**A PROJECT REPORT**

**ON**

**IMPACT OF PRODUCT PACKAGING ON CONSUMER BEHAVIOUR**

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**INTRODUCTION**

The research work completed on the topic of ‘Brand Packaging and Consumer Behaviour’ is presented in this report. For ease of presentation information is divided in five sections namely Introduction, Research Methodology concepts, organisational profile, Data Analysis and findings and suggestions. The basic purpose of the research is to find out the factors necessary for the success of packaging. For collection of data questionnaire is used.

The consumer behaviour is a dependent variable. Packaging is one of the important factors. Packaging elements like packaging colour, background image, packaging material, font style, design of wrapper, printed information, and innovation are taken as predictors. Due to increasing self-service and changing consumers lifestyle the interest in packaging as a tool of sales promotion and stimulator of impulsive buying behaviour is growing increasingly.

So, packaging performs an important role in marketing communications, especially at point of sale and could be treated as one of the most important factors influencing consumers purchase decision. research reveals elements of packaging having ultimate effect on consumer choice. Taking into consideration that package could be treated as a set of various elements communicating different messages to a consumer; the research model was developed and tested in order to reveal impact of visual and verbal packaging elements on consumers purchase decisions.

Nivea is a German personal care brand that specialises in body care. It is owned by the Hamburg based company Beiersdorf Global AG. It deals in body care products like skin care products, hair care products, deodorants, hair products like shampoos, foaming creams etc.

Questions which were supposed to be answered by the consumers are compiled in questionnaire and their answer is used a primary information. While preparing questionnaire guidance was taken from my academic guide. Important part of report is analysis of collected data in the form of table. Analysis for each question is mentioned along with clear interpretation.

In today’s competitive environment the role of packaging has changed due to increasing self-service and consumers changing lifestyle. Firms interest in packaging as a tool of sales promotion is growing increasingly. Packaging becomes ultimate selling factor stimulating impulsive buying behaviour., increasing market share and reducing promotional costs.

According to Rundh (2005) package attracts consumers attention to a particular brand, enhances its image, and influences consumers perceptions about the product. Also, package imparts unique value to products, works as a tool for differentiation i.e. helps consumers to to choose the product from wide range of similar products, stimulates customers buying behaviour. Thus, package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumers purchase decision. In this context, seeking to maximize the effectiveness of a package in a buying place, the researches of package elements as well as on research methods of package impact on consumers buying behaviour became a relevant issue.

Product is a combination of tangible and intangible goods and services offered to a customer for sale. It is any idea, method, service or object created as result of a process and serves a need or satisfies a want. Consumers are very fond of new products and services which will satisfy their needs and fulfil their demands according to this attitude of consumers they get attracted towards any products or services. Packaging plays a vital role in attracting consumers towards any product.

Packaging is also used as a commercial tool for the company and it includes colour, material, designs and other characteristics. Packaging is the overall package offered by the company to its consumers and stimulates the impulse buying behaviour. Packaging attracts consumers and increases its sale. It also reduces the marketing and advertisement cost of the product. In the past decades companies were not focused on their product packaging, consumers did not get attracted towards the product which caused lack of sale but now companies are focusing more on the product packaging as there is a tough competition among all FMC

**FUNCTIONS OF PACKAGING**

Billions of pounds are spent on packaging food and other items each year. Sixty percent of all packaging is for food products. At the beginning of the 20th century most food was sold loose. It was weighed and measured out and placed in bags or directly into the shopper's bag to carry home.

Packaging and advertising were virtually unknown. Today packaging is a massive, lucrative industry and often it is the way the packaging looks that persuades the shopper to buy the product inside it.

**1. To protect a product from damage or contamination by micro-organisms and air, moisture and toxins:**

The product must be protected against being dropped, crushed, and the vibration it suffers during transport. Delicate products such as fruits need to be protected by a rigid package such as a laminated container. The product most also be protected against the climate including high temperatures, humidity, Light and gases in the air. It must also be protected against micro-organisms, chemicals, soil and insects.

**2. To keep the product together, to contain it (i.e. So that it does not spill):**

Some shapes cannot be easily packaged, for example, certain vegetables. However, there are methods of getting around this problem. Suppliers of canned vegetables such as carrots have developed a particular type of plant that yields carrots that are straight and smaller than the normal variety. These fit into cans. Some products such as fruit juices and sausages need to be contained in packages that hold them together and are sealed to prevent spillage and loss.

**3. To identify the product**:

Packaging is the main way products are advertised and identified to the manufacturer the package clearly identifies the product inside and it is usually the package that the customer recognises when shopping. Advertising is very important when a manufacturer launches a new or existing product. The package, through its colour scheme or logo, is what is normally identified by the customer. The package will also contain important information including ingredients and sell by date'.

**4. Protection during Transport and Ease of Transport:**

A package should be designed to make it easy to transport, move and lift. A regular shaped package (such as a cuboid) can be stacked without too much space between each package being wasted. This means that more packages can be transported in a container of a lorry. Unusually shaped packages can lead to space being wasted and this can be costly if thousands of the same package are been transported.

**5**. **Stacking and storage:**

In supermarkets and shops, it must be possible to stack packages so that space is not wasted on the shelves. Lost space on shelves is looked up on a lost opportunity to sell to a customer. Also, the package must be designed in such a way that all the important information can be seen by a potential buyer, especially the product name. The next time you visit the supermarket look carefully at the shape of the packages. They are usually the same rectangular / cuboid shape. It is the selection of colours and shades that determine whether the product inside is regarded as a quality, sophisticated or cheap item. Often packages are stacked on top and alongside each other to reduce wasted space. The shape and form of the package determines how efficiently they can be stacked or stored.

**6. Printed Information**:

Information that is useful to consumers and companies such as Supermarkets, is printed on packaging. This includes, ingredients, sell by dates, price, special offers, manufacturers address, contact information, product title, barcode and more. The bar code is extremely useful to the shop selling the product. When the barcode is scanned, the computer system automatically determines if the product needs reordering. Also, the price of the product appears at the till.

