EFFECT OF PACKAGING ON CONSUMER BUYING BEHAVIOUR IN COSMETIC INDUSTRY (A STUDY OF SELECTED CONSUMERS IN ANAMBRA STATE)

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ABSTRACT

This paper seeks to bring an overview of the effect of packaging on consumer buying behaviour in the cosmetics industry. The study focused on packaging elements (colour, design wrapper, package material, printed information and innovation), and how they affect consumer buying behaviour. A structured questionnaire was developed to measure the variables used for the study. A survey research design was adopted and the Topman formula was used to determine the sample size of 246. Copies of questionnaires were distributed to the respondents and 240 were retrieved. Pearson correlation and linear regression were used to test the hypotheses, the findings revealed that colour, package material, design wrapper, printed, information and innovation have a significant effect on customer buying behaviour. Based on the results, the study recommended among others that manufacturers of cosmetics should give attention to good packaging elements; the container should be of good value to avoid product damage.

Keywords: Buying behaviour, packaging, and promotion.

1.0 INTRODUCTION

In the last decade, the evolution of packaging and consumer appraisal cannot be overemphasized as the packaging remains an integral part of modern business and is one of the most important factors influencing customers' minds at the time of purchase. It has become an important component of the marketing system of products either at a domestic or foreign level which has a very active role in increasing sales, and inventory turnover in the company's warehouse and is also responsible for maximizing the revenue of producers. Manufacturers active in this field have long had a special look at this concept in order to increase their competitiveness in national and international markets and step in the course of increasing their market share with the aid of factors such as graphic design and the use of quality raw material (Bone & Corey, 2000). According to Rundh (2005) packaging attracts consumers' attention to a particular brand, enhances its image, and influences consumers' perceptions about product. Also package imparts unique value to products (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004), and works as a tool for differentiation i.e. it helps consumers to choose the product from wide range of similar products, stimulates

customers buying behaviour (Wells, Farley & Armstrong, 2007). This package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumers' purchase decisions.

Walter, Nadine and Chu (2013) opined that a consumer brand experience impacts on customer satisfaction and brand loyalty. Nancarrow, Wright, Len and Broca (1998), stated in their research that manufacturers must understand the responses of consumer packages of the company. According to Silayoi and Speece (2007), packaging has the following elements which should be kept in mind, shape, colour, symbol, graphics patterns, pictures, and size. Market research helps companies to create the right packaging for a product, as well as the packaging elements that might be of importance to consumers. According to Alvarez and Casielles (2005), organizations' intentions are to develop brands in order to attract and retain existing consumers. Consumers respond to packaging based on previous information, learned reactions and individual preferences (Aaker, 2010). So, packaging elements, shapes, colours, sizes and labels might influence consumers to respond positively.

Generally, price, quality, and durability are a few of the traditional values that consumers look for in the products they buy. Nevertheless, consumers are influenced by other factors in the package elements such as package colour, design wrapper, packing material and printed product information. Companies in order to create the right packaging for their products, must understand the consumer buying process and understanding the role and the impact of packaging as a variable that can influence the purchase decision. Despite the growing interest in packaging, there are few studies in Nigeria that lay emphasis on cosmetics, warranting more research in this area to enrich knowledge on packaging elements and their effect on consumer buying behaviour. Therefore, the main objective of this study is to determine the effect of packaging on consumer buying behaviour. Other specific objectives include:

1. Determine the effect of package colour on consumer buying behaviour.
2. Ascertain the effect of design wrapper on consumer buying behaviour.
3. Evaluate the effect of package material on consumer buying behaviour.
4. Find out the effect of printed information on consumer buying behaviour.
5. Assess the effect of innovation on consumer buying behaviour

In order to achieve the stated objectives, the following research questions were addressed.

1. To what extent does package colour affect consumer buying behaviour?
2. How does package material affect consumer buying behaviour?
3. To what extent does the design of wrappers affect consumer buying behaviour?
4. To what extent has printed information affect consumer buying behaviour?
5. How has innovation influenced consumer buying behaviour?

The set of null hypotheses for this study includes the following:

H1: package colour of cosmetic products has no significant effect on consumer buying behaviour.

