

## **The Role Of Packaging Design In Attracting The Consumer (A Case Study Of Givenchy And Chanel Perfume)**

**Dalal Difi**

University of Ghardaia (Algeria), faculty of economics, commerce and management, Lab LDAAIE, difi.dalal@univ.ghardaia

Received:20/02/2022 Accepted:22/05/2022 Published: 14/12/2022

---

### **Abstract:**

This Study Aims To Clarify The Role Of Packaging Design In Influencing The Purchasing Behavior Of The Consumer, A Comparative Study Between Chanel And Givenchy Perfume, By Distributing Questionnaires To A Sample Limited To 60 Females, And This Was Done In July 2021, By Studying The Packaging In Terms Of Quality And The Shape And Design And Their Role In Attracting The Consumer, And This Study Concluded That The Packaging Is Not Enough For Repurchase And That The Brand Plays The Largest Role In Making The Purchase, Which Indicates That The Latter Contributes More To Attracting The Consumer.

**Keywords:** Packaging, Packaging Design, Consumer, Primary Packaging, Consumer Behavior

### **1. Introduction :**

The development that the world is witnessing in various fields, whether economic or commercial, and even technological and social, and with the intensity of competition, it has become necessary for production institutions to pay attention to developing effective marketing strategies and programs to ensure the survival or expansion of their market share on the one hand and to fulfill the requirements and desires of the consumer. In accordance with his tastes and inclinations, institutions must work to give a distinctive color to their products in light of this struggle to sweep and penetrate the mind of the consumer and influence him from the psychological side in order

---

to attract him to buy the product and here comes the role With its elements to achieve this gain through the most important component of its components, which is the envelope, which is an effective means linking the producer and the consumer in order to achieve the goals of both parties.

**Problem statement:** From the above, the following problem can be posed:

- How effective is the packaging design in attracting the consumer and pushing him to buy?

The following questions arise from the problem:

- 1- Can the consumer distinguish between Chanel and Givenchy perfume based on the specifications of the packaging (brand name, mark, color, shape.....)?
- 2- Is this packaging sufficient to attract the consumer and push him to buy and repeat it?
- 3- Is the packaging of both perfumes designed according to the wishes and suggestions of consumers?

**Hypotheses:** We have proceeded from hypotheses that represent our initial perception of the subject, which are:

- 1- The consumer can distinguish and perceive the differences between Chanel and Givenchy based on the packaging (brand name, mark, color, shape...).
- 2- There is strength with regard to the ability of the packaging to attract the consumer and push him to buy and repeat it.
- 3- The Chanel packaging is not designed based on the wishes and suggestions of consumers, unlike the Givenchy cover design.

Before starting the research, it is necessary to identify the variables that represent the elements of the problem at hand:

**Independent variable:** packaging design.

**Dependent variable:** customer attraction

**The importance of the research:** The importance of the research lies in:

- 1- Knowing the response of customers to the impact of the product packaging.
- 2- Attempting to adapt the specifications of the packaging designs to the wishes of the final consumer.

**Research Purpose:** Our selection of this research was in the hope of achieving the following objectives:

- 1- Highlighting the importance of the cover from the technical side.
- 2- Satisfying the consumer in proportion to the objectives of the institution on the one hand, and the requirements of the consumer on the other.

### **Literature Review:**

- Study of Atawa Muhammad (2009): Entitled The Role of Packaging Design in Influencing the Buying Behavior of the Algerian Consumer, by highlighting the aesthetic and promotional aspect of the packaging on the one hand and the health and protective aspect of the product on the other hand, while identifying the strengths and weaknesses of the characteristics and specifications of the packaging, in order to design packages that suit the consumer preferences, including the exploitation of the packaging as a competitive advantage.
- Ben Nafila Qadour and Nabila Dahman (2017): Titled Packaging and Explanation Responses in Product Promotion and Consumer Protection from the Consumer Point of View, This study focused on a sample of Algerian consumers who showed their awareness of the importance of the packaging and clarification to promote the product on the one hand and on the other hand the need for the Algerian institution to pay attention to the consumer and protect him from various damages related to the product, as this protection is due to the partnership between the consumer and the institution as well as the legal legislation.