Literature analysis on question under investigation has shown that there is no agreement on classification of package elements as well as on research methods of package impact on consumer's purchase decision. Some of researchers try to investigate all possible elements of package and their impact on consumer's purchase decision, while others concentrate on separate elements of package and their impact on consumer buying behaviour. All above mentioned confirms the necessity to investigate this Moreover some researchers investigate impact of package and its elements on consumer's overall purchase decision while others - on every stage of consumer's decision-making process. Furthermore, the abundance of scientific literature on this issue do not provide unanimous answer concerning impact of package elements on consumer's buying behaviour.



**Top 10 Nivea Skincare Products**

* [1. In-Shower Body Lotion](https://www.mapleholistics.com/blog/know-your-nivea-top-10-nivea-skincare-products/#doc1)
* [2. Lip Balm](https://www.mapleholistics.com/blog/know-your-nivea-top-10-nivea-skincare-products/#doc2)
* [3. Body Wash](https://www.mapleholistics.com/blog/know-your-nivea-top-10-nivea-skincare-products/#doc3)
* [4. Deodorant](https://www.mapleholistics.com/blog/know-your-nivea-top-10-nivea-skincare-products/#doc4)
* [5. Soft Moisturizing Face Cream](https://www.mapleholistics.com/blog/know-your-nivea-top-10-nivea-skincare-products/#doc5)
* [6. Cellulite Cream](https://www.mapleholistics.com/blog/know-your-nivea-top-10-nivea-skincare-products/#doc6)
* [7. After Shave Balm](https://www.mapleholistics.com/blog/know-your-nivea-top-10-nivea-skincare-products/#doc7)
* [8. Shaving Cream](https://www.mapleholistics.com/blog/know-your-nivea-top-10-nivea-skincare-products/#doc8)
* [9. Firming Lotion](https://www.mapleholistics.com/blog/know-your-nivea-top-10-nivea-skincare-products/#doc9)
* [10. Nivea Creme](https://www.mapleholistics.com/blog/know-your-nivea-top-10-nivea-skincare-products/#doc9)

For most personal care and cosmetics top products lists, it’s something of a balancing act to try to rank as many different kinds of products as possible. Brands like [Neutrogena](https://www.mapleholistics.com/blog/neutrogena-history-products-review/), [Lush](https://www.mapleholistics.com/blog/lush-cosmetics-overview-review/), and [L’Oréal](https://www.mapleholistics.com/blog/loreal-paris-company-overview-and-review) are great, but their diverse and varied catalogues can make it tough to zero in on their areas of expertise. Do we go with more hair care or cosmetics? What about bath time products? Maybe even cleansers or anti-aging? When it comes to [Nivea](http://www.niveausa.com/), there is no such problem, as there’s only one kind of product offered by Nivea: the skin care kind.

Yes, Nivea got its start in skin care with their worldly renowned [Nivea Creme](https://www.amazon.com/Nivea-Niv-6209-NIVEA-Creme-Ounce/dp/B00DEG8N9W/ref=sr_1_2_m?s=beauty&ie=UTF8&qid=1478167350&sr=1-2&keywords=nivea) and has never deviated, building a well-rounded and beloved line of skin care products which includes supplements for bath, body, face, and lips, as well as deodorant, men’s care, sun care, and more! That’s right, Nivea does skin, and it does skin right, and I can attest to this pretty strongly. I speak from some pretty intense experience, which I’ll get into if you’ll indulge me for a minute.

[](https://s3-us-east-2.amazonaws.com/maplecdn/wp-content/uploads/2016/11/21180207/4-2.png)

**1. NIVEA IN-SHOWER BODY LOTION**

[](https://s3-us-east-2.amazonaws.com/maplecdn/wp-content/uploads/2016/11/21180220/2-2.png)

[NIVEA Body Lotion](https://www.amazon.com/NIVEA-Shower-Nourishing-Lotion-Fluid/dp/B00NV9KLXS/ref=sr_1_1_a_it?ie=UTF8&qid=1478157228&sr=8-1&keywords=Nivea+In-Shower+Body+Lotion) leaves skin feeling soft, smooth, and moisturized and it does so without any kind of sticky or greasy feel. This is accomplished thanks in large part to the almond oil utilized in Nivea’s patented formula, which helps the lotion absorb quickly and resiliently. If you’re looking to save on time by moisturizing in the shower, or just looking to kick your moisturizing game up a notch, this is an excellent option and one that I highly recommend.

**2. NIVEA LIP BALM**

[](https://s3-us-east-2.amazonaws.com/maplecdn/wp-content/uploads/2016/11/21180111/13.png)

Nivea Raspberry Rose Lip Butter

**3. NIVEA BODY WASH**

[](https://s3-us-east-2.amazonaws.com/maplecdn/wp-content/uploads/2016/11/21180158/5-2.png)

Nivea Care and Illuminate Moisturizing Body Wash

[Twitter Ads info and privacy](https://support.twitter.com/articles/20175256)

**4. NIVEA DEODORANT REVIEW**

[](https://s3-us-east-2.amazonaws.com/maplecdn/wp-content/uploads/2016/11/21180151/6-2.png)

Featuring a wide selection that includes options for both men and women, Nivea deodorants come in both roll-on and spray form and are designed for long-lasting effects. long-lasting protection, but I’ve seen the best results

**5. NIVEA SOFT MOISTURIZING FACE CREAM REVIEW**

[](https://s3-us-east-2.amazonaws.com/maplecdn/wp-content/uploads/2016/11/21180142/7-2.png)

Jumping back into the skin moisturizing game, let’s talk about [Nivea Soft Moisturizing Cream](https://www.amazon.com/NIVEA-Soft-Moisturizing-Creme-Ounce/dp/B00IB0XRMY/ref=sr_1_1_a_it?ie=UTF8&qid=1478163125&sr=8-1&keywords=nivea+face+cream). Not to be mistaken with Nivea Creme, Nivea Soft Moisturizing Cream is intended for, above all else, moisturization purposes. That means that if dry skin is your only problem, you’re far better off looking here than you are at Nivea Creme. Nivea Creme for face, and Nivea Soft Moisturizing Cream for drier areas of skin like my elbows and knees, people having particularly dry facial skin, try the soft moisturizing cream for best results.

