

**IMPACT OF PACKAGING DESIGN ON CONSUMER BEHAVIOR IN COSMETICS*****Ghaya Almaazmi, Ghalia Alshuweih, Haya Almualla and Alyaa Aldandashi**

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Abstract

Despite the focus of the cosmetics industry on brand and aesthetics, little research examines how packaging design affects buying behavior. This gap is the focus of the present study, which investigates the behavioral responses of packaging elements in the context of cosmetics. The goal of this study is to examine the impact of packaging design on consumer behavior in the cosmetics industries. The study identifies the most important functional and aesthetic attributes of packaging that resonate with consumers, shape their preferences, and affect their actual purchasing decisions. This study also aims to shed light on how businesses can strategically utilize packaging to enhance customer engagement and sales by exploring the interaction between design attractiveness as well as material quality. To gather this study, we created a survey for people aged 15-28. The survey concentrated on packaging design on consumer behavior. Most people preferred characteristics such as aesthetic design and sustainability. 76% of the respondents were teenagers who were affected by the visual aspect and social media in buying choices. Packaging design strongly influenced Sharjah's youth, affecting both their brand perception and buying choices. Aesthetics and TikTok played a major role, while price remained important. Eco-friendly, appealing packaging added extra value to products.

Keywords: Packaging design, consumer behavior, cosmetics industry.**INTRODUCTION**

First impressions have a significant impact on how individuals interpret objects. First impressions are distinguished in forming observations and decision-making procedures distinctly in the cosmetic industry. Effective packaging is not only essential for products since it plays a vital role in a brand's success it is also essential to brands successful, when a brand's packaging is exquisite and clear it draws consumers and uplifts them to make purchases since packaging in a product is the first thing in contact with potential consumers. Effective packaging increases a product's commercial appeal by making it distinctive on crowded shelves and setting it apart in the competitive cosmetic industry. In addition to drawing attention, attractive packages represent the brand's values, quality, and identity which is crucial in order to build trust and earn loyal consumers. When it comes to packaging, it is more than just a container; it's the skill and methodology of attracting customers and swaying their decision to buy. Packaging can be what makes one brand stand out from another in the cosmetics market, where goods frequently have extremely identical goods. Packaging for cosmetics must be aesthetically appealing. Where its the packaging's color, shape, texture, and design all have a major influence on drawing attention of the targeted audience. For example, colorful and vivid patterns may draw in a younger audience, while elegant, minimalistic designs may appeal to affluent consumers. (Underwood, Klein, & Burke, 2001) For many consumers, the packaging is a part of the user experience. High-quality materials and unique design features or patterns can make the product feel more luxurious and enhance the perceived value of the product. For instance, lipstick encased in a durable, beautifully designed tube can feel more lavish than one in a lightweight, inferior plastic holder. Moreover, consistent packaging design across different products doesn't just make

the product appearance wealthier, but also helps to build a rich, cohesive brand image which allows consumers to easily recognize the brand. Packaging design acts as a catalyst in shaping consumer preferences and leverage purchasing choices, peculiarly in the cosmetics industry. The perceptible and tangible components of packaging such as colors, materials, shapes, and typography are thoroughly formulated to evoke psychological and emotional responding. Bold colors like red, perhaps itch eagerness and urgency. Whilst modern and pastel colors tend to spark softness and calmness. Grade materials and gleam, modern shapes sophistication, making the product feel more premium. As well as typography influences how consumers perceive a brand's personality such fonts convey refinement and elegance, while others can source creativity. Combining these elements together, not only waves the consumers' emotions, but creates a sense of belonging that not only attracts attention but also signifies purchasing decisions by aligning the product with the consumers' desires and interests. (Underwood, Klein, & Burke, 2001)

Statement of Problem

Prior research looked at how packaging design affected customer behavior in a variety of settings. For example, Kim *et al.* (2020) looked at the influence of minimalist design on South Korean cosmetic packaging preferences. The psychological effects of color schemes in cosmetic packaging in the US were the subject of another study conducted by Johnson and Lee (2021). However, little research has been done on how packaging design affects customer behavior, particularly in the cosmetics industry in the United Arab Emirates, which serve a multicultural and diversified clientele.

