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Win-Win Factors of High-End Perfume Packaging that Lead to Purchase Decision

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Abstract

This research will provide specific data that will aid in explaining how different factors of high-end perfume packaging impact consumer buying behavior. Thus, the basic purpose of this it is to find out how such factors are behind the success of packaging. It has been observed that perfume packaging elements such as color, wrapper design, packaging material, font style and innovative ideas have significant impact on consumers' buying behavior. In this research we will find out the relationship between independent variable and dependent variables. The research is based in Federation of Bosnia and Herzegovina.

The primary data for this research was gathered in the form of survey. Data analysis was conducted in SPSS software. Statistical tests were run to ensure that results are usable in resolving the main perfume packaging factors customers are impacted by.

Keywords: color, innovation, customer preference, design, information specified, materials used, high-end, fragrance, perfume, scent.

1. Introduction

In these days competitive environment the aspect of package has adjusted because of expanding self-service and changing buyers' way of life. Firms' concern for package as a tool of sales promotion is developing progressively. Package turns into an eventual selling proposition encouraging impulsive purchasing act, expanding market share and decreasing promotional expenditures.

After all, since perfumes are in the beauty business, the existence of the packaging is crucial, you can never neglect the product packaging design, also, ninety percent of the general population get pulled in towards your product as a result of your packaging and neglecting this component may prompt to a great failure. This is the reason it is the key for prosperity to have truly incredible packaging plans. Additionally, perfume design looks to evoke new visual and sensory practices. Along these lines, product design plays out a critical part in promoting communications, particularly in the purpose of sale and could be dealt with as a standout amongst the most essential variables affecting buyer's purchase choice. In this manner, the significance of packaging in the luxury segment is a need as packaging is the principal indication of value for numerous products, which means it is critical for fragrance companies to get the image right so as to effectively design their brand.

Finally, this study analyzes the role of perfume packaging on consumer buying behavior through existing literature and researches done among consumers in Federation of Bosnia and Herzegovina. In following sections basic definitions of keywords will be defined, the reasons why perfume packaging influences the sale of product as well as research objectives and hypothesis will

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be presented and analyzed. The collected data for this study will be presented in methodology section. For the methodology section, five hypotheses will be tested. Data will be analyzed by performing descriptive statistics. Results of this research will outline key factors that perfume companies should pay the most attention to when trying to achieve successful brand recognition.

2. Literature review

In the literature review section, there are many researches done on perfume packaging and packaging area.

Packaging is by all accounts one of the most crucial components in purchase moment of sale, where it turns into a basic piece of the selling procedure. As indicated by Nilson and Ostrom (2005), the product packaging design incorporates the brand name, color, typography and images, all of which impact how rapidly and effectively a product gets the attention. The visual components of packaging impact the purchase when buyers have low contribution in the purchasing process, as it were, the point at which the product is of low risk and less costly [8].

In spite of the fact that the eventual objective of all product packaging is the same – to offer the product inside – perfume packaging must have the capacity to characterize its product more powerfully than some other sort of product. A fragrance's packaging is a chance to communicate its story and give a hypnotic experience to the purchaser, and this is out of necessity. Perfume packaging must arouse the indefinable; the vast majority of individuals aren't able to describe complex scents like perfumes in any important way, so we use packaging as a kind of reference point that we are capable to appreciate. Any individual who thinks that a fragrance's package design is of imperceptible importance hasn't been in the business sufficiently long to welcome the nuances of this external layer and how they build up a connection with purchasers [4] recognizes six distinct components, for example, size, form, material, color, text, and brand those must be assessed when applying packaging decisions like recognized two pieces of package elements: graphic elements (color, typography, shapes used, and images) and structural elements (form, size of the containers, and materials) [6].

a) **Packaging color** - color assumes a critical part in a potential buyer's decision making process, certain colors set diverse moods and can draw attention. As mentioned in Talanta: The International Journal of Pure and Applied Analytical Chemistry, "Color understanding assumes a noteworthy part in the shopper opinion of fragrance quality. Buyers require first to be totally happy with the sensory features of products, before other quality aspect progress toward becoming relevant." Not just should the color be satisfying to the eye, yet it ought to be in a perfect world identified with the fragrance itself to create a positive, durable sensory experience [5].