**6. NIVEA CELLULITE CREAM**

[](https://s3-us-east-2.amazonaws.com/maplecdn/wp-content/uploads/2016/11/21180135/8-2.png)

**7. NIVEA AFTER SHAVE BALM REVIEW**

Men and women alike need to deal with shaving, albeit for different areas of the body (usually). Therefore, men and women alike need to deal with the redness and irritation that often follows shaving, and you’d be hard pressed to find any human being that doesn’t absolutely dread these post-shaving woes.

However, it is true that this is a problem that is more commonly associated with men, which is why Nivea introduced their after-shave balm line-up under their men’s care category of products. [Men’s Replenishing Post Shave Balm](https://www.amazon.com/Nivea-Men-Original-Replenishing-Shave/dp/B00PDDG1TS/ref=sr_1_1_a_it?ie=UTF8&qid=1478159891&sr=8-1&keywords=nivea+mens+replenishing+shave+balm) is one of the most popular shaving balms offered by Nivea.

**8. NIVEA SHAVING CREAM**

[](https://s3-us-east-2.amazonaws.com/maplecdn/wp-content/uploads/2016/11/21180129/9-1.png)

From the post-shaving routine to the pre- In the pre-shave category Nivea offers [For Men Sensitive Shaving Gel](https://www.amazon.com/NIVEA-MEN-Sensitive-Shaving-Pack/dp/B00O4QAF9C/ref=sr_1_1_a_it?ie=UTF8&qid=1478165763&sr=8-1&keywords=nivea+shaving+cream) and Foam which are, once again, products that are marketed for men but can work for everyone.

Made to protect skin against razor burn and other irritations, Nivea pre-shaving products use aloe Vera gel to soothe and protect the skin while priming it for the ideal shaving experience. Chamomile extract and Vitamin-E used in the formulas promote skin health, while extra thick lathering effects help achieve a closer and smoother shave than you’ve ever had before.

**9. NIVEA FIRMING LOTION**

[](https://s3-us-east-2.amazonaws.com/maplecdn/wp-content/uploads/2016/11/21180117/11-1.png)

One of the biggest issues that people look to correct in their skin is looseness and a lack of vitality. Firm and tight skin is difficult to achieve to begin with, but the aging process only makes matters worse, loosening skin and making for a more worn and depleted look. Nivea offers a number of products intended to rectify this problem, chiefly among them being [Nivea Skin Firming Hydration Lotion](https://www.amazon.com/NIVEA-Firming-Hydration-Lotion-Ounce/dp/B00DG8F0IA/ref=sr_1_1_a_it?ie=UTF8&qid=1478166109&sr=8-1&keywords=nivea%2Bfirming%2Blotion&th=1).

**10. NIVEA CREME**

[](https://s3-us-east-2.amazonaws.com/maplecdn/wp-content/uploads/2016/11/21180123/10-1.png)

Nivea Creme



PACKAGING OF NIVEA PRODUCT ACROSS THE YEARS

ABOUT NIVEA

Nivea (pronounced [Niveaː] is a German personal care brand that specializes in body-care. It is owned by the Hamburg-based company Beiersdorf Global AG. The company was founded on 28 March 1882, by Paul Carl Beiersdorf. In 1890, it was sold to Oscar Troplowitz. Troplowitz worked with his consultant Paul Gerson Unna and the German chemist Isaac Lifschütz, developed a new skin care cream. In 1900, Lifschütz developed a water-in-oil emulsion with Eucerit, the first stable emulsion. This was the origin of Eucerin. Nivea comes from the Latin word niveus, meaning "snow-white".

During the 1930s, Beiersdorf started producing different kind of products such as tanning oils, shaving creams, shampoo and facial cleanser and toners. The trademark "Nivea" was expropriated in many countries because of World War II. The confiscated trademark rights were completely bought back by Beiersdorf. During the 1980s, the Nivea brand expanded into a wider global market.

**LITERATURE REVIEW**

Rita Kuvykaite (2009) has descriptive research. According to Rita package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also, package imparts unique value to products (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004), works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behaviour (Wells, Farley & Armstrong, 2007). Thus, package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase of package, its elements and their impact on consumer's buying behaviour became a relevant issue. He basing on theoretical analysis of package elements and their impact on consumer's purchase decision empirically reveal the elements having the ultimate effect on consumer choice. Research methods that Rita used is systematic and comparative analysis of scientific literature; empirical research There are six variables that must be taken into Consideration by producer and designers when creating efficient package: form, size, colour, graphics, Material and flavour. Similarly, Kotler (2003) distinguishes six elements that according to him must be evaluated when employing packaging decisions: size, form, material, colour, text and brand. The research result of Rita shows the impact of package elements on consumers purchase decisions can be stronger. He concludes that Package could be treated as one of most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behaviour. The impact of package and its elements on consumer's purchase decision can be revealed by analysing an importance of its separate elements for consumer's choice.

Bed Nath Sharma Dec. 2008 studied New Consumer Products Branding, Packaging and Labelling in Nepal. This paper focuses on existing practice of branding, packaging and labelling of new products in consumer product manufacturing units. The study method was Descriptive presentation of facts collected through questionnaire survey concerned with different section of consumer new products (soap, biscuit, noodles, cigarettes and the study further investigate the new consumer product packaging and labelling status in manufacturing units. They are aware about the value of packaging and labelling. Majority of the consumer products 84.37% (27 out of 32 responses) are using product label as a simple tag attached to the product or an elaborately designed graphic that is part of the package.

