(disagree), 3(neutral), 4(Agree), 5(Strongly agree).

14. I believe Chanel Beauty, Gucci, Tom Ford, Armani Beauty, Yves Saint Laurent, Hourglass, Charlotte Tilbury and other high-end beauty brands are the reason that I purchase makeup products. \*

- |                   |                       |                       |                       |                       |                       |                |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
|                   | 1                     | 2                     | 3                     | 4                     | 5                     |                |
| Strongly Disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly Agree |

15. I believe that the high-quality packaging is a sign of the quality of the product itself for the brands like Chanel Beauty, Gucci, Tom Ford, Armani Beauty, Yves Saint Laurent, Hourglass, and Charlotte Tilbury. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

16. I believe eBay, Amazon, or any other online shopping website, is the factor that drives me to buy makeup products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

17. I believe eBay, Amazon, or any other online shopping website, are saving my time when I buy makeup products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

18. I believe Maybelline, L'Oréal Paris, L.A. Girl, Max Factor, Rimmel London, NYX, \*  
or any other drugstore makeup brands drive me to buy makeup products.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

---

19. Social media influencers and celebrities drive me to buy makeup products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

---

20. Advertising is the key factor that drives my need to buy makeup products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

21. I gather information from my friends, family, or people who have similar interests to me before making a purchase decision.

\*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

22. Before I buy, I gather information about various cosmetic products in the market, which I find on internet sites and social media platforms.

\*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

23. I have a habit of purchasing the same makeup brands. I'm only up for experimenting with their new ranges.

\*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



24. I'm always willing to try out new brands. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

---

25. I believe that high-end cosmetics are synonymous with high quality. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

---

26. I make purchases based on suggestions from salespeople or beauty specialists. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

27. Brands influence my purchasing decisions on makeup products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

28. If I'm dissatisfied with a makeup brand, I always switch to a different one. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

29. I believe that makeup product packages are trustworthy. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

30. The overall graphical look of makeup packaging appeals to me. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

#### Skincare Perceptions

For each of the statements below, select one that best reflects your perception. Where: 1(strongly disagree), 2(disagree), 3(neutral), 4(Agree), 5(Strongly agree).

31. I believe Chanel Beauty, Dior, La Mer, Estee Lauder, Lancôme, Tata Harper, Sisley, and other high-end beauty brands are the reason that I purchase skincare products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

32. I believe that the high-quality packaging is a sign of the quality of the product itself for the brands like Chanel Beauty, Dior, La Mer, Estee Lauder, Lancôme, Tata Harper, and Sisley. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

33. I believe eBay, Amazon, and any other online shopping websites, is the factor that drives me to buy skincare products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

34. I believe eBay, Amazon, and any other online shopping websites, are saving my time when I buy skincare products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

35. I believe Eucerin, Ordinary, Neutrogena, CeraVe, La Roche-Posay, Vichy, and Avene, or any other drugstore skincare brands drive me to buy skincare products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

36. Social media influencers and celebrities drive me to buy skincare products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

37. Advertising is the key factor that drives my need to buy skincare products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

38. I gather information from my friends, family, or people who have similar interests to me before making a purchase decision. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

39. Before I buy, I gather information about various cosmetic products in the market, which I find on internet sites and social media platforms. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

---

40. I have a habit of purchasing the same skincare brands. I'm only up for experimenting with their new ranges. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Strongly Agree

---

41. I'm always willing to try out new skincare brands. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

---

42. I believe that high-end skincare brands are synonymous with high quality. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

43. I make purchases based on suggestions from salespeople or beauty specialists.

\*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

44. Brands influence my purchasing decisions on skincare products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

45. If I'm dissatisfied with a skincare brand, I always switch to a different one. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

46. I believe that skincare product packages are trustworthy. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

47. The overall graphical look of skincare packaging appeals to me. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

#### Fragrance Perceptions

For each of the statements below, select one that best reflects your perception. Where: 1(strongly disagree), 2(disagree), 3(neutral), 4(Agree), 5(Strongly agree).

48. I believe Dior, Tom Ford, Guerlain, Chanel, Hermès, Giorgio Armani, Prada, Paco Rabanne, and other high-end beauty brands are the reason that I purchase fragrances. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

49. I believe that the high-quality packaging is a sign of the quality of the product itself for the brands like Dior, Tom Ford, Guerlain, Chanel, Hermès, Giorgio Armani, Prada, and Paco Rabanne. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



50. I believe eBay, Amazon, and any other online shopping websites, is the factor that drives me to buy fragrance. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

51. I believe eBay, Amazon, and any other online shopping websites, are saving my time when I buy fragrances. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

52. Social media influencers and celebrities drive me to buy fragrance products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

53. Advertising is the key factor that drives my need to buy fragrance products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

54. I gather information from my friends, family, or people who have similar interests to me before making a purchase decision. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

55. Before I buy, I gather information about various fragrances in the market, which I find on internet sites and social media platforms. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

56. I have a habit of purchasing the same fragrance brands. I'm only up for experimenting with their new ranges. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

57. I'm always willing to try out new fragrance brands. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

58. I believe that high-end fragrances are synonymous with high quality. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

---

59. I make purchases based on suggestions from salespeople or beauty specialists. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

---

60. Brands influence my purchasing decisions on fragrance products. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

61. If I'm dissatisfied with a fragrance brand, I always switch to a different one. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

---

62. I believe that fragrance product packages are trustworthy. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

---

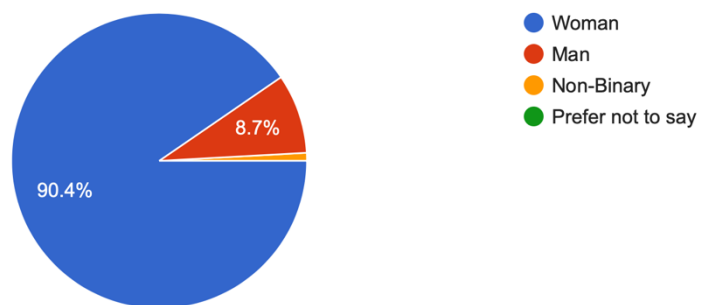
63. The overall graphical look of fragrance packaging appeals to me. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

## Appendix 2 – Results Representation in Bar Charts

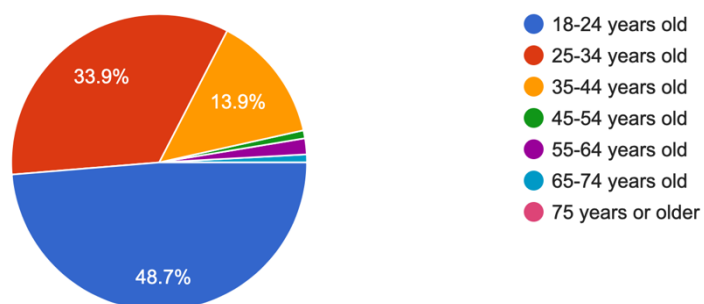
### 1. What is your gender?

115 responses



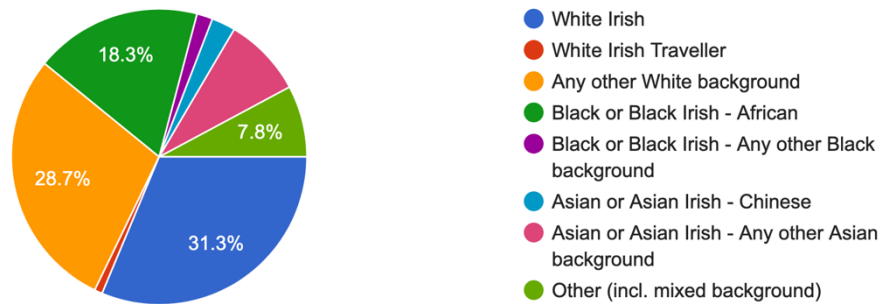
### 2. What is your age group?

115 responses



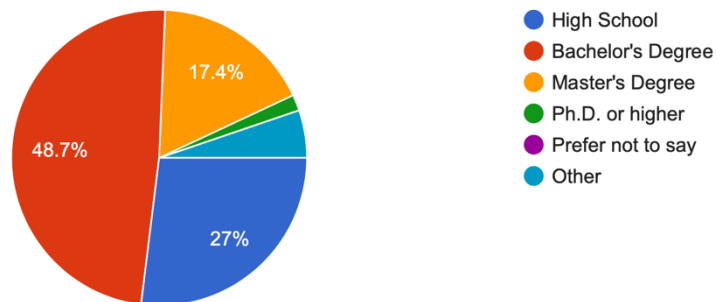
### 3. What is your ethnicity?

115 responses



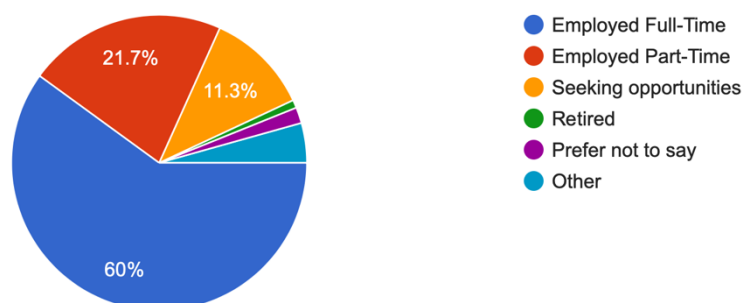
### 4. What is the highest degree or level of education you have completed?

115 responses



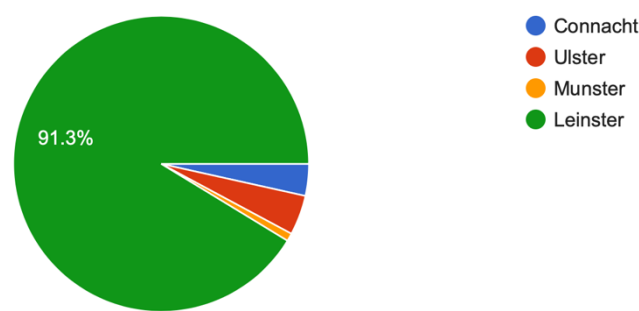
### 5. What is your current employment status?

115 responses



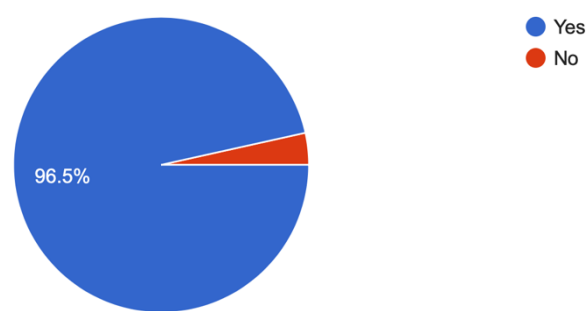
6. Which province do you live in Ireland ?