b) **Background image** - the background image property specify the background image for an element. Background image implies the character or picture of celebrities, or cartoon or different images used as a part of the packaging. The edges of the box are regularly chosen in a differentiating color, to frame it and attract attention regarding the name. Chanel uses this device to strengthen the simple black and white of all the boxes in the range; for both Miss Dior and Diorella, the frame is used to surround a designed background [9].

c) **Packaging material** – any material used particularly to protect something – packaging, wadding. Customer can change its choice with respect to packaging material.

d) **Design of product** – the general design additionally assumes an essential part in attracting the buyer [3]. An extraordinary fragrance packaging design is alluring, with the objective of getting a buyer's attention. How often have you chosen a fragrance since you simply adored its design, or the shape of the bottle? Numerous buyers even purchase fragrances without first testing the scent; the design of the packaging being sufficient guarantee a buy – that is the manner by which the fragrance packaging design can be of great configuration [7].

e) **Printed information** – container or wrapper of the product is filling various needs like safety assurance and description of the products, robbery prevention, and product promotion. (Ankit Katiyar, 2014) Packaging is generally set up as precisely and systematically as the fragrances themselves. A scope of data is imprinted on the underneath of the package. This involves the name of the item, description of the contest, weight, ingredients, address and contact data of the organization, security data, recycling data and barcode [1].

f) **Innovation** – innovative packaging may really enhance the product if it meets a buyer need, for example, partition control, recyclability, temper-proofing kid-proofing, simple-open, simple store, easy-carry, and non-fragility production today tend to have packaging that keep up

the key equalities of the brand, as a stand out look on the retailer's shelf, and is sustainable however with lower creation costs [3].

High -End Products

Before exploring diverse styles of cosmetics packaging, it is critical to explore and determine distinctive levels of cosmetics. With the goal of this study, beauty care products will be separated into two classes: low-end and high-end. Products sold in drugstores versus the ones sold by higher-end retailers, for example, department stores, specialty stores, for example, Sephora, or brand-particular stores, for example, Make Up For Ever, Chanel, and so on, are positioned and packaged variously for their environments and buyers. In spite of the fact that a drugstore product and retail store product may have comparative ingredients, the price tag and packaging can be very diverse [2].

Research hypothesis

H1: There is significant relationship between perfume packaging color and consumer purchase decision

H2: There is significant relationship between perfume packaging material and consumer purchase decision

H3: There is significant relationship between perfume design and consumer purchase decision

H4: There is significant relationship between printed information on perfumes and consumer purchase decision

H5: There is significant relationship between perfume packaging innovation and consumer purchase decision

3. Methodology

The primary data was gathered in the form of surveys. It was conducted mostly through internet (e-mail, Facebook, etc.) and in printed forms. Online survey was made by Google Forms, an online tool, for easy survey making. The survey was consisted of 22 questions in English language. A survey was conducted to explore the perfume packaging factors that are impacting customers' buying behavior in Federation of Bosnia and Herzegovina. The sampling method that was used is simple random sampling. Surveys will be given to targeted sample (sample around 290 people) and will be analyzed in this work further. A total of 293 questionnaires were distributed, but 218 of them were taken as valid.

4. Objective

Research objectives are:

1. To determine the role of high end perfume packaging on consumer purchase decision
2. To determine the influencing factors of high end perfume packaging on consumer purchase decision
3. To find out which factors of perfume packaging are most convenient to influence consumer purchase decision

Sample size

Our sample size of research is 218 valid respondents from which we have collect data.

Sampling Area: Federation of Bosnia and Herzegovina

Sampling method: Sample Random sampling

5. Results

In this section gender, age and education level of our respondents will be presented. After that hypotheses will be tested by regression test by SPSS program.