Objective of the Study

Target study for such case is to assess impact of packaging design components, including factors like color, material,

typography, and imagery, on consumer behavior in the cosmetic industry. A crucial implement is proposed as a tool to intrusively intrigue consumer notice, influence purchasing design, and serve brand identity. Prior research height how consumer attend to design aesthetic leading to perceptions and emotional responses (Johnson & Lee, 2019; Brown & Petal, 2018). Examining factors as such, provides strive for purpose and insight on responses to packaging enhancement on consumer choosing and brand loyalty (Smith, 2020)

Research Questions

How does the look of the packaging influence what people think of the brand?

Do certain colors or styles of packaging make people more likely to buy a product?

LITERATURE REVIEW

This chapter explores how packaging significantly influences customer behavior and brand identification. The chapter's first part discusses the evolution and history of packaging, emphasizing how it has changed over time and how important it has become for creating brand identification. Packaging has developed into a useful marketing tool that businesses use to convey brand values to consumers and differentiate their products. The Halo effect, a psychological concept used to describe how packaging influences customer preference and judgment, is talked about in the second half of the review. According to the theory, packaging is a persuasive force that has an impact on how customers perceive a company. The article goes on to elaborate on how the visual elements of packaging like color, design, and typography impacts consumers. The beauty of packaging also has a crucial role to play in capturing customers and influencing their purchasing behaviors. The chapter concludes by observing some of the most notable characteristics of packaging design, including color, shape, and form, and how they influence consumers' purchasing decisions and recall of a company.

Historical Background

The history of cosmetic packaging began in ancient times, when cosmetics were made from natural materials such as flowers, plants as well as insects. (Porter, 1999) said that in major parts of the United States packaging was narrowed to just simply tying parcel with strings and wrapping paper. In those times, presentation was not as important as usability was. So, companies did not focus on visual appeals, instead they focused on durability. These packaging were built to last long; People would often repurpose these packages and use them around their households. However, with time the beauty industry started growing, packaging became more complex, incorporating sophisticated materials, architectural abilities, and cutting-edge trends to create a visually appealing and functional unboxing experience. During the 19th century industrialization became very popular and that is when materials like glass for perfume bottles and metal tubes for lipstick motioning towards a shift in packaging that was not only functional but also reflected the products luxury (Keller, 2009). By late 20th century brands started using packaging as a marketing tool ,luxury brands such as Chanel sculpted glass perfume bottle to showcase there motive of elegance . Since people can distinguish the Chanel bottles it increases the value

to the buyer since the packaging is more valuable to them (Difi, 2022)

The halo effect

The Halo Effect is a cognitive bias in which an in-depth investigation or assessment of unrelated standards is led by an impression. Created based on a given characteristic or quality. This may turn into a psychological appearance that could result in errors in reasoning, the positive or negative attitude of someone shapes the overall impressions of a person.

The history of the halo effect

The Halo Effect was studied in a revolutionary study by American psychologist Edward L. Thorndike in the year 1920. He asked that commanding officers evaluate their subordinates on the other attributes including character, leadership, intelligence and physical appearance, without ever having to speak with them. As Thorndike said, in "The Constant Error in Psychological Ratings," he discovered that individuals tend to generalize from one outstanding trait to an overall impression of a person. Thorndike discovered that these ratings were "too high and too even," and interpreted this to reflect that people did not make independent judgments of each different trait, but instead, their assessment of one quality bled over into other judgments. For example, ratings for physique and intelligence correlated with 0.31, physique and leadership 0.39, and physique and character 0.28 a systematic bias in the evaluation.

