



Impact Of Packaging Design On Consumer Buying Behaviour: A Study On Beauty And Wellness Products

Sanchit Gupta ¹, Harsh Mehta ², Niketa Chakrabarti ³

Design Student ¹, Assistant Professor ², Associate Professor ³

Pearl Academy, Rajouri Garden, Delhi

Abstract - This research paper studies the impact of packaging design on consumer purchasing behaviour, specifically focusing on beauty and wellness products. This study dives into how the packaging of beauty and wellness product items influences what consumers like you choose to buy and investigate how various aspects of packaging—such as consistency in branding, customisation, and sensory engagement affects consumer purchasing decisions. This study is based on both primary and secondary data and a questionnaire tool is used to achieve the research objectives. The study shows that innovative packaging has the most influential effect on consumer buying behaviour compared to the other packaging elements. This study provides valuable insights for brands to enhance their packaging strategies who are in this industry and helps them to understand how to make their products stand out on the shelves.

Keywords – Packaging Design, Consumer Behaviour, Customised Packaging, Branding, Beauty and Wellness Products

1. INTRODUCTION

In today's competitive marketing world, Packaging is a crucial element of marketing. It is the first thing that a consumer sees when they are looking for a product. Packaging is responsible for creating a first impression of the product and plays a significant role in a purchase decision. It is, therefore, essential to create packaging that stands out and is visually appealing. The packaging design must communicate the brand's identity, values, and purpose to the consumer. It is also worth noting that packaging can have a significant impact on a product's perceived value.

In the beauty and wellness industry, product distinctiveness is crucial, and packaging design serves as the first interaction point of engagement between the consumer and the product. It serves as a visual representation of the brand's identity, conveying values of excellence, reliability, quality, trustworthiness, and authenticity. Additionally, packaging design goes beyond mere aesthetics, including aspects like branding consistency, customization, and sensory engagement, all of which play important roles in shaping consumer preferences.

When it comes to consumer goods, product packaging has a significant influence on decisions about what to buy. This effect is particularly noticeable in the beauty and wellness sectors, where the allure of a product often begins with its packaging design. Researchers and marketers alike are paying more and more attention to how packaging aesthetics and customer behaviour interact. Understanding how packaging design affects consumer decisions in this industry is not merely a theoretical endeavor but also a practical necessity for companies hoping to prosper in a competitive marketplace. The purpose of this study is to examine the complex link that exists between customer purchasing behaviour and packaging design in the context of beauty and wellness products. This research used both primary and secondary data, including a consumer survey questionnaire, to find the extent to which packaging influences purchasing choices.

Aim

This research aims to investigate how various aspects of packaging—such as consistency in branding, customisation, and sensory engagement—affect consumers' purchasing decisions. By investigating these aspects, this research aims to provide valuable insights for businesses to enhance their packaging strategies and effectively resonate with their target audience.

Objectives

The first objective of this research encompasses analysing the impact of packaging design on consumer purchasing behaviour in beauty and wellness industry.

The second objective is by utilizing both primary and secondary data, and employing a questionnaire tool, examining the influence of consistency in branding elements on consumer perception and brand loyalty, how customized packaging design creates a emotional connection, exploring how packaging design elements engage the senses to affect consumer perceptions and purchase intentions.

The third objective is to provide valuable insights for businesses to enhance their packaging strategies and effectively resonate with their target audience.

2. LITERATURE REVIEW

The packaging of beauty and wellness products plays a important role in influencing consumer buying behaviour. This review investigates how consumer preferences in this industry are influenced by packaging design. It looks into how personalized or customized packaging, branding elements that are consistent and sensory engagement through color, texture, scent, and visual imagery affect consumers' decisions to buy. By examining the existing research, this study aims to provide insights into the complex relationship between packaging design and consumer behaviour in the beauty and wellness product market.