**Study methodology:** This study relies on the descriptive analytical approach, which includes the desk survey method, by referring to Arab and foreign sources in order to build the theoretical framework for this study, in addition to using the field survey method to collect

data using the study tool and analyze it statistically to test the validity of the hypotheses and answer its questions.

### **The limits of the study:**

- **Spatial boundaries:** perfume and cosmetics stores between the two brands (Chanel and Givenchy)
- **Time limits:** July 2021

**Human limits:** a specific sample for the female category.

**Scientific limits:** to measure the study variables, statistical measures and means were used based on the standards adopted in previous studies.

### **Procedural definitions:**

- **Packaging:** It is the visual image of the commodity, and it is the symbol that the consumer judges before he judges the commodity.
- **Purchasing behavior:** It is the act or process that the consumer performs in order to directly purchase a specific commodity or service.

## **2. The Theoretical part: Product packaging (concept, importance, functions)**

### **2.1. Definition of the product:** (عسكري، 2000، الصفحات 16-18)

- According to p. Kotler, we call the product everything that can be presented in the market in a way that allows it to be observed, obtained or consumed for the purpose of satisfying his need.
- According to Dr. Muhammad Farid Al-Sahn, it is a set of benefits that the consumer obtains to satisfy his needs, and these benefits include material benefits such as the constituent characteristics of the commodity and the psychological benefits that he obtains by purchasing the commodity.
- Chirouz defines it as the set of tangible and intangible elements that perform the functions of use and the functions of estimating what the consumer demands.

### **2.2. Product levels:** (أبو علفة، 2002، صفحة 237)

- The first level: It is the main or central product or the essence of the product and includes the basic benefits that the consumer is looking for.
- The second level: the tangible product, i.e., transforming the essence of the product into products with tangible physical dimensions that initiate the exchange process and include packaging, packaging and distinctive appearance.
- The third level: the growing product and includes all additional services related to the product (installation and maintenance).

### 2.3. Definition of the Packaging: (توفيق و حسن، 1985، صفحة 23)

Hbeitli Muhammad al-Saghir knows it: as a form of communication, it teaches the consumer the nature and characteristics of the product, and it must attract the consumer and push him to buy.

It is also known: the packaging is the visual image of the commodity and it is the symbol that the consumer judges before he judges the commodity.

In the past, the packaging was just a means to contain and preserve the commodity, but now it has become a psychological factor, a marketing tool and a silent salesman.

### 2.4. Levels of the Packaging: (عسكري، 2000، صفحة 98)

After we have exposed the set of concepts and definitions of the concept of the packaging, we note our distinction of three basic levels that clarify and clarify its concept in terms of its preservation, transmission and definition of the product, which are:

- **Primary Packaging:** It is the packaging that contains the commodity, and it is in direct contact with the product, such as the bottle containing the perfume, which in this case is a primary packaging and a packaging that is in direct contact with the commodity.
- **Secondary Packaging:** It is a cover that contains the commodity in its primary cover, that is, it provides an additional container for the commodity and represents the external presentation of it, in contrast to its nature and qualities, and clarifying the personality of the product through

the information recorded on it, and it is thrown immediately after use, such as placing the perfume bottle in the cardboard cover it is in contact with. direct to the consumer.

- **Shipping Envelope:** It represents the third level, which is the cover that helps to store and ship the commodity to protect it from the factors of damage, breakage, etc., and it is necessary in identifying the products, by arranging them in the optimal way to transport them from one place to another.

## 2.5. Importance of the Packaging: (نديرة، 2003، صفحة 71)

- The packaging with a distinct character helps to create a special demand for the commodity.
- Facilitates the possibility of identifying the product's commodity among the alternative commodities.
- Retailer packaging enables a better and clearer display of the product.
- The packaging enables the producer to distinguish his merchandise and put the trade name and logo on it, as well as put the descriptive or technical data he needs, in a better and more attractive way.
- Some commodities may increase in value in the eyes of the buyer as a result of a good packaging or value for them, such as some types of goods Jewelry, perfumes and cosmetics.