First impressions and primacy effect

Building on Thorndike's findings, Polish-born psychologist Solomon Asch conducted a study in 1946 demonstrating the primacy effect in impression formation. The participants were given two lists of adjectives describing a person; both lists contained the same adjectives, but the order was different. The second list started with negative features, while the first one started with positive features. Results showed that when the positive traits were mentioned first, subjects saw the person more positively, while this was reversed when negative traits were introduced first. This experiment demonstrated that first impressions are a compelling determinant of our overall evaluation of a person, thereby supporting the Halo Effect.

Attractiveness and the halo effect

One of the most effective factors influencing the Halo Effect is physical attractiveness. Plenty of research indicates that those who are good-looking are judged to be smarter, capable, nicer, and more successful than those who are less attractive, regardless of actual ability. This attractiveness stereotype is, however, a two-edged sword. While good-looking people do receive more favorable evaluations, they are at times also perceived as self-centered, untruthful, or manipulative. This therefore means that the Halo Effect does not always work in one's interest and that this may lead to making unfair judgments about people based on superficial traits.

Key components of packaging design

Consumer perceptions could circle solely on package design, the pack design is the "Salesman on the shelf" (Pilditch, 1972), ensuring it is an essential role that sways power in purchasing decision. In the cosmetic world, first impression and aesthetics

are crucial, serving packaging as an influential marketing tool. Diving into the key components of packaging design and exploring how they impact consumer behavior.

Visual appeal and aesthetic design

There are multiple occupations that speak on this matter. It could resemble science in the subject of art, owning its own value of aesthetics. A consumer tends to intertwine beauty in different sects. Most viewers, consumers, tend to gaze at the glorification of a product, depending on the level of the targeted respondents. It is indispensable to understand what elements should be considered essential criteria. Acting as 1. Identification, 2. Functionality, 3. Personality, and 4. Navigation (Design Matters: Packaging 01, 2008, p.43-53). If it could be visualized, it is considered as visual design elements – beauty is in the eyes of the beholder, taking credit of both consumer and design.

Color Psychology

Color is a major attribute. Colors impact multiple aspects of human nature. Each color spectrum exerts signals which run through the human neurological system and psychological state. Some colors could be instant reminders of certain brands. Choosing packaging color, Valentya et al (2014) opined that different companies should concentrate on what could stimulate consumer responses positively to their products. Consumer perceptions are attributed to other quality inputs, as well as satisfactory levels. It could be achieved by manipulating multiple packaging variables, including packaging color, unveiling viewing product color, incident light, and nomenclature, and brand name appearance (Imram 1999; Silayoi & Speece 2007).

Shape and structure

Silayoi & Speece (2007) identified that shape and size are crucial attributes in packaging dimension. Generally, consumers view more elongated packages are perceived as large, even with previous purchasing and experience. For example, low-cost food products like generic brands often come in large sizes, which helps reduce packaging and promotional costs. This is attractive to consumers from larger households who are looking for good deals. They see the large packaging as better value for their money (Prendergast & Marr, 1997). Additionally, when it's hard to judge the quality of a product, packaging size can play a bigger role in how consumers perceive value. For example, making the packaging longer (within limits) might make the product seem like a better deal. However, other packaging factors, like shape, color, material, and design, can also affect how consumers perceive the size and value, but there's still limited research on these factors.

Perception Theory

The theory of perception states that individuals perceive contained sensory information – the design, shape, color, and even wording on the package – and consider their cultural history, and experiences. Such information determines consumers' attitude towards value which shapes the buying behavior of the consumers (Williams, University of Pennsylvania). For instance, in the market there may be customers that favor premium products with extremely clean,

