BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

COSMETICS: THE EFFECTS OF PERFUME PACKAGING ON AFRICAN FEMALE CONSUMERS' PURCHASE DECISIONS IN ZIMBABWE

SUBMITTED BY: **B212409B.**

A DISSERTATION IS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING OF THE BINDURA UNIVERSITY OF SCIENCE EDUCATION IN THE FACULTY OF COMMERCE.

JUNE, 2025

RELEASE FORM

NAME OF STUDENT : MUREHWA VARAIDZO P

PROJECT TITLE : COSMETICS: THE EFFECTS OF PERFUME PACKAGING ON AFRICAN FEMALE CONSUMERS' PURCHASE DECISIONS IN ZIMBABWE.

DEGREE TITLE : BACHELOR of COMMERCE HONOUR DEGREE in MARKETING

YEAR GRANTED : 2025

Permission is hereby granted to the Bindura University of Science Education Library to produce single copies of this dissertation and to lend or sell such copies for private, scholarly or scientific research purpose only. The author does not reserve other publication rights of the dissertation nor may extensively extracts from it be printed or otherwise reproduced without the author's written permission.

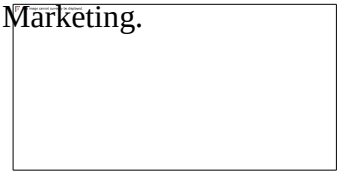
SIGNED…… DATE…06…. /06…/…2025…..

RESIDENT ADDRESS: House Number 334.

MELFORT, GOROMONZI

APPROVAL FORM

The undersigned certifies that the Marketing Department has supervised, read and recommended to the Bindura University of Science Education for acceptance a dissertation entitled: **THE EFFECTS OF PERFUME PACKAGING ON AFRICAN FEMALE CONSUMERS' PURCHASE DECISIONS IN ZIMBABWE** submitted in Partial fulfillment of the requirements of the Bachelor of Commerce Studies Honors Degree in Marketing.



……/……/……/…2025….

STUDENT'S SIGNATURE **DATE**

……..…….. ……/……/……/……...

SUPERVISOR'S SIGNATURE **DATE 10/06/25/**

…*MukuchaP*…… ……/24/09/24.

CHAIRPERSON'S SIGNATURE **DATE**

ABSTRACT

This study focused on the effects of perfume packaging on the purchase decisions of African Female consumers in Zimbabwe, particularly evaluating the impact of visual packaging elements such as colour, shape, size, and pictures and graphics. The objectives were to investigate the impact of packaging colour on consumer purchasing decisions, to determine the influence of packaging shape on consumer purchasing decisions, to explore the influence of packaging size on consumer buying decisions, and to determine the impact of packaging pictures and graphics on consumer purchasing decisions.. A descriptive research design grounded in a positivist philosophy was adopted. The sample comprised 384 female salespersons from formal and informal beauty shops in Harare Central Business District, selected using quota sampling combined with simple random sampling techniques. Data was collected via structured questionnaires and analyzed using SPSS, including factor analysis, reliability testing, and multiple regression analysis. Findings revealed that all four packaging elements have a statistically significant effect on consumer purchasing decisions, with pictures and graphics having the strongest influence, followed by size, colour, and shape. The multiple regression model shows that all the hypotheses H1to H4 were positive.

Keywords: Packaging colour, Packaging shape, Packaging size, Pictures and Graphics, Consumer Purchasing Decision.

ACKNOWLEDGMENTS

I am grateful to the Almighty God for providing me with health, strength, and direction during my studies. I would especially like to thank my mentor and supervisor, Mr. Chirimubwe, who despite his busy schedule was always willing to support and advise me professionally during my studies. My superior expresses gratitude to my father and mother for providing for my financial needs and to the responders who gave up their precious time to help me gather information. I hope that the sacrifices they have made have finally paid off.

DEDICATION

I want to dedicate my effort to my mother and father who provided me with both financial and emotional support during my academic career.

Contents

List of Tables

List of Figures

CHAPTER 1

INTRODUCTION

1.1 Introduction

The main aim of this research is to identify the impact of perfume packaging on the purchasing behavior of African women in Zimbabwe. This chapter gives an overview by describing the history of the study, objectives, theory, and research questions. It also introduces the main objectives of the study, underlying assumptions, study scope, limitations, and delimitations. It also offers definitions of the major terms and concludes with a summary of the chapter.

1.2 Background of the study

Stanton (1965) defined packaging as the art and science of packaging or product protection for storage, distribution, and final consumption. Kotler (2010) defines packaging as any design functions with regard to both visual (colour, shape, size, and graphics) and word elements. As per Kapse et al. (2022), quality and price are often given priority over sustainability at the time of purchase, though environmentally friendly packaging can help enhance brand image and attract consumers sensitive to the environment. They emphasize that companies must find a balance between being pro-environmental and fulfilling customers' requirements for price and quality. Since Oputa (1999) indicates, pleasing packaging is critical in distinguishing a brand and attracting consumer attention. Particularly in competitive environments, correct labeling and styling have the potential to enhance the level of product visibility and influence the consumer directly. As Rambabu et al. (2020) indicate, visual aspects of packaging, including color and material, could influence consumers' buying decision. They argue that while price matters, packaging's power to create intense emotions among consumers can sway them when it comes to making a purchase.

In an attempt to enhance perceived value, packaging plays a central role to encourage consumers to go for luxury brands like Jo Malone (Shekhar and Raveendran, 2015).

The globe has been dominated by luxury perfumes like Chanel No. 5, Dior J'Adore, and Gucci Bamboo (Forbes, 2020). The international market for colognes, which accounts for about 15% of the world cosmetics market (Euromonitor International, 2020), exports to the global cosmetics market were worth $380.2 billion (Grand View Research, 2020). The packaging material of the product is also influenced by natural and green raw materials, as customers are more attempting to purchase products with a green brand (Mordor Intelligence, 2020). With a consumer demand-driven 19.8% growth rate, Spain is one of the world's largest perfumers (STANPA, 2023). Between eight and ten cosmetics, such as fragrances, are employed by people every day in Spain. Although the online shopping trend is increasing, Spanish consumers prefer buying perfumes from physical stores, and the least sales channel for dermo-cosmetics is pharmacies (Statista, 2023).

The beauty and personal care industry in Africa grew from its value of $13.4 billion in 2020 to $23.5 billion in 2025, as revealed by Euromonitor International. It was revealed through surveys that African women also have a high interest in body and beauty care and that the best-selling product segment is perfume. These, combined with urbanization, rising incomes of consumers, and growth in the size of the middle class, are propelling the market growth at a rapid pace (African Development Bank, 2019). The South African market for detergents and cosmetics stood at more than $4.6 billion in 2015 alone, and cosmetics stood at a selling price of more than $3.3 billion (Molefe, Nair, and Modise, 2019). From Modise, Molefe, and Nair (2019), meanwhile, the cosmetics industry topped all other products during the same period, achieving a compound annual growth rate (CAGR) of 10.7% over the 2010-2015 period.

The cosmetics sector in Zimbabwe is unique in that it is the meeting point of both domestic and international brands. Urban centers like Harare and Bulawayo dominate the market. Perfume is among the most sought-after cosmetics, and demand for cosmetics is always there, even in hard economic times. The design of packaging is used by consumers while shopping, according to research within the nation (Karedza and Sikwila, 2020).

1.3 Problem statement

Little is understood about the role that packaging plays in influencing the purchasing decisions of African women, while Zimbabwe's growing demand for perfumes makes it a priority for marketing. Little is said on the US market by studies such as Silayoi and Speece (2007) concerning Zimbabwe's special cultural and socio-economic environment, indicating the need

for further research into how branding, material, and pack design affect consumer behavior in this market.

1.4 Research objectives

- To investigate the impact of packaging colour on consumer purchasing decisions.
- To determine the influence packaging shape on consumer purchasing decisions.
- To explore the influence of packaging size on consumer buying decisions.
- To determine the impact of packaging pictures and graphics on consumer purchasing decisions.

1.5 Research questions

1) How does the packaging colour affect consumer decisions?

2) Does the packaging shape affect consumer decisions?

3) Does the packaging size affect consumer decisions?

4) How does the packaging pictures and graphics affect the consumer's buying decisions?

1.6 Research Hypothesis

H.1 Packaging colours has a statistical significant effect on African female consumers' purchase decisions.

H.2 Packaging shape has a statistical significant effect on purchase decisions among African female consumers' purchase decisions.

H.3 Packaging size has a statistical significant effect on African female consumers' purchase decisions.

H.4 Pictures and graphics have a statistical significant effect on African female consumers' purchase decisions.

1.7 Significance of the study

To the researcher

Through this study, the researcher will learn more about consumer behaviour and marketing in relation to commodity packaging. This study will help the researcher in the future when she comes across comparable marketing scenarios.

To the university

The study supports research-based teaching and learning, which encourages creativity and research genius. It also helps the university gain knowledge in business and market research, which is essential for a positive reputation. The university places a high value on accurate information.

To the cosmetic industry

Businesses in the sector learn how to make their products more appealing and competitive in Zimbabwe according to this study. In addition, businesses will gain from the research's improved marketing ROI and efficiency.

1.8 Assumptions of the study

In this study the researcher assumes that:

- The data acquired was relevant and it gave the researcher accurate and genuine conclusions and suggestions.
- The findings applied in the research were both reliable and valid.

- The respondents gave accurate information.

1.9 Delimitations

This study concentrated on perfume packaging influences on African women's purchasing behaviors in Zimbabwe for the 2024 period. Although verbal and visual were two of many determinants of packing, visual components of packaging colour, shape, size, pictures, and graphics were the main concern of this study. Since most cosmetics companies were located in Harare Central Business, the study was based on the perfume industry there. The population for the study was Zimbabwean women between the ages of 18 and 50, and information was gathered from them by using questionnaires.

1.10 Limitations

Holidays and other cultural events that impacted perfume sales were excluded from the study because it was of short duration. The outcome was dated because study duration was too brief to capture current trends, and customer preferences and the cosmetic market were changing fast. Since surveys cannot completely record some comprehension, selection of quantitative methods generated bias. In addition, the limited sample size made it hard to make generalisations from the findings to the entire population.

1.11 Definition of key terms

- Packaging - Packaging is a product's actual container or wrapping that gives the consumer information, convenience, and protection (Kotler and Armstrong, 2010).
- Visual elements - Visual elements are discrete design components that use visual perception to express meaning, information, or emotion (Wheeler, 2013).
- Color – According to Bizongo (2020), colour refers to the use of specific colours in product packaging to affect the perception and purchasing behaviour of consumers.
- Shape – Shape is the term used to describe the form and design of a product's packaging, which is important for how consumers perceive and assess it (Poslon, Kovačević, and Brozović, 2020).
- Size – According to Yan et al. (2014), size relates to the dimensions and volume of a product's packaging, which might affect consumer perceptions and purchasing behaviour.

- Pictures and graphics – Images and graphics are crucial visual components that improve company identification, provide information, and draw in customers (Ruumpol, 2014).