## 2.6. Packaging functions: (الصحن، 1999، الصفحات 269-268)

- Seduction function.
  - The function of media and advertising.
  - The function of attraction and drawing attention.
  - Product recognition and identification function.
  - Market segmentation function.
- Affiliation function: that is, belonging to the product company

## 2.7. Defining consumer buying behavior:

- The final consumer can be considered as the one who buys goods for the purpose of using them or consuming them for himself permanently. And it is the goal that the producer of the commodity or the service provider seeks, in which the commodity is stable or receives the service, i.e., it is the focus of attention of all those who work in the field of marketing. Accordingly, every person is considered a consumer so that the

main motive for him is to satisfy personal or family needs and desires, but the method of consumption may differ from one person to another. (بن عيسى، 2000، صفحة 16)

- And from it, the purchasing behavior can be considered that act or process carried out by the consumer in order to acquire a particular commodity or service directly, that is, after paying its price to the seller to satisfy a current or future need and desire, and this process goes through several stages from the first appearance of the desire or need until achieve and satisfy them. It is that behavior that the consumer shows in searching for the purchase or use of goods, services, ideas or experiences that he expects will satisfy his desires, wants, needs, or needs, according to the available purchasing capabilities. It is also the set of actions that are issued by individuals and related to the purchase and use of economic goods and services, including the decision-making process that precedes and determines these actions.
- From the sum of these different definitions of consumer behavior, it can be defined as: The set of mental and muscular activities carried out by individuals, including the behaviors resulting from individuals in order to search for the use and purchase of goods, services, ideas or experiences, as well as the process of making the purchase decision itself, as a result of exposure of these individuals to an internal or external stimulus in order to satisfy their desires and needs the outward and inward psychological and physical. (ابو قحف، 2001، صفحة 76)

**2.8. Stages of the purchasing decision-making process:** Before explaining these stages, the following matters must be taken into account: (عبيدات، 2006، صفحة 16)

- The actual purchase stage is one stage in this process, and it is usually not the first.
- The process of making a purchasing decision does not always lead to a purchase, as the individual can finish the process at any of these stages.
- Not all purchasing decisions go through these stages always, as some of these stages can be bypassed, especially in the case of limited and simple purchasing behavior. Which:
  - The emergence of the consumer problem
  - Desire to buy
  - Gathering information

- Evaluate the alternatives
- Choosing the best alternative
- Make a purchase decision
- Actual purchase
- Subsequent feeling (satisfaction - dissatisfaction)

### 3. The Empirical Part:

#### 3.1. About Chanel and Givenchy:

- **Chanel Company:** It is a Parisian fashion company founded by the late designer "Gabrielle Bonner Chanel" known as Coco Chanel, who was born on August 19, 1883 and grew up in a poor family whose mother died when she was young and she was raised in an orphanage where she began making hats for her friends in the orphanage and began selling them in 1910. This was the starting point of her empire and with the twenties Its designs began to spread and became known as the most elegant house in fashion design, and it specializes in luxury goods (high fashion design, ready-made clothes, bags, perfumes, cosmetics, etc.) and is characterized by black and white colors, and the name Chanel has become one of the most recognized names in the industry. luxury and high fashion, and it is owned by "Lalan Wertheimer" and "Gerard Wertheimer" who are the grandchildren of "Petrick Chanel" Pierre Wertheimer, and many famous people have publicized the company, including "Catherine Deneuve" Chanel No. 05 in the seventies and Nicole Kidman, Chanel No. 5 in the early 2000 She died on December 10, 1971.
- **Givenchy Company:** founded by the Italian Hubert de Givenchy, is considered one of the most important fashion design houses in the world. Its long list of clients includes some of the most elegant women in the world. In 1957, Givenchy launched his own line of perfume products, and his first success came through the perfume. L'Interde for women was inspired and promoted by one of his famous models. It wasn't long before the designer launched his first two men's fragrances, L'eau de Vétiver and (Monsieur de Givenchy), strengthening his brand's position in the world of perfumes. For decades to come. The elegant exterior design in its content



reflects the latest designs of the season, which explains the secret of the people's love for this brand: the subtle combinations and exquisite shades of colors that make onlookers truly jealous. Today, Givenchy's beauty collection is filled with luxurious collections of perfumes and skincare products, all bearing the modern, sophisticated hallmarks of the designer. In 1955, designer Hubert retired, leaving a large empire he had established for nearly 43 years.

