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IMPACT ANALYSIS OF PACKAGING OF COSMETICS ON CONSUMER BEHAVIOUR: A COMPARATIVE STUDY OF HUL AND P & G

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ABSTRACT

This paper is an attempt to explore and analyse the impact of packaging and related variables on consumer behaviour. Nowadays, packaging is considered as core strategy in product promotion so that the consumer can pay special attention to their products. Packaging is a group of several crucial factors, in this study, we have tried to identify those factors which are sensitive to consumers and may be, in the absence of these factors, and the consumer can purchase or leave the product in the shelf. For the purpose of study, we have selected HUL on the basis of large product lines of cosmetics and large amount of sales and customer base. We have approached more than 800 consumers but somehow only 500 consumers responded properly. We have surveyed them and asked about their demographics, general profile and consumption style and quantum through questionnaires. We have applied various univariate and multivariate statistical techniques and found significant relationship between packaging and consumer behaviour. The packaging and its associated factors have impact on consumer behaviour. The present study focuses upon the consumer behaviour associated with packaging. This study is useful for policymakers who have different products in their product portfolio. It is expected that the study will definitely add significant knowledge in the area of packaging strategies for cosmetics and it will be helpful for the scholars to find out enhanced and substantial measures of consumer behaviour.

KEYWORDS: *Consumer Behaviour, Packaging, Core Strategy, Cosmetics, HUL.*

Introduction

The wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean. Packaging is more than just the product's pretty face. The package design may affect everything from breakage rates in shipment to whether stores will be willing to stock it. For example, "displayability" is an important concern. The original slanted-roof metal container used for Log Cabin Syrup was changed to a design that was easier to stack after grocers became reluctant to devote the necessary amounts of shelf space to the awkward packages. Packaging includes all the activities of designing and producing the container for a product. Packages might have up to three layers. Cool Water cologne comes in a bottle (primary package) in a cardboard box (secondary package) in a corrugated box (shipping package) containing six dozen bottles in cardboard boxes. The package is the buyer's first encounter with the product. A good package draws the consumer in and encourages product choice. In effect, they can act as "five-second

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commercials" for the product. Packaging also affects consumers' later product experiences when they go to open the package and use the product at home. Some packages can even be attractively displayed at home. Distinctive packaging like that for Kiwi shoe polish, Altoids mints, and Absolute vodka is an important part of a brand's equity. Product branding and packaging decisions are very important decisions as in the present age of globalization, a large number of brands of various products are available to the consumer to choose and select from. As all brands are not equally liked by a consumer and he selects his brand after a careful analysis of a number of factors associated not only with the product but also the manufacturer, the brand name, the packaging, the price, the contents and also the various other factors. The marketers of all the competitive brands of a product try to reach to the consumers by the means of marketing communications and appeal them to buy their brand. For making the consumers to take favourable decisions for their products, the marketers need to build strong brands and nourish them overtime so that its market strength is not deteriorated on account of introduction of equally competitive brands by their existing competitors or by the entry of an altogether a new brand with attractive product features including appealing packaging.

The marketers therefore need to continuously undertake research and developmental activities to keep intact the brand image. In order to ensure that the other brands of washing power do not erode the market share of their brand 'surf', Hindustan Lever Limited has been taking very cautious measures from time to time about this brand and its packaging. Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 80 years in India and touches the lives of two out of three Indians. HUL works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others. With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond's, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Closeup, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall's and Pureit. The Company has over 16,000 employees and has an annual turnover of INR 30,170 crores (financial year 2014 – 15). HUL is a subsidiary of Unilever, one of the world's leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across the globe with annual sales of €48.4 billion in 2014. Unilever has 67.25% shareholding in HUL.