- Consumer purchasing decisions - According to Blackwell, Engel, and Miniard (1995), consumer purchasing decisions are the decisions and actions of individuals who buy goods and services for their own domestic and personal consumption.

1.12 Summary

The main aim of the research was to evaluate the effects and influence on purchase decisions of consumers. Packaging in Zimbabwe as well as in other nations is a ubiquitous and popular method of attracting customers. The background of the research, research issues and questions, aims, research hypothesis, significance of the research, and limitations were all addressed in this chapter. The literature pertaining to the subject will be dealt with further in the following chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Conceptual framework, theoretical framework, empirical study, and gap analysis are all covered in this chapter. This chapter provides a literature review on the effect of perfume packaging on buying choice among African female consumers in Zimbabwe, both theoretical and empirical studies. The purpose of a literature review is to fill in the gaps that inevitably have not been covered in previous research and give readers an overview of how the study fits into the group of existing studies (Bord and Gall, 1989).

2.1 Conceptual Framework

A conceptual framework is an ordered drawing that outlines the main elements, and their relationship within the study. It includes independent and dependent variables of visual components of packaging on buying decisions by customers.

2.2.1 Visual elements

Visual packaging design components are unique visual design components that draw upon ordinary visual consciousness to stimulate feeling, represent, or communicate, according to Wheeler (2013). They consist of information components (labels, directions), aesthetic components (texture, motif), and graphic design components (form, size, and material) (Underwood, 2003). All those elements which form the visual element of packaging design, such as color scheme, font, pictures, logos, shape, form, texture, and patterns, are known as visual elements of packaging (Randh, 2013). Packaging visual elements play a very crucial role in the decision of buying by consumers because they are something that arrests attention and can be easily remembered.

2.2.1 Color

As Philip Kotler (2010) puts it, colour is also a vital aspect of branding and packaging since it can stimulate feelings and communicate meaning. Colour can communicate brand personality and is a strong way of differentiation and brand recognition (Aaker, 1996). According to Keller

(2013), colour is a visual signal that can shape customers' perceptions of a brand's identity, value, and quality. Because it influences emotion and perception, colour is one of the most important elements of packaging.

2.2.1 Shape

According to Carter (1990), the packaging form of a product is the actual form and design, which dictates image, convenience, and purchase decisions by the consumer. Packaging shape is essential in order to differentiate products and create brand awareness (Bloch, 1995). As Underwood (2003) has explained, packaging shape is one of the determinants likely to affect customers' perceptions about the usefulness, convenience, and quality of a product. Because it makes the product stand out from the competition, it is a vital consideration.

2.2.2 Size

The physical size and volume of a product's package are referred to as the package size, and they determine consumer convenience, perception, and purchasing behavior (Yan, 2014). Reibstein (2006) believes that packing size can affect product usage and consumer purchasing behavior. The size of the packaging can affect consumers' perception of the product's convenience and value (Chandon and Ordabayeva, 2009). More compact container sizes, such as tiny perfume bottles, are easier for consumers to use and carry around.

2.2.3 Pictures and graphics

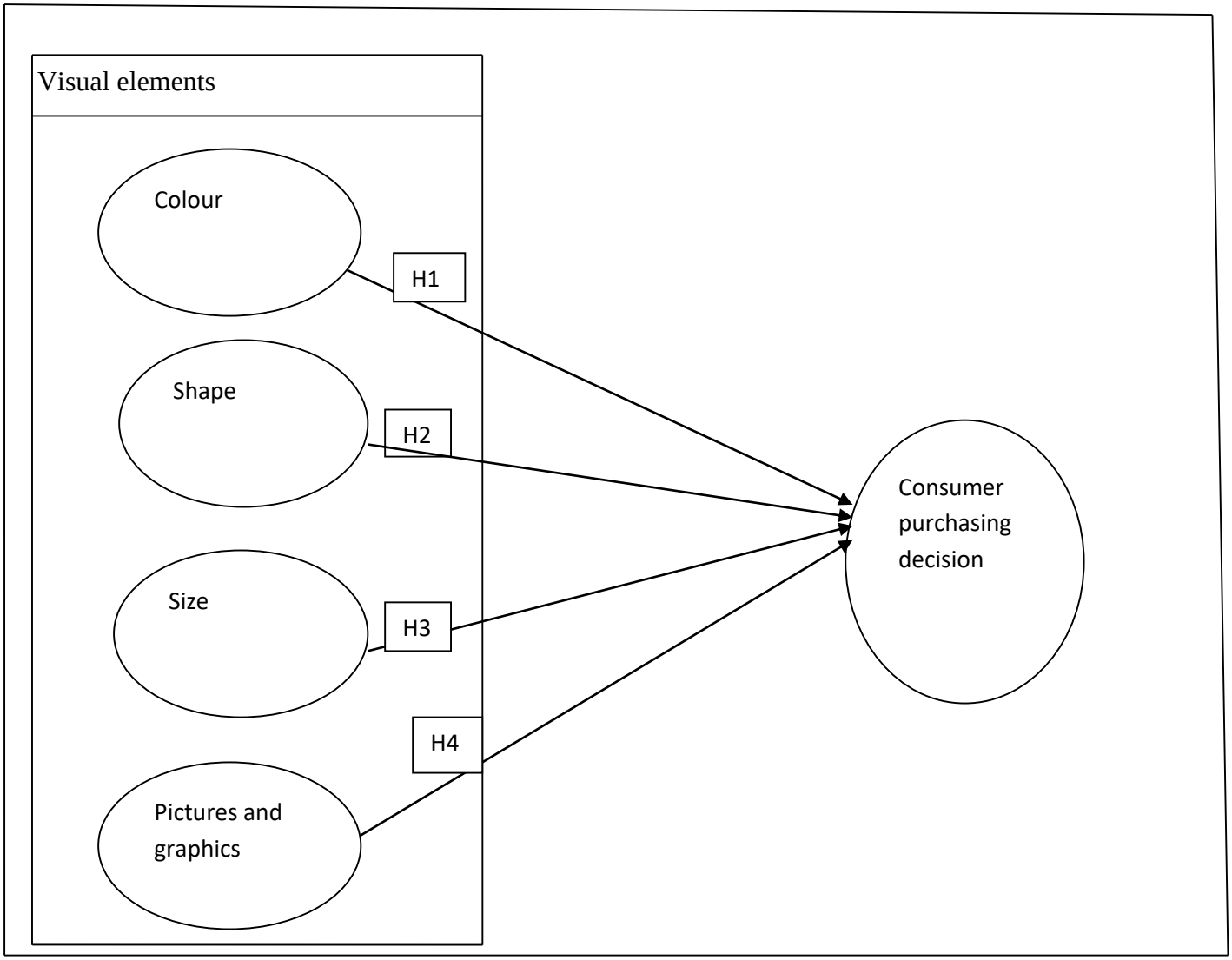
As referenced by Zhang (2016), visual components employed to express brand identity, increase the appeal of a product, and provide information regarding it are referred to as pictures and graphics in packaging. Zhang (2016) goes on to define that visual design employs intuitive, engaging, and expressive expression to trigger mental responses and appeal to customers by communicating relevant information about the product to the consumers. Bettman (1979) argues that pictures and graphics are visual components that express brand identity, product value, and emotional appeal on packaging. Morris (1987) states that images and visuals can express the personality, values, and history of a product. Effective marketing and consumer engagement depend on such design element synergy (Zhang, 2016).

2.2.4 Consumer Purchasing Decision

Consumer purchasing behavior is the behavior and decision-making of consumers who are involved in purchasing and consuming products for either personal or family consumption (Blackwell, Miniard, Engel 1995). The purchasing behavior involves need recognition, information search, alternative evaluation, purchase, and post-purchase behavior (Blackwell, Miniard, Engel 1995). Consumer purchasing decision is the process by which individuals

select, buy, use, or throw away products, services, ideas, or experiences to satisfy their needs and desires (Kotler and Keller, 2016). It has five stages: problem recognition, information search, evaluating alternatives, purchase decision, and post-purchase behavior (Kotler and Keller, 2016). A consumer purchase decision is the thought and feeling process and the observable behavior of consumers as they browse for, evaluate, choose, and purchase products and services to satisfy their needs and wants (Solomon, 2017).

Figure 1: Conceptual Framework



2.3 Theoretical Framework

2.3.1Classical Theory of Packaging

The classical theory of packing has five key components as posited by Bradley Carter (1990), namely attention, interest, desire, action, and satisfaction. The fundamental assumption of the

classical theory of packing is that packaging consumer products affects the attention of consumers, evaluation, choice, and final purchase to the extent possible. Carter's (1991) classical theory of packing is the reference point for this study. It implies that attractive fragrance packaging design is able to influence Zimbabwean African women consumers' purchasing behavior by gradually winning attention, generating interest, generating desire, provoking action, and delivering satisfaction (Carter, 1991). This can then be able to advance the entire customer experience and also brand loyalty.

2.3.2 The Figure Ground Theory

In accordance with figure-ground perception theory, the human eye's ability to differentiate visually between an object and its surrounding environment was defined by Wertheimer, Kohler, and Koffka (1912). The focus item is now the central focus for the observer, both mentally and visually. According to this study, the best packaging of perfume can create a strong figure-ground contrast, which improves the visibility of a brand and perceived quality, thus influencing Zimbabwean African women's purchase decisions. The visual features of an object that attract the human brain and eyes are the focal point of this research endeavor, and as such this model is similar to the study in that it also focuses on how perfume packaging affects consumer choices.

2.3.3 The Consumer Behavior Theory

Consumer behavior, according to Engel, Blackwell, and Miniard (1995), is the way people make decisions to buy goods and services for themselves and other members of their family. The model shows the five steps a person goes through when they are making a purchase: becoming aware of a need, looking for information, comparing, buying decision, and what they feel after the purchase. The design of this theory reveals the problem-solving process of Zimbabwean African women consumers in buying perfume (Minard, 1995). Finally, the perfume box design affects customer satisfaction and repeat purchase since it affects problem identification, information search, alternative evaluation, purchase decision, and post-buy behavior. Since the research object, the theory addresses how important it is to study customer behavior as a complicated, pervasive process controlled by product characteristics like package quality. This makes the link between this study and consumer behavior theory fascinating.

2.4 Empirical Evidence

2.4.1 Packaging colour and consumer purchasing decisions

Salem (2018) asserts that container colours can stimulate emotions and, hence, alter the perception of customers. They leave a lasting effect on consumers' minds and affect how they feel regarding a product's quality, aroma, and appeal. As such, scholars examine the effect of packaging colours on people's perception and emotions towards a product. Silva (2014) regularly reminds us that various colours can be linked with particular feelings and attributes.

In their research on Jordanian women and the packaging of perfume, Swwedan and Hussien (2012) feel that colour on the packaging may be extremely significant due to its omnipresent nature on consumer awareness. The process of selecting a colour is a precise and strict procedure that creates the feeling required to influence the product and the brand (Gofman, 2010). Colours are an extremely influential factor where wrapping comes into play.