### 3.2. Method and tools:

- **Study tools:** The questionnaire was relied on to measure the role of packaging design in attracting consumers in Djelfa, a case study of the perfumes of Chanel and Givenchy, and the following is a description of the questionnaire:

The questionnaire was divided into two parts:

**Part one:** It includes the questionnaire paragraphs related to the independent variable packaging design.

**Part Two:** It includes the questionnaire items related to the dependent variable consumer.

For the purpose of data processing, the arithmetic mean and percentage were used to answer the study questions in order to analyze and describe the trends of the studied sample.

- **Study population:** It consists of females.
- **The study sample:** This study was limited to the female category in the perfume and cosmetics stores, their number was 60, they were chosen randomly, and all the answers were used for statistical analysis.
- **Validity and stability of the study tool:** This study relied on multiple sources (books, published research, doctoral theses, previous studies) in order to prepare the questionnaire.

### 3.3 Discussion and analysis of results:

For the purpose of data processing, the arithmetic mean and the percentage were used to answer the questions of the study in order to analyze and describe the trends of the studied sample, and the results were as follows:

**Table 1. Attractive to Perfume**

Statement	Repetition	Frequency %
Yes	60	100
No	00	00
Total	60	100%

Source: depending on the outputs of the Questionnaire

Through the results, it is noted that all members of the sample are 100% attracted to perfumes.

**Table 2. Brand knowledge**

Statement	Repetition	Frequency %
Chanel	00	-
Givenchy	00	-
GUCCI	00	-
BOSS	00	-
DIOR	00	-
All above	60	100%
TOTAL	60	100%

Source: depending on the outputs of the Questionnaire

Through the table, we note that all respondents are familiar with most perfume brands, which indicates the awareness of the respondents.

### **3.3.1. Distinguishing products and Realizing the Differences Through the Packaging**

**Table 3. Distinguish these two fragrances from other perfumes**

	Statement	Repetition	Frequency %
Chanel	Yes	60	100%
	No	00	
Givenchy	Yes	60	100%
	No	00	

Source: Depending on the outputs of the Questionnaire

It is clear to us from the table that all members of the sample distinguish these two fragrances from the rest of the perfumes by 100%, and this indicates their interest in this type of product.

**Table 4. The basis for distinguishing fragrance**

Characteristics	CHANEL		GIVENCHY	
	Repetition	Frequency %	Repetition	Frequency %
The price	00	-	00	-
Trade name fame	50	83.33%	30	50%
Packaging design	00	-	20	33.33%
Lots of ads	10	16.67%	10	16.67%
Another foundation	00	-	00	-
TOTAL	60	100%	60	100%

Source: Depending on the outputs of the Questionnaire

Through the table, it was found that the respondents' discrimination of the channel perfume was at a higher degree at the level of the brand name and the number of advertisements, respectively, by 83.33% and 16.67%. As for Givenchy, the discrimination was at a higher degree on the trade name, packaging design, and packaging, respectively, at 50% and 33.33 %.

**Table5. Characteristics of the CHANEL Case Compared to GIVENCHY in Terms of:**

Characteristics	Good		Ordinary		Bad	
	CH	G	CH	G	CH	G
the price	50%	66.67%	50%	33.33%	-	-
Trade name fame	-	16.67%	100%	83.33%	-	-
Packaging design	66.67%	83.33%	-	16.67%	-	-
Lots of ads	-	83.33%	-	16.67%	-	-
Another foundation	100%	33.33%	33.33%	66.67%	-	-

Source: Depending on the outputs of the Questionnaire

The respondents believe that Chanel in terms of shape, brand, and brand name is better than Givenchy, but in terms of color, images, and attractiveness, they believe that Givenchy is better.