115 responses



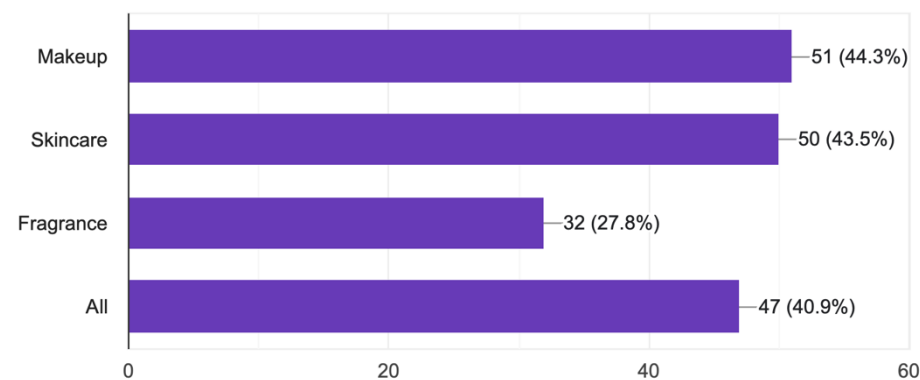
7. Do you purchase cosmetics ?

115 responses



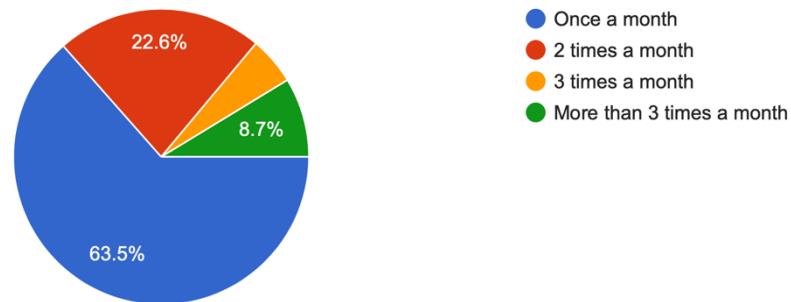
8. Which category of cosmetics do you buy the most?

115 responses



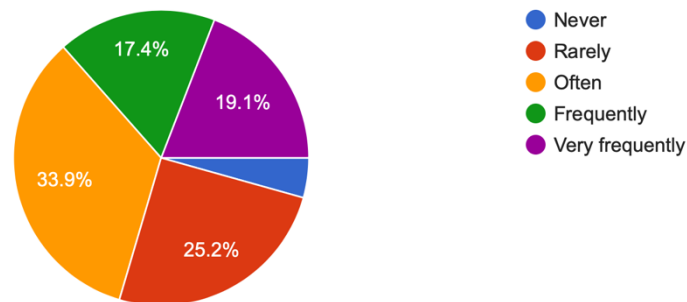
### 9. How often do you buy cosmetic products?

115 responses



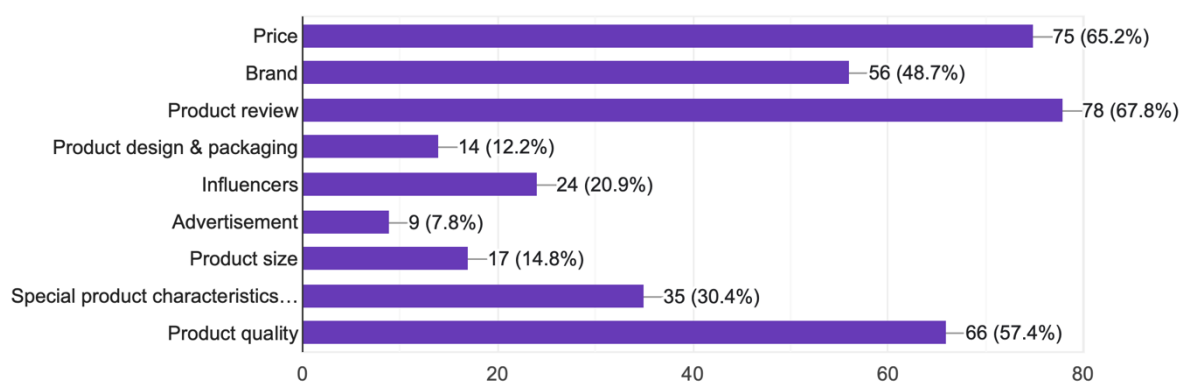
### 10. Do you do any research before purchasing a cosmetic product?

115 responses



### 11. What are the primary reasons for you to do research before you purchase cosmetics?

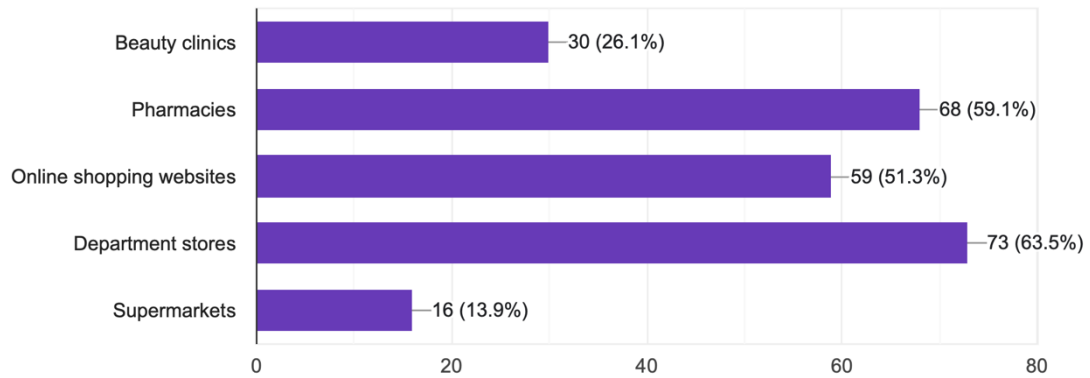
115 responses





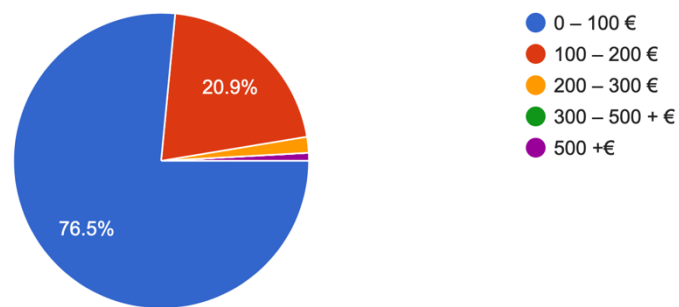
## 12. Where do you tend to buy your cosmetic products?

115 responses



## 13. How much do you typically spend money on cosmetics in one month?

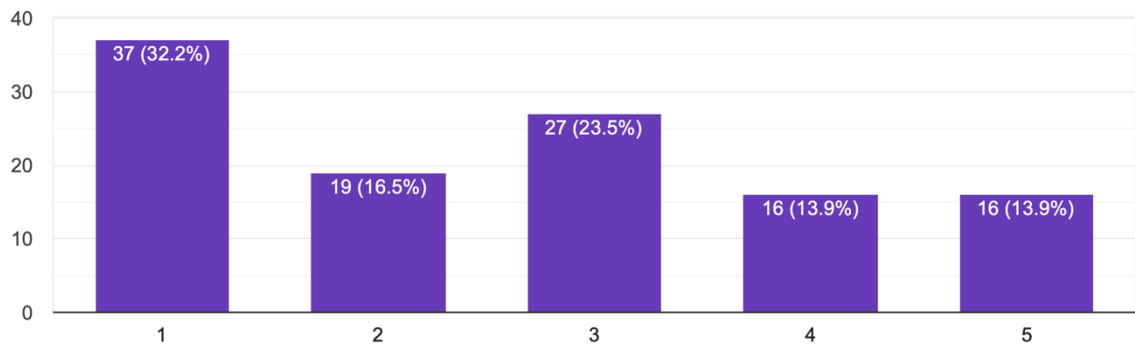
115 responses



## Makeup Perceptions

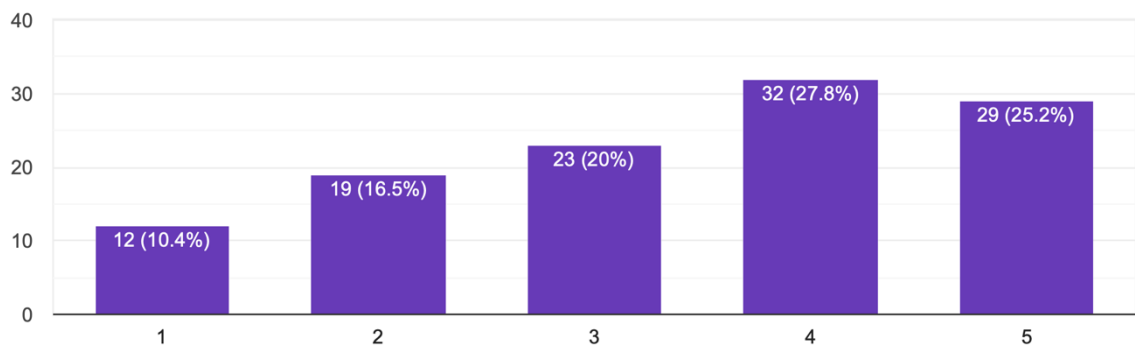
14. I believe Chanel Beauty, Gucci, Tom Ford, Armani Beauty, Yves Saint Laurent, Hourglass, Charlotte Tilbury and other high-end beauty brands are the reason that I purchase makeup products.

115 responses



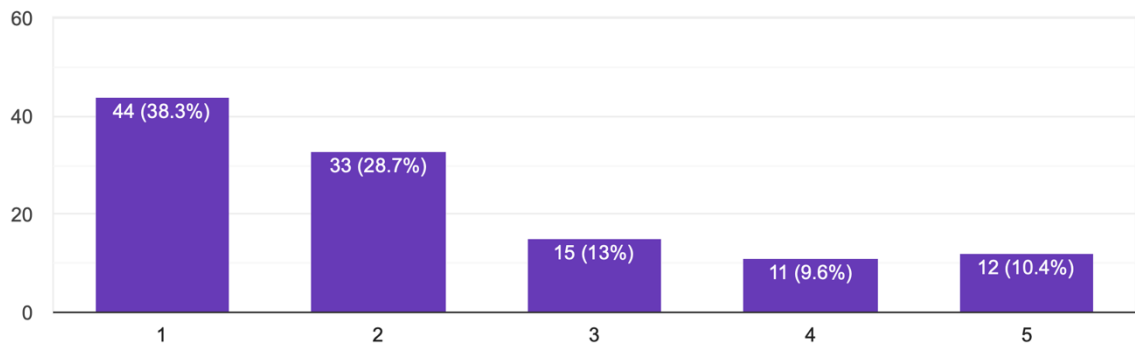
15. I believe that the high-quality packaging is a sign of the quality of the product itself for the brands like Chanel Beauty, Gucci, Tom Ford, Armani...s Saint Laurent, Hourglass, and Charlotte Tilbury.