Table 1. Descriptive statistics on respondents

		Frequency	Percent	Cumulative Percent
Gender	Female	139	63.8	63.8
	Male	79	36.2	100.0
	Total	218	100.0	
Age	Below 18	11	5	5
	From 19 up to 24	116	53.2	58.3
	From 25 up to 34	53	24.3	82.6
	Above 35	38	17.4	100
	Total	218	100.0	
Education level	Primary school	7	3.2	3.2
	High school	55	25.5	28.4
	Undergraduate	87	39.9	68.3
	Master	61	28.0	96.3
	PhD	8	3.7	100,0
	Total	28	100,0	

Table 1 shows that in the category of education level majority of 39, 9 % respondents were Undergraduate students; second majority were respondents with Master degree as 28 %; third majority were High school students as 25,5 %; fourth category were people with PhD of 3,7 % and minority were respondents with Primary school as 3, 2 %.

Respondents from 19 up to 24 age were the majority as 53,2 %; the second major category were respondents from 25 up to 34 years as 24,3 %; the third category were the people above 35 as 17,4 %, while last category were people below 18 years old as 5 %.

Table 4.4 shows that there are a total of 218 respondents, 139 of them female and 79 of them male. The majority of the survey has been filled out by females with a 63, 8 % of response rate, leaving the males 36, 2 % out of the total.

Hypothesis Testing

Linear regression is the next step up after correlation. It is used when we want to predict the value of a variable based on the value of another variable. The variable we want to predict is called the dependent variable (in this research - *purchase decision*). The variable we are using to predict the other variable's value is called the independent variable (in this research *packaging color, packaging material, design of perfume, perfume printing information and packaging innovation*).

Table 2. Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.614	.889		7.442	.000
	Color	-.065	.096	-.056	-.682	.496
	Materials	.055	.102	.046	.544	.587
	Design	.389	.098	.325	3.953	.000
	Printed_innovation	.158	.088	.133	1.783	.076
	Innovation	.429	.205	.161	2.090	.038

a. Dependent Variable: Purchase_decision

Hypothesis 1:

Ho: There is no significant relationship between perfume packaging color and consumer purchase decision

H1: There is significant relationship between perfume packaging color and consumer purchase decision

The p –value for beta coefficient of perfume packaging Color is 0,496 (shown in the Sig column). This value is not significant at 5 % significant level, since it is bigger than 5 %. Thus, we can accept the null hypothesis which states that there is no significant relationship between perfume packaging color and consumer purchase decision. In other words, we can claim that the purchase decision of consumers is negatively related to the perfume packaging color.

Hypothesis 2:

Ho: There is no significant relationship between perfume packaging material and consumer purchase decision

H2: There is significant relationship between perfume packaging material and consumer purchase decision

The p –value for beta coefficient of perfume packaging material is 0,587 (shown in the Sig column). This value is not significant at 5 % significant level, since it is bigger than 5 %. Thus, we can accept the null hypothesis which states that there is no significant relationship between perfume packaging material and consumer purchase decision. In other words, we can claim that the purchase decision of consumers is negatively related to the perfume packaging material.

Hypothesis 3:

Ho: There is no significant relationship between perfume design and consumer purchase decision

H3: There is significant relationship between perfume design and consumer purchase decision

The p –value for beta coefficient of perfume design is 0,000 (shown in the Sig column). This value is significant at 5 % significant level, since it is less than 5 %. Thus, we cannot accept the null hypothesis which states that there is no significant relationship between perfume design and consumer purchase decision. In other words, we can claim that the purchase decision of consumers is positively related to the perfume design.

Hypothesis 4:

Ho: There is no significant relationship between printed information on perfumes and consumer purchase decision

H4: There is significant relationship between printed information on perfumes and consumer purchase decision

The p –value for beta coefficient of printed information on perfumes is 0,076 (shown in the Sig column). This value is not significant at 5 % significant level, since it is bigger than 5 %. Thus, we can accept the null hypothesis which states that there is no significant relationship between printed information on perfumes and consumer purchase decision. In other words, we can claim that the purchase decision of consumers is negatively related to the printed information on perfumes.