As Uzunok (2022) explains, colour is among the most significant aspects of packaging. We are more likely to be focused on it because it can be perceived from a greater distance than, say, words, drawings, or pictures. Colours affect our moods and ideas. We can be delighted or awful regarding colours. It significantly affects our moods and ideas. A human reaction to various colours is always governed by their experience. Your packaging colors can influence the sentiment and feelings of a person even before they open products. If you want your customers to feel, perceive, and behave the way your company desires them to, it is very critical. Quality of packaging relies heavily on the awareness of the company regarding how people's decisions and emotions are affected by colors. Having the wrong color in messages can lead to bad feelings. It is not hard to miss good packaging if you do not get it the right way. These lines of evidence are clearly congruent with the concept, H. 1

2.4.2 Packaging shape and consumer purchasing decision

According to Okeke and Ify (2020), who conducted a study of beauty care cosmetics consumers, packaging designers need to think about the way visual factors convey information and create abstract impressions in the mind of the consumer. Designers must convey a range of emotions throughout the design process based on the shapes of different objects. According to Wu et al. (2009), square formats are more stable, whereas circular shapes are perceived as being more complete or perfect. Apart from the pack size, packaging shape influences buying behavior among customers (Rakib and Pramanik, 2019). Several authors have researched the shape of the package (Salem, 2018; Silayoi & Speece, 2007), and they all validated the influence of packaging shape in improving customers' preferences and purchasing consideration. Although consumers are unable to view the product, they may

be willing to make impulse purchases because of the attractive packaging (Rakib and Pramanik, 2019). For example, earlier studies have proven that angular and linear packaging of a product is attractive to male consumers, but round and curved packaging is attractive to female consumers (Shimp, 1990). Female consumers favor products that have a design naturally curvaceous in shape to fit their body figure.

As Suharto, Verawaty, and Irawan (2023) have it, how a product is designed has a major impact on consumer perceptions of its quality. "First impressions count," as they say, and so does the box. A product's shape can lead people to feel certain things and form certain expectations, impacting their perceptions of the product quality inside. A well-designed, elegant package can make individuals identify with class and luxury. This will make people identify the contents in the product as being value for money and of good quality. On the other hand, a badly designed or ugly package may make people think that the product is of poor value or low class. These are connected to idea H. 2

2.4.3 The influence of packaging size on consumer purchasing decision

According to research conducted by Makanjiuola and Enuijiugha (2015), the pack size has to be in line with the clients' specifications and requirements. Because varying markets can have varying pack sizes depending on the target consumer, it must be carefully examined on a regular basis. Pack size and usability walk hand in hand because consumers tend to utilize this visual cue as a heuristic. can thereby assist clients in evaluating quality, as Silayoi and Speece (2004) hypothesized. Salem (2018) argues that different scent products ought to be available in a range of pack sizes. The rationale for this market demand is flexibility.

According to Silayoi and Speece's journal, Rakib and Pramanik (2019) concluded that packaging size assists the consumer in determining volume and that larger packaging size usually results in greater utilisation. The size of the packaging will appeal to the purchasers. To the majority of customers, acquiring the right size is the cost-cutting transaction for the stated product. According to another study by Rakib and Pramanik (2019), the majority of female perfume consumers tend to prefer handy packaging sizes to ensure easy carry along. H.3 is the hypothesis that concerns the arguments.

2.4.4 The impact of pictures and graphics on consumer purchasing decisions

According to Hayek (2021), special graphics and pictures on packaging make customers decide more quickly since some of them are linked with quality products. Images and graphics are actually a method of communication since they transmit a certain mood in

addition to instilling emotions and wants that can be compatible with the target market's emotions and wants. Additionally, images and graphics are fundamental brand image and identification elements since they convey an individuality and uniqueness of a company that help it remember. For instance, Ampuero and Vila's (2006) study found that images with single parts, straight lines, symmetrical composition, and vertical lines were linked to high price, prestige, and guarantee.

Customers' feelings may be evoked using graphics and images (Salem, 2018). According to Salem (2018), a picture is an image that serves as an identification of an item. It shows how the item is used, the purpose it serves, and gives it a point of attraction (Pensasitorn, 2015). Thus, one of the most successful methods of conveying product information and images are through photographs on the packaging. Products can be identified, uses demonstrated, desirability motivated, or the consumer's affective reaction to the product within evoked by package images. Package images are helpful design features for communicating product functions and differentiating products, Meyers and Lubliner (1998) write. Packages with images can help an organization get noticed among competitors on the shelf, hold its unique appearance, and tell its message. Packaging designs can make a product look better and more attractive. Moreover, in most cases, it might make people feel good and align with their unconscious, long-term desires. Thus, a visual element that engages customers at the point of purchase will allow them to decide instantaneously (Pensasitorn, 2015). All these facts pertain to hypothesis H.4.

2.5 Gap Analysis

Though the existing research and efforts at the literature reviewed were acknowledged and valued, they were all concentrated on other nations, and very few on African countries like Nigeria. The study was conducted in Zimbabwe, although there is no study done on how perfume packaging affects the purchasing behavior of female consumers in Zimbabwe. According to the researcher, this study will be beneficial to the African cosmetics industry, particularly in Zimbabwe, because it will inform us about the impact of perfume packaging on the purchasing habits of African women. The previous research was conducted several years ago, and since that time numerous things have transformed in terms of the packaging of cosmetic items.

2.6 Chapter Summary

In this chapter, the theoretical, conceptual, and empirical evidence revealing how perfume packaging influences the purchase decisions of African women consumers was thoroughly reviewed and tested. For the sake of producing ample volumes of global concepts justifying this study, different theoretical and empirical works undertaken by researchers in and out of Africa were employed.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

According to Sreekumar (2023), "a research methodology describes the methods and procedures used to search for and analyze information regarding a specific research topic." This chapter defined the quantitative research strategy used in investigating the influence of perfume packaging on the buying decision among African female consumers. It defined the exact study instruments and sources of data that were used to collect numerical data from respondents. To gain quantifiable data on customers' purchasing behavior and preferences, the study employed a survey method.

3.2 Research Philosophy

Research philosophy, according to Johnson and Lee (2023), refers to the ontological and epistemological stance of the researcher and goes on to decide how knowledge is built and how research results are interpreted. Sharma (2024) declares that research philosophies have four main philosophical approaches: positivism, interpretivism, pragmatism, and critical realism. Positivism is utilized to pull validated and dependable data from the world by a systematic and impartial approach in order to yield credible results.

3.3 Research Design

This study utilized a descriptive research design. Without controlling or modifying any variables, descriptive research tries to describe something in a situation, a group's characteristics, or its behaviors without experimentation (McCombes, 2019). In contrast to experimental research that required packaging modifications to observe how it was impacting people, this study utilized a descriptive research design to help investigate how perfume packaging is impacting the buying habits of African women in Zimbabwe. This was done through assessing actual consumer opinions and tastes without survey influence.

3.4 Target Population

According to Barnsbee and Nghiem (2018), a target population is a particular group of people from whom a study or program aims to observe, serve, or impact. It is from this group that the researcher gets findings. Female salespeople in formal and informal beauty products stores in the central business centre of Harare were the focus of this study.

3.5 Sampling Techniques and Sample Size Determination

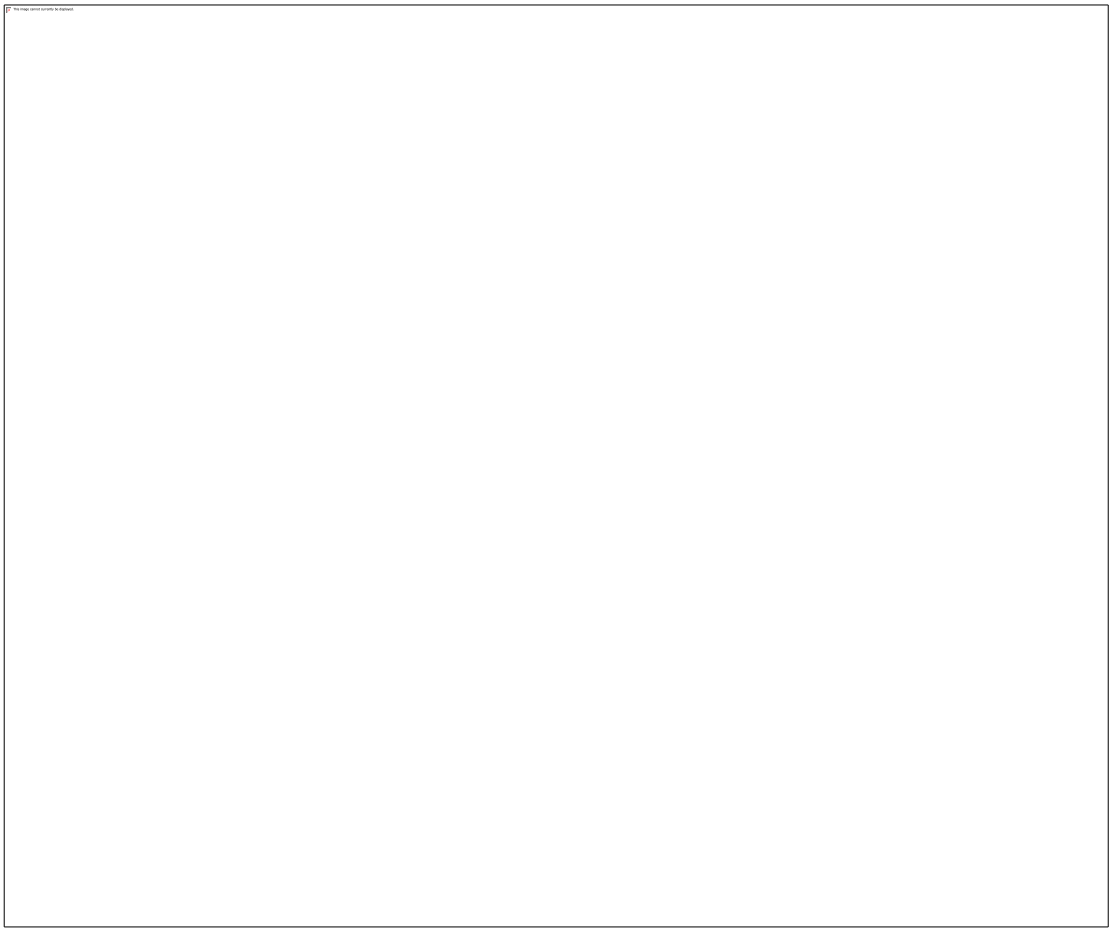
The researcher used a method called quota sampling when choosing individuals for study. Aaker (2019) explains that quota sampling is a strategy of choosing individuals for study whereby the researcher makes sure to include individuals with certain characteristics. This involves segmenting the overall group into smaller groups (or "quotas") along variables such as age, sex, occupation, or income. Then, the researcher selects individuals from these sections until they have sufficient participants for the study (Aaker, 2019). In this research with 384 individuals, the researcher divided them into 2 groups: 192 formal female salespersons and 192 informal salespersons working in beauty shops. The researcher selected individuals from each group until they had sufficient. This method was used in this study because it allowed the researcher to understand the attitudes and actions of diverse groups. This allowed more detailed and richer analysis of the sales by women salespeople.