115 responses



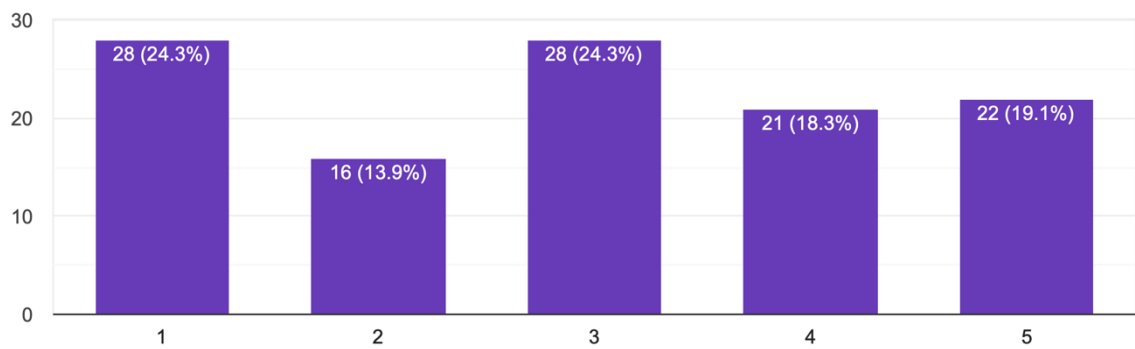
16. I believe eBay, Amazon, or any other online shopping website, is the factor that drives me to buy makeup products.

115 responses



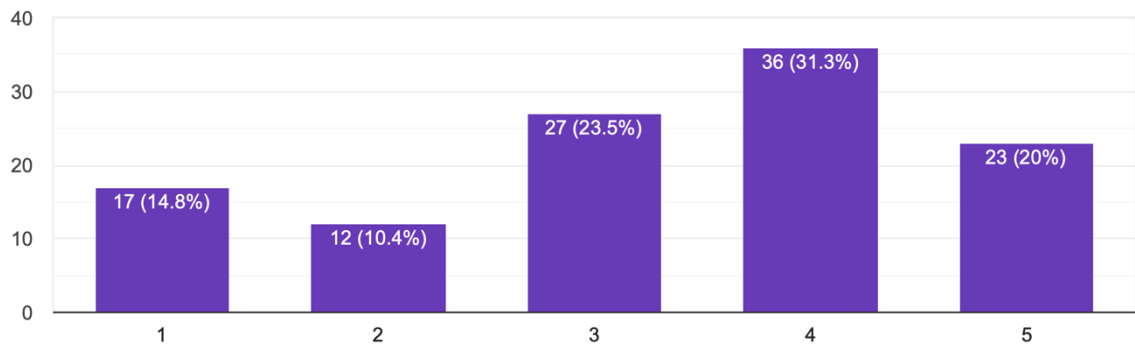
17. I believe eBay, Amazon, or any other online shopping website, are saving my time when I buy makeup products.

115 responses



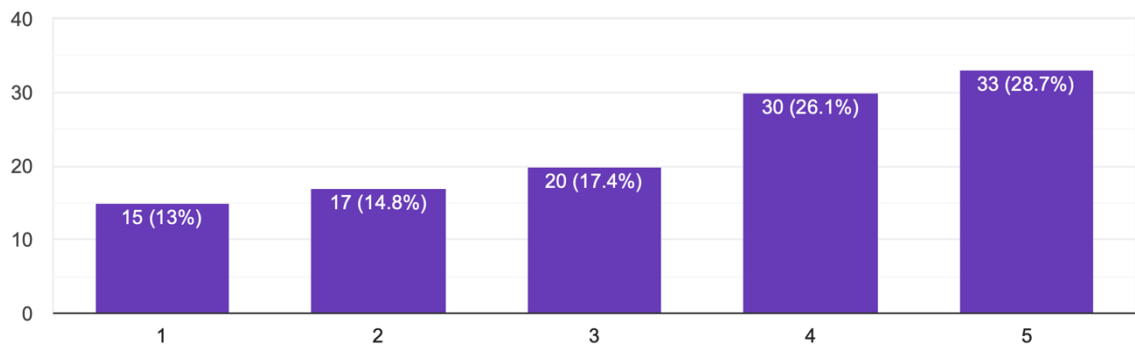
18. I believe Maybelline, L'Oréal Paris, L.A. Girl, Max Factor, Rimmel London, NYX, or any other drugstore makeup brands drive me to buy makeup products.

115 responses



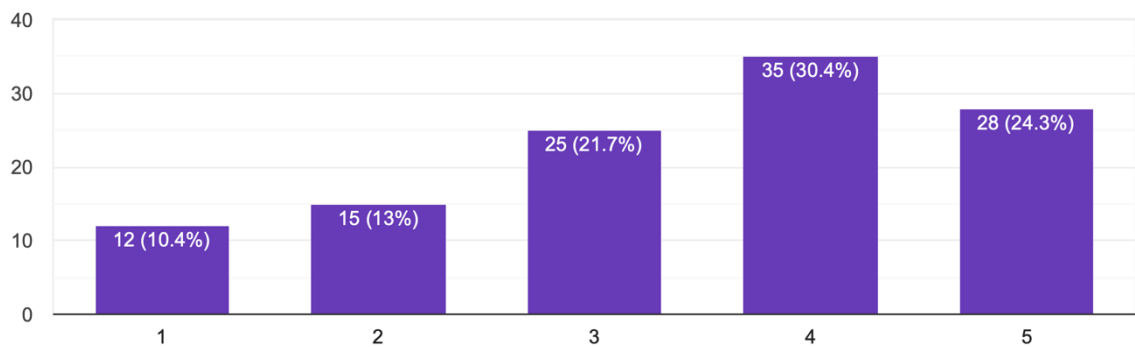
19. Social media influencers and celebrities drive me to buy makeup products.

115 responses



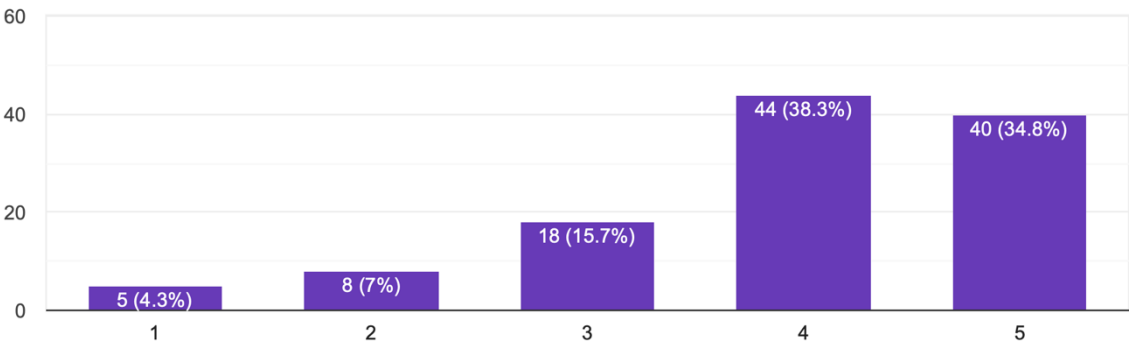
20. Advertising is the key factor that drives my need to buy makeup products.

115 responses



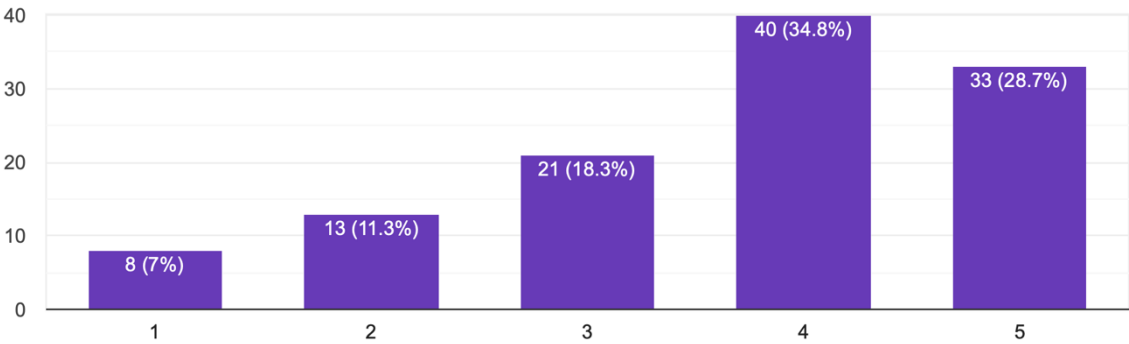
21. I gather information from my friends, family, or people who have similar interests to me before making a purchase decision.

115 responses



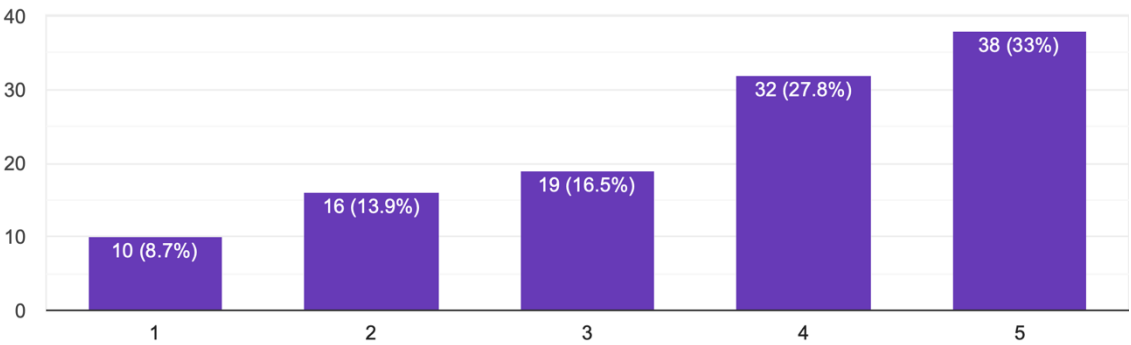
22. Before I buy, I gather information about various cosmetic products in the market, which I find on internet sites and social media platforms.

115 responses



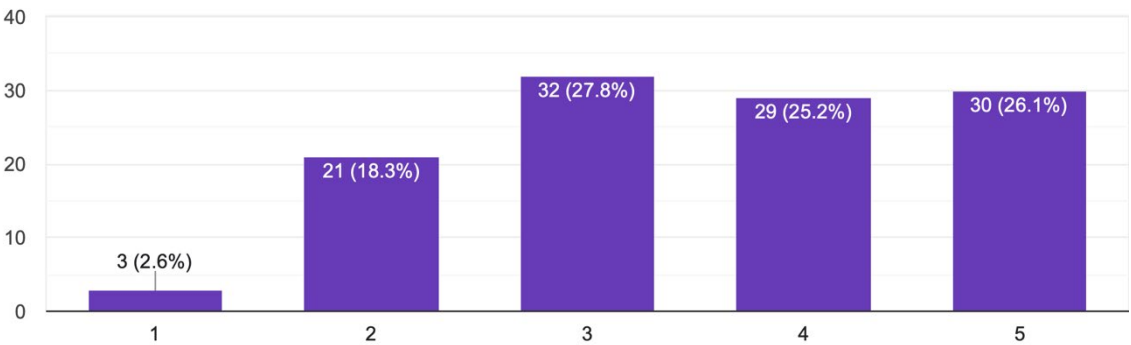
23. I have a habit of purchasing the same makeup brands. I'm only up for experimenting with their new ranges.