P&G is one of the largest and amongst the fastest growing consumer goods companies in India. Established in 1964, P&G India now serves over 650 million consumers across India. Its presence pans across the Beauty & Grooming segment, the Household Care segment as well as the Health & Well Being segment, with trusted brands that are household names across India. These include Vicks, Ariel, Tide, Whisper, Olay, Gillette, Ambipur, Pampers, Pantene, Oral-B, Head & Shoulders, Wella and Duracell. Superior product propositions and technological innovations have enabled P&G to achieve market leadership in a majority of categories it is present in. P&G India is committed to sustainable growth in India, and is currently invested in the country via its five plants and over nine contract manufacturing sites, as well as through the 26,000 jobs it creates directly and indirectly. Our sustainability efforts focuses on Environmental Protection as well as Social Responsibility to help develop the communities operate in. P&G operates under three entities in India - two listed entities "Procter & Gamble Hygiene and Health Care Limited" and 'Gillette India Limited', as well as one 100% subsidiary of the parent company in the U.S. called 'Procter & Gamble Home Products'.

Objective

The objective of the present research is to measure the comparative impact of packaging of cosmetics on the consumer behavior of Hindustan Unilever Limited and Proctor & Gamble.

Hypothesis

H_o : The consumer behavior is not significantly different regarding the packaging of cosmetics products of HUL and P&G.

H_a : The consumer behavior is significantly different regarding the packaging of cosmetics products of HUL and P&G.

Research Limitations/Implications: A major limitation of this research is that the present study envisage with the psychological variables and inferences on which statistical assumptions of regression analysis have been imposed carefully.

Literature Review

The review of the relevant literature helps in the formulation of the problem, conceptualization, operationalization of concept, focus of the problem and also setting the objectives of the study. It acquaints the researchers with current knowledge in the research area and makes the researcher up to date on the works which others have carried out on the similar areas.

Anand (1919) analysed consumer's opinion for milk and dairy products of Milk plant, Ambala (Haryana) on the basis of data collected by personally interviewing consumers. It was found that consumers were satisfied with package and distribution of milk products.

Gustafson (1969) conducted a taste test at the three grocery stores in Carbondale, Illinois, to determine the consumer preferences of whole milk, filled milk and synthetic milk. It was found that on the basis of taste, there appeared to be no difference in preference for whole milk or filled milk. However, coneumers did have a preference for filled and whole milk over aynthetic milk.

Das and Vikas (2006) worked on "Green Packaging Practices of selected Indian Industries - An Empirical Study" is based on the data collected through a field survey, this paper makes an attempt to assess the practices being followed by Indian organizations regarding the types of packaging being used by them and various factors that lead to use such type of packaging. The study revealed that cardboard packaging followed by polythene packaging has emerged to be top most priority of the industries studied as far as packaging materials are concerned. The combination of the two got wider acceptance due to better durability being provided by the two packaging materials when used together. Majority of the Indian organizations do not consider the negative impact of packaging on environment. The study reveals that not much work is being done by business units in the field of green packaging.

Alex Gofman, Howard R. Moskowitz, Tonis Mets (2010), in their paper, "Accelerating structured consumer-driven package design" seek to explore approaches to consumer-driven optimization of package design utilizing a novel modified conjoint analysis approach. The approach allows for dynamic creation and testing of a large number of design prototypes with consumers and finds optimal solutions on an aggregated, segmented and individual basis. The paper demonstrates that consumer research could and should be a central part not only at the final stages of the package design but at the initial stage as well. The steps of fitting the research into the package design process are shown providing a parsimonious way to include consumers in the early stages of package design.

Shekhar and Raveendran (2013) in "Role of packaging cues on consumer buying behaviour" found that Packaging is an important element of modern lifestyle and branding process. Changing lifestyle and increasing self service has placed product package as a tool to stimulate impulse purchase and increase sales promotion. 'Brand name', 'Material' and 'Ingredients' differed significantly across qualifications. However, it was concluded that the informational elements on packages positively influenced purchase decisions than visual elements as far as low involvement purchase categories (chocolates) were concerned.