### 3.3.2. The Promotional Role of The Packaging

**Table 6. The role of the packaging is great in promoting perfumes**

Statement	Repetition	Frequency %
Yes	60	100
No	00	00
TOTAL	60	100%

Source: Depending on the outputs of the Questionnaire

It is clear from the table that 100% of the sample members believe that the packaging has a major role in promoting perfumes.

**Table 7. If yes: As for the promotional and aesthetic characteristics of the Packaging, are they?**

Characteristics	Good		Ordinary		Bad	
	CH	G	CH	G	CH	G
Pictures and graphics	50%	66.67%	50%	33.33%	-	-
Packaging color and writing color	66.67%	83.33%	33.33%	16.67%	-	-
Packaging shape/size fit	50%	50%	50%	50%	-	-
Tag shape	83.33%	50%	16.67%	50%	-	-
The trade name is its shape, its color, its position	75%	41.67%	25%	58.33%	-	-

Source: Depending on the outputs of the Questionnaire

It is clear to us from the table that Chanel tops the ranking in the characteristics of the trade name and the mark with a percentage of 75% and 83.33% that it is good. As for the characteristic of pictures, graphics, packaging color and writing on it, it was for the second perfume, with 66.67% and 83.33%, respectively, that it is good. As for the shape characteristic the cover and it's fit with the commodity was consistent between good and normal.

**Table 8. The beauty of packaging when purchasing perfumes**

Statement	Repetition	Frequency %
Yes	50	83.33%
No	10	16.67%
TOTAL	60	100%

Source : Depending on the outputs of the Questionnaire

Through the results, it is clear that 83.33% take into account the aesthetic aspect of the packaging when buying perfume, in contrast to

16.67%, who do not pay any attention to the beauty of the packaging when purchasing.

### 3.3.4 The effect of the packaging on the consumer and its attraction to buy the product

**Table 9. The most Elements influence your behavior and attract you to buy**

Statement	Repetition	Frequency %
color combination	5	8.33%
Pictures and graphics	0	0
Package size and shape	5	8.33%
Brand and trade name	20	33.33%
Packaging design quality	30	50%
All of the above	0	0
TOTAL	60	100%

Source : Depending on the outputs of the Questionnaire

Through the results, it is clear that 50% of the sample members believe that the quality and design of the cover is the effective element that must be available in perfume packaging, and in the second place comes the brand and the trade name with a percentage of 33.33%.

**Table 10. Attracted to and influenced by one of the previously mentioned elements**

Statement	Repetition	Frequency %
Yes	60	100
No	00	00
TOTAL	60	100%

Source : Depending on the outputs of the Questionnaire

Through the results, we note that all sample members buy due to their being affected by the characteristics of the packaging such as the quality of the design and the brand name by 100%.

**Table 11: If yes: Have you re-purchased and repeated it more than once?**

Statement	Repetition	Frequency %
Yes	20	33.33%
No	40	66.67%
TOTAL	60	100%

Source : Depending on the outputs of the Questionnaire

It is clear that 66.67% of the sample do not repeat purchase, and 33.33% repeat purchase.

**Table 12. The satisfaction between Givenchy and Chanel packaging designs**

Statement	very satisfied	satisfied	not satisfied
Chanel	16.67%	83.33%	00
Givenchy	66.67%	33.33%	00

Source : Depending on the outputs of the Questionnaire

It is clear from the table that most of the sample members are satisfied with the first perfume with a percentage of 83.33%. As for the second perfume, they are very satisfied, which indicates that Givenchy designs are better than Chanel.

**Table 13. The best packaging designs**

Statement	Repetition	Frequency %
Chanel	25	%41.67
Givenchy	35	%58.33
Total	60	100%

Source : Depending on the outputs of the Questionnaire

It is clear from the results that Givenchy wrappers match the desires of the sample members by more than Chanel wraps, and that was 58.33%.