H2: The design of wrappers has no significant effect on consumer buying behaviour.

H3: Printed information has no significant effect on consumer buying behaviour.

H4: There is no significant effect of package material on consumer buying behaviour.

H5: There is no significant effect of innovation on consumer buying behaviour

This study is focused on the effect of packaging on consumer buying behaviour in the cosmetic industry in, the three senatorial districts in Anambra State; Anambra Central, Anambra north and Anambra South. Selected cosmetic shops were being used so as to generate facts from the customers that patronize the cosmetic shops. The study is organized as follows, section two focuses on the literature review. The third section describes the methodology used. The result is then shown in section four, while section five provides a summary of the conclusion.

2.0 REVIEW OF LITERATURE

The advancements in technology and innovations have paved the way for sophisticated modern packaging items with alluring features. Thus Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company. According to Louw (2006), packaging serves as an ultimate selling proposition stimulating impulsive buying behavior, increasing market share and reducing promotional costs. Packaging is conceptually viewed as a composite of elements thus that cannot be taken lightly since there are so many components that constitute packaging (Wells, Parley & Armstrong, 2007; Kuvykaite, Dovalien, & Navickiene, 2009). Some extant authors on packaging research have considered the following elements namely; graphics, shape, size, printed information and innovation as components of a package. Underwood, Noreen, and Raymond (2011) assert that for an individual to ascertain the effect of packaging on consumer behaviour there is a need to study the role played by each element and observe how it affects consumer choices.

2.1 Cosmetic Products and Cosmetics Packaging

The products of primary concern to this current study are 'Cosmetic Products. Cosmetics (also known as Make-up) refer simply to substances or products used to enhance or alter the appearance or fragrance of the body (Schneider, 2005). Many cosmetics are designed for use of applying to the face and hair (Millikan, 2001). They are generally mixtures of chemical compounds; some being derived from natural sources (such as coconut oil), and some being synthetics (William, Berger & Dirk, 2011). Common cosmetics types include lipstick, mascara, eye shadow, foundation, rouge, skin cleansers and skin lotions, shampoo, hairstyling products (gel, hair spray, etc.), perfume and cologne (Schneider, 2005).

In actual fact, cosmetics are intended to be applied externally. According to Beck and Wilkinson (2010), most cosmetics are distinguished by the area of the body intended for application. They include but are not limited to the following body parts:

i. To the face: such as skin-care creams, lipsticks, eye and facial makeup, and coloured contact lenses;

ii.   To the body: such as deodorants, lotions, powders, perfumes, baby products, bath oils, bubble baths, bath salts, and body butter;

iii. To the hands/nails: such as fingernail and toe nail polish, and hand sanitiser; and finally

iv. To the hair: permanent chemicals, hair colours, hair sprays, and gels.

There are several hundreds of brand brands of these cosmetics in Nigerian markets both from local and international producers but their packaging remain quite crucial, since it is the first thing that the public sees before making the final decision to buy (Kamath & Jeffrey, 2014).

2.2 Consumer Buying Behaviour

Understanding how consumers behave generally is one fantastic management activity that predates all modern marketing practices (Engel, 1995; Steiner, 2005; Bay, 2003). According to Peter F. Drucker, consumers determine what a business is, what it produces and whether it will prosper or not of products, services and ideas that they expect will satisfy their needs (Arnold et al., 1991). From the academic point of view, the study of consumer behaviour refers to the study of how individual consumers make decisions regarding how to spend their available resources (money, time, and effort) on consumption-related items (Kihlstrom, 2007).

For the purpose of this current study, therefore, the personal (internal influences) and external factors including consumer resources as they form part of the actual consumer behavior would be considered as measures or indicators of consumer buying behaviors.