115 responses



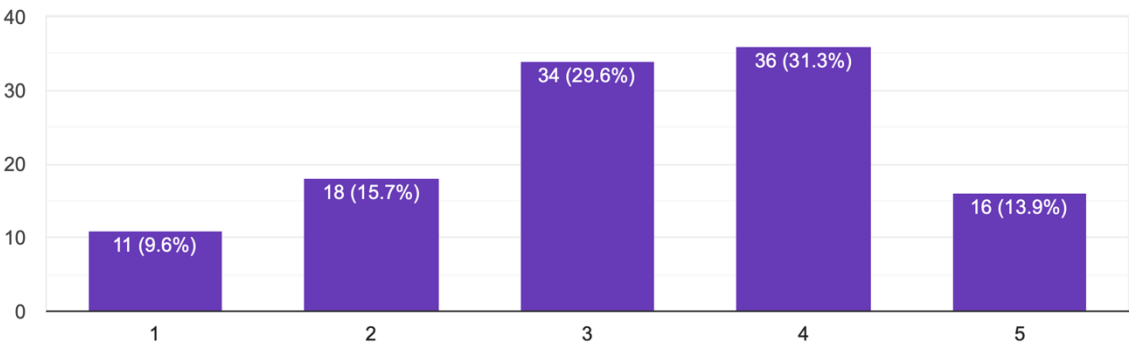
24. I'm always willing to try out new brands.

115 responses



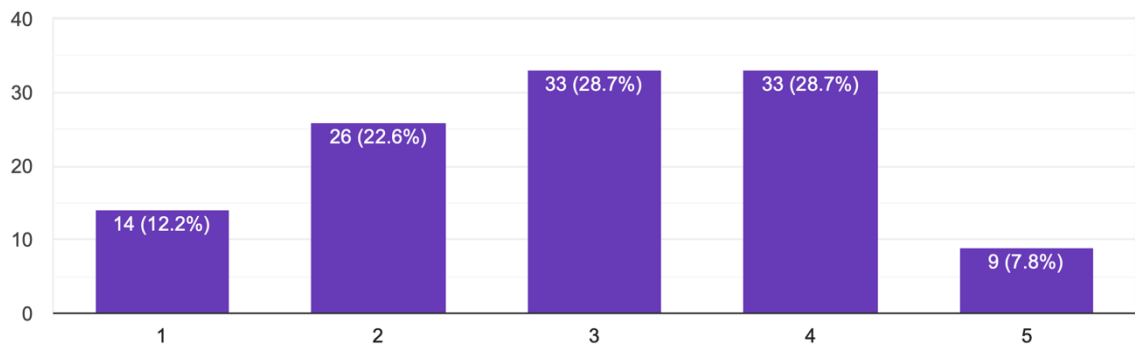
25. I believe that high-end cosmetics are synonymous with high quality.

115 responses



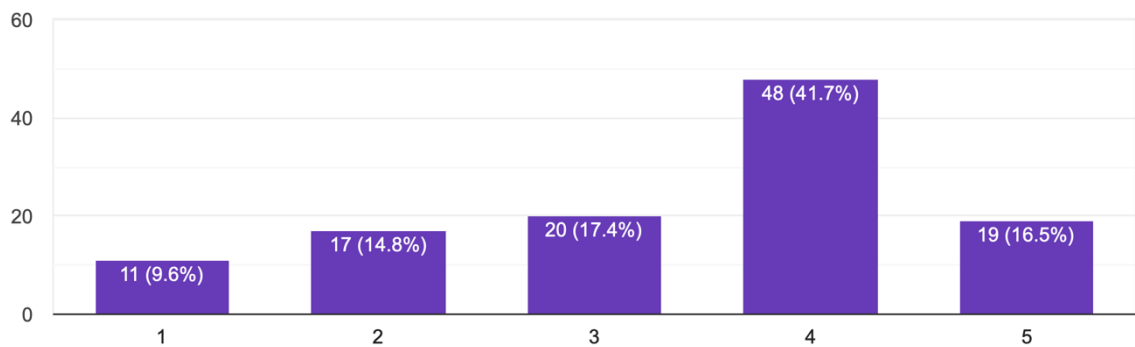
26. I make purchases based on suggestions from salespeople or beauty specialists.

115 responses



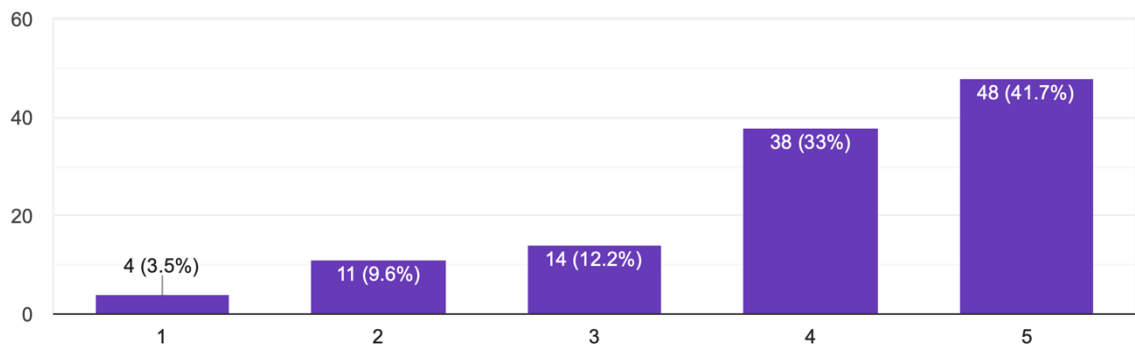
27. Brands influence my purchasing decisions on makeup products.

115 responses



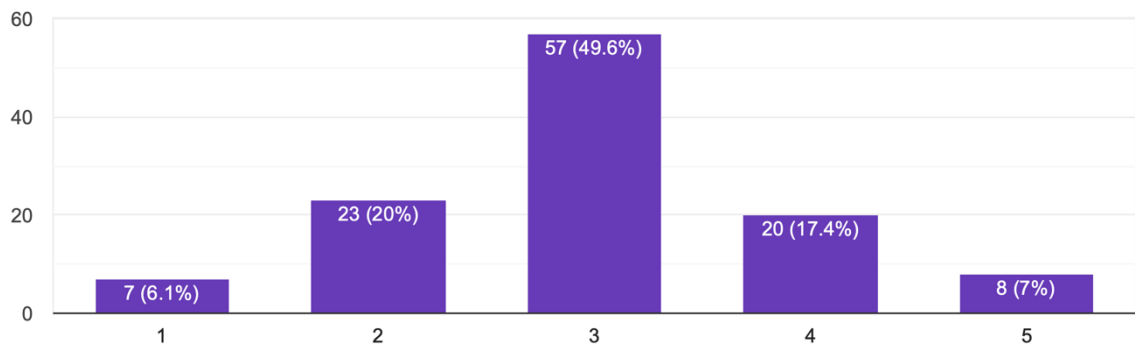
28. If I'm dissatisfied with a makeup brand, I always switch to a different one.

115 responses



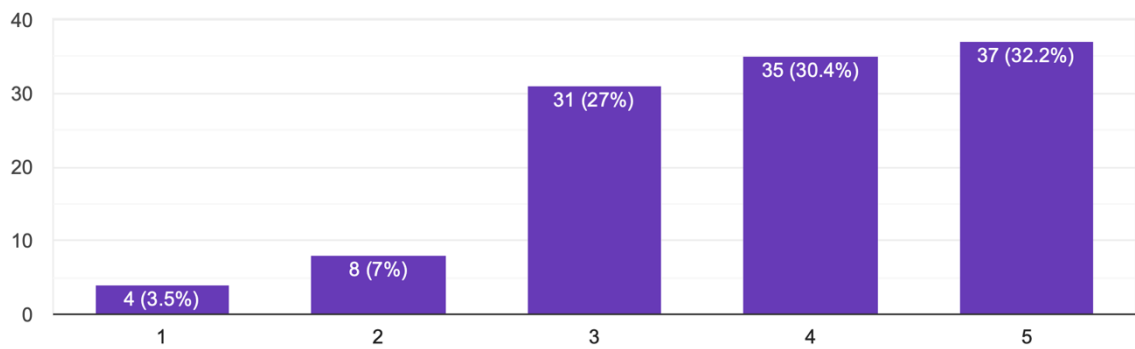
29. I believe that makeup product packages are trustworthy.

115 responses



30. The overall graphical look of makeup packaging appeals to me.

115 responses

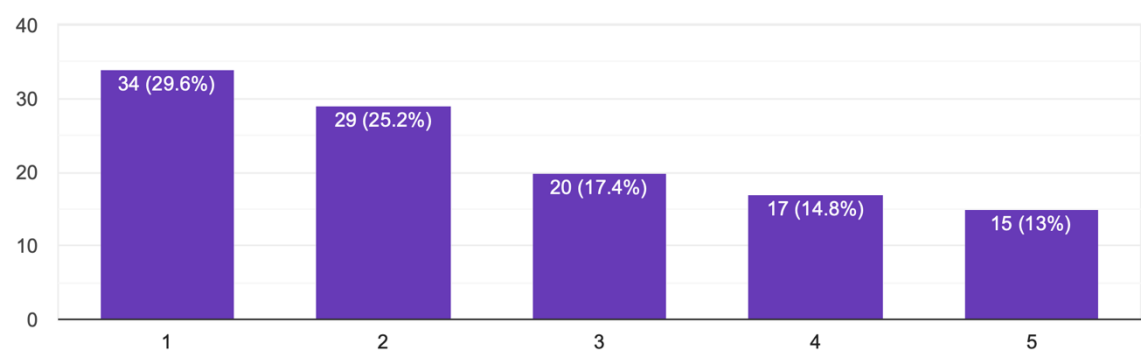


## Skincare Perceptions



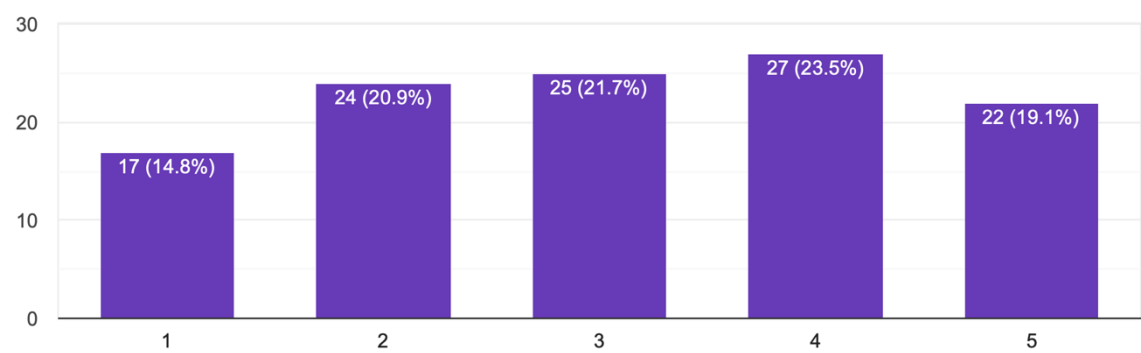
31. I believe Chanel Beauty, Dior, La Mer, Estee Lauder, Lancôme, Tata Harper, Sisley, and other high-end beauty brands are the reason that I purchase skincare products.