Simple random sampling entails a straightforward sampling method where each member of the population of interest has an equal chance of being selected so that the sample is free from bias and an accurate representation of the population (Jones, 2022). A subsection of female salesgirls from formal and informal beauty companies in the central business district of Harare was sampled for this study using simple random sampling. To establish the full sampling frame, the researcher first established the list of all the female saleswomen across both sectors (formal and informal). The individuals who received actual even numbers were sampled out from this sampling window. This was achieved by numbering each female saleswoman in the photograph individually in this case, even numbers were sampled out. This strategy was chosen as it enabled the random selection of participants from each stratum of the target population such that each participant's response was unique.

Sample Size Determination

The number of distinct observations or data points collected for statistical analysis from a larger population is represented by the sample size Creswell (2014). In order to determine the right sample size for the target group, the researcher used the Raosoft of the unknown population. This system was illustrated below:

Figure 2: Raosoft System



A conservative estimate was entered into the system by the researcher because the precise population size was initially unclear. Based on the given parameters a population size of 20,000, a 95% confidence level, and a 5% margin of error the Raosoft calculator suggested a sample size of 384. The study's representative sample was guaranteed by this methodical methodology, which made it possible to analyse the impact of perfume packaging on the buying habits of African female consumers.

3.6 Research Instrument

In order to gather information that evaluates the impact of perfume packaging on African women in Zimbabwe, this study employed a questionnaire. As per Johnson (2021), a questionnaire is a research instrument intended to gather information from participants by posing a set of questions and prompts. This study employed a questionnaire because it is the most efficient technique to gather data quickly and because it allows participants to express their actual opinions by choosing the most appropriate responses. This made it easier for the researcher to gather factual and objective data about how perfume packaging affects African women's shopping decisions in Zimbabwe.

3.6.1 Measurement Scales for the Constructs

The study utilized Salem's (2018) 5-point rating scale to quantify packaging color, shape, size, images and illustrations, and purchasing decisions. A five-point scale is a psychometric response scale widely used in surveys to quantify attitudes, opinions, and beliefs, claims Salem (2018). The questionnaire Likert-type questions using a five-point scale of rating from strongly disagree to strongly agree is an example of such a scale. On this scale, the participants marked their level of agreement (strongly disagree, disagree, neutral, agree, and highly agree), which was utilized in this study as it assisted in the determination of how perfume packaging affects consumer preference.

3.7 Validity and Reliability

According to Thompson (2020), "Validity refers to the precision of measurement, whether the researcher is actually measuring what they want to measure." Construct validity, as put by Bhandari (2022), "is a matter of how well a test scores on the concept it was created to test." Convergent and discriminant validity were used in the present study to assess validity. The degree to which one test is parallel to other tests that have the same or similar ideas is called convergent validity (Nikolopoulou, 2023). Convergent validity was tested by the researcher with the assistance of Average Variance Extracted (AVE). The percentage of variance which was captured by the researcher from its indicator total variance was measured by AVE. Convergent validity was proved by having an AVE value of 0.5 and higher. Discriminant validity is the degree to which a measure of one construct differs from other measures of other structures (Nikolopoulou, 2023). The researcher used SPSS to compute the correlation

coefficient between two measures of two distinct structures. For instance, having a low coefficient (<= 0.3) meant discriminant validity.

To cite Thompson (2020), "Reliability pertains to the consistency of measurement, suggesting the degree to which an instrument measures the same way each time it is employed under the same conditions with the subjects." Internal Consistency Reliability through the Cronbach Alpha Coefficient was employed in this research. Through the use of statistical package software (SPSS), the researcher computed Cronbach's Alpha upon administering the survey questionnaires to 384 respondents. A reliability coefficient of 0.7 and above was observed.

3.8 Pilot Study

Thabane et al. (2010) stated that a pilot study is a small pilot that is usually carried out to aid in the planning of a larger-scale and extensive research. To uncover any problems and determine the validity and reliability of research processes, the researcher carried out a pilot study. To make sure the survey questions were concise, relevant, and easy for the respondents to understand, the researcher piloted five sets of survey questionnaires. It also facilitated the identification of complex questions about the colour, shape, and size of perfume packaging components.

3.9 Data Collection Procedures

Jain (2025) defined a data collection procedure as such activity of obtaining and analyzing information or data from various sources in order to reveal answers to research questions, measure outcomes, predict trends, and make probability estimates. Data was gathered by the researcher through paper questionnaires. After submitting the survey questionnaires for the supervisor's approval, the researcher pilot-tested them on five potential respondents and made suitable adjustments after reviewing the pre-tested versions. The researcher distributed the questionnaires to the saleswomen and also took down their contact information and gave them a day to fill out the questionnaires.

3.10 Data Analysis and Presentation

Kumar (2023) further contributes that "data presentation involves presenting the data concisely and clearly to convey the research findings, while data analysis involves processing and

analyzing the data to draw useful inferences." In order to make it accurate, the researcher cleaned and sorted the data beforehand, deleting any flaw or inconsistency. The data was then analyzed using Statistical Package for the Social Sciences (SPSS), which allowed one to see trends and patterns. The data were presented in an effective manner via visual medium of tables, graphs, and charts, which aided the audience in comprehending the findings. Finally, a brief overview of analysis was put forward, with notable observations and their implications in relation to the research aims. Effective communication of findings and well-informed decision-making were facilitated by this systematic approach.

3.11 Ethical Issues

The participant obtained the approval of the authorities for their information before starting the research. The reason for the study, how they would contribute, and why they would utilize their information were all explained to the participants. Since their identities and answers remained confidential, they were guaranteed privacy. Participants also had the right to withdraw from the study at any moment without retaliation. The participants were handled with respect and care by the researchers while collecting data; they did not use manipulation or coercion. Lastly, the researcher took precautions to ensure that the research was not exploitative, especially on participants in vulnerable groups, and that findings were reported honestly and objectively to prevent deception.

3.12 Summary

This chapter presents and elaborates in detail the research methodology, including the research design and approach. It explains the target and sample populations of the Harare Central Business District (CBD) and how strata groups were stratified. The data collection procedures, including primary data sources, are explained in detail.

CHAPTER 4

DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.1 INTRODUCTION

The chapter provides the analysis, interpretation, and discussion of the data collected to explore the influence of perfume packaging on African female consumer purchase decision in Zimbabwe. The chapter has been structured to address the response rate of the questionnaires, respondent demographic profiles, assessment of the measurement scale, testing of hypotheses, as well as detailed discussion of findings. Statistical tools like SPSS were utilized to analyze the data, and results were presented in tables and figures for convenience.

4.2 QUESTIONNAIRE RESPONSE RATE

A total of 389 questionnaires were distributed to formal and informal cosmetic salesladies in Harare Central Business District. The response rate was shown in the table below:

Table 1: Presents questionnaire response rate

	Frequency	Rate
Questionnaires distributed	389	100%
Questionnaires returned	367	94.34%

Simulation from SPSS output

As can be seen from the table above, out of the 389 questionnaires distributed among the female salespersons in Harare's formal and informal shops, 367 were completed and returned on time, a response rate of 94.34%. A high response rate ensured good data for analysis. The remaining 22 questionnaires were either not returned or were incomplete.

4.3 DEMOGRAPHIC PROFILE RESPONDENTS

The demographics of the respondents in Harare Central Business District are shown in this section. Marital status, age group, occupation, education level, and gender (sex) are some of the characteristics.

Table 2: Demographic profile of respondents

Variable	Category	Frequency	Percentage (%)
Age	18-30 years	144	39.2
	31-40 years	169	46.0
	41-50 years	54	14.7
Total		**367**	**100**
Gender	Female	367	100
Total		**367**	**100**
Marital status	Married	8	2.2
	Divorced	107	29.2
	In a relationship	252	68.7
Total		**367**	**100**
Educational level	Primary	51	13.9
	Secondary	126	34.3
	Tertiary	82	22.3
	Post-graduate	108	29.4
Total		**367**	**100**
Occupational level	Employed	113	30.8
	Unemployed	108	29.4
	Self employed	145	39.8
Total		**367**	**100**

Source: SPSS v 20 output

According to Table 2, the entire sample of respondents (n=367) were female, consistent with the main study finding that perfume packaging influences African women consumers' purchase decisions. Despite the fact that such homogeneity guaranteed that the study was focusing on a specific populace, it had the potential to restrict the extent to which the findings might be projected more widely.

The respondents' age bracket provides good insight into consumer trends. 46% of the entire sample is aged between 31 and 40 years. These people are often in the early parts of their careers or starting families and have a preference for physically beautiful packages most

because they do not have enough time to properly comprehend how the product operates. As obvious as it seems, consumer goods that appeal to this demographic must emphasize packaging designs that are the most current fashion, as consumers often make purchasing decisions based on what they see. Of the respondents, 39.2% fall in the 18 to 30 age range. This group includes young people, and they can be characterized as more computer literate, aware of the latest things, and in need of attractive, stylish packaging. They continue to need attractive packaging, but also functional utility, easy labeling, and overall worth of product. The 41–50 age group represents 14.7% of the sample. This settled group is presumably more stable in their consumption patterns and more likely to rely on established brands. For this group, messaging on packaging that addresses predictability, simplicity of comprehension, and quality control can be more impactful than mere aesthetics.

This knowledge offers a window into understanding consumer behavior in terms of family obligation and relational status. A majority of the respondents (68.7%) were in a relationship, with many (29.2%) divorced. Fewer were married, i.e., (2.2%). This is indicative of the fact that there was a broad range of relationship statuses, and this may show that purchasing decisions were based on social relationships and individual circumstances.

While the education was not the same, the majority (34.3%) of the respondents who had dropped out were at the secondary level. The sample is made up of individuals with varying quantities of different levels of education, as exemplified by the large number of post-graduate members (29.4%), which would have influenced the spending decisions in relation to packaging design and brand.

The statistics provided a proportion that was self-employed (39.8%), employed (30.8%), and unemployed (29.4%). The large proportion of self-employed respondents demonstrated high levels of entrepreneurship within the sample population, highly likely alternative consumer consumption behaviour to those in formal employment.

The near-equal distribution between formally and informally employed respondents suggests a need for differentiated packaging strategies that cater to both premium and budget-conscious markets.