Alice Louw (2006) has studied The Power of Packaging the people belonged to Age 20-30 years old University graduates were taken for research.20respondents were asked to rank 5 water bottles in terms of their overall appeal. Following this, they were given a questionnaire and asked to rate each of the bottles on 20 statements related their packaging. For the remaining 20 respondents, the order of the process was switched: they rated the bottles first and then ranked them. The statements ranged from functional attributes (e.g. easy to drink from, right size) to more emotive, non-functional attributes (e.g. I like the colours, high quality). For both groups there was a clear winner and a clear loser in terms of the rankings. However, although the top brand chosen was consistent in both groups, the worst brand differed. The group that ranked the bottles first showed more variance in terms of their responses (Variance 1.33) than the second group who rated the attributes first (variance 0.89). This Packaging plays an important role in the marketing context. His research results that right packaging can help a brand carve a unique position in the marketplace and in the minds of consumers.

John Th Gersen (2000) worked on The Ethical Consumer. Moral Norms and Packaging Choice published in Journal of Consumer Policy Kluwer Academic Publishers. Printed in the Netherlands. The paper presents a study of a case with these two characteristics: Danish consumers' choice presents a study of a case with these two characteristics: Danish consumers' choice of environment-friendly packaging. With regard to this case, the evidence supports the claim. A majority of Danish consumers have developed personal norms about choosing environment-friendly packaging and the per John Th Gersen (2000) worked on The Ethical Consumer. Moral Norms and Packaging Choice published in Journal of Consumer Policy Kluwer Academic Publishers. Printed in the Netherlands. The paper presents a study of a case with these two characteristics: Danish consumers' choice presents a study of a case with these two characteristics: Danish consumers' choice of environment-friendly packaging. With regard to this case, the evidence supports the claim. A majority of Danish consumers have developed personal norms about choosing environment-friendly packaging and the personal norm is a significant predictor of their (self-reported) propensity to choose environment-friendly packaging in the supermarket.

Renaud LUNARDO 2007 has a great research on the influence of label on wine consumption. its effects on young consumers' perception of authenticity and purchasing behaviour the main objective of the paper is to identify the effects of authenticity on purchase behaviour. They used a repertory grid (RG) approach as a methodological framework in order to know which pattern of features is better at inducing purchase. All the relationships between authenticity provided by the label of bottles and consumer behaviour attributes (performance risk, perceived price and purchase intentions) have all been tested by using linear regressions. This study was intended to provide a more complete understanding of the influence of the authenticity perceive from the label of bottled wine. As an attempt to extend the research on the influence label of bottled wine can have on consumers' decisions of buying, the current it is clear from these findings is the major role played by labels.

L Renaud 2007 worked on The Influence of Eco- Labelling on Consumer Behaviour. The main objective of this study was to assess the relative importance of the labelling in Packaging compared to other product attributes (like brand, price, etc.) for consumers' buying decisions. The methodological approach that they chose was discrete choice analysis, which is particularly powerful for this kind of analysis. Further this study attempts to analyse if the importance of the labelling and packaging differs between product groups. They surveyed a total of 302 customers; Two thirds of the interviews were conducted in the German-speaking. The Variables chose within this study are, present mood, time, buying purpose with regard to sustainability marketing, Time. The most important result of analysis is the significant willingness to pay for Packaging energy efficient products.

Adeline Broad Bridge & Henry Morgan (2007), consumer buying behaviour and perception toward retail and brand baby products. A two-stage research methodology consisting of both qualitative and quantitative research techniques was adopted. The population was defined as parents of children under the age of five who use baby care products'.

Both the qualitative and quantitative research showed that respondents adopted similar risk reduction strategies in their purchase of baby care products. This research investigated consumer perceptions and buying behaviour of baby care products. The results of the primary research indicated that consumers need to feel confident with the product in terms of reliability and performance and packaging.

Bytyqi Hysen\*, Vergara Mensur (2008) have research on analysis of consumer buying behaviour in regard to dairy products in Kosovo. This survey was carried out by the Department of Livestock and Veterinary Sciences, Agriculture Faculty of Pristina, Kosovo during 2007. Interviews of 304 respondents were conducted in super-markets (677) and minimarkets (397) and later 23 interviews were completed in green market mainly for Sharri cheese and curd. To study the reasons for choosing milk products upon supply, a coding approach from 1- 5 was used (1 = very important; 2 = highly important; 3 = average; 4 = less important; 5 = not important). Perception of consumers about dairy products was assessed using different variables i.e. habits, trust, price, quality, package, age of consumer, origin of product, type of shop, brand and gender of consumer. It was conclusion after analysis that the packaging has great effect on the purchase of dairy products.

Rita Kuvykaitel, Aisle Dovaliene2, Laura Navickiene 3 (2009) worked on impact of package elements on consumer purchase decision economics & management. Material are the most important visual elements for purchasing both milk and washing powder whereas, in this case form, colour and graphic could be treated as unimportant elements of package. When analysing importance of verbal elements, it could be stated that product information are the most important elements. Furthermore, it’s worth to add, that producer and brand couldn't be underestimated too, because the importance of both of these elements is treated by customers above the average. Comparing the impact of visual and verbal elements of package on consumer's purchase decision it could be stated that verbal elements are more important than visual ones, when purchasing both milk and washing-powder. According to the research model developed the impact of package's elements on consumer's purchase decision depending on time pressure, consumer's involvement level and H Ahasanul, (K Ali 2009) measured the Factors Influencing Buying Behaviour of Piracy Impact to Malaysian. A structured questionnaire was used to collect data whereby it was served as primary data to answer the research questions and objectives planning to find out the factors that plays individual characteristics were analysed. a vital role about consumers perception towards pirated products. It can be identified that the dependent variable is consumer perception on piracy. Where else the independent variables would be divided to social influence, personality/believe, culture, and the economy. These are the factors that could influence consumers' perception on piracy thereby supporting out dependent variable. Social influence would include susceptibility, which means an individual might purchase a pirated product merely because his/ her friend or family members bought the product and introduced it to them.