Product Packaging Impact on Consumer Buying Behaviour

In competitive markets with a wide array of options and things move very fast, brands have to try really hard to make people notice their products or to capture consumers' attention. They must persuade customers that their product is the best one out there. Although often overlooked, packaging plays a crucial role in this process. It serves as the unsung hero, subtly guiding customers' decisions and leaving a lasting impression. The effect of packaging on consumer behaviour is substantial: a 2018 survey revealed that 72% of American shoppers were swayed by the way products were packaged, and 67% considered the materials used. This is because packaging is typically the first thing buyers see while shopping or browsing. If a brand's packaging is visually appealing and attractive, consumers are likely to form positive perceptions about the brand. In a crowded industry, recognizing the impact of packaging on consumer psychology is essential for businesses. It goes beyond aesthetics; it's all about evoking emotions, forming connections, and aligning with consumers' thought processes during the purchasing decision. (Dillon, 2024)

Personalized or Customized Packaging

When people get customized packages that are personalized just for them can evoke feelings of happiness, surprise, and excitement in individuals. This emotional connection between the brand and the consumer is stronger by these positive emotions. Research indicates that a significant majority of individuals, approximately 72%, are more likely to make a purchase from a brand that offers personalized packaging. The effectiveness of personalized packaging can also be attributed to the principle of reciprocity. When individuals receive something made just for them, they feel a sense of obligation to remain loyal to the brand. This sense of loyalty can lead to repeat purchase and word-of-mouth recommendations to friends. Furthermore, personalized packaging enables brands to differentiate themselves in a competitive market, providing customers with a unique and memorable experience. (Anon., 2023)

Customized packaging has a significant impact on consumers. By personalizing elements like brand inserts and messages with their names on e-commerce packages, it instils a sense of uniqueness. This special touch enhances the experience of unwrapping the package, creating a lasting impression. Consequently, consumers are more inclined to share their delight on social media platforms. This initiates a ripple effect of posts, expanding the reach of your product beyond your usual followers. Additionally, you can incorporate promotional messages on the packaging, such as "buy one get one free" or discounts, and even give out samples of new products. Customers who come across these enticing offers are more likely to make repeat purchases from you again in the future. (Anon., 2024)

Consistency in branding elements across packaging design

Consistency and recognition go hand in hand, and packaging plays a vital role in this aspect. A well-designed packaging comes to symbolize the brand it belongs to. Customers can quickly associate with the brand when colour schemes, logo placement, and typography are consistent across various products. This instant recognition is particularly valuable in a crowded market, as consumers are more likely to select a product with which they are familiar. (Anon., 2023)

Reinforcing brand identification is custom packaging with the same graphics and colour theme across the product line. It facilitates the consumer's recognition of your brand for further purchases. Additionally, it is also effective in providing a satisfying experience that improves brand credibility and recognition. To make sure that your e-commerce brand is on top of your customer's mind, it is important to incorporate the same colour scheme or graphics. Maintaining consistency in your packaging also make ensures that potential shoppers can instantly remember and identify your brand, which increasing the chances of sales. (Anon., 2024)

Engaging the senses through packaging design

Since packaging is frequently the first point of contact between the consumer and the product, visual aesthetics are crucial in packaging design. Visually appealing packaging has the power to successfully communicate brand values to consumers and capture their attention (Keller, 2003). For instance, (Piqueras-Fiszman, 2014)research discovered that typeface, colour, and shape can evoke specific emotions or feelings and affect consumers' purchase intent. According (Krishna, 2010)study, innovative and creative packaging designs that feature interactive elements or visual illusions might elicit a feeling of novelty and excitement.

Consumer perceptions and buying decisions are greatly influenced by the sensory aspects of packaging design. Packaging that stimulates to the senses can communicate the value, authenticity, and quality of a product and influencing consumers' willingness to buy (Underwood, 2015). In addition, packaging that engages the senses can generate a feeling of excitement and anticipation, prompting impulse purchases and driving sales.