4.4 MEASUREMENT SCALE VALIDATION

The measurement scale was confirmed using Principal Axis Factoring that utilizes SPSSv 20 software. Principal axis factoring as an exploratory factor analysis (EFA) is utilized by Ngure, Kihor, and Waititu (2015) in order to limit the shared variance of variables, such that the variance does not transfer to a single variable. The objective of this study was to identify the factors influencing consumers' buying decisions. by means of the EFA correlation matrix Keiser-Meyer-Olkin (KMO) test (Keiser, 1970), which is a measure of the extent to which an item correlates with other items. The researcher ensured that the sample size was sufficient for factor analysis. Hair et al. (1995) stated that a KMO correlation of a factor must be between 0.50 and 1. Further, Netemeyer et al. (2003) stated that the KMO value of greater than 0.6 is sufficient to determine the EFA yield. This study's KMO results are given in the table below:

Table 3: KMO and Barlett's Test Results

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.920
Bartlett's Test of Sphericity	Approx. Chi-Square	3746.823
	df	253
	Sig.	.000

Source: SPSS v 20 output

The study indicates that the KMO is 0.920, which is excellent and suggests an excellent sampling adequacy, as shown in table 3 above. As the p-value is .000, the Bartlett's test of sphericity indicated that the matrix of correlations was very highly correlated. An extremely significant coefficient below 0.05 indicates that the data collected is almost multivariate normal and ready for analysis (Hair et al., 2016).

4.5 Scale- Dimensionality Analysis

According to Segars (1997), scale dimensionality measures aspects of the study that are not physically measurable, like height and temperature, because they only provide approximations

of the real findings. To precisely and impartially capture the variances, it is appropriate to measure each dimension independently.

4.5.1 Colour

As a nonverbal communicator that elicits subconscious emotional and psychological reactions, colour in packaging shapes perceptions of brand personality and product desirability, according to Labrecque and Milne (2018). Hatvetd and Patrick (2016) claim that colour in packaging acts as a symbolic differentiator, with monochromatic and metallic finishes signalling practicality and minimalism and metallic finishes and gradients conveying luxury. Results for colour acquired from factor analysis are shown in the table below:

Table 4: Factor Analysis Results for Packaging Colour

SCALE ITEMS	FACTOR LOADINGS
The colour of the box catches my eye.	.889
The packaging's colour is simple to recall.	.791
Variance explained	79.098%
Eigen value	1.582
The Kaiser- Mayer- Olkin measure of sampling adequacy	.500
The Bartlett's test of sphericity	000
Reliability	.823

Principal component analysis was used to examine the scale dimensionality of package colour, as shown in table 4 above. The data was suitable for factor analysis since the Bartlett test of sphericity was significant ($p<0.001$) and the Kaiser-Mayer-Olkin score of sample adequacy was 0.500. A single component explained 79.098% of the variance. The scale's Cronbach's dependability of 0.823 demonstrated its high level of internal consistency.

4.5.2 Shape

The shape of packaging serves as a functional and ergonomic communicator, and opinions about product safety and usability are influenced by curvature (rounded vs. angular) (Bloch, 2015). Westerman et al. (2017) claim that shape serves as a semantic carrier, with structural distinctiveness (such as an iconic silhouette) improving brand awareness and communicating

narrative meaning. Results for packaging shape obtained from factor analysis are shown in the table below:

Table 5: Factor Analysis Results for Packaging Shape

SCALE ITEMS	FACTOR LOADINGS
My attention is drawn to the packaging's shape.	.843
The packaging's form makes it comfortable to use.	.921
Variance explained	86.53%
Eigen value	2.531
The Kaiser- Mayer- Olkin measure of sampling adequacy	.729
The Bartlett's test of sphericity	000
Reliability	.791

As seen in table 5 above, the scale dimensionality of package shape was investigated using principal component analysis. Because the Kaiser-Mayer-Olkin measure of sample adequacy was 0.729 and the Bartlett test of sphericity was significant ($p<0.000$), the data was appropriate for factor analysis. 86.53% of the variance was explained by a single factor. The scale's high degree of internal consistency was shown by its Cronbach's dependability of 0.791.

4.5.3 Size

According to Raghubir and Krishna (2019), packaging size functions as a heuristic cue for product quantity. Exaggerated or elongated dimensions produce volume illusions that affect perceived value and consumption expectations. Size is a sustainability lever, according to Magnier & Schoormans (2023), where appropriately "right-sized" packaging balances environmental effect and usefulness while reducing material waste and aligning with eco-conscious consumer values. Results for packaging size acquired from factor analysis are shown as below:

Table 6: Factor Analysis Results for Packaging Size

SCALE ITEMS	FACTOR LOADINGS
The packaging's dimensions satisfy my requirements.	.838
The packaging's size entices me to purchase.	.722
Variance explained	.75.63%
Eigen Value	2.342
The Kaiser- Mayer- Olkin measure of sampling adequacy	.758
Bartlett's test of sphericity	000
Reliability	.850

Source: SPSS output

The scale dimensionality of packing size was investigated using principal factor analysis, as indicated in table 6 above. Because the Kaiser-Mayer-Olkin measure of sampling adequacy was 0.758 and the Bartlett test of sphericity was significant ($p<0.000$), the data was appropriate for factor analysis. One of the factors accounted for 76% of the variation. The scale's high level of internal consistency was demonstrated by its Cronbach's dependability of 0.850.

4.5.4 Pictures and Graphics

Packaging visuals are narrative tools; artwork arouses nostalgia or whimsy, directly affecting emotional involvement, while photographic realism (such as product photographs) adds authenticity (Underwood and Klein, 2016). Pieters and Wedel (2025) assert that to create multimodal brand experiences, packaging graphics of the future would incorporate digital interaction (such as scannable QR animations) and augmented reality (AR), going beyond static imagery.

Table 7: Factor Analysis Results for Packaging Pictures and Graphics

SCALE ITEMS	FACTOR LOADINGS
The packaging's images help to identify it.	.705
My attention is drawn to the package font.	.768
My attention is drawn to the brand name on the container.	.813
The packaging's brand name is simple to recall.	.740
The product details on the package are explained in detail.	.729
The product information impacts my faith in the product on the container.	.722
The packaging's storage instructions are simple to understand.	.789
Product packaging with English text printed on it makes me react more.	.739
Product details are explained in detail, including the firm name, address, production date, and expiration date.	.810
Variance explained	.88.21%
Eigen value	2.934
Kaiser- Mayer- Olkin measure of sampling adequacy	.837
Bartlett's test of sphericity	000
Reliability	.881

Source: SPSS output

The scale dimensionality of the images and visuals, as indicated in table 7 above, was investigated using principal factor analysis. Because the Kaiser-Mayer-Olkin measure of sampling adequacy was 0.837 and the Bartlett test of sphericity was significant ($p<0.000$), the data was appropriate for factor analysis. One factor accounted for 88.21% of the total variation. The scale's strong internal consistency was demonstrated by its Cronbach's reliability of 0.881.

4.5.5 Consumer purchase decisions

Packaging aesthetics serve as a crucial touchpoint in the assessment stage of consumer purchasing decisions, which are problem-solving processes that include need identification, information search, alternative evaluation, purchase, and post-purchase behaviour (Kotler and Keller, 2016). Sheth (2025) asserts that in the post-digital age, packaging aesthetics must work in harmony with digital touchpoints as online and offline stimuli are combined to influence purchasing decisions.

Table 8: Factor Analysis Results for Consumer Purchase Decisions

SCALE ITEMS	FACTOR LOADINGS
My decision to buy is influenced by the brand name on the packaging.	.718
The availability of product information influences my decision to buy.	.732
Packaging colour influences my decision to buy.	.713
The packaging's shape influences my purchasing decisions.	.722
The ideal container size influences my purchasing decisions.	.720
The product's ease of use influences my decision to buy.	.728
My decision to buy a product is influenced by its disposal bundle.	.833
Benefits of packaging influence my decision to buy.	.767
Variance explained	73.43%
Eigen value	2.543
Kaser- Mayer- Olkin measure of sampling adequacy	.814
Bartlett's test of sphericity	000
Reliability	.910

Source: SPSS output

As seen in table 8 above, the scale dimensionality of the client purchase decisions was investigated using principal factor analysis. Because the Kaiser-Mayer-Olkin measure of sampling adequacy was 0.814 and the Bartlett test of sphericity was significant ($p<0.000$), the data was appropriate for factor analysis. One component accounted for 73.43% of the total variation. The scale had a good level of internal consistency, as evidenced by its Cronbach's dependability of 0.910.

4.6 Reliability Test

There were five constructs in this particular study that were internally tested for reliability using Cronbach's Alpha: Packaging Colour, Packaging Shape, Packaging Size, Pictures and Graphics, and Purchase Decisions. These constructs all entail different visual and functional aspects of packaging, and the generic decision process of the consumers based on those aspects. Ensuring the reliability of each construct validates that the items that it covers are consistent and have a consistent measure of the thing that they intend to measure.

Table 9: Summary of the Reliability Test

Construct	Cronbach's Alpha	Scale items
Packaging colour	0.82	2
Packaging shape	0.79	2
Packaging size	0.85	2
Pictures and graphics	0.88	9
Consumer purchase decision	0.91	8

Source: SPSS output

The reliability scores across all five constructs ranging from 0.79 to 0.91 collectively indicate that the measure scales used are reliable.

4.6.1 Convergent Validity

Both convergent and discriminant validity tests were performed on the questionnaire. The purpose of convergent validity is to show whether a test intended to assess a specific construct has a strong correlation with order tests used to establish the same construct.

Table 10: Pattern matrix

	Factor				
	1	2	3	4	5
My decision to buy is influenced by the brand name on the packaging	.716				
The packaging"s storage instructions are simple to understand	.692				
Product information (such as: the company name, address, production and expiry date) is described clearly	.633				
Product information on packaging affects trust for the product	.626				
The existence of product information affects my purchase decision-making	.612				
I react more favourably to product packaging imprinted in the English language	.600				

	Factor				
Colour in packaging affects my purchase decision making	.588				
The easy use of the product affects my purchase decision-making	.560				
The perfect size of packaging affects my buying decision-making	.535				
The shape of the packaging affects my purchase decision-making	.519				
Product information on packaging is described clearly					
The shape of the packaging is comfortable to use		.822			
The shape of the packaging draws my attention		.811			
Colour in packaging is easy to remember		.791			
The size of the packaging meets my needs		.783			
Colour in packaging attracts my attention		.642			
The disposal package of a product affects my purchase decision			.681		
Packaging benefits affects my purchase decision making			.636		
Images on packaging makes it recognisable				.741	
The size of packaging encourages me to buy				.653	
Packaging font attracts my attention				.495	
Brand name on packaging is easy to remember					.772
Brand name on packaging draws my attention					.768

Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

Source: SPSS output

Table 10 above provides evidence of the study's convergent validity because each of the apparent indicators heavily relies on its specific latent components (Hair et al., 2016; Anderson and Gerbing, 1988).

4.6.2 Discriminant Validity

In defining a latent concept, Churchill (1997) defined it as the difference obtained from item measures. It guarantees that the non-overlapping elements in the study don't overlap. When the correlation between each pair of latent variables is smaller than 0.85, discriminant validity is attained (Byrne, 2016; Kline, 2015; Awang, 2015). The factor correlation matrix, which illustrates the relationship between factors and variables, is displayed in the table below.