Fig 1: Conceptual Framework
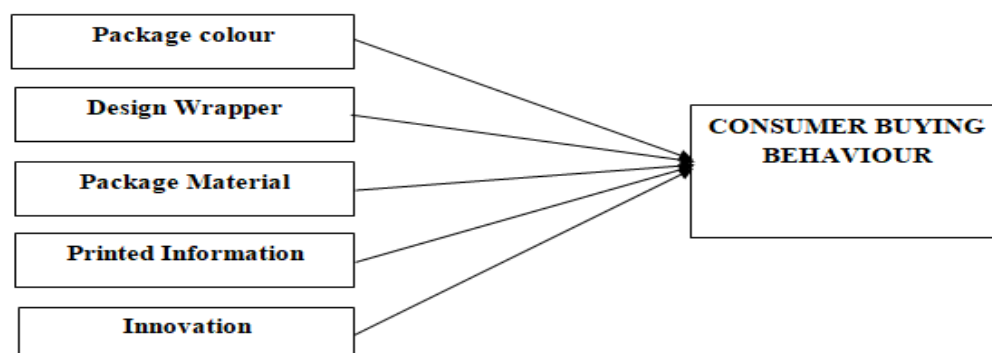
Source: Researcher's Elaboration (2019)

Kalam and Akterujjaman (2013) in a study titled packaging factors determining consumer buying decision. A survey research design methodology was adopted in the study. Seven key factors were considered as independent variables and consumer buying decisions as the dependent variables for the study. Findings revealed that these factors have a massive correlation to the consumer purchase decision. The color of packaging and font style of packaging has a perfect positive correlation to the consumer buying decision. Nice background of packaging, handling, and transport facility of packaging and available information on the packaging has a high degree of positive correlation with the consumer

buying decision. The attractiveness of packaging and printed information on the packaging had low degrees of positive correlation with the consumer buying decision.

Ghosh (2016) also did a related study on packaging effects titled impact of packaging on consumers' buying behaviour. A case study of Mother Dairy Kolkata. A survey research design was also used for this study. Findings showed that there is a significant association between packaging color, background image, wrapper design, and innovation in packaging and a higher positive correlation among these elements of packaging with consumers' buying behaviour, whereas no significant association was observed between consumers' buying behaviour and quality of materials used in packaging, information printed on the packaging, etc. and very weak or no correlation among them. The study concluded that packaging could be treated as one of the valuable marketing weapons with respect to making proper communication between an organization and its consumers. The study also makes it clear that the overall perception of the consumers about the different elements of packaging of Mother Dairy's products is satisfactory.

Another existing similar study on the packaging effect is Zekiri and Hasani (2015) titled the role and impact of the packaging effect on consumer buying behaviour using a survey research design methodology. The objective of the study was actually to determine the elements that play an important role in consumers' buying behavior. Findings showed that Packaging color; Label; Quality of Packaging Material; Package Design; Printed Information; Language used on the package; Brand Image of the Package; and Innovation & Practicality have a significant impact on consumer buying behaviour.

Several other existing studies on packaging effects include Silayoi and Speece (2007) which acknowledged that packaging performs multidimensional functions; offers knowledge about the product and organization, as well as a technique to communicate with consumers and safeguard to the quality of the product. In Kuvykaite et al.'s (2009) study, Findings revealed that the self-service attribute of packaging has a significant and ultimate effect on consumer choice thus, increasing impulse buying behavior. The label also communicates very significantly with the customer.

In Lodhi et al. (2013), findings revealed that brand image, brand attachment, and environmental effects had a significant impact on consumer purchase decisions. Results elaborate that brand image doesn't have a positive relationship with a purchase decision, brand attachment has a moderate positive relation with purchase decision and environmental effects but don't have a positive relation with the purchase decision.

Kuvykaite, Dovaliene, and Navickiene (2009) conducted a study on the impact of packaging elements on consumer purchase decisions. A structured questionnaire was used to collect data from a sample size of 325. The study revealed that package material is the most appealing visual element for purchasing milk.

Mazhar, Daud, Bhuttu, and Mubin (2016) conducted a study titled "impact of product packaging on consumers' buying behaviour: Evidence from Karachi". The study made use of 300 respondents. According to the findings of the study, packaging color, packaging material, design of wrapper and innovation are more important factors when consumers are making any buying decision.

Godwell and Mike (2017), conducted a study on the impact of packaging designs on consumer buying behaviour of FMCG. The study made use of a stratified sampling technique to generate a sample of 47 respondents from the retail sector. The findings revealed that the element with the most influential factor in purchasing habits of FCMG is printed information.