Ulrich R. Orth (2009) worked on Packaging Design as resource for the construction of Brand Identity. A thorough review of the literature on packaging design reveals that there are no meaningful guidelines for developing holistic packaging design, Shapes, Finishes, Sizes, Images, Typography, Colours, Impressions, Purchase Intention, and Brand. This research was conducted by collecting information and data in four stages. First, a review of the branding literature determined a list of strategically relevant brand impressions for wine. Second, appropriate wine packaging design elements were identified and a sample of real and representative designs was selected. Third, professionals in the design and advertising industry rated wine packaging designs on the previously identified design elements. This research aimed at generating guidelines for managing strategic brand impressions, namely brand identity created by the wine packaging design.

Kriti Bardhan Gupta (2009) has study on Consumer Behaviour for Food Products in India. primary data was collected from 326 respondents in Uttar Pradesh and National Capital Region The relative importance of various food purchasing criteria was estimated for four different food categories, food and vegetables; milk and milk products; food grains and pulses; and processed foods on 1-5 scale, the present study explored the consumer behaviour for food products in India from different perspectives. People accepted the fact that their food habits get affected with the shifting to a new region but many basic buying and consumption behaviour do not change. Some of the changes in buying and consumption behaviour of relocated people, which were observed after their settlement to a new region, were not significantly different from the level of changes in behaviour of non-moving people. However, compared to the last 10 years, people have started preferring more healthy foods and are willing to try out new dishes. They tend to learn cooking and eating new food items after relocation without discontinuing their traditional food items. There is also influence of children on the type of food items that they eat.

This paper has shown that impulse buying is indeed a relevant factor in CE retailing, thus justifying the use of sales packaging. However, optimization is still important. From an economical and environmental perspective, it is very costly to apply sales packaging (with additional material use and transport volume) to products that do not need them, or to apply them in an ineffective way. Economical costs and environmental impact can be expressed in a single score, indicating the packs performance. To allow proper management of the pack design the sales performance should be expressed in as simple a way as possible, preferably also a single score. As calculating the sales performance is impossible a test will need to be used. The pressure from time-to-market in the CE industry, demands that the test be relatively simple.

S Nuntasaree and Dr. E Barry (2008) published a paper with subject of a model of male and consumer behaviour in buying skin care products in Thailand. The conceptual model of male consumer behaviour in buying skin care products beliefs in product attributes Quality, Price, Brand, Packaging, Advertising, Promotion, Salesperson, Distribution. This study used a quantitative research method. A convenience sample with a shopping mall-intercept technique was employed for the sampling method. The closed-ended questionnaire developed from standard questions of relevant literature was chosen as a research instrument. The Statistical Package for the Social Sciences program (SPSS) version 15.0 was used in this study with a 0.05 level of significance for all of the statistical assessments. The data set was screened and examined for incorrect data entry, missing values, normality and outliers. Several studies have investigated issues such as packages as a means of attracting the attention of consumers (Underwood et al., 2001; Garber et al., 2000; Goldberg et al, 1999; Schoormans & Robben, 1997). Other studies researched packages as a means of communication as well as a means of communicating brand and product meaning (Underwood & Klein, 2002; Garber et al. Gordonet al., 1994; Homer & Gauntt, 1992; Rigaux- Bricmont, 1981; McDaniel & Baker, 1977).

Packages are found to attract attention (Underwood et al., 2001; Garber et al., 2000; Goldberg et al., 1999; Schoormans & Robben, 1997). In fact, Goldberg et al. (1999) found that by dismissing such non-verbal signs as colours, the attention to verbal signs can be increased. Pictures on packages are emphasized to attract attention, particularly when consumers are not very familiar with the brands (Underwood et al., 2001).

Furthermore, packages are claimed to attract attention when their appearances are not typical within a product class (Garber et al., 2000; Schoormans & Robben 1997). In other words, past research has discovered that deviating packages attract attention. Other studies show that deviating package colours and shapes attract attention. Schoormans & Robben 1997). Underwood et al. (2001), on the other hand, found that pictures on packages attract attention particularly in cases when consumers are less familiar with a brand. Studies that have focused on other single signs than pictures on packages have found that such single package signs as colours (Gordon et al., 1994), brand names (Rigaux-Bricmont, 1981), and materials (McDaniel & Baker, 1977) convey brand meaning.

Pires Goncalves, Ricardo (2008) worked on Product Characteristics and Quality Perception, according to him When they choose among competing products consumers are faced with quality and product performance uncertainty, hence, they rely on cues as extrinsic attributes, for instance brand, price, package and warranty, as signals of perceived quality. Little research has been done on packages as extrinsic attributes used by consumers as signs of perceived quality, thus this study is a small contribution to that lack of scholarly research on packages. Colours and shapes are important elements of marketing strategies, and they are both essential features of packages, especially in product labels. Labels are one of the most important features of product packaging, and they are designed to communicate a message. The model proposed in this study builds on previous models of consumer quality perception and signals of quality from product cues. In this research, colours and shapes combinations in labels are considered as the extrinsic attributes used as signals of quality by consumers. Liang Lu (2008) worked on a paper: Packaging as a strategic tool University of Hallstand school of Business and Engineering. Packaging is an important part of the product that not only serves a functional purpose, but also acts as a mean of communicative information of the products and brand character. Packaging must be functional; it must protect the products in good storage, in shipment and often in use. Besides, it has also the function that can give customers the ease of access and use on the purpose of convenience. After looking at Kotler theory about packaging, we will turn to different theory relating to packaging design and its important elements in order to help us to solve the first research question.

Judy Rex, Stuart Wai and Antonio Lobo (2003), it is An Exploratory Study into the Impact of Colour and Packaging as Stimuli in the Decision-Making Process for a Low Involvement Non-Durable Product The consumers and the manager agreed that important factors when deciding which packet of potato crisps to purchase were the quality, the brand and the price of the product, with flavour also being an important factor for the consumers. The consumers used a constant sum scale (out of 100) to rate the six attributes of flavour, quality, brand, price, size and shape, and the colour of the packaging. Overall, the consumers indicated that the flavour of the product was easily the most important stimulus when selecting potato crisps with an average rating of 38 points. This was about twice as important as the quality (21 points), which was more important than the brand (14 points) and the price (13 points).