Table 11: Discriminant Validity

Factor Correlation Matrix

Factor	1	2	3	4	5
1	1.000	.571	.596	.442	.611
2	.571	1.000	.469	.267	.547
3	.596	.469	1.000	.174	.341
4	.442	.267	.174	1.000	.331
5	.611	.547	.341	.331	1.000

Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

Source: SPSS output

The study's discriminant validity is demonstrated by the correlation values between any two variables in Table 11 above, which is less than 0.85.

4.6.3 Descriptive Statistics

As stated by Field (2018), descriptive statistics are "numerical and graphical techniques used to summarise, organise, and simplify datasets, providing a clear overview of key patterns without inferring conclusions beyond the data itself."

Table 12: Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Colour in packaging attracts my attention	367	1	5	3.31	1.009
The shape of packaging draws my attention	367	1	5	3.44	1.001
The size of packaging meets my needs	367	1	5	3.54	1.026
Images on packaging makes it recognisable	367	1	5	4.16	.836
Product information (such as: the company name, address, production and expiry date) is described clearly	367	1	5	3.91	.873
Valid N (listwise)	367				

Source: SPSS output

Founded by the descriptive statistics table 12 above, colour on packaging provided average benefits with a (mean=3.31; standard deviation 1.009) meaning respondents' purchasing decisions are influenced by colour. Packaging shape has also favourable responses (mean=3.44; standard deviation 1.001) meaning it provided average benefits to consumers' purchasing decisions. In addition, images on packaging provided excellent benefits with the highest mean (mean=4.16; standard deviation 0.836) meaning pictures on packaging have a

great influence on consumers' purchasing decisions. Product information also showed favourable benefits with a (mean=3.91; standard deviation 0.873). Pictures and graphics greatly influenced consumers' purchasing decisions.

4.7 Hypothesis Testing

Field (2018) says hypothesis testing is a statistical method applied to determine if there is enough evidence to reject a null hypothesis (H_0) in favor of an alternative hypothesis (H_1). Formulating this exact, testable hypothesis about the relationship between variables is step one (e.g., "Consumers prefer eco-friendly packaging to traditional packaging"). After data gathering, researchers apply statistical tests (e.g., regression, ANOVA, or t-tests) to assess whether differences observed are significant or due to chance. When statistical analysis (typically at $p < 0.05$) provides sufficient evidence to reject H_0 and accept the alternative hypothesis, the result is a positive hypothesis. For instance, the presupposition holds if data evidence confirms that green packaging has a substantial effect on purchasing intention (*p = 0.03*), which is useful information for marketers. Even a positive result must be tested for effect size, practical significance, and potential biases in order to validate valid conclusions (Field, 2018).

This section intends to assess the hypothesis of the study. Statistical assumptions of the study are normality, homoscedasticity, and linearity. The SPSS has been utilized to derive the outcomes.

4.7.1 Linearity

Linearity is a multi-regression analysis statistical premise (Hayes, 2022). Finding the connections between independent and dependent variables is its goal. To demonstrate a linear relationship, the significant deviation value must be higher than 0.05. The independent and dependent variables do not have a linear connection if the significant deviation is smaller than 0.05.

Table 13: Linearity for packaging colour and purchase decision making

ANOVA

Colour in packaging affects my purchase decion making

			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		34.042	4	8.511	12.967	.000
	Linear Term	Unweighted	25.072	1	25.072	38.201	.000
		Weighted	32.323	1	32.323	49.249	.000
		Deviation	1.719	3	.573	.873	.455
Within Groups			236.933	361	.656		
Total			270.975	365			

The presented ANOVA table examined the linear relationship between packing colour and decision to buy. Strong evidence of a statistically significant linear association was found in the results. This was demonstrated by the linear term (weighted) row, which had a significance level (sig.) of.000 and an f-value of 49.249. The researcher determined that the linear association was significant and rejected the null hypothesis because the p-value was less than 0.05.

Table 14: Linearity for packaging shape and purchase decision making

ANOVA

The shape of packaging affects my purchase decision making

			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		31.968	4	7.992	11.929	.000
	Linear Term	Unweighted	20.196	1	20.196	30.146	.000
		Weighted	31.573	1	31.573	47.127	.000
		Deviation	.395	3	.132	.197	.899
Within Groups			241.857	361	.670		
Total			273.825	365			

The linear relationship between packing shape and purchasing decision-making was examined by the ANOVA results in Table 14. The results showed a linear association that is both robust

and statistically significant. With a significance level of.000 and an F-value of 47.127 for the weighted linear term, the link is highly significant because the p-value was much below the 0.05 cutoff. This enabled the researcher to reject the null hypothesis and acknowledge that packaging shape has a linearly significant impact on purchasing decisions.

Table 15: Linearity for packaging size and purchase decision making

ANOVA

The perfect size of packaging affects my buying decision making

			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		35.238	4	8.810	12.097	.000
	Linear Term	Unweighted	23.815	1	23.815	32.703	.000
		Weighted	34.888	1	34.888	47.909	.000
		Deviation	.350	3	.117	.160	.923
Within Groups			263.617	362	.728		
Total			298.856	366			

The linearity between packaging size and purchasing decision-making is evaluated by the ANOVA results in Table 15. There is substantial evidence of a linear relationship in the data. With a significance level (Sig.) of.000 and an F-value of 47.909 for the weighted linear term, it is evident that container size has a linearly significant impact on customer purchasing decisions.

Table 16: Linearity for pictures and graphics and purchase decision making

ANOVA

Brand name on packaging affects my purchase decision making

			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		17.521	4	4.380	6.709	.000
	Linear Term	Unweighted	11.603	1	11.603	17.773	.000
		Weighted	16.871	1	16.871	25.840	.000
		Deviation	.651	3	.217	.332	.802
Within Groups			236.343	362	.653		
Total			253.864	366			

The significant values (p-values) corresponding to the components under analysis, which in this instance were (p>0.00), were used to evaluate linearity in the ANOVA table 16 above. This implied that the independent variable—pictures and graphics—and the dependent variable—purchase decision-making—had a statistically significant linear relationship.

4.7.2 Homoscedasticity

The Levene test for variance equality is used to determine whether the assumption is homogeneous. If the data comes from a non-normal distribution test, the Levene test is used to see if variances are about equal for all samples.

Table 17: Homoscedasticity

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Packaging colour	1.400	4	362	.233
Packaging shape	2.416	4	362	.048
Packaging size	2.694	4	362	.031
Pictures and graphics	4.230	4	362	.002

With p-values for packaging colour, shape, and size more than 0.05, Levene's Test results showed that homoscedasticity persisted for these variables, indicating that variances were equal

across all groups. For statistical analysis, this reliability was crucial because it validated the results of later tests like regression or ANOVA. On the other hand, the p-value for images and graphics was 0.002, indicating a significant difference in variances between groups.

4.7.3 Normality test

According to Hair et al. (2016) and Byrne (2016), a normality test determines if the sample respondents' data was taken from a population that is normally distributed. Since normal data is an essential presumption in parametric testing, determining the normality of data is a mandatory need in investigations employing statistical analysis (Hair et al, 2016). The graphs and absolute values of skewness and Kurtosis are necessary for the data set to be considered normal for sample sizes larger than 300 (Hair et al, 2016; Byrne, 2016). Data was analysed using the Shapiro-Wilk test to see whether it was regularly distributed. Table 17 displays the results of the normality test that was performed using SPSSv20 for the four variables in this investigation.

Table 18: Normality test

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Brand name and purchasing decision	.254	365	.000	.851	365	.000
The existence of product information affects my purchase decision making	.271	365	.000	.838	365	.000
Colour in packaging affects my purchase decion making	.246	365	.000	.846	365	.000
The shape of packaging affects my purchase decision making	.285	365	.000	.823	365	.000
The perfect size of packaging affects my buying decision making	.253	365	.000	.852	365	.000
The easy use of the product and buying decision making	.262	365	.000	.828	365	.000
The disposal package of a product affects my purchase decision	.267	365	.000	.848	365	.000
Packaging benefits affects my purchase decision making	.230	365	.000	.865	365	.000

a. Lilliefors Significance Correction

The data did not follow a normal distribution across the variables, as seen in Table 18. All of the findings indicate a significant value of p>.001, which is less than 0.05.

4.8 Multiple Regression Analysis- Testing Hypothesis

According to Hair et al. (2010), multiple regressions are a statistical method used to examine the association between several independent variables and one dependent variable. To examine the correlations in this study, multiple regression analysis was employed. Each independent variable—colour, shape, size, and images and graphics has a multiple regression model that is underlined in the coefficient table.

Table 19: Model Summary

Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.340[a]	.115	.113	.816

The findings showed an R-squared of 0.115, or 11.5%. This demonstrated that packaging's visual components (colour, shape, size, photographs, and graphics), have a 11.5% influence on consumers' decisions to buy.

4.8.1 ANOVA

According to Kenton (2022), analysis variance (ANOVA) is a statistical technique that uses comparison and measurement to assess the importance of data sets. The F-statistic value, or the ratio of the mean squares treatment to the mean squares error, is displayed by an ANOVA. Table 20 below displays the ANOVA table.

Table 20: ANOVA

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	34.200	2	17.100	25.904	.000[b]
	Residual	239.625	363	.660		
	Total	273.825	365			

a. Dependent Variable: The shape of packaging affects my purchase decision making

b. Predictors: (Constant), The shape of packaging is comfortable to use, The shape of packaging draws my attention

The model proved successful in explaining the dependent variable, the customer's purchase choice, with a significant value of p>0.001 and a significant (2,363) = 17.100 (F-value). It

showed that the model was useful for examining how perfume packaging affects consumers' decisions to buy.

Table 21: Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		β	Std. Error	Beta		
1	(Constant)	3.745	.181		20.641	.000
	Packaging colour	.083	.042	.120	1.982	.048
	Packaging shape	.074	.037	.112	1.984	.048
	Packaging size	.144	.035	.223	4.127	.001
	Pictures and graphics	.148	.029	.269	5.125	.000

Source: SPSS output

According to table 21 above, packaging colour had a significant effect on consumer purchasing decisions with a standardised regression coefficient β=0.120 at p=0.04. Thus, it is acknowledged that H1 packaging colour has a statistical significant impact on the purchasing decisions of African female consumers.

The table also demonstrates that, packaging shape also had a significant impact on consumer purchasing decisions with a standardised regression coefficient β=112 at p=0.04. Consequently, it is acknowledged that H2 Packaging form has a statistically significant impact on African female consumers' purchase decisions.

Additionally, there is a significant impact of packaging size on customers' purchasing decisions was found with a standardised regression coefficient of β=0.223 at p=0.001. Thus, it is acknowledged that packaging size has a statistical significant impact on the purchasing decisions of African female consumers (H3).

Furthermore, a significant impact of packaging images and photos on consumers' purchase decisions with a standardised regression coefficient β=0.269 at p=0.000. Hence, it is acknowledged that H4, pictures and graphics have a statistical significant impact on the purchasing decisions of African female consumers.