3. RESEARCH GAP

While existing literature recognises the important role that packaging design plays in influencing consumer purchasing behaviour. However, there is a significant research gap regarding the specific influence of various packaging elements —like consistency in branding, customisation or personalized packaging, and sensory engagement—have on consumer purchasing decisions when it comes to beauty and wellness products. There have many previous studies done on packaging design impact on consumer behaviour but there is a lack of comprehensive research that systematically examines the interaction between these specific packaging attributes and consumer preferences in the beauty and wellness industry. Therefore, empirical research is obviously needed to fill this gap and provide useful insights for businesses looking to optimize their packaging strategies in this sector.

4. RESEARCH QUESTIONS

- 1 In what ways does customisation of packaging (e.g., personalized messages, customizable features) enhance consumer engagement and willingness to pay a premium for beauty and wellness products?
2. How does consistency in branding (e.g., logo, font) within packaging design across different product lines within a beauty and wellness brand influence consumer brand recognition and loyalty?
3. How do sensory elements (e.g., textures, colours, visual imagery) impact consumers' emotional responses and purchase intentions in the beauty and wellness industry?

5. HYPOTHESIS

1. Providing personalized or customized packaging leads to a competitive edge by meeting individual preferences, enhancing perceived product value of beauty and wellness products.
2. Consistency in branding elements across packaging design leads to enhance brand recognition and loyalty among consumers in the beauty and wellness market.
3. Packaging design that engage the senses through texture, colour or visual imagery influences consumer decision and brand perception in beauty and wellness market.

6. RESEARCH METHODOLOGY

This research using a mixed-methods approach investigate the impact of packaging design on consumer buying behaviour in the beauty and wellness sector. The study integrates both quantitative and qualitative data to provide a detailed understanding of how various packaging aspects, such as customization, consistency in branding elements, sensory engagement influence purchasing decisions. A structured questionnaire is used to collect primary data from a sample of 35 consumers of beauty and wellness products. The survey is distributed online through various social media platforms to get the responses from the consumers. The research is further supported by detailed assessment of previous studies and market reports, which offer a theoretical framework and contextualize the findings.

7. DATA ANALYSIS

Question 1

How likely are you to explore new beauty or wellness brands solely based on their packaging design?

Table 1: Responses Distribution

Category	Frequency	Percentage
Very Likely	14	40%
Likely	11	31.43%
Neutral	6	17.14%
Unlikely	4	11.43%

The data indicates that majority of respondents explore new beauty or wellness brands solely based on their packaging design. With over 71% (combining "Very likely" and "Likely") of respondents indicated (defined as "Very likely" and "Likely"), brands should consider investing in attractive packaging to attract potential customers. The little proportion of "Unlikely" replies implies that some consumers are less affected by packaging.

Question 2

Do packaging designs that engage multiple senses (such as touch, smell, or sight) influence your decision to purchase beauty and wellness products?

Table 2: Responses Distribution

Category	Frequency	Percentage
Yes, to some extent	19	54.3%
Yes, significantly	14	40%
No, not really	2	5.7%

The data indicates that multisensory packaging designs influence consumer decision to purchase beauty and wellness products. A significant majority (94.3%) of respondents admitted that such designs influence their buying behaviour, with 54.3% affected "to some extent" and 40.0% "significantly". According to these insights, to increase customer appeal and drive sales, beauty and wellness firms should include sensory components in their packaging.

Question 3

How does the consistency of branding elements across different beauty and wellness products from the same brand affect your perception of the brand?

Table 3: Responses Distribution

Category	Frequency	Percentage
Enhances brand loyalty	21	45.65%
More likely to try other products from the same brand	16	34.78%
It confuses me	6	13.04%
Doesn't affect my perception	3	6.52%

The data indicates that majority of respondents (45.65%) had a positive perception of similar branding aspects across different beauty and wellness products from the same brand, and almost half of them says it increases their brand loyalty. Additionally, a significant percentage (34.78%) stated that this consistency encourages them to try other items from the same brand. However, a small percentage (6.52%) find consistent branding confusing, while an even smaller minority report that it doesn't affect their perception. According to these insights, it is important to keep up brand consistency in order to affect consumer loyalty and purchasing patterns in the wellness and cosmetics sector.