Similarly, Clifford, Oputa, and Obumneke (2017) conducted a study on the impact of packaging on consumer buying behaviour in Nasarawa State. The ordinary least square (OLS) regression method was used in the study, the findings revealed that labeling has a significant relationship with consumer buying behaviour.

Javed and Javed (2015) conducted a study on the impact of product packaging color on customers' buying preferences under time pressure. The study revealed that buying preference of a customer is relatively dependent on the color scheme.

3.0 MATERIALS AND METHODS

3.1 Research Design

The research design adopted for this study is a survey design. Survey design involves asking questions, collecting and analyzing original data meant for describing a large population with individuals as units of analysis.

3.2 Area of Study

The study was conducted in the three senatorial districts in Anambra State; Anambra Central, Anambra North, and Anambra South, selected cosmetic shops were randomly selected in the three senatorial districts for the study.

3.3 The population of the Study

The population of the study comprises customers of some selected cosmetic shops in the three senatorial districts. Though the population is infinite, cosmetics shops were selected for this study.

3.4 Sample Size Determination and Sampling Technique

The Population of the study is infinite; the study, therefore, employed the Topman formula in determining the sample size. It is given:

$$n = \frac{Z^2 . p . q}{e^2}$$

Where: n = required sample size, Z = the value of Z – score associated with the degree of confidence selected, p = probability of positive response, q = probability of negative response, e = the tolerable error margin.

Z = 1.96 (this value can be found using the Z-score table)

P = 0.8

Q = (1 – p) = 0.2

e = 0.05

$$n = \frac{1.96^2 . 0.8 \ (0.2)}{0.05^2}$$

n = 246

A stratified random sampling technique was adopted for this study. This method involves a process of dividing the target population into mutually exclusive homogenous groups known as strata.

3.5 Research Instrument

A structured questionnaire was constructed on a five-point Likert scale that ranged from strongly agree to strongly disagree. The first section contained the introductory part while section two contains questions on the profile of the respondents. The last part which is the third contains close-ended questions that seek to find answers to the major objectives of the study.

3.6 Validity and Reliability of Research Instrument

To ensure the validity of the instrument, expert views were consulted in order to establish content validity. Drafted copies of the questionnaire were given to other research experts to go through and make comments which were used in drafting the final questionnaire. For reliability of the research instrument, Cronbach alpha was used for internal consistency with 0.70 as the accepted value. Internal consistency of the responses received from the respondents on the questionnaire items was tested using the alpha Cronbach's reliability test. The essence is to ensure the statistical reliability of the respondent's feedback based on the five-point Likert scale structured questions.

3.7 Sources of Data Collection

Data were collected through primary and secondary sources. The questionnaire that was administered to respondents served as the primary source. Extant literature, journals, and research findings constituted the secondary source.

3.8 Techniques of Data Analysis

The data collected were analyzed using descriptive and inferential statistics. Descriptive statistics employed is to analyze the respondent's profile and correlation and linear regression through SPSS was used to determine the effect of the independent variable on the dependent variable. The general equation of linear regression is:

Y= a +bx

Where:

Y = dependent variable (Consumer buying behaviour)

a= constant

β= coefficient

x=independent variable (x1, x2, x3, x4, x5). The predictors or independent variables (i.e. package colour, design wrapper, package material, printed information and innovation) that influence the dependent variable i.e. consumer buying behaviour. Using linear regression, the test will be significant when the p-value is less than 0.05. The descriptive analysis was used to analyze the background variables of the respondents and their responses to the research questions which showed the frequency and percentage.

4.0 DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Pearson Correlation

The correlation between consumer buying behaviour, package colour, design wrapper, package material, printed information and innovation are presented in Table 1. The result reveals that there is a positive correlation relationship between consumer buying behaviour, package colour, design wrapper, package material, printed information and innovation. This is statistically significant at a 1% level of significance, an indication that packaging has a positive and significant correlation with the buying behaviour of the consumers.