115 responses



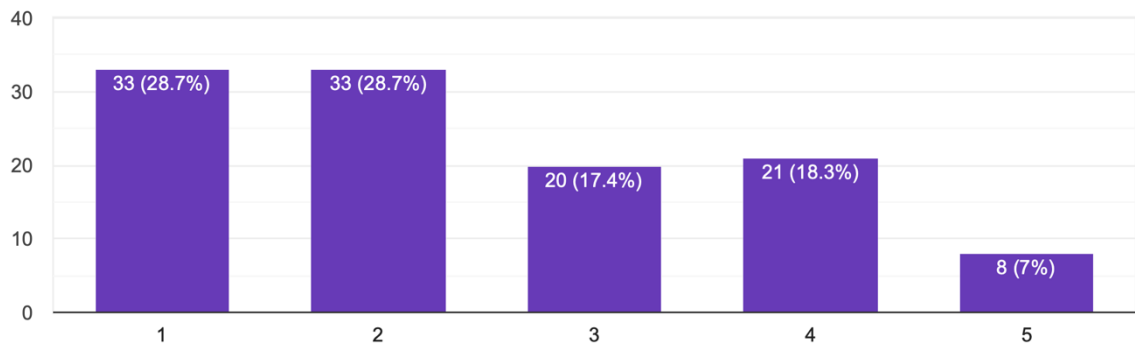
32. I believe that the high-quality packaging is a sign of the quality of the product itself for the brands like Chanel Beauty, Dior, La Mer, Estee Lauder, Lancôme, Tata Harper, and Sisley.

115 responses



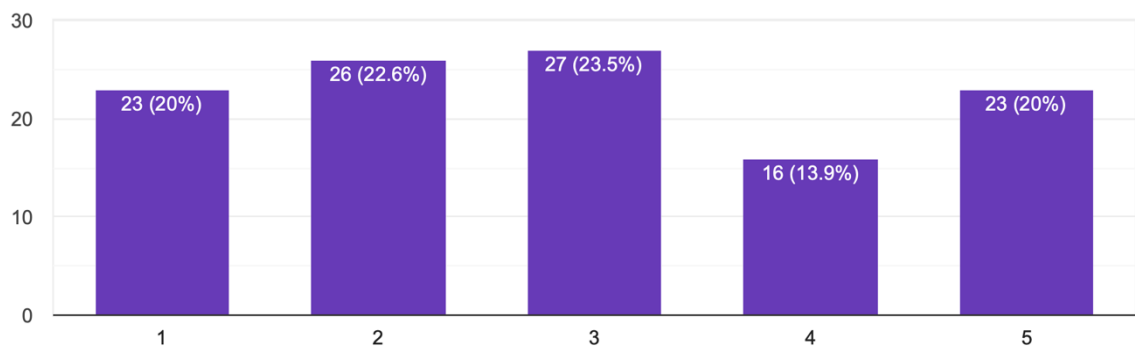
33. I believe eBay, Amazon, and any other online shopping websites, is the factor that drives me to buy skincare products.

115 responses



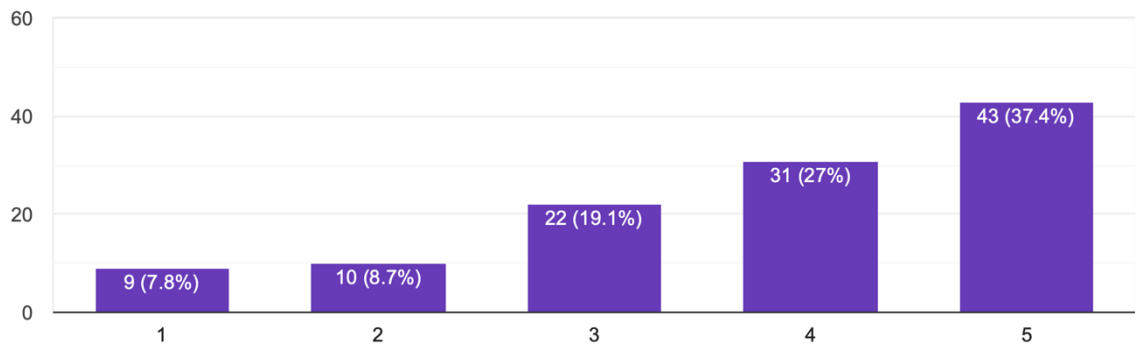
34. I believe eBay, Amazon, and any other online shopping websites, are saving my time when I buy skincare products.

115 responses



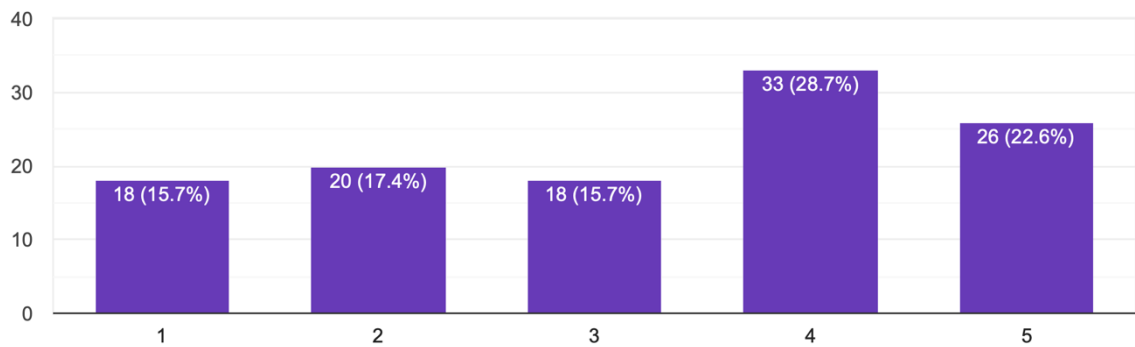
35. I believe Eucerin, Ordinary, Neutrogena, CeraVe, La Roche-Posay, Vichy, and Avene, or any other drugstore skincare brands drive me to buy skincare products.

115 responses



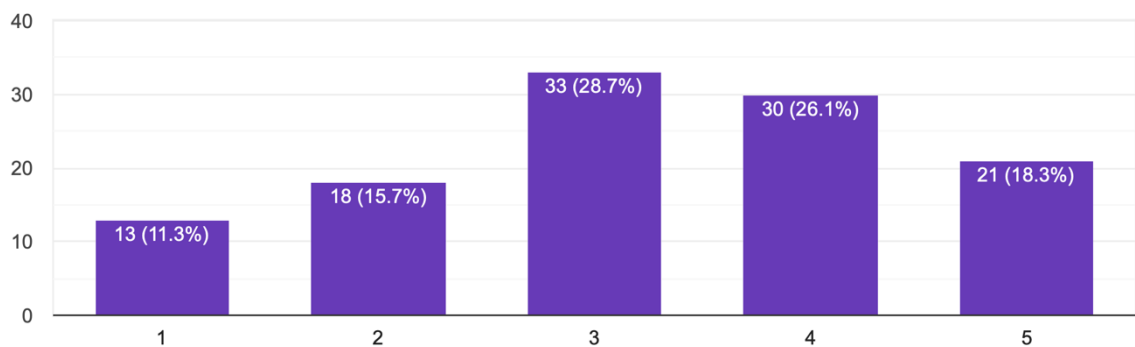
36. Social media influencers and celebrities drive me to buy skincare products.

115 responses



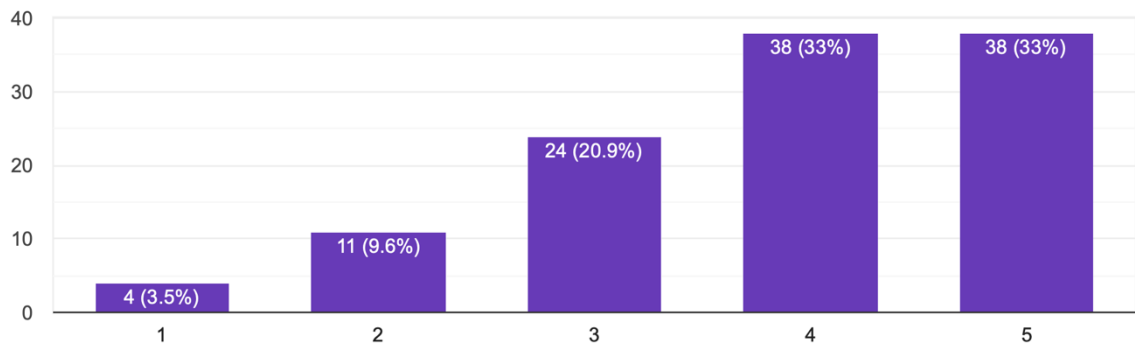
37. Advertising is the key factor that drives my need to buy skincare products.

115 responses



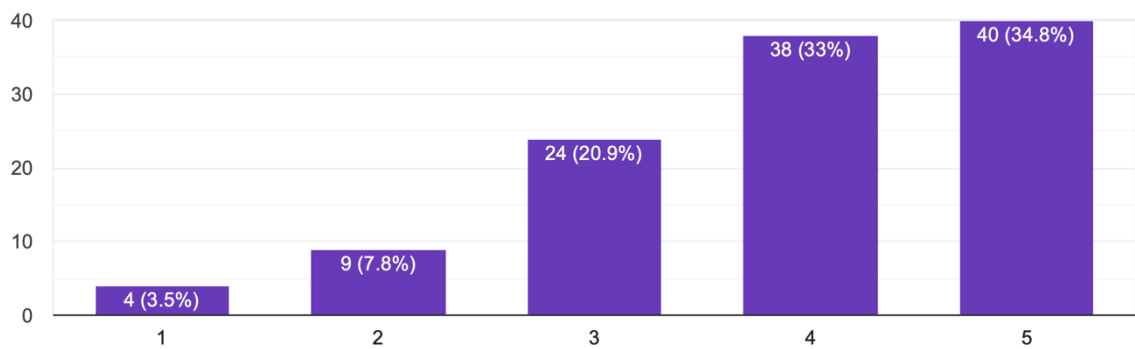
38. I gather information from my friends, family, or people who have similar interests to me before making a purchase decision.