Question 4

Would you agree that personalized packaging designs create a stronger emotional connection with the consumer compared to standardized packaging?

Table 4: Responses Distribution

Category	Frequency	Percentage
Agree	15	42.86%
Strongly agree	12	34.29%
Neutral	3	8.57%
Strongly disagree	5	14.29%

The data indicates that majority of respondents agreed that personalized packaging designs create a stronger emotional connection with the consumer compared to standardized packaging. A significant number of respondents strongly agreed that personalized packaging resonates deeply with consumers, get emotional attachment and connection with the brand. Although, there are a few neutral responses. According to these insights, it is proved that customized packaging increases customer engagement and loyalty.

Question 5

Would you be willing to pay a premium for beauty or wellness products (like expensive perfumes or cosmetics) with packaging designs that incorporate personalized elements, such as your name or initials?

Table 5: Responses Distribution

Category	Frequency	Percentage
Yes	18	51.43%
May be	10	28.57%
No	7	20%

The data indicates that majority of respondents (nearly 52%) are willing to pay a premium for beauty or wellness products with personalized packaging designs that incorporate personalized elements, such as your name and initials. Additionally, a significant percentage (28%) indicates that they may be pay premium for personalized packaging. However, there is also a few respondents (approximately 20%) who are not inclined to pay extra for personalized packaging. According to these insights, personalized packaging has appeal for many consumers but might not be appreciated highly enough by everyone to warrant a premium for all.

Question 6

How much do you think packaging design contributes to the overall enjoyment or satisfaction of using beauty or wellness products?

Table 6: Responses Distribution

Category	Frequency	Percentage
Somewhat	17	48.57%
A lot	16	45.71%
Not much	2	5.71%

The data indicates that nearly half of the respondents (about 49%) believes that packaging design contributes to the overall enjoyment or satisfaction of using beauty or wellness products. Additionally, about 46% says that packaging design really enhances their pleasure, enjoyment and satisfaction. A small percentage of respondents about 6% believes that packaging design does not contribute much to their overall enjoyment or satisfaction. According to these insights, packaging design plays a significant role in shaping consumers' experiences with beauty or wellness products and contributes to the overall enjoyment or satisfaction.

Question 7

How likely are you to share your experience of unboxing a beauty or wellness product on social media if you find its packaging design appealing?

Table 7: Responses Distribution

Category	Frequency	Percentage
Very Likely	14	40%
Likely	10	28.57%
Neutral	4	11.43%
Unlikely	7	20%

The data indicates that significant tendency among respondents to share their experiences of unboxing beauty or wellness products on social media when they find the packaging design appealing. About 69% of the respondents expressed that they are either very likely or likely to participate in such behaviour. This demonstrates how packaging aesthetics have a considerable impact on customer behaviour and how visually appealing packaging can encourage to drive social media engagement and brand endorsement. Brands operating in the beauty and wellness sector should recognize the importance of packaging design in shaping consumer perceptions and think about using it as a strategic tool to increase brand awareness and customer interaction on social media.

8. CONCLUSION

This study investigates the impact of beauty and wellness product packaging on consumer buying behaviour. The study identifies several important variables that influence consumer preferences and purchase decisions. Customizable or personalized packaging create a unique and personal connection with consumers, boosting the allure of the product. Consistency in branding elements such as font, colour, and logo are essential for building brand recognition and trust both of which are necessary for promoting repeat business. Additionally, packaging that appeals to the senses by using texture, colour, and visual imagery has a powerful effect on attracting consumer attention and evoking positive emotions. According to the research, which includes both primary data collected through a questionnaire and secondary data from existing literature and market reports. Customized, visually appealing packaging, consistency in branding elements and sensory-engaging packaging is very important in shaping consumer preferences.