Table 1: Correlations between Consumer buying Behaviour, Package Colour, Design Wrapper, Package Material, Printed Information and Innovation						
		Consumer buying Behaviour	Package Colour	Design Wrapper	Package Material	Printed Information	Innovation
Consumer buying Behaviour	Pearson Correlation	1	.996**	.998**	.986**	.994**	.996**
	Sig. (2-tailed)		.000	.000	.002	.001	.000
	N	5	5	5	5	5	5
Package Colour	Pearson Correlation	.996**	1	.993**	.980**	.987**	.996**
	Sig. (2-tailed)	.000		.001	.003	.002	.000
	N	5	5	5	5	5	5
Design Wrapper	Pearson Correlation	.998**	.993**	1	.995**	.999**	.989**
	Sig. (2-tailed)	.000	.001		.000	.000	.001
	N	5	5	5	5	5	5
Package Material	Pearson Correlation	.986**	.980**	.995**	1	.998**	.969**
	Sig. (2-tailed)	.002	.003	.000		.000	.007

	N	5	5	5	5	5	5
Printed Information	Pearson Correlation	.994**	.987**	.999**	.998**	1	.981**
	Sig. (2-tailed)	.001	.002	.000	.000		.003
	N	5	5	5	5	5	5
Innovation	Pearson Correlation	.996**	.996**	.989**	.969**	.981**	1
	Sig. (2-tailed)	.000	.000	.001	.007	.003	
	N	5	5	5	5	5	5
**. Correlation is significant at the 0.01 level (2-tailed).*							

Source: SPSS 22.0 Data Output

4.2 OLS Regression

4.2.1 Package Colour and Consumer Buying Behaviour

Adjusted R squared is the coefficient which tells us the changes in the dependent variable due to fluctuation in the independent variable. As shown in Table 2, the value of adjusted R squared of 0.993 indicates a variation of 99.1% in consumer buying behaviour owing to package colour. R is the correlation coefficient which shows the relationship between the variables; there was a strong positive relationship between consumer buying behaviour and package colour (0.996).

Table 2: Model Summary for Consumer buying Behaviour and Package Colour				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.996ᵃ	.993	.990	6.24846
Source: SPSS 22.0 Data Output				

From the ANOVA statistics, the processed data, which is the population parameters, is significant at a 5% level of significance which shows that the data is ideal for making a conclusion on the population parameters as the value of significance (p-value) is less than 5%.

Table 3: ANOVA for Consumer buying Behaviour and Package Colour						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regressi	15514.495	1	15514.495	397.367	.000ᵇ

	on					
	Residual	117.130	3	39.043		
	Total	15631.625	4			

Source: SPSS 22.0 Data Output

The ANOVA table reveals that if the package colour is constant, consumer buying behaviour would be down by -0.074. There is a positive and significant relationship between consumer buying behaviour and package colour. A package colour coefficient of 1.019 suggests that a unit increase in package colour would result in a 100.054% increase in consumer buying behaviour.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.074	3.691		-.020	.985
	Package Colour	1.019	.051	.996	19.934	.000

Table 4: Coefficients for Consumer buying Behaviour and Package Colour

Source: SPSS 22.0 Data Output

4.3 Design Wrapper and Consumer Buying Behaviour

From the regression outcome in Table 5, the value of adjusted R squared is 0.995. This means that there would be a fluctuation of 99.5% in consumer buying behaviour if cosmetic products have good design wrappers. There is a strong positive relationship between consumer buying behaviour and design wrapper, as shown by 0.998.

Table 5: Model Summary for Consumer buying Behaviour and Design Wrapper

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.998[a]	.996	.995	4.60024

Source: SPSS 22.0 Data Output

The data in Table 5 is significant (5% level of significance), which shows that the data is ideal for making a conclusion on the population parameters as the value of significance (p-value) is less than 5%. Furthermore, the F-statistic of 735.659 is statistically significant (1% level of significance).

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Table 6: ANOVA for Consumer buying Behaviour and Design Wrapper						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	15568.138	1	15568.138	735.659	.000[b]
	Residual	63.487	3	21.162		
	Total	15631.625	4			

Source: SPSS 22.0 Data Output

The coefficient table in 7 shows that there is a positive and significant relationship between consumer buying behaviour and design wrapper. The coefficient of the constant implies that consumer buying behaviour would up by 168.7% if the design wrapper is kept constant. The design wrapper coefficient of 0.871 reveals that a percentage increase in the design wrapper would result in an 87.1% increase in consumer buying behaviour.