metallic and properly branded minimal packaging. However, price-conscious or youth demographic buyers may be attracted by brands of vivid and cheerful packaging that are low-cost and youthful (Chitturi *et al.*, 2007). Additionally, perceptual processes are also said to operate within frames of a person's culture. Gold and red-colored packaging in some cultures may mean prosperity and richness, while in other cultures it may have some other meaning. Personal experiences also influence how other consumers perceive some elements of the package for example, someone from a culture where glass packaging is seen as a craft product will perceive products in glass packaging as more eco-friendly. These sensory cues could show the ability to form emotional bonds with consumers and cement brand identity and how products differentiate themselves on store shelves (Hung & Mukhopadhyay, 2008; Chitturi *et al.*, 2008). Perception theory is important in brands, specifically cosmetics where appearance and perceived reputation can play a large role in consumer choice. A high-end skincare company would use a thick and matte finish jar with an embossed logo to reflect their pride and justify the price. Bearing the consumer mindset in mind, companies can use packaging design to meet three expectations, instill positive brand attitudes, and induce sales (Chitturi *et al.*, 2008).

METHODOLOGY

This research explores the influence of cosmetics packaging design on consumer behavior through qualitative and quantitative data collection procedures. A survey was sent out on Microsoft Forms among participants between the age group of 15-28 years from Sharjah, UAE, to understand the impact of packaging aspects such as color, texture, material, and cultural symbols on buying behavior. Data collected was used to ascertain patterns of consumer behavior, for instance, attitude toward sustainable packaging and the influence of cultural factors. Current research attempts to delve deeper into the influences of packaging design on consumer perceptions and purchasing behaviors, particularly within the beauty industry.

Description of Data

Our study employed qualitative and quantitative data collection methods to collect primary data to investigate the impact of cosmetic packaging design on consumer behavior. Data were collected using a Google Forms questionnaire, which collected responses from participants from various backgrounds. The survey had multiple-choice questions, for example: "How often do packaging factors affect your decision to buy an item?" and "What aspects of visual design (e.g., color, texture, font) are most influential on your perception of quality?" To probe further, additional questions explored how consumers process their preferences: "What package feature do you first notice when shopping for cosmetics?" and "Would you pay extra for a product whose packaging looks superior?" In addition, members were asked: "How important is sustainable or green packaging in choosing to buy a product?" and "Have you ever stopped buying a product because of packaging design?" The quantitative responses were used to determine patterns of association between packaging attributes and customer liking, while qualitative responses represented individual and cultural views. "How do your cultural values influence your perception of packaging design?" was one question that brought out the impact of cultural variation on meaning. Colors are highly effective at influencing consumers'

thoughts, feelings, and behaviors; marketers have employed color as a visual signal to draw attention for many years (Labrecque, Patrick, & Milne, 2013). Our research, using both qualitative and quantitative methods, constructed an integrated image of the role that packaging design plays in consumer image construction and mapped out how extant characteristics must match audience anticipations to establish brand familiarity and influence purchasing behavior.

Methodology

This study employed a mixed-methods research design that integrated both qualitative and quantitative data collection procedures to examine the impact of cosmetic packaging design on consumers' behavior. The primary data were collected using an online questionnaire that was distributed through Google Forms among participants aged 15-28 years who resided in Sharjah, UAE. The study aimed to assess the impact of packaging elements—color, texture, material, typography, and cultural symbols—on consumer perception and purchasing behavior.

Data Collection Process

Multiple-choice and open-ended questions were employed in the survey to permit detailed analysis of consumer opinions and attitudes. Multiple-choice questions allowed for structured data for statistical purposes, while the open-ended ones provided deeper views into personal experience, cultural effects, and inspiration for packaging design. The major issues covered by the survey were:

- The extent to which purchasing habits were affected by packaging design.
- Strongest visual design elements (e.g., color, texture, font).
- Consumer attitudes toward green and sustainable packaging.
- The effect of cultural values on attitudes towards packaging beauty.
- Price willingness to pay extra for better packaging designs.

Sampling Method

A convenience sampling procedure was used to recruit participants for ease of accessibility and response variability. The 15-28 years age bracket was selected in an attempt to reach a consumer segment that engaged actively with cosmetic products. Participants were encouraged to share the survey with their networks in a bid to achieve high rates of response.