P.H.K. Prathiraja and A. Ariyawardana (2003) has a great study in the impact of nutritional labelling on Consumer Buying Behaviour. This study shows that consumers use nutritional labelling when making a purchasing decision and that it is especially because of health consciousness. A majority of the respondents revealed that they are willing to pay something additional for the nutritional information provided on food items. Of those who are willing to pay something additional, a greater proportion was in the age category 36 to 50 years, have had tertiary education and the households had less than 4 members.

K Sony (2008) studied the consumer responses toward attribute framing in product packaging. The main purpose of this study is to investigate the impact of message framing, level of involvement, and numerical difference on consumer response. Fresh-milk product was chosen as the object for experiment. This study has the following suggestion for packaging design based on the findings. Fresh milk is commonly considered as health-related product. The study is advantageous in giving marketers a more thorough picture of how message framing affects consumer response in various numerical alternatives and level of involvement. It will also be helpful in developing successful packaging strategy. For future study, different types of products can be investigated further. Asso. Professor Jane (2005), Consumer Response to Sponsorship Leveraged Packaging (SLP). Structural equation modelling (SEM) was used to analyses the data from the experiment. This program of research aims to test a model that examines the structural relationships between SLP and consumer attitudes and purchase intentions toward the sponsors' products as well as the factors that impact this relationship. Research suggests sponsorship leverage packaging may act in a similarly way to celebrity endorsement on product packaging, implying that FMCG brands may benefit from marketing strategies that communicate the sponsorship relationship on packaging. It is critical that brand managers identify the affect SLP has on consumer behaviour and evaluate the degree to which it can enhance communication of the sponsorship relationship in the marketplace. This paper outlines a framework of consumer response to SLP, proposing a three-step process of exploratory and experimental methodologies. The outcomes from the research will contribute to a better understanding of sponsorship effects on consumer behaviour and provide managers with the means to develop more effective branding strategies and promotions.

Research Design

Research design in simple terms is a plan of the methods and procedures that is used by researchers to collect and analyse the data needed by the manager.

The research design contains clear objectives derived from research question, specify the sources from which data will be collected, the type of data the design techniques, (observation, survey, etc) the sampling methodology and procedures, the schedule and the budget.

For this research work Descriptive type of research is used:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **EXPLORATORY** | **DESCRIPTIVE** | **CASUAL** |
| **EMPHASIS** | Discovery of ideas and insights | Frequency of the occurrences | Determine cause and effect |
| **FEATURES** | Flexible, unstructured | Hypothesis based, structured | Variable control |
| **TECHNIQUES USED** | Focus groups in depth interview, mostly qualitative | Surveys, observation, panel data, mostly qualitative research | Experimental |

**TABLE: CLASSIFICATION OF RESEARCH DESIGN**

**Title of the Study**:In depth study of Product Packaging and Consumer Buying Behaviour in perspective of NIVEA.

**Statement of the Problem:**  How Product packaging influences consumer buying behaviour in perspective of NIVEA?

**Assumptions:** Research is applicable to NIVEA consumers.

**Objectives of the Project:**

* To determine the influence of packaging on consumer buying behaviour.
* To find out whether packaging elements affect the consumer buying behaviour. Namely, to check how the consumer perceives and values colours, shapes, size and labelling of the package.
* To estimate the preference of consumer for the product packaging having attractive shape.
* To know whether the consumer change the FMCG product they purchase as the packaging changes.
* To find out which of the aesthetic elements of packaging are most appealing to consumer to whom they attract towards the purchase of product.

**Nature of Research Design:** Descriptive

**Sources of Information:**

Primary Data: Primary Data is collected during the course of doing experiment in an experimental research but in case we do research of the descriptive type and perform sample survey. Then primary data is obtained either through a direct communication with respondent or questionnaire.

Secondary Data:

* Website
* Journals
* Magazines
* Articles
* Books
* Project reports

**Socio cultural need to conduct the study:** The better understanding of consumers needs brings growth to the company, along with the needs it is important to study the culture of the country because consumer needs are judged within purview of the culture. To understand the needs of the consumer and satisfy their requirements and create a healthy society. To create dedicated consumers and meet their requirements and demands through product packaging. Understand the consumers changing needs and betterment of the existing product and creating market according to consumer criteria and tastes.

**Geographical Area to be Covered:** PUNE

**Time Dimensions of the Study:** March 2018

**Primary Data Collection Method:** Questionnaire

**Sampling:** Non-Probability Sampling.

**Statistical Tool to be used for Analysis:** Simple statistical tool will be used to analyse the data.

**Limitations of the Study:**

* This study is done on the basis of data provided by the respondents.
* Respondent Bias was one of the major limitations of research and there might not be perfect positive response from all the respondents.
* Individual surveys generally cannot provide strong evidence of cause and effect.

**Development of Bibliography:**

www.Google.com

[www.nivea.in](http://www.nivea.in)

**DATA ANALYSIS AND INTERPRETATION**

1. **What Nivea product do you use the most?**



**INTERPRETATION**: According to the above information 47% users use skincare products and other users are moderate. Hence Nivea’s skincare products are more popularly used compared to other products.

1. **How will you rate NIVEA products?**



**INTERPRETATION:** 53% respondents feel that the product is excellent and 31% respondents feel that the product is good which interprets that the product is doing in the market and the consumers are willing to purchase it.

1. **What would you consider when buying skincare products?**

****

**INTERPRETATION:** 47% respondents have considered for brand price as a primary factor while buying a product, which means that the respondents prefer a cost-effective product and prefer a product that fits their budgetary criteria.

1. **What of the packaging issue will you be concerned about when you buy NIVEA products?**



**INTERPRETATION**:48% of the respondents have chosen environment friendly packaging which implies that consumers are attracted towards packaging that doesn’t harm the environment therefore the nature friendly packaging should be given desired priority to attract consumer purchase.

1. **How much are you willing to pay for skincare products? (In rupees)**



**INTERPRETATION:** majority of the respondents have chosen the range 100 – 200 which indicates that the respondents prefer their product to be within low price limits. This means the consumers want products that are low cost. Products with low cost are in more demand as they can be easily purchased. Hence trial packs costing within the limits can be launched in the market to attract consumers.