4.9 Discussion of Findings

The purpose of the study is to investigate how perfume packaging affects the shopping decisions of African women in Zimbabwe. The research study's results were examined to see if they were comparable to those of earlier studies or if there were significant differences between the two sets of data.

4.9.1 H1 Packaging colours has a statistical significant effect on African female consumers' purchase decisions

The first hypothesis was to establish the relationship between packaging colour and consumer purchasing decision. The study's results agree with the past studies (Salem, 2018; Sivia, 2014) that container colours are in charge of evoking emotions and so altering consumer perception. They leave a lasting impact in the minds of consumers and help shape their opinions about a product's quality, aroma, and beauty. As a result, researchers look into how packaging colours affect how people perceive and feel about a given product.

4.9.2 H2 Packaging shape has a statistical significant effect on purchase decisions among African female consumers' purchase decisions

The second hypothesis demonstrated a positive relationship between packaging shape and consumers' purchasing decisions. The study's findings are consistent with past studies results by (Rakib and Pramanik, 2019; Suharto, Verawaty, and Irawan, 2023) which claimed that appealing container shapes can encourage consumers to make impulsive purchases even when they aren't physically viewing the goods and contended that a product's shape has a big impact on how customers view its quality. A package's shape can arouse particular feelings and expectations in customers, which can affect how well they think the product is made.

4.9.3 H3 Packaging size has a statistical significant effect on African female consumers' purchase decisions

The third hypothesis was to establish the relationship between packaging size and consumer purchasing decisions. The study results which showed a positive relationship disagree with the past studies by Makanjiuola and Enuijiugha (2015) who argued that to properly handle a significant decision, container size must correspond with the demands and desires of the consumer. This may be difficult for most companies in the cosmetic industry to offer perfumes with the perfect size that corresponds to the demands and desires of the customer. Hence cosmetic companies must adhere to those demands.

4.9.4 H4 Pictures and graphics have a statistical significant effect on African female consumers' purchase decisions

The fourth hypothesis was to determine the relationship between pictures and graphics, and consumer purchasing decisions. The study results are consistent with the past study by Hayek (2021) who claimed that unique images and graphics on product packaging speed up the decision-making process for customers since certain images can be connected to higher-quality goods. A photograph that identifies the goods, might elicit an emotional reaction from the consumer. For a brand to be remembered, it is necessary to build its personality and distinctiveness through the use of images and visuals.

4.10 Summary

The data presentation, analysis, and discussion of the study's conclusions were covered in this chapter. To determine the links between independent and dependent variables, hypothesis tests were conducted and statistical assumptions of multiple regressions were documented. It was observed that the variables that were already in place had a positive association, and the results that were acquired were discussed. The results summary, recommendations, and other study fields are the main topics of the next chapter.

CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter is based on the summary of the research results, conclusions of the study, and recommendations.

5.2 Summary

This study explored the effect of perfume packaging on the purchasing behaviour of African women in Zimbabwe. Its key objectives were to examine how packaging colour, shape, size, and pictures and graphics influence consumer purchase decisions. A descriptive research design was employed using a structured questionnaire administered to a sample of 384 women, drawn from formal and informal sales outlets in Harare through quota and simple random sampling techniques. Results from multiple regression analysis confirmed that each visual packaging element (colour, shape, size, pictures and graphics) significantly influenced perfume purchase decisions. Specifically, pictures and graphics had the most pronounced effect, followed by packaging size, colour, and shape.

5.3 Conclusions

The findings concluded that packaging colour significantly affects consumer perceptions and emotions, which in turn influences purchasing decisions. Colour serves as a powerful communicator of brand identity and can affect how a product is emotionally received. Therefore, visual appeal through strategic colour use is essential in enhancing buying interest among African female consumers.

The results showed that packaging shape has a meaningful impact on purchase behaviour. Shapes that are ergonomic, attractive, or resonate with feminine preferences (for example, curved forms) were more likely to stimulate interest and influence buying behaviour. Shape not only communicates functionality but also has a class and aesthetic appeal.

Packaging size was found to significantly influence consumer decisions. Practicality, portability, and perceived value were critical. Consumers favoured packaging that fit their usage habits and lifestyle, indicating that size serves as a heuristic for both value and convenience.

It was also concluded that packaging pictures and graphics have the strongest influence among all variables. Visual content such as logos, images, product descriptions, and brand names effectively communicated product quality and credibility, and significantly affected consumer trust and recognition, prompting quicker purchase decisions.

5.4 Recommendations

Cosmetic companies should use colour schemes that evoke positive emotions and align with brand identity. Colours that convey luxury, trust, or freshness should be used depending on the product positioning.

Designers should focus on packaging shapes that enhance comfort and functionality while appealing to feminine aesthetics. Unique shapes that differentiate the product on shelves are recommended to foster consumer attention.

Manufacturers should also offer perfumes in multiple sizes to cater to various consumer preferences. Travel-size options and moderately sized bottles can improve portability and accessibility, especially in budget-conscious segments.

Brands should prioritize high-quality, informative, and emotionally resonant graphics. Clear labeling, appealing fonts, and identifiable brand images should be optimized to reinforce trust and aid product selection.

5.5 Areas for Further Study

Future research could focus on comparing the effects of visual versus verbal elements of packaging on consumer behavior. Additionally, studies may extend to male consumers or

explore rural-urban differences in packaging preferences. Longitudinal research could assess how consumer reactions to packaging evolve over time in response to changing trends or market saturation.

REFERENCES

Aaker, D.A., 1996. Building Strong Brands. New York: The Free Press.

African Development Bank, 2019. Annual Report: Beauty and Personal Care Industry in Africa. Abidjan: AfDB.

Ampuero, O. and Vila, N., 2006. Consumer perceptions of product packaging. Journal of Consumer Marketing, 23(2), pp.100–112.

Anderson, J.C. and Gerbing, D.W., 1988. Structural equation modeling in practice: A review and recommended two-step approach. Psychological Bulletin, 103(3), pp.411–423.

Awang, Z., 2015. SEM Made Simple: A Gentle Approach to Learning Structural Equation Modeling. Bangi: MPWS Rich Resources.

Bettman, J.R., 1979. An Information Processing Theory of Consumer Choice. Reading, MA: Addison-Wesley.

Bizongo, 2020. Packaging & Consumer Buying Behavior. [online] Bizongo. Available at: https://www.bizongo.com/resources/packaging-and-consumer-buying-behavior-2020 [Accessed 4 Jun. 2025].

Blackwell, R.D., Miniard, P.W. and Engel, J.F., 1995. Consumer Behavior. 8th ed. Fort Worth: Dryden Press.

Bloch, P.H., 1995. Seeking the Ideal Form: Product Design and Consumer Response. Journal of Marketing, 59(3), pp.16–29.

Bloch, P.H., 2015. Seeking the ideal form: Product design and consumer response. Journal of Marketing, 59(3), pp.16–29.

Bord, R. and Gall, M., 1989. Educational Research: An Introduction. 5th ed. New York: Longman.

Byrne, B.M., 2016. Structural Equation Modeling with AMOS: Basic Concepts, Applications, and Programming. 3rd ed. New York: Routledge.

Carter, B., 1990. Product Design and Perception. London: Kogan Page.

Chandon, P. & Ordabayeva, N., 2009. Supersize in one dimension, downsize in three dimensions: Effects of spatial dimensionality on size perceptions and preferences. Journal of Marketing Research, 46(6), pp.739–753.

Churchill, G.A., 1997. Marketing Research: Methodological Foundations. 6th ed. Fort Worth: Dryden Press.

Creswell, J.W., 2014. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 4th ed. Thousand Oaks, CA: Sage.

Euromonitor International, 2020. Global Cosmetics Market Report. [online] Available at: https://www.euromonitor.com [Accessed 3 Jun. 2025].

Field, A., 2018. Discovering Statistics Using IBM SPSS Statistics. 5th ed. London: Sage.

Forbes, 2020. The Luxury Perfume Market: Chanel, Dior, and Gucci Lead. Forbes Magazine. [online] Available at: https://www.forbes.com [Accessed 3 Jun. 2025].

Gofman, A., 2010. How Colors Affect Marketing and Branding. Journal of Product & Brand Management, 19(6), pp.452–460.

Grand View Research, 2020. Cosmetics Market Size Report. San Francisco: Grand View Research.

Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E., 2016. Multivariate Data Analysis. 7th ed. Harlow: Pearson Education.

Hayes, A.F., 2022. Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach. 3rd ed. New York: Guilford Press.

Hayek, C., 2021. Visual design elements in packaging and their impact on consumer decision-making. International Journal of Marketing Studies, 13(1), pp.45–57.

Jain, R., 2025. Data Collection in Research: Principles and Practices. New Delhi: Sage Publications.

Johnson, P., 2021. Research Instruments and Design. London: Open University Press.

Johnson, R. and Lee, K., 2023. Research Philosophy: Theoretical Considerations for Scientific Inquiry. Journal of Applied Research Methods, 15(2), pp.22–34.

Jones, R., 2022. Sampling Techniques in Quantitative Research. Oxford: Oxford University Press.

Kapse, V.S., Patil, S.A. and Salunke, A.V., 2022. Sustainable packaging and consumer preference: A study on green packaging. International Journal of Consumer Studies, 46(3), pp.333–344.

Karedza, G. & Sikwila, M., 2017. The Impact of Packaging Designs on Consumer Buying Behaviour of FMCG during the Hyperinflationary and After the Dollarisation Era in Zimbabwe. Asian Journal of Social Sciences and Management Studies, 4(1), pp.20–30.

Keller, K.L., 2013. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 4th ed. Harlow: Pearson Education.

Kenton, W., 2022. ANOVA: Analysis of Variance Explained. Investopedia. [online] Available at: https://www.investopedia.com [Accessed 3 Jun. 2025].

Kline, R.B., 2015. Principles and Practice of Structural Equation Modeling. 4th ed. New York: Guilford Press.

Kotler, P., 2010. Marketing Management. 14th ed. Upper Saddle River, NJ: Prentice Hall.

Kotler, P. and Armstrong, G., 2010. Principles of Marketing. 13th ed. Upper Saddle River, NJ: Pearson.

Kotler, P. and Keller, K.L., 2016. Marketing Management. 15th ed. Harlow: Pearson Education

Kumar, V., 2023. Data Analysis and Presentation in Research. New Delhi: Sage.

Labrecque, L.I. and Milne, G.R., 2018. To be or not to be different: Exploration of norms and benefits of color differentiation in the marketplace. Marketing Letters, 29(2), pp.195–210.

Magnier, L. and Schoormans, J.P., 2023. The role of packaging size in sustainability perceptions and consumer decisions. Journal of Business Research, 158, pp.1–10.

Makanjiuola, A. and Enuijiugha, T.M., 2015. Packaging size preferences in Nigerian consumer markets. African Journal of Business Management, 9(24), pp.70–78.

McCombes, S., 2019. Descriptive Research Design Explained. Scribbr. [online] Available at: https://www.scribbr.com [Accessed 3 Jun. 2025].