Wever, Vries, Boezeman, Roskam, and Uythoven, C. (2017) analysed in "Sales performance of packaging for consumer electronics products" that the retail landscape for consumer electronics (CE) products has changed dramatically in the last two decades. Small independent retailers have made way for large retailers, selling CE goods in a supermarket way. Products are in their packaging on the shelf, to be grabbed by consumers in a self-service environment with a minimum of sales assistants available to provide advice. In such an environment the packaging has to make the product competitive. The results show that impulse buying has become a significant factor in selling CE goods. Furthermore it gives some clue for which products impulse buying is most relevant. Hence, packaging can play a role in convincing people of a need to have a product. Besides this, there is of course the communication of product features in the battle against competing products, where people recognize a need, but have not chosen a specific product. To manage the design of sales packaging one needs to be able to measure it. Otherwise it is impossible to balance it with the logistical and environmental performance. The sales performance of packaging consists of several aspects; 'attracting attention', communicating and appealing. For each of these aspects tests exist, but these may not all be usable in a business setting where limited budgets, and especially limited time, is available.

Research Methodology

Proposed Research involves empirical investigation of micro nature which comprises impact of Packaging upon consumer behavior. Present research is characterized by the prior formulation of specific research questions and hypotheses testing. Thus, the information needed is clearly defined. As a result, this research is pre-planned and structured. It is typically based on predetermined representative samples and specifies the methods for selecting the sources of information and for collecting data from those sources. Therefore, this study carries Descriptive research design. For the proposed study, Judgment at first stage and Convenience Sampling at second stage has taken.

At the first stage, Hindustan Unilever Limited and Proctor & Gamble are taken as representative corporate of FMCG Industry in India. At the second stage, convenience sampling is used and the sample size within the time and cost constraints, would be five hundred.

Data Analysis and Interpretation

Demographic and General Profile of the Respondents

Table 1: Demographics and General Profile

S. No.	Demographic/ General Variable	Categories	Frequency	Percentage
1	Age	18-20yrs	86	17.2
		20-25yrs	111	22.2
		25-30yrs	91	18.2
		30-35yrs	102	20.4
		35yrs and above	110	22
2	Gender	Male	143	28.5
		Female	357	71.5
3	Marital Status	Married	407	81.4
		Unmarried	93	18.6
4	Occupation	Student	49	9.8
		Govt. Service	93	18.6
		House-wife	164	32.8
		Self-employed	98	19.6
		Private Job	96	19.2
5	Educational Status	Illiterate	32	6.4
		5 std. passed	27	5.4
		10 std. passed	34	6.8
		12 std. passed	106	21.2
		Graduate and above	301	60.2
6	Earning per Month	Up to Rs 5000	4	0.8
		Rs 5000-Rs 10000	15	3
		Rs 10000- Rs 20000	232	46.4
		Above Rs 20000	249	49.8
7	Brand Preference	P and G	240	48
		HUL	253	50.6
		Any	7	1.4
8	Place of Purchase	Retail Stores	251	50.2
		Shopping Malls	122	24.4
		On-line Shopping	3	0.6
		Departmental Stores	124	24.8
9	Frequency of Purchase	Weekly	33	6.6
		Fortnightly	3	0.6
		Monthly	464	92.8
10	Reason except Need	Discount	84	16.8
		Variety	107	21.4
		Service	113	22.6
		Proximity	103	20.6
		Ambience	93	18.6
11	Preference for Discount	Always	117	23.4
		Often	3	0.6
		Sometimes	376	75.2
		Not at all	4	0.8
12	Brand Awareness	Yes	491	98.2
		No	9	1.8