1. **Do you like to see the brand logo on the packaging?**



**INTERPRETATION:** It is visible that 95% of respondentswish to see the brand logo on the product to ensure that they purchase genuine brand products.

1. **Does the Packaging of a product influence your purchase?**



**INTERPRETATION:** 64% of the respondents feel that packaging has a huge impact on their buying pattern. This states how packaging plays a vital role in gathering the consumers attention and stimulates purchase.

1. **Does clear written instructions and ingredients on packaging encourage you to buy the product?**

****

**INTERPRETATION:** 78% respondents feel that clearly written instructions and ingredients of the product attract consumer attention and stimulate purchase. Clearly written ingredients help the consumers to understand the contents of the product and help the consumers to choose products according to their requirements.

1. **Would you prefer a see-through box so you can see the bottle or container from inside?**

****

**INTERPRETATION:** The consumers prefer a see-through container as it clearly shows the quantity of the product inside the container. The consumer can repurchase the product once it reaches the minimum level and inconvenience caused due to shortage of product to the consumer for their personal use can be surely avoided.

1. **How do you feel about dual language option (e.g.: English & French)?**

****

**INTERPRETATION:**

51% respondents feel that they don’t have a problem with the dual language written on the container of the product and 36% of the respondents feel that this dual language is useful for them.in case of foreigners who do not understand English language they can make use of this dual language instructions printed on the container of the product to conveniently purchase and also use the product with the help of the dual language.

1. **Would you prefer the design of NIVEAS packaging to be?**

****

**INTERPRETATION:** 69% of the respondents feel that the packaging of the Nivea’s products should be sophisticated this indicates that a well packed product attracts the consumer and stimulates their will to purchase. Also, an attractive and sophisticated packaging ensures the brands image and helps in establishing a unique brand image that can be easily distinguished.

1. **Which of the following would persuade you to buy a product?**

****

**INTERPRETATION:** 41% of the respondents believe that the brand name written on the product will persuade them to purchase the product. Brand name is associated with the products genuineness and its quality hence consumers mostly purchase products from a good brand which has good market image.

1. **Which of the following sources do you use to learn about skincare products?**

****

**INTERPRETATION:** 30% of the respondents feel that internet sites are the sources from where they gain knowledge about skincare products. Internet is a huge and important platform to promote products and also very useful for digital marketing. internet has provided knowledge and awareness about skincare and is very useful source of knowledge.

1. **Do you often keep the packaging from the products you buy?**



**INTERPRETATION:** 61% of the respondents said that they keep they keep the packaging the product after their use it may be for reference of future purchase or due the attractiveness of the product or due to its storage.

1. **Do you agree with the following statements?**

**NIVEA is safe and effective body care brand**



**INTERPRETATION:** 48% of the respondents strongly agree that Nivea is safe and effective body care brand, 30% of the respondents somewhat agree that Nivea is safe and effective body care brand, and 22% of the r4spondents somewhat agree over this statement. however, there are 0 respondents to strongly disagree on this statement therefore Nivea products are safe and effective according to the respondents of this survey

1. **How likely are you to recommend (NIVEA products) to others?**

****

**INTERPRETATION**: 67% of the respondentswill definitely recommend the Nivea product to others which states that it is liked by most of the consumers and it is safe and effective for skin and bodycare.24% of the respondents are not sure as they may feel that certain other products of another brand are equally of the same effectivity.

**CONCLUSION**

It has revealed that elements of package are the most important for consumer's purchase decision. For a major part of consumers’, a size and material are the main visual elements. Most of the respondent while purchase a product they more focus on brand more than packaging of the product. In our research most of respondent says that packaging of product influence while purchasing of the product. Most of people says that packaging is eco-friendly. According to our research most of people read printed information of the packaging.

After all, it's the product that really matters. A product's packaging communicates many things, from what the product can do for your customers to your company's values. Some would argue that the packaging is as important as the product itself because it's a crucial marketing and communication tool for your business.

**Perceived Value**

When considering product packaging, focus on the feeling the product should evoke, as well as on the product's ease of use (is it easy to open?); or, focus on the “wow factor” (is it lovely to look at?); and that the product offers easy storage (is it easy to store?) Depending on the product’s intent, these factors all come into play, in varying degrees of necessity. For instance, a broom with a matching dustpan may not need to be pleasing to look at, but it needs to be compact enough to tuck in somewhere for easy storage. Compare that with a stationary bicycle, which must be functional versus a set of engraved stationery -- which should look beautiful. The size of your product packaging may also speak to perceived value, which means that depending on the type of product, people may think that +the product has more or less financial value, based on how much space it takes up.

**Functional**

How functional the product packaging is of utmost importance? To prevent damage when transporting the product from manufacturer to store and then from store to someone’s home -- is vital to the health and appearance of merchandise. A good example is that a food product’s packaging is also its delivery system — it must be packaged heartily enough to survive transit and then to be stored in someone’s home -- either on a shelf or in the refrigerator. Choosing paper, plastic, aluminium or some other substance is of great importance, because to market the product well means that it must also look great.

You really cannot understate the importance of packaging in marketing. It is the marriage of form and function presented in a beautiful package designed to entice customers to buy the product and then to continue buying it. Part of this is that you want the customers not only to buy but also to recommend the products to their friends and family. Carefully consider every aspect of marketing the product so that it results in the most profitable impact.

**RECOMMENDATIONS**

* **Brand image should be maintained:**

Nivea enjoys a good brand image especially due to its reputation

It was recently reported in Europe Online that Nivea and Dove are in a legal battle at the moment - over the colour, dark blue. The two brands spent a day in a German courtroom last week, fighting for the right to use dark blue on their packaging.

A Dove ad from the 1960s.Beiersdorf, which manufactures and markets Nivea, sent its lawyers to appeal a patent court directive in place since 2013. The judge had ruled that the shade of blue could only be registered as an identifying feature if 75% of the German public assumes and associated a blue container is a Nivea product.

So how much of the public were able to see blue and "think" Nivea? Not enough - 57.9%.