9. IMPLICATIONS OF THE RESEARCH

The results of this study have several important implications for companies in the beauty and wellness industry. Brands should deliberately concentrate on these elements to increase the appeal of their products by understanding that innovative, personalized, and sensory-engaging packaging designs have a substantial impact on consumer behaviour. Innovative packaging, which includes distinctive and sustainable designs can differentiate products from competitors and increase their customer appeal. Customized packaging can create a stronger emotional bond with consumers, encouraging repeat purchases and fostering loyalty. Packaging that engages the senses can capture consumer attention more effectively and create an unforgettable experience. Additionally, long-term brand recognition and trust-building also depends on maintaining consistency in branding elements. These insights can help companies modify their packaging strategies to

better cater to the consumer needs and preferences, ultimately leading to increase market performance and get competitive advantage.

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11. APPENDIX

Impact of Packaging Design on Consumer Purchasing Behavior : A study on Beauty and Wellness Products

B *I* U  

Hey!

My name is Sanchit Gupta, and I'm a first-year postgraduate student studying Communication Design and Technology at Pearl Academy in Delhi-NCR. I'm conducting a research survey on "Impact of Packaging Design on Consumer Purchasing Behaviour : A study on Beauty and Wellness Products"

If you've bought beauty or wellness products recently, we want to hear from you. Your participation in this study is incredibly valuable. It should only take about 2-3 minutes of your time.
Your personal information will be handled with the highest level of confidentiality, and you can withdraw from the study at any point without any consequences.

This research is being conducted under the guidance of Professor Niketa Chakrabarti and Professor Harsh Mehta.

Thanks for helping us learn more about how packaging design shapes the beauty and wellness industry! Your thoughts are really important to us.

If you have any questions or concerns, please contact me at sanchitgupta062@gmail.com or contact 74046-65809.

Full Name *

Short answer text

Age *

Short answer text

Occupation *

Short answer text

How likely are you to explore new beauty or wellness brands solely based on their packaging design? *

☐ Very likely

☐ Likely

☐ Neutral

☐ Unlikely



How much do you think packaging design influences your perception of a beauty or wellness product's efficacy (its ability to deliver desired results)? *

- ☐ A lot
- ☐ Somewhat
- ☐ Not much
- ☐ Not at all

Do packaging designs that engage multiple senses (such as touch, smell, or sight) influence your decision to purchase beauty and wellness products? *

- ☐ Yes significantly
- ☐ Yes, to some extent
- ☐ No, not really
- ☐ I'm not sure

How does the consistency of branding elements across different beauty and wellness products from the same brand affect your perception of the brand? *

- ☐ It enhance brand loyalty
- ☐ It doesn't affect my perception
- ☐ It confuses me
- ☐ It makes me more likely to try other products from the same brand



Would you agree that personalized packaging designs create a stronger emotional connection with the consumer compared to standardized packaging? *

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

Would you be willing to pay a premium for beauty or wellness products (like expensive perfumes or cosmetics) with packaging designs that incorporate personalized elements, such as your name or initials? *

- ☐ Yes
- ☐ No
- ☐ Maybe

Do you think that beauty or wellness brands that invest in unique packaging designs tend to offer higher-quality products? *

- ☐ Yes
- ☐ No
- ☐ I'm not sure



How much do you think packaging design contributes to the overall enjoyment or satisfaction *
of using beauty or wellness products?

- ☐ A lot
- ☐ Somewhat
- ☐ Not much
- ☐ Not at all

How likely are you to engage with a beauty or wellness brand's online content or promotions if *
you find their packaging design appealing?

- ☐ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely

How likely are you to share your experience of unboxing a beauty or wellness product on *
social media if you find its packaging design appealing?

- ☐ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely

