



# Impact Of Luxury Perfumes Packaging On Consumer Purchasing Behavior

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*Abstract:* Product packaging has historically been one of the key marketing strategies for influencing and communicating with consumers. The first thing people see about a product is its packaging, which communicates the brand's message and explains why it stands out from the competitors. The packaging of luxury products is another level of packaging, which requires a more appealing effect. It is produced with the use of luxury and high-quality resources, unique design, and deep or complex details to create unforgettable feelings and experiences for the customer. Luxury packaging in a specialty product gives the customer a sense of emotion, a sense of feeling and connects the customer emotionally with the brand. Hence, the researchers felt there was a strong case for carrying out the current research to understand the impact of luxury product packaging on consumer behavior. The main objective of the research is to understand the impact of luxury product packaging on consumer purchasing behavior with reference to luxury perfumes. The data was collected through primary sources (questionnaires). This study has adopted the questionnaire from past studies and purposive sampling technique was used to choose the respondents. The current study revealed on the various packaging elements that influence consumer purchasing behavior regarding luxury perfumes among the customers those who are living in Muscat, Oman and determined the most important packaging factors influencing consumer purchasing behavior when it comes to luxury perfumes.

**Key words-** Packaging, Purchasing behavior, Luxury perfume, Packaging factors, Color, Innovation, Shape, Material.

## I. INTRODUCTION

Packaging plays an important role in attracting consumers. It is apparent that the attractiveness of the packaging can have an impact on the consumer and his or her choice of the product. For some consumers packaging may act as a primary influencing factor in purchase decision making. This is because good and attractive packaging of the product maybe be an indication of adding value to the product. This may stimulate the customers' intention to trial a product (Scott, 2008). According to Terblance (2006) most of the time, consumers are drawn to a product's packaging design right away. Due to the stiff competition in the industry, getting customers' attention and providing value to them has become increasingly difficult. This provides a wealth of justifications and hints for businesses' increased attention to creating the best packaging possible that is also functional, appealing, and creative. There are many elements and factors in packaging that affect the customer purchasing behaviors such as packaging color, information in packaging, the material of the packaging, size, and the quality of the packaging. Good and appealing packaging may add value to the product and entice buyers to try it (Scott, 2008). Luxury packaging in specialty goods also motivates and pushes the customer toward purchasing. Nevertheless, what makes luxury packaging different from standard packaging is that it has High-quality materials and advanced packaging features, such as foil details and sleek graphic design.

Numerous studies have highlighted the importance of packaging in the marketing of products. It aids communication with the audience. Furthermore, when looking at luxury perfume packaging the customers pay attention regarding color of the perfume, the material of the perfume glass, and the shape/design of the bottle. According to Smith and Taylor (2004), while constructing an effective packaging, producers and designers must consider six variables: form, size, color, graphics, material, and flavor. It has been noted by researchers that packaging was viewed as part of the product and not separate by the consumer, and they are not able to fully distinguish between the elements of the product and packaging. Ahmed, MohibBillo and Lakhan (2012), concluded that, often the packaging is perceived to be part of the product, it can be difficult for consumer to separate the two aspects such as packaging color, design, and pictures can influence how a product is perceived.

## **2.LITERATURE REVIEW**

### **2.1 Packaging color:**

Color plays an important role in a potential customer's decision-making process. Colors influence consumers' thoughts, feelings, and behaviors in a variety of ways; therefore, marketers should pay close attention to how colors have long been used as a visual aid to enhance cognition and thinking as well as draw customers' attention to their offerings (Labrecque, Patrick, & Milne,2013). According to Blythe (2008) certain packaging colors set different moods and can help to draw attention. Yellow has a cheap, upbeat, and warm color. It functions effectively as the black print backdrop color. Orange has a gregarious color and was primarily utilized in products that contain orange. Red has a vibrant, passionate color. Purple has associated with monarchy and affluence. Blue is a color of authority, cleanliness, and coolness. Green is a symbol for calmness, safety, and nature. Pink or Magenta are feminine colors. Gold and black together can stand for exclusivity and high pricing. Grey is a color of melancholy, change, and compromise.