115 responses



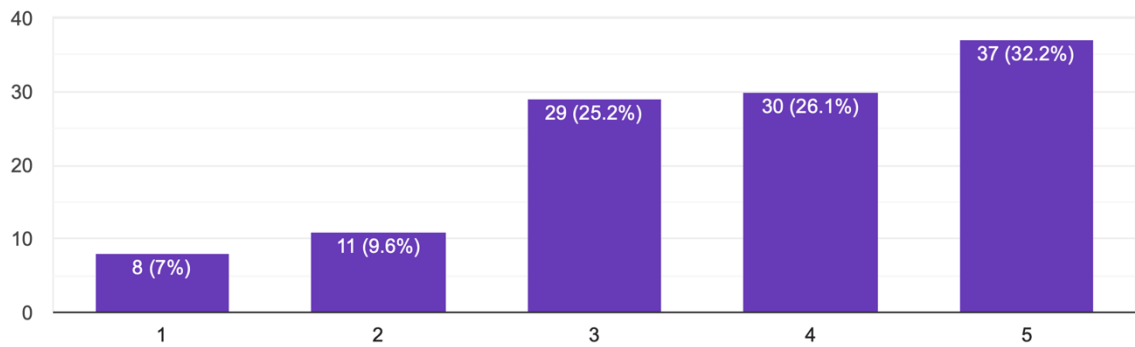
39. Before I buy, I gather information about various cosmetic products in the market, which I find on internet sites and social media platforms.

115 responses



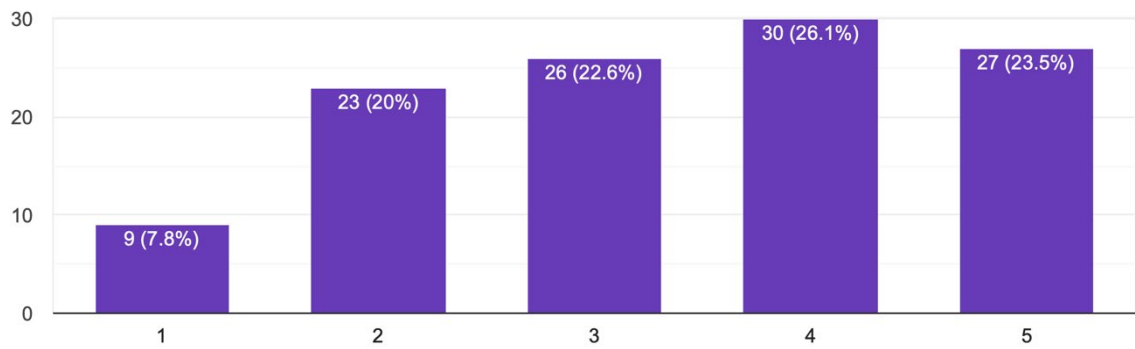
40. I have a habit of purchasing the same skincare brands. I'm only up for experimenting with their new ranges.

115 responses



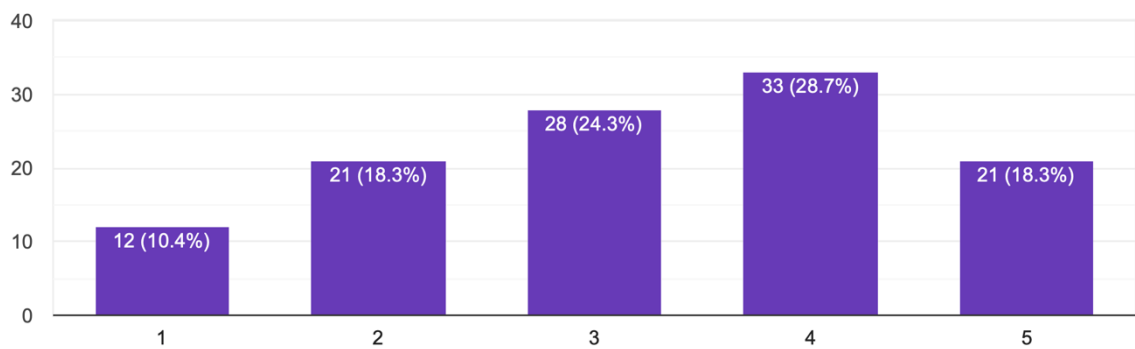
41. I'm always willing to try out new skincare brands.

115 responses



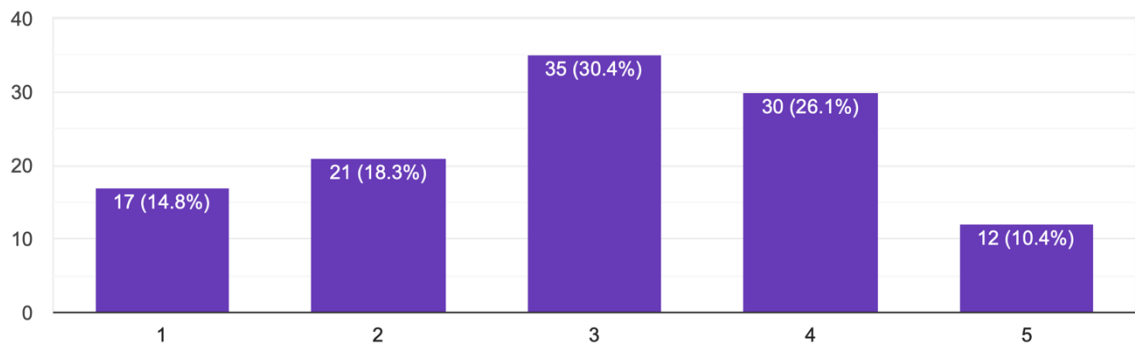
42. I believe that high-end skincare brands are synonymous with high quality.

115 responses



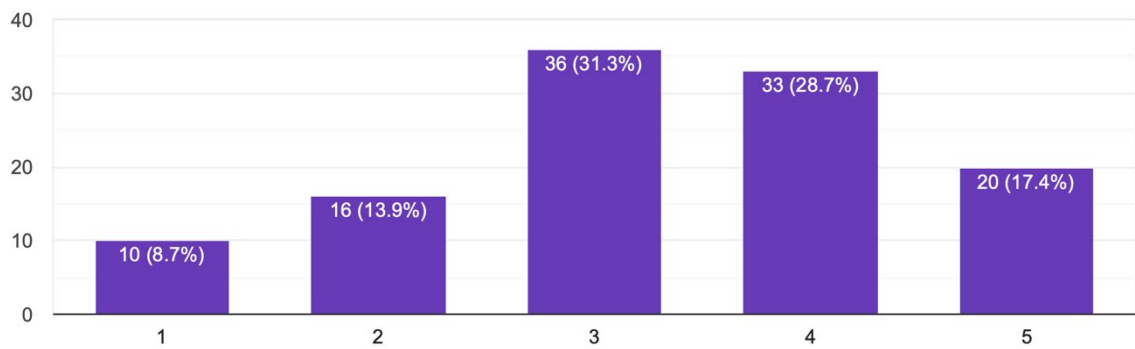
43. I make purchases based on suggestions from salespeople or beauty specialists.

115 responses



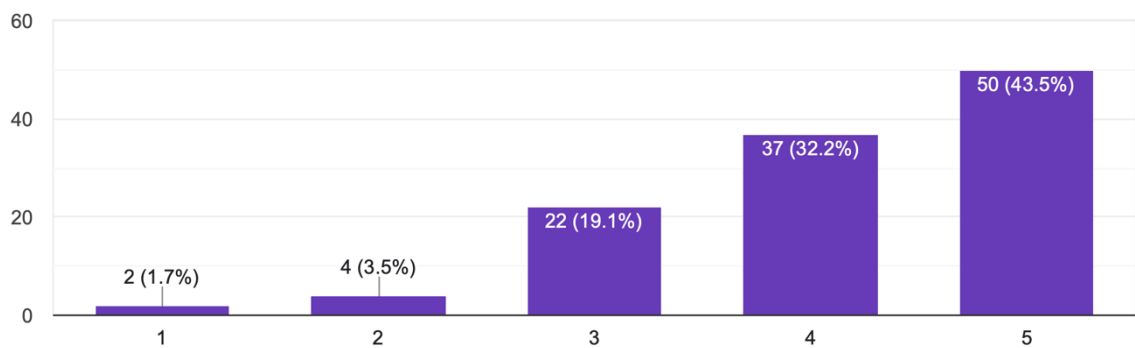
44. Brands influence my purchasing decisions on skincare products.

115 responses



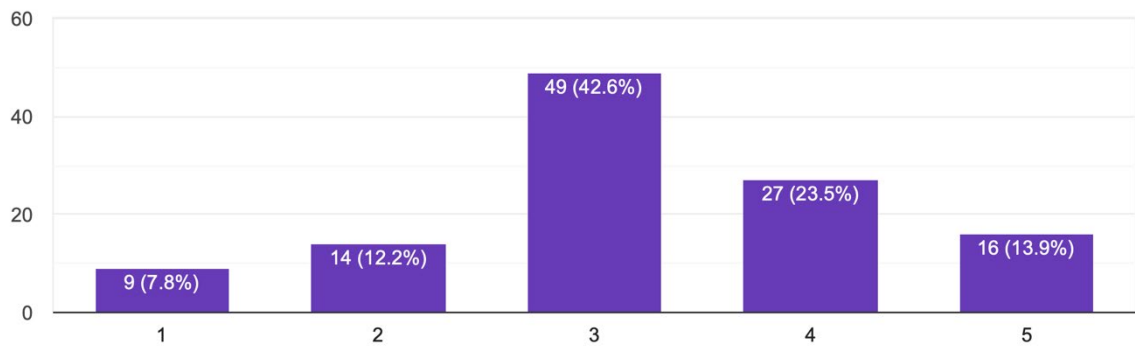
45. If I'm dissatisfied with a skincare brand, I always switch to a different one.

115 responses



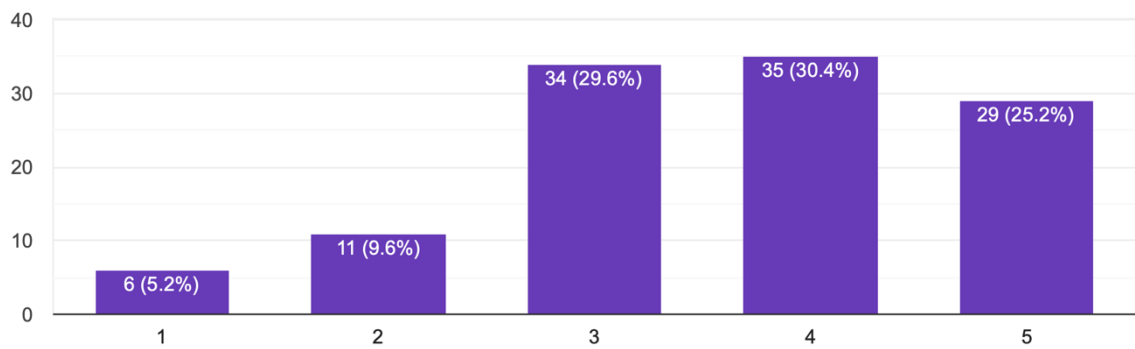
46. I believe that skincare product packages are trustworthy.