There were twelve parameters on which demographics are based in the questionnaire. The first parameter was of Age Group in which 17.2 percent respondents are from the age group of 18 to 20 years, 22.2 percent respondents are from the age group of 20 to 25 years, 18.2 percent respondents are from the age group of 25 to 30 years, 20.4 percent respondents are from the age group of 30 to 35 years and 22 percent respondents are of more than 35 years of 500 respondents. The second parameter was based on gender. There were 28.5 percent were male and 71.5 percent were female. It was observed that the females are continuously using cosmetics, laundry and toiletry product simultaneously. The third parameter was of marital status in which 81.4 percent respondents were married and 18.6 percent were unmarried. The fourth parameter was envisaged with occupation in which 9.8 percent respondents were students, 18.6 percent respondents were government employees, 32.8 percent respondents were house wives, 19.6 percent respondents were self employed and 19.2 percent respondents were privately employed. The fifth parameter was based on education status it shows that there were 6.4 percent respondents were Illiterate, 5.4 percent respondents were fifth standard passed, 6.8 percent respondents were tenth standard passed, 21.2 percent respondents were twelfth passed and 60.20 percent. The sixth parameter was of economic status of respondents in which about one percent of the sampled FMCG consumers are earning up to rupees 5000 monthly income, 3 percent consumers are earning between rupees 5000 and 10000, 46.4 percent consumers are earning between rupees 10000 and 20000 and 49.8 percent consumers are earning above 20000 per month. The seventh parameter was of brand preference in which about 48 percent of the sampled FMCG consumers prefer P&G products, 50.6 percent consumers are preferring HUL products and 1.4 percent consumers are indifferent. The eighth parameter was based on place of purchase which explains that the 50.2 percent consumers are purchasing FMCG products from retail stores, 24.4 percent are purchasing from shopping malls, 0.6 percent purchase from online shopping, 24.8 percent consumers purchase FMCG products from departmental stores. The ninth parameter was of frequency of purchase in which 6.6 percent of the sampled consumers are used to buy products on weekly basis, 0.6 percent consumers buy products on fortnightly basis and 92.8 percent consumers are used to purchase products on monthly basis.

The tenth parameter was based on the reason behind purchasing FMCG products except need which explains the 16.8 percent of the sampled consumers prefer to avail discounts, 21.4 percent consumers prefer variety, 22.6 percent consumer prefer service, 20.6 percent consumers prefer proximity and 18.6 percent consumers prefer ambience while making purchasing decision. The eleventh parameter was based on preference for discount in which 23.40 percent consumers are want to avail discount all the times, 0.6 percent consumers are often prefer to avail the discount, 75.20 percent consumers are sometimes avail the discount and 0.80 percent consumers have no preference for discounts. The twelfth parameter was of brand awareness in which 98.20 percent consumers are aware about different brands of FMCG products while 1.80 percent consumers are not aware about the FMCG products.

Hypothesis Testing

The relationship of consumer behaviour regarding packaging of cosmetic products between HUL and P&G is measured by their individual dimensions stated in the instrument. Consumer behaviour (AggScoreCb) is measured by the cumulative responses of consumers about the packaging of cosmetics, laundry and toiletry products. Packaging of P&G cosmetic products (AvgPandGCos) is measured by the responses of consumers about the packaging of P&G cosmetic products. Packaging of HUL cosmetic products (AvgHULCos) is measured by the responses of consumers about the packaging of HUL cosmetic products. Here, the Consumer behaviour (AggScoreCb) is taken as dependent variable and Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos) are taken as independent variables. The relationship between these three is measured through Multiple Linear Regression with suitable assumptions of Linearity, and Multicollinearity.

Table 2: Variables Entered/ Removeda

Model	Variables Entered	Variables Removed	Method
1	AvgPandGCos, AvgHULCosb	.	Enter

a. Dependent Variable: AggScoreCb. b. All requested variables entered.

In the above Table 2, there is only one model with Consumer behaviour (AggScoreCb) as dependent variable and Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos) as independent variables and during fitting the regression line no variable was removed and the method was Enter.