Table 7: Coefficients for Consumer buying Behaviour and Design Wrapper						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	1.687	2.674		.631	.573
	Design Wrapper	.871	.032	.998	27.123	.000
Source: SPSS 22.0 Data Output						

4.4 Package Material and Consumer Buying Behaviour

As it can be seen in Table 8 the value of adjusted R squared is 0.963, an indication that there would a variation of 96.3% in consumer buying behaviour if package material is kept constant. R, the correlation coefficient, shows there is a strong positive relationship between consumer buying behaviour and package material as reflected by 0.986.

Table 8: Model Summary for Consumer buying Behaviour and Package Material				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.986[a]	.973	.963	11.94341
Source: SPSS 22.0 Data Output				

From the ANOVA statistics, the processed data, which is the population parameters is significant at 5% level of significance which shows that the data is good for making a conclusion on the population parameters as the value of significance (p-value) is less than 5%.

Table 9: ANOVA for Consumer buying Behaviour and Package Material					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	15203.690	1	15203.690	106.584	.002[b]
Residual	427.935	3	142.645		
Total	15631.625	4			

Source: SPSS 22.0 Data Output

The table reveals that holding package material constant, consumer buying behaviour would be -1.887. There is a positive and significant relationship between consumer buying behaviour and package material. A package material coefficient of 0.089 suggests that a unit increase in package material would result in 8.9% factor increase in consumer buying behaviour.

Table 10: Coefficients for Consumer buying Behaviour and Package Material					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.836	6.843		.561	.614
Package Material	.920	.089	.986	10.324	.002
Source: SPSS 22.0 Data Output					

4.5 Printed Information and Consumer Buying Behaviour

From the regression outcome in Table 11, the value of adjusted R squared is 0.984. This means that there would be a fluctuation of 98.4% in consumer buying behaviour attributed to printed information on cosmetic product. The correlation coefficient expressed as R (0.994) shows there is a strong positive relationship between consumer buying behaviour and package material.

Table 11: Model Summary for Consumer buying Behaviour and Printed Information				
Model	R	R	Adjusted R	Std. Error of the

		Square	Square	Estimate
1	.994ᵃ	.988	.984	8.00495
			Source: SPSS 22.0 Data Output	

The processed data in the table 12 is significant at 5% level of significance which shows that the data is ideal for making a conclusion on the population parameters as the value of significance (p-value) is less than 5%. Furthermore, the F-statistic of 240.942 is statistically significant (1% level of significance).

Table 12: ANOVA for Consumer buying Behaviour and Printed Information					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1 Regression	15439.387	1	15439.387	240.942	.001ᵇ
Residual	192.238	3	64.079		
Total	15631.625	4			

Source: SPSS 22.0 Data Output

Table 13 shows that there is a positive and significant relationship between consumer buying behaviour and printed information. The coefficient of the constant implies that consumer buying behaviour would be 2.156 if printed information is held constant. The printed information coefficient of 0.955 reveals that a percentage increase in printed information on cosmetics products would result in a 95.5% rise in consumer buying behaviour.

Table 13: Coefficients for Consumer buying Behaviour and Printed Information					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	Std. Error	Beta		
1 (Constant)	2.156	4.641		.464	.674
Package Material	.955	.062	.994	15.522	.001
		Source: SPSS 22.0 Data Output			

4.6 Innovation and Consumer Buying Behaviour

Adjusted R squared is the coefficient which tells us the changes in the dependent variable due to fluctuation in the independent variable. As shown in the table, the value of adjusted R squared of 0.990 indicates a variation of 99% in consumer buying behaviour owing to innovation. R is the correlation coefficient which shows the relationship between the

variables; there was a strong positive relationship between consumer buying behaviour and innovation (0.996).

Table 14: Model Summary for Consumer buying Behaviour and Innovation				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.996[a]	.992	.990	6.30289
Source: SPSS 22.0 Data Output				

From the ANOVA statistics, the processed data, which is the population parameters is significant at 5% level of significance which shows that the data is ideal for making a conclusion on the population parameters as the value of significance (p-value) is less than 5%.