115 responses



47. The overall graphical look of skincare packaging appeals to me.

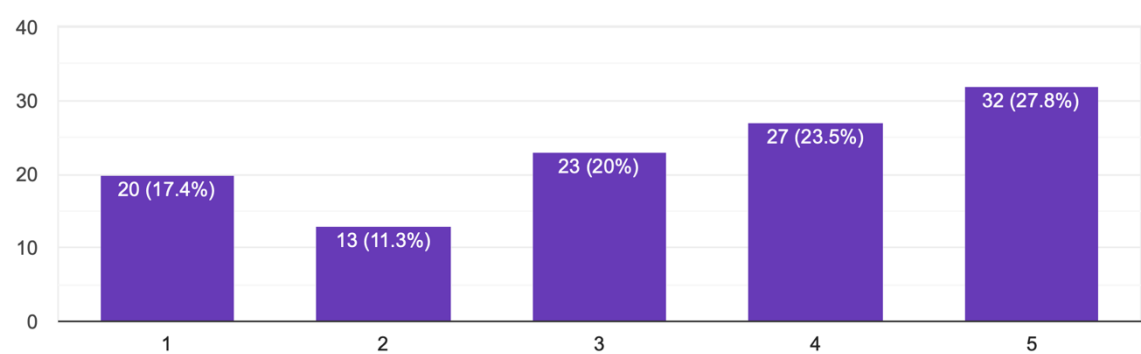
115 responses



## Fragrance Perceptions

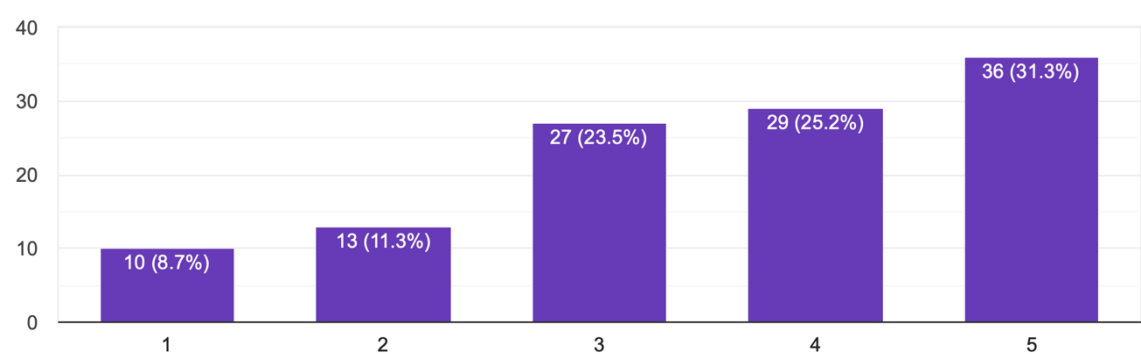
48. I believe Dior, Tom Ford, Guerlain, Chanel, Hermès, Giorgio Armani, Prada, Paco Rabanne, and other high-end beauty brands are the reason that I purchase fragrances.

115 responses



49. I believe that the high-quality packaging is a sign of the quality of the product itself for the brands like Dior, Tom Ford, Guerlain, Chanel, Hermès, Giorgio Armani, Prada, and Paco Rabanne.

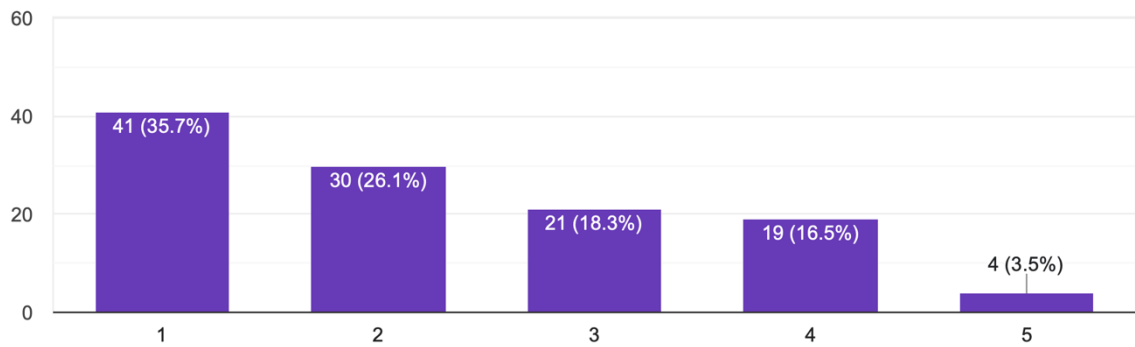
115 responses





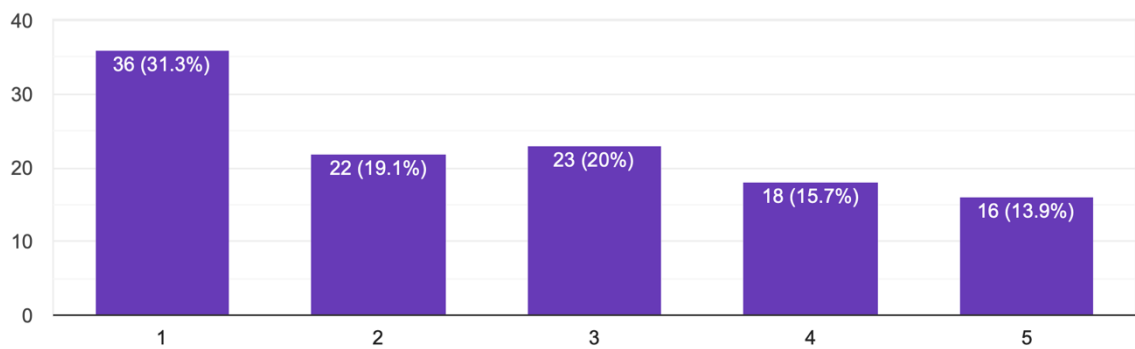
50. I believe eBay, Amazon, and any other online shopping websites, is the factor that drives me to buy fragrance.

115 responses



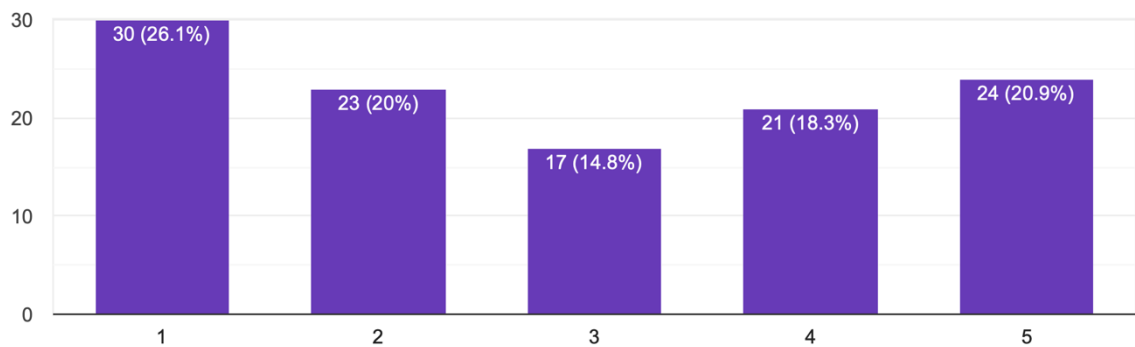
51. I believe eBay, Amazon, and any other online shopping websites, are saving my time when I buy fragrances.

115 responses



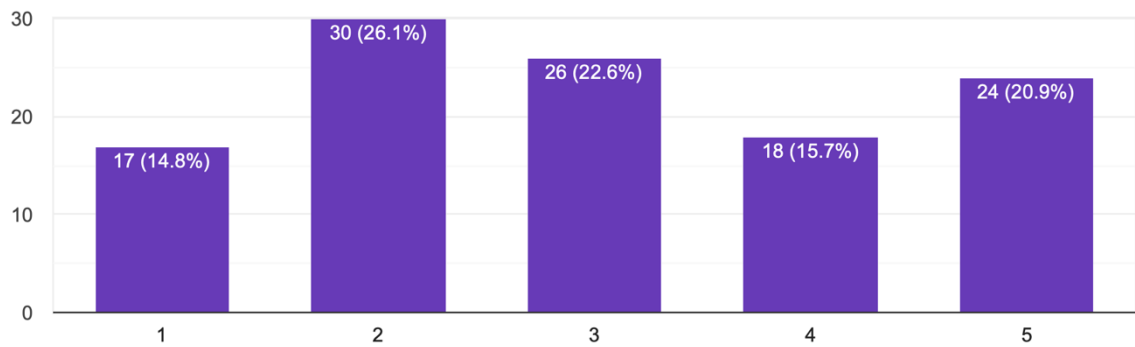
52. Social media influencers and celebrities drive me to buy fragrance products.

115 responses



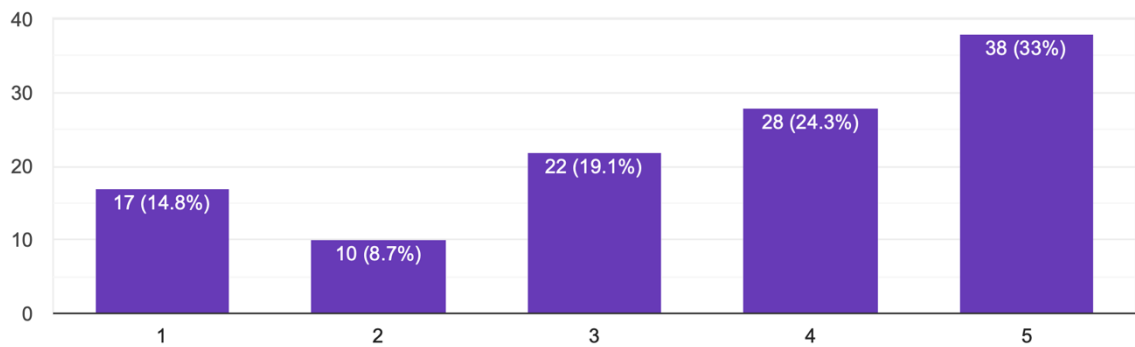
53. Advertising is the key factor that drives my need to buy fragrance products.