Meyers, H.M. and Lubliner, M.J., 1998. The Marketing Power of Packaging. Chicago: NTC Business Books.

Molefe, L., Nair, K. and Modise, M., 2019. Cosmetics industry growth in South Africa: A statistical perspective. South African Journal of Economics, 87(4), pp.402–410.

Mordor Intelligence, 2020. Green Packaging Market - Growth, Trends, and Forecasts (2020-2025). [online] Available at: https://www.mordorintelligence.com [Accessed 3 Jun. 2025].

Morris, W., 1987. Designing for Packaging: The Visual Dimension. New York: Wiley.

Netemeyer, R.G., Bearden, W.O. and Sharma, S., 2003. Scaling Procedures: Issues and Applications. Thousand Oaks, CA: Sage.

Okeke, C. and Ify, O., 2020. Shape-based packaging design and customer psychology. African Journal of Design & Marketing, 8(1), pp.15–28.

Oputa, E., 1999. Packaging and Branding in Emerging Markets. Lagos: African Books Network.

Pensasitorn, C., 2015. The role of visual cues in consumer packaging decisions. Asian Journal of Business Research, 5(3), pp.85–94.

Pieters, R. and Wedel, M., 2025. Visual attention to packaging design: Future trends. Journal of Consumer Psychology, 35(1), pp.99–110.

Poslon, S., Kovačević, D. & Brozović, M., 2021. Impact of packaging shape and material on consumer expectations. Journal of Graphic Engineering and Design, 12(2), pp.39–44.

Rakib, M. and Pramanik, S., 2019. Packaging cues and impulsive buying behavior. International Journal of Retail & Distribution Management, 47(2), pp.212–228.

Rambabu, M., Samineni, R. and Deshmukh, A., 2020. Packaging and consumer decision-making: A visual component analysis. Journal of Retailing and Consumer Services, 54, 102015.

Reibstein, D.J., 2006. Marketing Metrics: The Definitive Guide to Measuring Marketing Performance. Upper Saddle River, NJ: Wharton School Publishing.

Raghubir, P. and Krishna, A., 2019. As the crow flies: Bias in consumer judgments of the direction of trends in data. Marketing Science, 18(3), pp.320–335.

Randh, R., 2013. Visual aesthetics and packaging design. International Journal of Design Research, 5(4), pp.33–48.

Salem, A., 2018. Visual cues in cosmetic packaging and their effect on female buying behavior. Journal of Consumer Marketing, 35(3), pp.245–258.

Segars, A.H., 1997. Assessing the unidimensionality of measurement: A paradigm and illustration within the context of information systems research. Omega: The International Journal of Management Science, 25(1), pp.107–121.

Sharma, D., 2024. Research Philosophies in Social Sciences: Paradigms and Practice. New Delhi: Tata McGraw-Hill.

Shekhar, V. and Raveendran, P., 2015. The role of packaging in luxury branding. Luxury Research Journal, 2(1), pp.45–58.

Shimp, T.A., 1990. Consumer Behavior: Concepts and Applications. Fort Worth, TX: Dryden Press.

Silva, J.M., 2014. Color and branding: Influence on consumer response. Journal of Brand Strategy, 3(2), pp.101–114.

Silayoi, P. and Speece, M., 2004. Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. British Food Journal, 106(8), pp.607–628.

Silayoi, P. and Speece, M., 2007. The importance of packaging attributes: A conjoint analysis approach. European Journal of Marketing, 41(11/12), pp.1495–1517.

Solomon, M.R., 2017. Consumer Behavior: Buying, Having, Being. 12th ed. Harlow: Pearson Education.

STANPA, 2023. Spanish Cosmetic, Toiletry and Perfumery Association Annual Report. Madrid: STANPA.

Stanton, W.J., 1981. Fundamentals of Marketing. 6th ed. New York: McGraw-Hill.

Statista, 2023. Cosmetics Sales Channels in Spain. [online] Available at: https://www.statista.com [Accessed 3 Jun. 2025].

Suharto, V., Verawaty, T. and Irawan, R., 2023. The effect of packaging shape on perception of quality. Journal of Business and Retail Management Research, 17(2), pp.95–103.

Swwedan, M. and Hussien, S., 2012. The importance of packaging colour in perfume marketing among Jordanian women. Middle East Journal of Marketing, 6(3), pp.233–249.

Thabane, L., Ma, J., Chu, R., Cheng, J., Ismaila, A., Rios, L.P., Robson, R., Thabane, M., Giangregorio, L. and Goldsmith, C.H., 2010. A tutorial on pilot studies: The what, why and how. BMC Medical Research Methodology, 10(1), p.1.

Thompson, B., 2020. Validity and reliability in social science research. Journal of Applied Measurement, 21(1), pp.1–14.

Underwood, R.L., 2003. The communicative power of product packaging: Creating brand identity via lived and mediated experience. Journal of Marketing Theory and Practice, 11(1), pp.62–76.

Underwood, R.L. and Klein, N.M., 2016. Packaging as brand communication. Journal of Marketing Communications, 22(3), pp.191–208.

Uzunok, B., 2022. The psychological influence of packaging colours on consumer behavior. Journal of Business and Management Studies, 8(4), pp.210–220.

Wertheimer, M., Köhler, W. and Koffka, K., 1912. Gestalt Theory of Perception. Leipzig: Barth.

Westerman, S.J., Sutherland, E.J., Gardner, P.H., Baig, N., Critchley, C., Hickey, C. and Zervos, Z., 2017. The design of consumer packaging: Effects of manipulations on product expectations and perceptions. Food Quality and Preference, 62, pp.340–351.

Wheeler, A., 2013. Designing Brand Identity: An Essential Guide for the Whole Branding Team. 4th ed. Hoboken: Wiley.

Wu, Y., Zhang, Y. and Jiang, Y., 2009. The influence of shape and color on packaging design for food. Packaging Technology and Science, 22(6), pp.313–321.

Yan, R.N., Sengupta, S. and Wyer Jr, R.S., 2014. Package size and perceived quality: The interactive effect of package size and nutritional information. Journal of Consumer Psychology, 24(1), pp.4–17.

Zhang, Y., 2016. The impact of brand image on consumer behavior: A literature review. Open Journal of Business and Management, 4(1), pp.58–68.

APPENDIX 1:CODED QUESTIONNAIRE

Questionnaire

Dear Respondent

This questionnaire is constructed for academic uses only, and it is focused on **the effects of perfume packaging on female African consumers' purchasing decisions in Zimbabwe**. My name is Varaidzo Precious Murehwa and I am currently pursuing a Bachelor of Commerce Honors Degree in Marketing with Bindura University of Science Education. The information acquired will be strictly confidential, therefore feel free in answering the questionnaire. Kindly assist by filling questions provided, your efforts are deeply appreciated.

Contact details

Phone number: 0713584210

Email address: murehwavaraidzop@gmail.com

CONSENT TO PARTICIPATE IN THIS STUDY

I confirm that the person seeking my consent to take part in this research has briefed me about the nature, procedure, potential benefits and anticipated inconvenience of participation.

I have read (or had explained to me) and understood the study as explained in the information sheet.

I have had sufficient opportunity to ask questions and I am prepared to participate in the study.

I understand that my participation is voluntary and that I am free to withdraw and that I am free to withdraw at any time without penalty (in case I face inconveniences during the participation).

I am aware that the findings of this study will be anonymously processed into a research report journal and publications and/or conference proceedings.

I have received a signed copy of the informed consent agreement.

Participant signature……Date……..

Section A: Demographic Data

Please tick the appropriate box in the response column

1. **Please indicate your age**

Age Category	
18-30 years	1
31-40 years	2
41-50 years	3

2. **Please indicate your gender**

Gender	
Female	1
Male	2

3. **Please indicate your marital status**

Marital status	
Married	1
Divorced	2
In a relationship	3
Single	4

4. **Please indicate your educational level**

Educational Level	
Primary	1
Secondary	2

Tertiary	3
Post-graduate	4

5. **Please indicate your Occupational level**

Occupational Level	
Employed	1
Unemployed	2
Self employed	3

Section B: Packaging color.

Packaging color refers to the use of specific colors in product packaging to influence consumer perception and purchasing decisions.

1. Please indicate the extent to which you agree with the following statements: **(1) Strongly disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly agree**

		1	**2**	**3**	**4**	**5**
Pc1	The colour of the box catches my eye.					
Pc2	The packaging's colour is simple to recall.					

Section C: Packaging shape.

Packaging shape refers to the design and form of product's packaging, which plays a crucial role in consumer perception and product evaluation.

1. Please indicate the extent to which you agree with the following statements: **(1) Strongly disagree, (2) Disagree, (3) Undecided, (4) Agree, (5) Strongly agree**

		1	**2**	**3**	**4**	**5**
Ps1	My attention is drawn to the packaging's shape.					

Ps2	The packaging's form makes it comfortable to use.					

Section D: Package size.

Packaging size is the physical container or wrapping of a product that provides protection, convenience, and information to the customer.

1. Please indicate the extent to which you agree with the following statements: **(1) Strongly disagree, (2) Disagree, (3) Undecided, (4) Agree, (5) Strongly agree**

		1	**2**	**3**	**4**	**5**
Pss1	The packaging's dimensions satisfy my requirements.					
Pss2	The packaging's size entices me to purchase.					

Section E: Pictures and graphics on packaging

Packaging pictures and graphics are essential visual elements that convey information, enhance brand identity, and attract consumers.

1. Please indicate the extent to which you agree with the following statements: **(1) Strongly disagree, (2) Disagree, (3) Undecided, (4) Agree, (5) Strongly agree**

		1	**2**	**3**	**4**	**5**
PP1	The packaging's images help to identify it.					
PP2	My attention is drawn to the package font.					
PP3	My attention is drawn to the brand name on the container.					
PP4	The packaging's brand name is simple to recall.					
PP5	The product details on the package are explained in detail.					
PP6	The product information impacts my faith in the product on the container.					
PP7	The packaging's storage instructions are simple to understand.					
PP8	Product packaging with English text printed on it makes me react more.					
PP9	Product details are explained in detail, including the firm name, address, production date, and expiration date.					

Section F: Consumer purchase decisions

Consumer purchase decisions are the choices and acts of people who purchase products and services for their own domestic and personal use.

1. Please indicate the extent to which you agree with the following statements: **(1) Strongly disagree, (2) Disagree, (3) Undecided, (4) Agree, (5) Strongly agree**

		1	**2**	**3**	**4**	**5**
Cp1	My decision to buy is influenced by the brand name on the packaging.					
Cp2	The availability of product information influences my decision to buy.					
Cp3	Packaging colour influences my decision to buy.					
Cp4	The packaging's shape influences my purchasing decisions.					
Cp5	The ideal container size influences my purchasing decisions.					
Cp6	The product's ease of use influences my decision to buy.					
Cp7	My decision to buy a product is influenced by its disposal bundle.					
Cp8	Benefits of packaging influence my decision to buy.					

Thank you for your participation!

APPENDIX 2: SIMILARITY REPORT