Table 15: ANOVA for Consumer buying Behaviour and Innovation						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15512.446	1	15512.446	390.481	.000[b]
	Residual	119.179	3	39.726		
	Total	15631.625	4			

Source: SPSS 22.0 Data Output

The table 16 reveals that if the innovation is constant, consumer buying behaviour would be down by -1.449. There is a positive and significant relationship between consumer buying behaviour and innovation. Innovation coefficient of 1.030 suggests that a unit increase in innovation would result in 103% increase in consumer buying behaviour.

Table 16: Coefficients for Consumer buying Behaviour and Innovation						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.449	3.769		-.384	.726
	Package Colour	1.030	.052	.996	19.761	.000
Source: SPSS 22.0 Data Output						

4.7 Test of Hypotheses

Decision Criteria: If the p-value of packaging reflected by package colour, design wrapper, package material, printed information and innovation is less than 0.05 (5% level of significance), the null hypothesis is rejected and the alternate hypothesis accepted. On the other hand, if the p-value is greater than 0.05 (5% level of significance), the null hypothesis is accepted and the alternate hypothesis rejected.

Table 17: Test of Hypotheses

Hypotheses	Variable	Coefficient	T-statistic	P-value	Decision
Hypothesis 1	Package colour	1.019	19.934	0.0000	Reject H_0
Hypothesis 2	Design wrapper	0.871	27.123	0.0000	Reject H_0
Hypothesis 3	Package material	0.920	10.324	0.0000	Reject H_0
Hypothesis 4	Printed information	0.955	15.522	0.0000	Reject H_0
Hypothesis 5	Innovation	1.030	19.761	0.0000	Reject H_0

Source: OLS Regression Output in Table 17, 20, 23, 26 and 29

5.0 DISCUSSION OF FINDINGS

Package colour has significant effect on consumer buying behaviour as displayed in Table 4. This is indication consumers would easily be motivated to buying a particular based on the attractiveness of the product colour. The packaging colour helps consumers differentiate their favourite brands, and for companies it helps to catch consumers' attention and interest. Colour as well as other packaging elements makes the marketing offer more eye-catching and attractive, as well as differentiating it from other products. Appropriate and vivid picture or packaging colour makes consumers feel happy, ease and motivated to purchase a particular product. This is tandem with the result of Ufondu (2010), Ahmed, Parmar and Amin (2014) and Zekiri and Hasani (2015).Design wrapper positively relates with consumer buying behaviour and significantly affects it also as shown in Table 7. This reveals that consumers like packaging graphics to the extent that good graphics of packaging do create positive feelings about the packaged cosmetic product. Design wrapper has an impact on consumer purchasing decision because ladies like good graphics in packaging which attract them so they have to buy due to their likeness. Design wrapper not only gets consumer attention, but it also decorates the shelf. This findings supports the works of Adam and Ali (2014), Bhangu (2011), Borishade, Ogunnaike, Disiru and Onochie (2015), Sail, Gulzar, Raiz and Nawaz (2011) and Kuvykaite, Dovaliene and Navickiene (2009).

Printed information has positive relationship with consumer buying behaviour as shown in Table 13. This implies that information on packaging represents an important component and it can support marketing communication strategies of companies, establishes brand image and identity. Printed information contains all the information related to the product quality, price,

and description which help customers identify the product and facilitates the decision process during purchasing. This agrees with Jafari, Nia, Salehi and Zahmatkesh (2013), Kwakkelstein (2010), Stechova (2017) and Adedapo (2013) on how printed information propel consumer to purchase a particular product. The revelation in Table 16 is that innovation affect consumer buying behaviour. This result provides evidence that bringing innovation in the packaging design also increase the value of the product in the consumer mind. In addition, both practicality and innovative packaging are important during the buying process since it gives value to the product. An innovatively designed wrapper or container can have a large impact on whether or not a product is noticed on store shelves. Innovative packaging features such environmentally friendly packaging, portion controlled packaging, tamper-proofing, child-proofing, easy-carry, or packaging that is not easily breakable may encourage or discourage a consumer from buying a cosmetic product. This findings is in accordance with Silayoi and Speece (2005), Lily (2015) and Karimi, Mahdieh and Rahmani (2013).