Table 3: Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.843a	.711	.710	.235	.711	611.950

Model Summaryb

Model	Change Statistics		
	df1	df2	Sig. F Change
1	2a	497	**.000**

a. Predictors: (Constant), AvgPandGCos, AvgHULCos b. Dependent Variable: AggScoreCb

The above Table 3 of Model Summary is providing the information such as R, R2, adjusted R2, R2 change and the standard error of the estimate while fitting the regression line between Consumer behaviour (AggScoreCb), Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos). As illustrated in the table, 71.10% of the total variance in the Consumer behaviour (AggScoreCb) is explained by the regression model. Here, R explains the correlation between the observed and expected values of Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos). The standard error of the estimate measures the dispersion of the Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos) around their means which is 0.235. This is the standard deviation of the error term and the square root of the Mean Square for the Residuals in the ANOVA table given below:

Table 4: ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.015	2	34.008	611.950	.000b
	Residual	27.620	497	.056		
	Total	95.635	499			

a. Dependent Variable: AggScoreCb b. Predictors: (Constant), AvgPandGCos, AvgHULCos

The ANOVA is given in the Table 4 and the significance value is 0.000 which is less than critical value of 0.05, therefore the Consumer behaviour (AggScoreCb) has significant different mean than Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos), and consequently, has linear relationship. Henceforth, the null hypothesis that the consumer behavior is not significantly different regarding the packaging of cosmetics products of HUL and P&G is rejected. The Sum of Squares associated with the three sources of variance, Total, Regression and Residual. The Total variance is divided into the variance which is possibly explained by the Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos) i.e. 68.015 and the variance which is not explained by the Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos) (Residual) i.e. 27.620.

Table 5: Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.352	.082		16.557	.000
	AvgHULCos	.219	.020	.343	10.709	.000
	AvgPandGCos	.464	.026	.576	17.967	.000

The beta value in the unstandardized column for Constant is higher than the Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos) that means the constant make the strong unique contribution to explaining the dependent variable. The t value is statistically significant being less than 0.05 for Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos). The coefficients of the Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos) represents the change in the mean response for one unit of change in Consumer behaviour (AggScoreCb), while the other terms in the model are held constant. The relationship between Consumer behaviour (AggScoreCb) and Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos) can be expressed in the equation form as:

Consumer BehaviourCosmetics =1.352+0.219 Packaging of Cosmetics of HUL+ 0.464 Packaging of Cosmetics of P&G………..………………………………………................................... (1)

The equation (1) is defined when Consumer behaviour (AggScoreCb) is measured on five point Likert Scale.

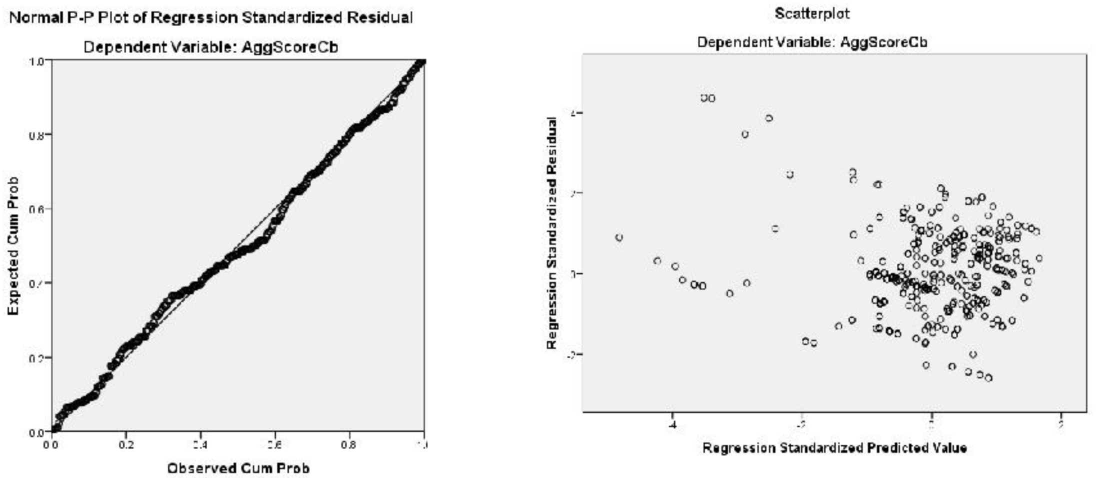
Table 6: Coefficients[a]