Ahmed et.al. (2012) examined the most important product packaging aspects, as well as how they affect customer purchasing patterns. The primary data was obtained through a survey questionnaire. They used purposive sampling technique. The research finding established that the most critical aspect of the packaging to consumers was the colour of the packaging followed by the image of packaging.

### **2.2 Packaging shape:**

Consumers may have some connections and emotions that are related to particular shapes of packaging. More 'fancy' designs, therefore, could create feelings of glamour and self-elixir, whereas more 'stream-lined' shapes and forms could give other feelings of sophistication. Importantly, it can be noted that the shapes of packaging that resemble the emotional associations related to the purchase process were more likely to capture consumers' attention.

Alhamdi et al. (2019) investigated the importance of packaging and its role in attracting the consumer's attention. This study also explored the difficulties in packaging faced by the manufacturers. The study used the primary data collected from 600 consumers in Riyadh. The results of the study portray the importance of packaging variables such as color, design, size, and shape on consumer attraction.

### **2.3 Packaging Material**

M. Deliya et al. (2012) examined the effect of packaging on consumer buying behavior. They stated clearly that packaging and its characteristics play a crucial role in consumer buying decisions. The packaging elements considered in the study included packaging colour, background images, material, font type, wrapper design, printed information and innovativeness. The study concluded that while there is a strong perception between good packaging and good product quality, consumers tend to associate well-designed packaging with higher product quality. Thus, the results indicate the growing significance of packaging as a strategic tool for gaining consumers' attention and influencing their perception of product quality.

In their study, Lifu et al. (2012) explored the impact of product packaging on customers' purchase intentions and impulse buying. The respondents were 400 shoppers. The results showed that the level of attractiveness in the packaging of the products had a direct influence on the consumer's ability to make a purchase. This also results in impulse buying. Thus, packaging acts as a form of advertisement and significantly influences consumers buying behavior and impulsive buying.

### **2.4 Innovative packaging:**

The use of innovative packaging has a significant impact on how buyers behave when buying high-end perfumes. The innovative packaging can be interactive packaging in which the packaging design employs augmented reality (AR) technology, for example, consumers might scan the package with their mobile devices to access virtual experiences, including watching the perfume being produced or immersing themselves in the aroma notes. Personalization in innovative packaging provide clients with the choice of writing their initials or a special message on the bottle or box, or they can alter the design. This gives the product an air of uniqueness and gives the buyer a sense of increased distinctiveness. Sustainable packaging provides green

packaging options that complement the principles of wealthy consumers. When possible, use recycled materials, reduce needless packaging, and include biodegradable components. Customers who care about the environment will find this appealing, and the brand's reputation will increase. Creative opening mechanics type of packaging surprises and satisfies consumers with unusual opening mechanics. This could include features that attract the customer and enhance the unboxing experience, such pop-up elements, sliding compartments, or magnetic closures.

### 3. STATEMENT OF PROBLEM

Packaging is important for attracting consumers, as it helps them in standing out from other products, and the color, the shape, the innovation, the material can be important in capturing the attention of the customer and could lead to the purchase of the product. Packaging has been proved by numerous researchers to be an important factor that affects customers' buying behavior. It has been emphasized that the shape, size, color and much more affect customers buying behavior. Nonetheless previous research has mostly focused on fast moving consumer good (FMCG) and research in the field of packaging of luxury products are limited. According to Sarnga (2017), Oman was underdeveloped in the luxury sector, but it has just begun to improve. As researchers, we were curious about how the packaging of premium perfumes affects customer behavior in Oman. However, there is no enough research focusing the area of packaging of luxury perfumes and its impact on consumer behavior. As a result, the current study is undertaken to determine the packaging factors that affect consumer purchasing behavior. This research will assist luxury perfume companies' marketing teams in understanding which elements influence consumer purchasing behavior, as they will be able to focus on these variables.