Data Analysis

The quantitative data collected were also processed through descriptive statistics to reveal trends and patterns of consumer action. Qualitative responses, by contrast, were treated thematically in order to make inferences about cultural pressures, emotional relations to packaging, and brand considerations. This synthesis of methods ensured an integrated consideration of how the design of packages was affecting the decision of the consumer.

Rationale of the study

For this study on how packaging affects customer behavior, a survey approach using Google Forms was chosen due to

methodological and practical considerations. Google Forms is a simple program that allows effective data collecting and distribution, especially in an online setting where a large audience must be reached. The survey's simplicity of design and distribution aligns with the study's objective of understanding consumer behavior in a digital setting. Additionally, Google Forms makes data compilation simple and integrates with other Microsoft Office products thus simplifying the analysis of data.

Convenience and ease of access to the platform allow the respondents to respond at their leisure and from anywhere, which is vital when it is desired to have a diversified pool of respondents. Since the 15–28 age group is quite active in interacting with packaging and consumer goods, it was decided to concentrate on them as the study's target audience. At this age, they are forming their consumption patterns and are likely to base their purchases on look, brand, and packaging. Marketing and design components, such as packaging, can have a visual and psychological impact on the purchasing decisions of teenagers and young adults, who are extremely tuned to these factors (Rook, 1985). Because of their desire to explore new items and their purchasing power, they are also often the focus of consumer packaging campaigns. As a result, their understanding of how packaging affects consumer attitudes and behavior aligns with the goals of the study.

Procedure of the Analysis

The research design for this study was quantitative, aiming to explore how packaging design affects consumer behavior among people aged 15-28 in Sharjah, UAE, specifically in the cosmetic industries. The study focused on how different packaging elements like color, material, shape, and cultural symbols impact purchasing decisions. Data was collected through an online survey using Google Forms. The survey included basic questions about participants' age and location, as well as questions about their preferences for packaging design (e.g., colors, cultural symbols, eco-friendliness) and how packaging influences their buying choices. The questionnaire contained questions such as: "How frequently do packaging considerations influence you to purchase an item?" and "What package feature do you notice first when shopping for cosmetics?". The questionnaire was distributed on social media and community groups in Sharjah.

In the analysis of data, we ensured that we use descriptive statistics to summarize responses, for example, by counting the number of people who settled on each response. We also used correlation to see if there is a relationship between packaging preferences, buying behavior, and checked if packaging preferences vary by age. We also included questions about cultural preferences to see if elements like Arabic calligraphy influence buying decisions. Ethical standards were adhered to by making the participants aware of the voluntary basis of the study, their privacy was maintained, and no personal data was gathered. All answers were anonymous (Underwood, Klein, & Burke, 2001).

Conclusion

This chapter dealt with the corpus description, methodology, rationale of the study, and procedure of the analysis. This study explored the effect of cosmetic packaging design on consumer behavior with a focus on color, texture, material,

typography, and cultural symbols. Based on the assigned objectives, the information collected was analyzed to identify trends in consumer attitude and preference, consumer preference for sustainable packaging, and the impact of cultural values in consumer buying behavior. Quantitative feedback provided statistical data about the relationship between packaging attributes and consumer behavior and qualitative feedback offered insight into individual opinion and culture. The findings of this study contributed to the development of a comprehensive understanding of the impact of packaging design on consumer choice in the beauty industry. The findings would be beneficial to marketers and brands that are keen on optimizing their packaging strategies to meet consumer needs and preferences.

RESULTS AND DISCUSSION

Introduction

This chapter presents the analysis and interpretation of the data collected through a survey conducted using Google Forms. The study investigates which packaging features attract consumer attention and drive purchasing decisions. In addition, the chapter highlights the growing role of social media platforms in influencing how consumers perceive and respond to packaging. With platforms like TikTok and Instagram becoming key sources of product discovery, especially among teenagers, this chapter also analyzes how online trends and peer influence affect consumer choices. The results offer insights into the preferences of a diverse and youth-driven audience.