The outcome of the survey determined that Unilever had won this round of the colour battle - and Nivea's blue was voided as a registered trademark, giving Dove the legal right to continue to use dark blue on its packaging for soap and other personal care products. Beirsdorf had previously been awarded the right to be protect the colour as an identifying feature first, however - in 2007. (The battle over blue has been going on for years, apparently.)

Why Brands Love Blue

Blue is a calm, peaceful, and relaxing colour, but most importantly for a brand, it can inspire trust. Many banks use blues. Facebook, Twitter and Linked In also all use blue - and of course, "Tiffany Blue" is instantly recognizable.

But, when did blue become such a hot colour in packaging design for beauty products? Maybe brands are also thinking about social media, and its growing importance. Fast Company and Digital Trends both report that photos with blue will get your brand more clicks on social media. Studies - one conducted by Curalate - say that images with blue as a dominant colour perform 24% better than those with high concentrations of red and oranges.

But, Is It 'Nivea Blue'? Who Has Been Using It Longer?

Nivea launched its cream moisturizer, in its signature blue packaging in 1925. Last year, Beirsdorf announced that it had redesigned its logo, promoting its new colour as 'Nivea Blue.' The company said in a statement that they were using the colour to create a link between the Beiersdorf name and its strongest brand.

The new logo is just the word, Beirsdorf, in the company's signature font - smooth, rounded letters. An image mark, with the abbreviation BDF, was eliminated from the old logo, in favour of the more simplified modern design.

About the new logo design, Beirsdorf's CEO Stefan F. Heidenreich commented, "Beiersdorf stands for outstanding products and skin care expertise. The new Beiersdorf logo clearly reflects these values, our core competence and our identity. It is a development of the former logo oriented toward the future and builds a bridge between the company’s tradition and its future."

Even if it seems like Nivea has claimed the hue as its own, Dove has also been printing its name in dark blue for many years - its soap first launched in 1957. Dove's shade of blue seems to be lighter on its packaging during the 1960s, however, as shown in the vintage magazine ad. Other Unilever brands are also known for dark blue - take a look at Vaseline's logo.

The Final Verdict on the Battle for Blue

It's not in yet, stay tuned. In the meantime, blogs like Jezebel are poking fun at both Nivea and Dove, calling the debate the dumbest fight ever - and that can't be good for any brands' image.

Therefore, Nivea should look in for some innovation in the brand colour to avoid legal issues and continue to take over the body care market.

* **Better advertisements:**

As Indian consumers most of the respondents felt that the brand is not well advertised as compared to other brands like dove. Thus, it is necessary to come out with more attractive advertisement. Also, the frequency of the advertisement has to be increased over various media.

* **Attractive schemes for customers and dealers in this region**:

**The customer** promotional and incentive scheme offered by the Nivea brand should be revised compared to its competitors. Thus, the company should give due weightage to this aspect to survive as the undisputed leader in the market.

* **Email Campaign:**

An email campaign should be conducted in every quarter to contact as public as possible. Frequent emails can be sent to them regarding:

* Product brochures
* New product launch
* Discount offers
* Reviews regarding the product designs and recommendations.

**LIMITATIONS OF STUDY**

* This study is only applicable to the Pune area. This is study is done on the basis of data provided by the respondents. Respondent Bias was one of the major limitations of research, and there might not be perfect positive response from all the respondents. This study is done on the basis of data provided by the respondents.
* Individual surveys generally cannot provide strong evidence of cause and effect.
* Only potential users of the product are interviewed
* Prejudice of some of the respondents
* In some cases, respondent was reluctant and was trying to get over with the interview as soon as possible.

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http://blog.bestpack.com/2012/09/different-types-of-packaging-for.html.

**QUESTIONNAIRE**

**Dear Respondent, I am a student of PGDIB programme of BMCC college Deccan. As a part of our study, we are required to prepare a project report on “Impact of Packaging on Consumer Buying Behaviour". This project is done by a management trainee and all the information would be strictly confidential. So, we seek your kind help to assist us by answering few questions.**

**QUESTIONNAIRE ON IMPACT OF PRODUCT PACKAGING AND CONSUMER BEHAVIOUR**

NAME:

AGE: GENDER: MALE / FEMALE

1. What Nivea product do you use the most?

 Skincare product  Haircare product  Make-up  Others

1. How will you rate NIVEA products?

 Good  Excellent  Satisfactory  Not good

1. What would you consider when buying skincare products?

 Brand Price  Popularity  Packaging  Others (PLEASE SPECIFY)

1. What of the packaging issue will you be concerned about when you buy NIVEA products?

 Attractiveness  Design of Package  Quality of the material  Environment friendly

1. How much are you willing to pay for skincare products? (In rupees)

100 – 200  200 – 300  300 – 400  400 – 500  500 - 1000

1. Do you like to see the brand logo on the packaging?

 YES  NO

1. Does the Packaging of a product influence your purchase?

 YES  NO

1. Does clear written instructions and ingredients on packaging encourage you to buy the product?

* YES  NO

1. Would you prefer a see-through box so you can see the bottle or container from inside?

 YES  NO

1. How do you feel about dual language option (e.g.: English & French)?

 I don’t mind  Waste of paper/space  Confusing  Useful

1. Would you prefer the design of NIVEAS packaging to be?

 Plain / simple  Sophisticated

1. Which of the following would persuade you to buy a product?

 Instruction to use the product  Benefit of using the product  Brand of the product  Attractiveness of the packaging

1. Which of the following sources do you use to learn about skincare products?

 Dermatologist  Cosmetologist  Sales people  Friends or Family  Internet sites

1. Do you often keep the packaging from the products you buy?

YES  NO  Sometimes

1. Do you agree with the following statements?

NIVEA is safe and effective body care brand

 Strongly agree  Somewhat agree  Somewhat disagree  Strongly disagree

1. How likely are you to recommend (NIVEA products) to others?

 Definitely will recommend  Not recommend  Not sure

1. Do you have any comments or suggestions regarding the product and its packaging?