### 4. RESEARCH QUESTIONS

Based on the literature review and above statement of problem the following research question has been raised.

Is there any impact of luxury perfumes packaging on consumer purchasing behavior?

### 5. OBJECTIVE OF THE STUDY

The objective of the study is to:

To analyze the impact of luxury perfumes packaging on consumer purchasing behavior with reference to Muscat city, Oman consumers.

### 6. HYPOTHESIS

Ho: There is no significant relationship between luxury product packaging on consumer purchasing behavior.

Ha: There is a significant relationship between luxury product packaging on consumer purchasing behavior.

### 7. METHDOLOGY

The researchers adopted descriptive research design to describe the impact of luxury product packaging on consumer purchasing behavior. The population of the study was the customers who purchases luxury perfumes in Oman. The present study uses samples to represent the population. Our study area is Muscat city in Oman. Muscat has been chosen because majority of luxury perfume stores are situated in this city. By considering the availability of time and cost factors, we decided to use purposive sampling technique. The researcher could collect responses from around 90 customers. However, a few of them did not complete the full survey and some of them are not valid and hence their responses are not considered for the study. Finally, 77 valid responses constitute the research sample. This study has adopted the questionnaire from past studies. The table below presents the details of measurement items adoption.

Author Name/year	Packaging factors	No. of items
Alhamdi et al. (2019)	Packaging color	Four
Alhamdi et al. (2019)	Packaging shape	Four
Goyal et al (2018)	Packaging innovation	One
Tinne et al. (2016)	Packaging innovation	One
Tinne et al. (2016)	Packaging material	One
Photam et al (2016)	Packaging innovation	One
Photam et al (2016)	Packaging material	One
Aiyelabola solomon oluwagbemiga (2021)	Packaging material	Two
Harinderpal Singh (2016)	Packaging innovation	One

This study adopts a structured questionnaire to gain a better knowledge of the participants. It was split into two sections. The first section contained demographic characteristics. The questions are multiple choice for the respondents' convenience and comfort. The independent variables were included in the second section of the questionnaire. Each variable was scored on a Likert scale, which ranges from agree extensively to disagree completely. The primary data were collected through questionnaires which has been adopted by the researchers as mentioned above. The questionnaires link was created online using surveymonkey.com. The online survey questionnaire was provided to the target respondents at the store fronts. The collected data was analyzed in a systematic manner using SPSS (statistical package of the social science) software. Correlation analysis are conducted to get meaning full interpretations. The Cronbach's Alpha test was performed to measure the internal consistency (reliability) statistics of the questionnaire. This reliability test shows the degree of reliability of the information provided by the respondents. As shown in the table below the value of the Cronbach's alpha test was 0.922, thus indicating a high level of internal consistency concerning the specific sample. The information provided by the respondents is highly reliable.

**Table 1: Cronbach's Alpha**

Reliability Statistics	
Cronbach's Alpha	N of Items
.922	19

## 8. RESULTS AND DISCUSSION

The objective of this research is to understand the impact of different luxury packaging factors (color, innovation, material, and shape) on consumer purchasing behavior. The study found that there is a significant influence of packaging factors on consumer purchase behavior. To address this objective a correlation analysis was performed. The results showed the p-value for all the packaging factors was less than one which indicates there is a significant relationship between the independent variables and dependent variables. Thus, expressed that the null hypothesis (H<sub>0</sub>) which states that there was no significant relationship between luxury product packaging on consumer purchasing behavior is rejected and the alternative hypothesis (H<sub>a</sub>) was accepted. It was also evident from the correlation analysis performed that the packaging shape and buying behavior had the most significant relationship. Which shows that packaging shape is a very important influencing factor in consumer buying behavior. However, packaging material and consumer behavior had a moderate relationship which indicates that packaging material is the least influencing factor in the consumer buying behavior. Nonetheless, these show that there is a relationship between the packaging factors and customer buying behavior. Alhamdi et al. (2019) have found that the importance of packaging variables such as color, design, size, and shape have a significant relationship between these variables and consumer attraction. Adrian et al. (2014) on his research results, found that components like color, material, design, and innovation play a crucial role in influencing consumer purchasing decisions. And that packaging is a powerful factor that influences consumer perceptions and choices.

