Effects of perfume packaging on Basque female consumers purchase decision in Spain

MKTG Research Group 9

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Background of Study

- This research paper examines the impact of perfume packaging on purchase decisions among Basque female consumers in Spain.
- Focusing on visual and verbal packaging elements and their respective roles in influencing buying behavior.
- This study provides valuable insights into the power of perfume packaging in influencing consumer purchase decisions.
- Emphasizing the importance of a strategic approach to packaging design.

Effects of Perfume Packaging on Basque Female Consumers' Purchase Decision in Spain, "is structured to examine the relationship between the elements of packaging design, the benefits of packaging, and their impact on consumer purchase decisions. The framework also incorporates demographic variables as potential moderators.

Conceptual Framework

The study addresses how various aspects of perfume packaging influence female consumer purchase decisions, focusing on the Basque region of Spain. It aims to identify the roles of visual and verbal packaging attributes and the benefits derived from packaging.

Variables

1. Independent variables

Packaging design attributes

- 1. Independent variables
- a) Visual Attributes color, shape, size, graphic and images
- b) Verbal attributes-brand name, product information
- 2. Packaging benefit
 - 1. Functional benefit
 - 2. Emotional benefit
 - 3. Social benefit
 - 4. environmenTAL Benefit

Dependant variables: Consumer purchasing decision

Moderating Variables

- Demographic Variables:
 - o Age
 - Education level
 - Marital status
 - Monthly income

Conceptual Framework



Relationship between variables

→ Independent Variables → Dependent variable

Packaging design (visual and verbal) and packaging benefits influence consumer purchase decisions.

→ Moderating Effects:

Demographic variables (e.g., age, education, marital status, income) may amplify or diminish the impact of packaging attributes and benefits on purchase decisions.



Hypothesis

- .H1: Visual packaging design positively influences female consumers' purchase decisions.
- ² H2: Verbal packaging design positively influences female consumers' purchase decisions.
- 3.H3: Packaging benefits (functional, emotional, social, and environmental) positively influence female consumers' purchase decisions.
- 4H4: Demographic variables moderate the relationship between packaging attributes/benefits and purchase decisions.

Research Method

a. Research Design

- <u>Descriptive Research</u>: Used to observe how perfume packaging elements affect participants' purchase decisions without manipulating variables.
- <u>Correlation Design</u>: used to analyze correlations between perfume packaging features and consumer behavior, without establishing causality.

b. Population & Sample

- Population: Basque Female perfume buyers in Spain.
- **Sample**: 300 Basque female consumers

Research Method

C. Data Collection Method -> Questionnaire (a form of Survey Research; Closed-ended questions)

Rating Scales

"The design of perfume packaging influences my decision to buy the product."

- Strongly agree
- → Agree
- □ Neutral
- Disagree
- ☐ Strongly Disagree

Multiple-Choice Options

Which color do you prefer on perfume packaging?

- □ Red
- □ Blue
- □ Green
- ☐ Yellow
- □ Black

Ranking Questions

Rank the following perfume packaging attributes in order of importance:

- a. Color
- b. Shape
- c. Design

Yes/No

"Does the design of perfume packaging influences your decision to buy the product?"

- → Yes
- → No

Findings

- Impact of Packaging Design
- Visual Packaging Design
- Verbal Packaging Design
- Packaging Benefits
- Functional Benefits
- Emotional Benefits
- Social Benefits
- Environmental Benefits
- Demographic Influences
- Age
- Education
- Marital Status
- Income



Closing Remarks

- Packaging is a crucial marketing tool for differentiating products and influencing consumer choices.
- Managers should prioritize packaging design that aligns with consumer preferences for visual and verbal elements, as well as perceived benefits.
- By understanding the impact of visual and verbal packaging elements, as well as consumer perceptions of packaging benefits, companies can create more effective packaging strategies.
- Further research is needed to investigate specific aspects of packaging, such as color effects, social and environmental benefits, and the impact of local language use.