Purpose of the Study

The aim of this chapter is to explain and discuss the study findings on packaging design and consumer behavior in the cosmetic industry. Furthermore, this chapter will discuss how social media shape consumer attitudes towards packaging and how online platforms guide purchasing decisions. This section will focus on how different packaging features, such as color, form, material, and text, impact consumer opinions and purchasing decisions. The study will also explore the impact of social media and online trends on perceptions of packaging and how such websites influence consumer decision-making. Based on the findings, this chapter will offer practical recommendations to designers and marketers regarding how to enhance packaging to better connect with consumers and meet their needs in the modern marketplace.

Demographic Characteristics

Age of participants

Out of the many responses collected, 76% of the responders were between 15 and 18 years so there was a decent level of representation by teenagers, who are very influenced by appearance and social media in buying choices. 16% of the answers were between the ages of 19–21 and 8% between the ages of 22–28. This trend uncovers younger consumers, and particularly teenagers, to be most interested in cosmetics and thus are an influential audience when talking about packaging design that affects consumers' behavior and decision-making.

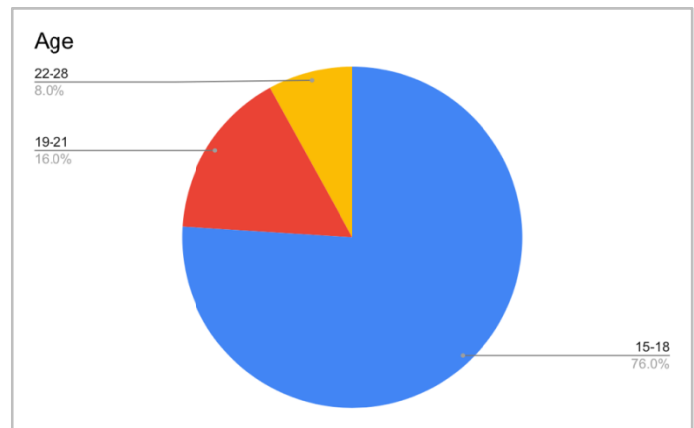


Figure 1.

Nationalities

There was a wide range of nationalities in the survey, which reflected Sharjah's international composition. The most participants were from the United Arab Emirates, followed by Lebanese, Egyptian, and Syrian. Iraqi, Jordanian, Palestinian, Jamaican, and Sudanese nationalities also contributed their opinions. Cultural insights were provided to the study by this diversity, particularly regarding packaging choices and clients' objectives. While most of the foreigners were interested in price or design, Emiratis showed a strong preference for eco-friendly packaging, showing how local identity can influence consumer choice.