The positive relationship between package colour, design wrapper, package material, printed information, innovation and consumer buying behaviour as well as the ability of package colour, design wrapper, package material, printed information and innovation to affect consumer buying behaviour is an indication that packaging of cosmetic product is an important factor that influences consumers to buy such product. The a priori expectation was anchored on the assumption that consumers' behaviour are affected by packaging. Table 4.8 shows that elements of packaging surrogated by package colour, design wrapper, package material, printed information and innovation have positive relationship with consumers' behaviour which is in line with theoretical postulation.

6.0 CONCLUSION AND RECOMMENDATIONS

Packaging could be treated as one of the most valuable tool in marketing communications, all the elements of packaging contribute significantly to catch the attention of consumers and a good combination of these elements enhance the beauty of the product to be attractive in the eyes of the consumer. The study has established that package colour, design wrapper, package material, printed information and innovation are important variables influencing consumer purchasing behaviour towards cosmetics.

In line with the findings of this study, recommendations were made as follows:

1. Manufacturers should give attention to good packaging elements because poor packaging can result to product failure in the market. The container should be of good value to avoid product damages
2. Manufacturers of cosmetics should commission research aimed at understanding the right combinations of the elements of packaging so as to enhance the beauty of the cosmetic product.
3. It is also recommended that manufacturers should not relent in their packaging design efforts as these also stimulate consumers' interest.
4. Attention should also be given to good labelling as consumers want to know the content of the product. The font size of labelling should be taken into consideration for consumers to read without stress.

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APPENDIX

Questionnaire

Please tick ( ) the appropriate choice below

1.   Gender: Male ( )   Female ( )

2.   Marital Status: Single ( ) Married ( )   Separated ( )

3.   Age: <20 ( )21 – 30 ( )   31 – 40( )   41 -50>( )

4.   Educational Qualification: SSCE ( )   Diploma ( )   Degree ( ) Postgraduate ( )

5.   Occupational Level: Students ( ) Self Employed ( ) Private Sector ( )

Public Service ( )

To what extent does package colour affect consumer buying?

S/N	Statements	5	4	3	2	1
1	When I buy a cosmetic product, the body colour is what first catches my sight					
2	The attractive colour combination of fonts influences my purchase decision					
3	The colour Combination on the Packaging Draws Customer's Attention					
4	The colour of certain cosmetics packages denotes high quality					

How does package material affect consumer purchase decisions?

S/N	Statements	5	4	3	2	1
1	The form of the package influences me to adhere to a particular form of cosmetic product					
2	I prefer to buy a brand that is sold with different options of containers such as mini pack or family size					
3	The appearance and aesthetic value of the product plays an					

S/N		5	4	3	2	1
	important role in consistent purchases					
4	Cosmetics with attractive designs are of high value					

To what extent does the design of wrappers affect consumer behaviour?

S/N	Statements	5	4	3	2	1
1	The products packaged in a unique manner that could aid storage and preservation influences my purchases					
2	The package material evokes a sign of product quality					
3	Nontoxic package materials that are easily disposable are consistent with my environmental values					
4	The materials used in packaging cosmetics differentiates original from inferior products					

To what extent has printed information affect consumer behaviour?

S/N	Statements	5	4	3	2	1
1	I am influenced to buy a brand with sufficient information on product features					
2	The label is a useful source of relating product information to consumers					
3	Well packaged cosmetic with the right message makes the product easy to sell.					
4	The font size and design of a package is a huge attraction for me					

What is the effect of innovation on consumer buying behaviour?

S/N	Statements	5	4	3	2	1
1	Innovative package can change your decision while purchasing					
2	Innovative cosmetic package attracts and lead to purchasing					
3	Innovative package gives the cosmetics product high value					

| 4 | Innovation is important in Packaging. | | | | | |

Consumer Buying Behaviour

S/N	Statements	5	4	3	2	1
1	The package is the first thing that attracts me to a brand of cosmetic					
2	I can change my purchase of a product as the package changes					
3	Packaging can sometimes be misleading to the buyer					
4	Cosmetics packaged in an environmentally friendly manner is always ideal in my purchase decisions					