115 responses



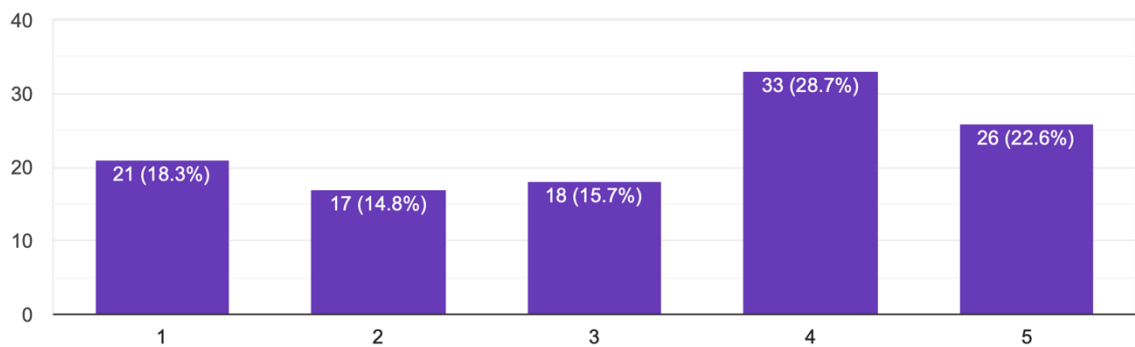
54. I gather information from my friends, family, or people who have similar interests to me before making a purchase decision.

115 responses



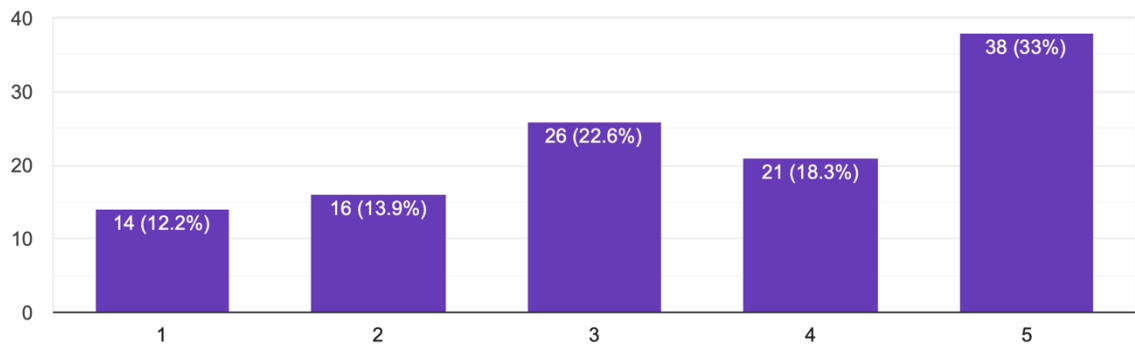
55. Before I buy, I gather information about various fragrances in the market, which I find on internet sites and social media platforms.

115 responses



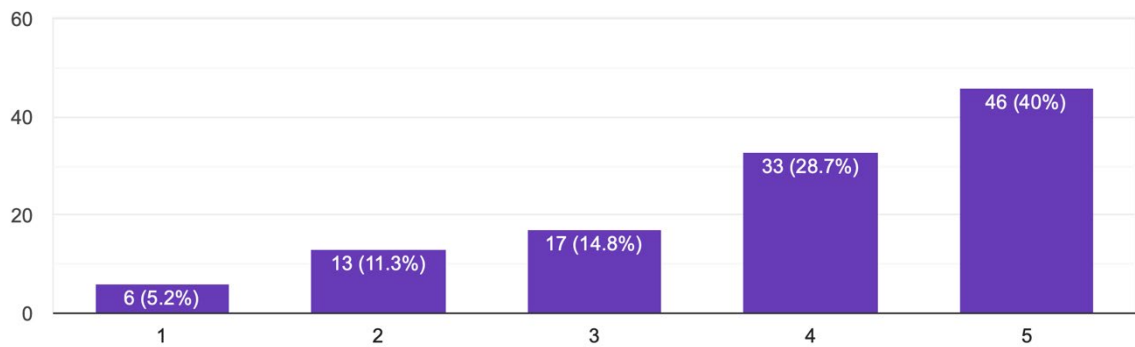
56. I have a habit of purchasing the same fragrance brands. I'm only up for experimenting with their new ranges.

115 responses



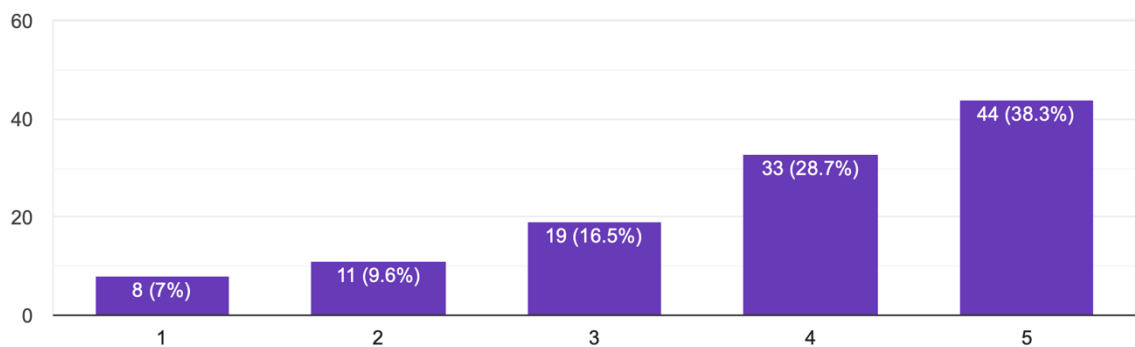
57. I'm always willing to try out new fragrance brands.

115 responses



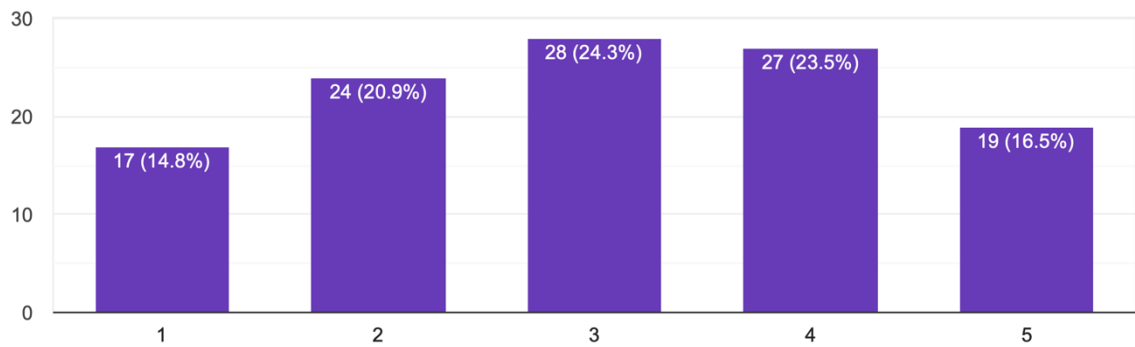
58. I believe that high-end fragrances are synonymous with high quality.

115 responses



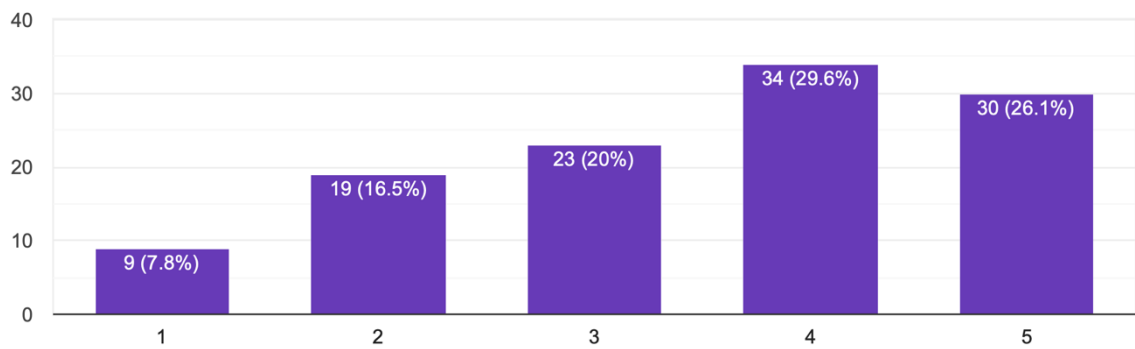
59. I make purchases based on suggestions from salespeople or beauty specialists.

115 responses



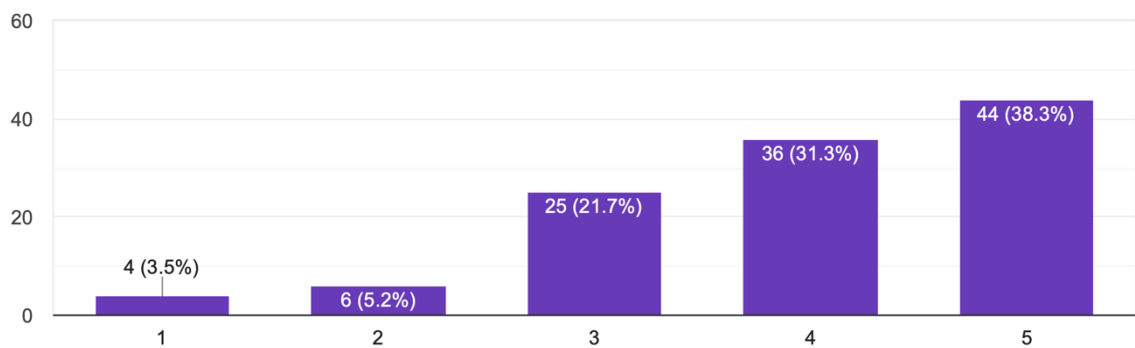
60. Brands influence my purchasing decisions on fragrance products.

115 responses



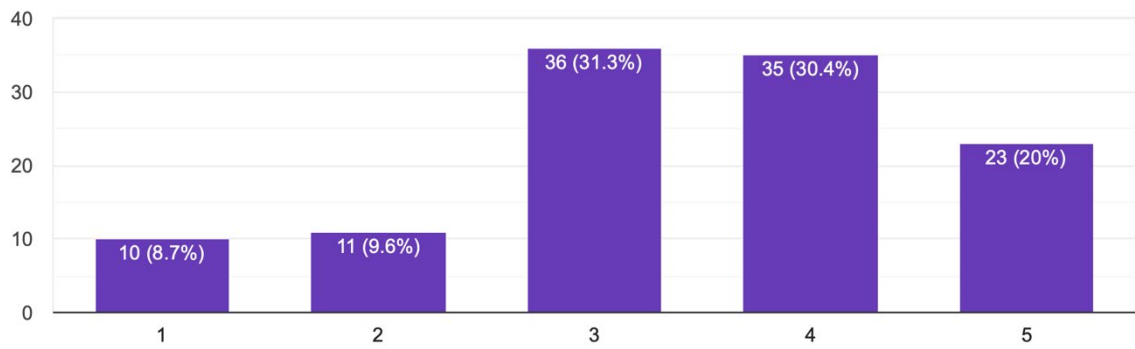
61. If I'm dissatisfied with a fragrance brand, I always switch to a different one.

115 responses



62. I believe that fragrance product packages are trustworthy.

115 responses



63. The overall graphical look of fragrance packaging appeals to me.

115 responses