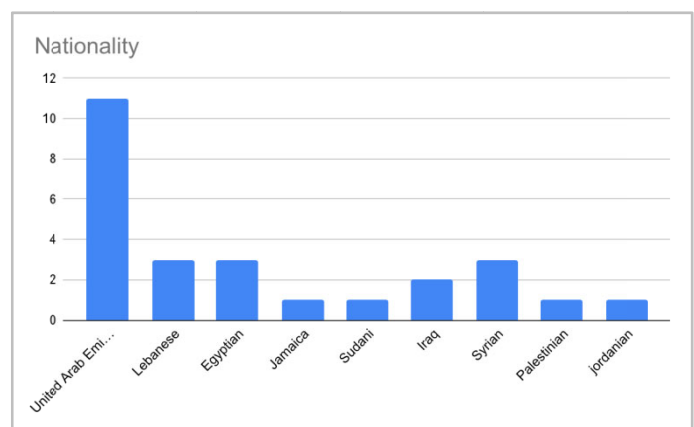


Figure 2

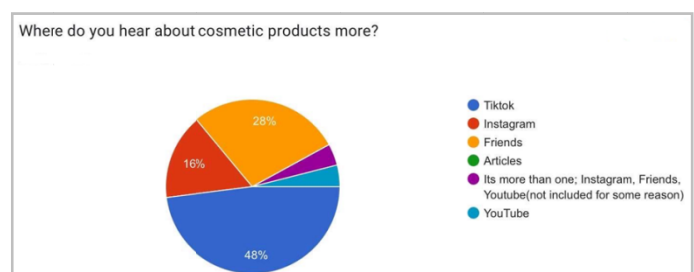


Figure 3

Impact of Social Media

The findings highlight the dominant role of social media platforms in informing consumers about cosmetic products. According to the survey results (Figure 3), nearly half of the respondents (48%) indicated that TikTok was their primary

source for discovering new cosmetic products. This underscores the platform's growing influence, particularly among younger consumers, in driving awareness and interest in beauty-related content. Friends were the second most common source (28%), followed by Instagram at 16%. This reflects a strong reliance on both peer recommendations and visually driven content, as Instagram continues to serve as a hub for influencers and brand promotions. Notably, more traditional sources, such as articles, had minimal impact. The data suggests that social media platforms, especially short-form video apps like TikTok, have become essential marketing tools for cosmetic brands. These platforms allow for creative storytelling, product demonstrations, and influencer partnerships that significantly shape consumer perceptions and packaging preferences. Given that most respondents were between 15 and 18 years old, this influence is particularly significant, as younger consumers are more engaged with social media and more responsive to visual and trend-based marketing strategies.

Analysis and Interpretation of Findings

The data gathered from Google Forms surveys are useful because they provide information on the effect of packaging on consumer behavior, especially under the teenage demographic. From the information gathered, it can be said that the most principal factor is aesthetic appeal. This shows the extreme importance of eye-catching design and quality impression elements design in packaging has, especially for a younger clientele who tend to be more attracted to branding and tend to emphasize visual appeal. Moreover, product features such as newness and pricing influenced the decision-making process, which suggests that customers look for appealing products but, at the same time, expect them to be reasonably priced. While it was not the overall defining factor, most respondents expressed that they would pay a little more for a product if it used eco-friendly packaging with the warning that the added expense is slight. This shows spending is increasingly being driven by marketing, even if such spending can only be partially influenced. This finding is also following the age profile of the sample, considering that more than 80% of participants were between the ages of 15–18. It is clear this depicts a younger, trend-sensitive group. Since this was noted as the most active cohort in the beauty industry and related marketing activities on social media platforms, it is reasonable why TikTok was identified as the No. 1 source for discovering cosmetic products. It is so powerful it highlights the extent to which social media platforms shape consumer preference, suggesting that the packaging needs to be visually appealing and to be "social-media friendly."

Recommendations

Based on the research results, there are four areas that packaging design should focus on: visual appeal, sustainability, functionality, and cultural appropriateness. Aesthetic packaging was what drew consumers in, and color, texture, and design were the main factors in their perception of quality. Sustainability ranked high as well, particularly for local respondents, who said they would be willing to pay more for sustainable packaging. Function, such as ease of opening or reusability, adds to user experience and must be attended to in the design process. Cultural sensitivity is also important in a multicultural marketplace like Sharjah, where inclusive and relevant packaging can translate to deeper consumer

connections. Marketers are also encouraged to showcase packaging on social media platforms like TikTok and Instagram, where visual impact has a significant effect on purchase decisions.

Summary of Findings

Results from the survey show that many of the participants are 15–18 years old and a multicultural sample made up mostly of Sudanese, Egyptian, Iraqi, and Emirati. TikTok ranked as the dominant source to find out information on cosmetic products followed by friends and Instagram and not with any form of influence of traditional sources like articles. In cosmetic packaging, the most critical characteristic is design for aesthetics, then function and price. Although there are respondents who are willing to pay more for eco-friendly packaging, there are also a lot who prefer affordability or are neutral based on the price difference. Generally, packaging has a moderate impact on purchase decision with a mean influence score of 3.18 out of 5.