Hypothesis 5:

Ho: There is no significant relationship between perfume packaging innovation and consumer purchase decision

H5: There is significant relationship between perfume packaging innovation and consumer purchase decision

The p –value for beta coefficient of perfume packaging innovation is 0,000 (shown in the Sig column). This value is significant at 5 % significant level, since it is less than 5 %. Thus, we cannot accept the null hypothesis which states that there is no significant relationship between perfume packaging innovation and consumer purchase decision. In other words, we can claim that the purchase decision of consumers is positively related to the perfume packaging innovation.

6. Conclusion

We live in an age where much of the attention, if not all, has converged on the consumer. One speaks about the power of influence of the consumers, the strength of collectiveness. One speaks of the importance of user experience, interactivity, and interface usability. It is worth highlighting that most of the time such experience begins at the point of sale, during the moment of the buying decision. The packaging in this sense plays an important role in the experience of the

user/consumer. A packaging with inefficient visual communication runs the risk of being deprecated in the midst of competition. Packaging which does not appear in accordance with the content may generate frustration in the user.

Our results give response to the following five questions. First, with respect to packaging colour, it seems that products that are directed to the upper classes (luxury perfumes), with a high price and based on elegant and refined aesthetics require cold, light colored (can see through) packaging. We can claim that through hypotheses testing the results showed that the purchase decision of consumers is negatively related to the perfume packaging color, or that purchase decision cannot be predicted by perfume packaging color. Second, in relation with perfume packaging materials the research showed that additional materials such as fabric, glitter, flowers on perfume are important factor to consumers; also, the customers are willing to choose a perfume that has outstanding materials because it is the sign of a good quality. We can claim that with respect to perfume packaging materials, our thesis showed that the purchase decision of consumers is negatively related to the perfume packaging material. Third, in contrast, with respect of perfume packaging design we can claim that the purchase decision of consumers is positively related to the perfume design; or in other words the purchase decision of customers can be predicted by perfume design. products of reasonable price are associated with serif and sans serif typographies. Also, the research showed that the sophisticated/professional design of perfume persuades customers to buy it. Different shapes of perfume bottles (ex: square, curvy, angular, oval, straight...) have different impacts on customer's purchase decision. Also, user friendly shape and size of a perfume persuades customers to buy it. Fourth, with respect to printing information of perfumes, we can conclude that the purchase decision of consumers is negatively related to the printed information on perfumes. Also in this work it is founded that logo of the brand displayed on perfume is important criteria to consider when buying it. It is found out that additional information (ex: ingredients, weight, contact information) on perfume are not important criteria to consider when buying it. And that user safety and eco-friendly information on perfumes are neither important nor not important criteria to consider when buying it. Fifth, with respect to perfume packaging innovation, this research proved that the purchase decision of consumers is positively related to the perfume packaging innovation, or that purchase decision can be predicted by perfume packaging innovation.

In sum, all of the five perfume packaging variables (*Packaging Color, Packaging Material, Design of Perfume, Perfume Printing Information, Packaging Innovation*) can be combined in different ways to transmit the desired perception in consumers' mind.

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УДК 33

Беспроигрышные факторы, влияющие на потребительское поведение при покупке упаковки для парфюмерии высокого класса

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Аннотация. В исследовании представлены конкретные данные, демонстрирующие каким образом различные факторы при производстве упаковки для парфюмерии высокого класса, влияют на потребительское поведение покупателей. Таким образом, основная цель статьи – выяснить, какие именно факторы, обуславливают успех упаковки. Было отмечено, что такие элементы парфюмерной упаковки как цвет, дизайн, материал упаковки, стиль шрифта и новаторские идеи оказывают существенное влияние на покупательское поведение потребителей. В данном исследовании авторы рассматривают отношение между независимой и зависимой переменных. Исследование проводилось в Боснии и Герцеговине.

Первичные данные для этого исследования были собраны в виде опроса. Анализ данных проводился в программы SPSS. Статистические тесты были проведены, чтобы гарантировать, что результаты могут найти применение в решении основных вопросов, касающихся факторов упаковки парфюма для клиентов.

Ключевые слова: цвет, инновации, предпочтения клиентов, дизайн, информация, используемые материалы, элитный, парфюм, аромат.

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