a. Dependent Variable: AggScoreCb		**a. Dependent Variable: AggScoreCb**			**a. Dependent Variable: AggScoreCb**	
		a. Dependent Variable: AggScoreCb	**a. Dependent Variable: AggScoreCb**	**a. Dependent Variable: AggScoreCb**	**a. Dependent Variable: AggScoreCb**	**a. Dependent Variable: AggScoreCb**
1	(Constant)					
	AvgHULCos	.724	.433	**.258**	**.565**	**1.770**
	AvgPandGCos	.803	.628	**.433**	**.565**	**1.770**

a. Dependent Variable: AggScoreCb

The variance inflation factor (VIF) indicates the quantum of variance of a coefficient is inflated due to the correlations among the predictors in the model. Furthermore, the Tolerance value is presenting the variability of the Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos). If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of Multicollinearity. A VIF of greater than 5 is generally considered evidence of multicollinearity. In Table 6, in the tolerance column, values are not less than 0.10 i.e. 0.565 respectively which are indicating that the multiple correlation with other variables is low or absent and the VIF is 1.770 respectively for the variables which showing absence of multicollinearity (correlation among predictors). The Part Correlation Coefficient is representing the magnitude of the total variance in the Consumer behaviour (AggScoreCb) which is uniquely explained by the Packaging of P&G cosmetic products (AvgPandGCos) and Packaging of HUL cosmetic products (AvgHULCos), herein the values are 0.258, and 0.433 respectively.

Figure 1: Normal Residual Plot and Scatter Plot of Consumer Behaviour



The above mentioned “Normal P-P Plot of Regression Standardized Residual” ensures normality in the Consumer behaviour (AggScoreCb) and the dotted points of dependent variable are following the straight line. The above scatter-plot of standardized residuals against predicted values is a random pattern concentrated around the approximate line of zero standard residual value. The above scatter-plot depicts no clear relationship between the residuals and the predicted values which is steady with the assumption of linearity.

Conclusion

The most of consumers were young and aged between 20-25 years in which female consumers were more than male consumers. Most of the females were house wives and well educated. The economic status of the sampled respondents was well to do. Retail stores were the most preferred place of purchasing and they tend to purchase selected products on monthly basis. The consumers were focused on service criteria provided by the particular brand and the discount is least considerable. Since, the survey is done in the urban areas of the selected cities, the respondents were quite aware about different brands. There were more female respondents than male respondents, henceforth, the statements asked in the instrument about the cosmetic products, got special attention. The packaging of cosmetics made by HUL is more attractive and purchased by the consumers than P&G. Here, the length of product line is crucial because HUL has ample of products in this segment than P&G. HUL caters more varieties and choices for different levels of consumers and significantly affects the consumerism of cosmetics while, on the other hand, P&G has very selective products and specific group of consumers are tend to choose them. HUL is keen to choose Background of Packaging, Design of Wrapper, Font Style used in Packaging, Innovative Packaging, Packaging with respect to Social Status, High Quality Packaging for the safety of Product, Trendy Packaging, New Design on Packaging, Colour of Packaging, and Attractive Shape of Packaging, although the P&G is also approx same things but the consumers under the present study preferring the HUL and its wide product range.

The buying behaviour of a consumer is always unpredictable but what has to be served is considerable. HUL has long history in India and the environmental factors are better known to HUL rather than P&G, henceforth, it reflects in turnover, consumers' tastes and preferences and even in their offerings. The satisfaction level of consumers are correlated with the buying behaviour if the consumer is in discomfort from the view point of anything that he/she will switch to another but he/she will get appropriate product in appropriate budget than he/she will be happy and even some cases will be delighted. The packaging strategies of HUL and P&G are significantly different from each other. At present, when the environmental considerations are critically analysed, HUL is taking initiatives with innovations, low energy consumption etc. while P&G is still in process.

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