Conclusion

From the quantitative data drawn from the multiple-choice survey, it can be clearly stated that packaging does affect consumer decisions on cosmetics. The groups aged 15–18, which dominated the total responses, were especially swayed by aesthetic appeal and price. Sustainability was not a key consideration for most, but many said they would choose eco-friendly options for little to no cost difference. TikTok appeared as the dominant platform of product discovery, demonstrating social media's enormous impact on young consumers. In general, the tendencies reveal that shoppers are more attracted to low-cost, eco-friendly, and aesthetically pleasing designs—emphasizing the need for cosmetic companies to consider balance between aesthetics, price, and sustainability on their packaging policies. From these findings, businesses aiming to target younger consumers should place emphasis on impactful visuals on the packaging with an eventual adoption of sustainability initiatives that meet the customers' expectations.

CONCLUSION

Summary of Findings

This study examined the impact of packaging design on consumer behavior within the cosmetics market, with reference to young Sharjah consumers. The results revealed that the design of a container significantly influences how a consumer views a brand. Consumers perceive a brand as credible, upgraded, and modernized when it features attractive, nicely designed packaging with sophisticated color, texture, and font. This is in alignment with past research showing the degree to which packaging design influences customer attitudes and informs their purchasing decision. The study also revealed that package type and color selection of a product had the potential to increase the probability of the product being bought. Vibrant or muted colors, innovative type fonts, and upscale materials commanded more attention and increased the visibility of the product on the shelf, making it most appealing to youths. Social media in general, but particularly TikTok, also plays a fundamental role in product discovery because product sightings online continually influence consumers. Price stayed the dominant concern for the participants despite some

claiming they would pay a little more for environmentally friendly packaging. Everything aside, packaging does indeed influence sales.

Implication on the study

The findings of the study indicate the wide influence that cosmetics packaging design gives on consumers reaction, especially among younger groups. With the majority of the participants aged between 15-18 years, it shows that teenagers aren't only sensitive to the packaging's aesthetic but are also the ones who influence today's buying trends. This suggests that brands targeting Gen Z should focus more on visual design, trendy, and personalized packaging design to get their attention and encourage purchases. Additionally, the study implies that things like color, fonts, pictures, and sustainability are not just for looks, but powerful marketing tools that shape consumers attitude and loyalty. Companies in the cosmetics industry can use this information to enhance their branding, stand out more, and create stronger connections with their customers. As consumer tastes continue to change, the role of packaging design will continue to be an important part on people's purchasing decisions.

Delimitation of the Study

This study focuses solely on the influence of cosmetic packaging on consumer behavior among young individuals in Sharjah, particularly those aged 15 to 18. Our study emphasizes the role of packaging elements such as design, color, and sustainability as well as the influence of social media platforms like TikTok and Instagram. The study does not cover other product sectors, older age groups, or additional factors such as product quality, customer service, or advertising beyond social media.

Further Study

Future recommendations can explore how packaging formats (pumps, droppers, jars, and stick applicators) affect application precision and user convenience, as well as smart packaging technologies like temperature-sensitive materials and app-linked containers, which may reveal mechanisms to increase consumer engagement. In addition exploring aspects including smart technologies and the incorporating transparent features that could offer valuable insights.

Conclusion

This paper explored the crucial role of packaging in the cosmetic industry, showcasing its significance on consumer behavior, brand identity, as well as market challenges. In today's world packaging isn't just for preservation, it also serves as a tool that showcases values, attracts attention, and builds loyalty for a brand. As consumers show more interest in individualized options, packaging is now a means to express oneself and enhance brand appeal. Moreover, the perpetual development of packaging innovations, whether in terms of convenience or attractive designs, solidifies a brand's identity and grants longevity of consumer appeal.

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