**Table 2: Correlation matrix**

Variables	Shape	Innovation	Material	Color	Buying Behavior
Shape	–				
Innovation	.590**	–			
Material	.566**	.619**	–		
Color	.740**	.365**	.347**	–	
Buying Behavior	.735**	.503**	.682**	.653**	–

\*\* Correlation is significant at the 0.01 level (2-tailed).

The correlation presented in table 1 points out significant relationship among study variables. Among the variables, it is revealed that shape, material, and color are the most significant factors influencing the buying behavior with high positive coefficients ( $r = 0.735^{**}$ ,  $0.682^{**}$ , and  $0.653^{**}$  respectively at  $p < 0.01$ ). This has the implication that physical and perceptual attributes significantly play a major role in consumer decisions. For instance, the positive relation shown between shape and color ( $r = 0.740$ ,  $p < 0.01$ ) shows that the visual appeal of a packaging is highly linked to its design elements. Innovation is found to be moderately significant for buying behavior ( $r = 0.503$ ,  $p < 0.01$ ) but slightly less than the value for tangible attributes. Innovation as well has moderate positive correlation with material [ $r = 0.619$ ,  $p < 0.01$ ] and a weaker correlation with color [ $r = 0.365$ ,  $p < 0.01$ ]. This shows that attractive novel features contribute to packaging appeal, but they are not as impactful as material or color. The results shows that packaging attributes such as shape, material or color are the most influencing features in buying decision. These results emphasis the

requirement for packaging to be in line with consumer preferences to improve appeal and influence consumers' purchase decisions. All correlations are statistically significant ( $p < 0.01$ ), reinforcing the robustness of these relationships.

## 9. CONCLUSION

This study explores the various packaging factors that influence customer buying behavior when purchasing luxury perfumes. Packaging elements such as, color, shape, innovation and packaging materials were used as explanatory variables in this study. The study found that there is a significant relationship between each factor and the buying behavior. Therefore, packaging plays an important role in every product especially when it comes to luxury perfumes because it is the first thing that consumers having contact with. Also, packaging elements can create feelings and impressions for consumers when they want to purchase luxury perfumes. Packaging elements such as color, material, innovation, and shape can influence consumer buying behavior by showing the brand image, values and quality. Thus, enhance the consumer to purchase the brand and grab their attention.

The findings from the study indicate the importance of packaging and the various ways it affects the consumer buying behavior of people in Muscat, Oman in relation to luxury perfumes. Give preference to unique and attractive packaging shape. The details of the shape have much impact on consumers, so the companies should pay attention to unique, innovative, and attractive alternatives. Utilize packaging color efficiently. Packaging color impacts consumers significantly, so companies need to think about the most favorable choice in terms of the product image and the target customers. Emotions need to be stimulated by the color, while it should also inform about the luxury status. Gold, silver, and other colors that look sophisticated should be considered. Innovate with packaging materials. The study demonstrated a significant impact of features of packaging materials on consumer attitude, so the companies should think about sustainability and qualities that are very important for luxury status. Focus on target age groups. Companies should know age significantly affects the consumer behavior of luxury perfume buyers, so such factors as preference for a unique design, favorite color, and some innovations should be considered.

The study's findings indicate a strong impact of packaging on luxury perfume purchases, so it is reasonable to develop a few recommendations for companies. The role of luxury-oriented, innovative, and design-focused packaging is evident, so there are packaging strategies to be applied. The recommendations will help to address many significant factors in consumer behavior while enabling the companies to leverage the provided data to positively influence the sales of luxury perfumes in Muscat, Oman.

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