**Table 14. The Preferred one**

Statement	Repetition	Frequency %
Chanel	45	75%
Givenchy	15	25%
TOTAL	60	100%

Source : Depending on the outputs of the Questionnaire

Through the results, we notice that 75% prefer Chanel over Givenchy

### **The answers of the last question, Why ?**

**Chanel:** Most of the answers prefer Chanel because of its brand name compared to Givenchy, and they see it as the fashion of the era.

**Givenchy:** Most of the answers prefer Givenchy because it has good packaging designs that are better than Chanel, which reflects the institution's interest in their preferences and desires.

### **3.4. Hypothesis testing**

The first axis: there is a distinction for the consumer and his awareness of the differences through the packaging between the two



fragrances, and this was shown in the first and second questions, which means the proof of the first hypothesis.

The results of the second axis: In general, the consumer sees that the packaging has a major role in promoting perfumes, and this appears in the first question. He also pays clear attention to the promotional aspect when purchasing, and this is evident in the second question.

The results of the third axis: The results of the study showed that there is a significant force in the effect of perfume packaging design on attracting the consumer and pushing him to buy, this becomes clear in the second and first question, which means that the first part of the second hypothesis is fulfilled, while the second part is negated, and this is evident in the second part of the second question.

- As for questions 3 and 4, they show the satisfaction of more respondents on Givenchy packaging designs than Chanel, and this may be due to the latter's interest in the quality of its products and the popularity of its brand name more than its interest in the packaging. Which indicates the emergence of another element, which is the trade name, which has a significant impact on attracting the consumer and pushing him to buy. Which means confirming the third hypothesis.

#### **4. Conclusion:**

Through our study, it becomes clear that the packaging is the most important element that the organization must rely on in developing an effective marketing strategy for its products. By conducting field tests before sending and launching a new packaging, the packaging is the one that reflects the direct image of the quality of the product, and therefore it is the mirror of the institution in the market.

##### **A. Results:**

- Givenchy's attention to packaging alone is not enough to attract consumers.
- The brand has the greatest influence in attracting consumers, and this is what we noticed in the Chanel Foundation.
- packaging design is not sufficient to re-purchase decision,

##### **B. Recommendations:**

- The Chanel Foundation should pay attention to improving the promotional and aesthetic aspect of the packaging, which appeared at a weak level compared to Givenchy. And pay attention to all colors instead of relying on black and white.

- Exploiting the competitive advantage that chanel enjoys, represented in its brand name, and trying to highlight it well on the packaging of its perfumes.
- Givenchy should not pay attention to the packaging alone to promote its products and neglect other aspects.
- Givenchy should stick to the beauty advantage of the packaging and try to take advantage of it and strengthen it.

## References:

### 1. Books:

- 1- أبو قحف, ع. ا. (2001). التسويق وجهة نظر معاصرة طبعة الأولى ، مطبعة الإشعاع الفنية للنشر .مصر.
- 2- أبوعلفة, ع. ا. (2002). التسويق (مفاهيم - استراتيجيات - النظرية والتطبيق) طبعة أولى، مؤسسة حورس الدولية للنشر والتوزيع. الإسكندرية
- 3- الصحن, م. ف. (1999). التسويق. الإسكندرية: الدار الجامعية.
- 4- بن عيسى, ع. (2000). سلوك المستهلك الجزء الأول الطبعة الثانية . الجزائر: ديوان المطبوعات الجامعية.
- 5- توفيق, ج .و حسن, ع. (1985). مذكرات في مبادئ التسويق وإدارة المبيعات. الدار الجامعية. مصر
- 6- عبيدات, م. ب. (2006). سلوك المستهلك. دار وائل للنشر. عمان، الأردن
- 7- عسكري, ا. ش. (2000). دراسات تسويقية متخصصة طبعة أولى ،دار المكتبة الوطنية. عمان:

### 2. Theses:

- 8- نديرة, ف. (2003). التغليف وأثره في ترويج مبيعات المؤسسة . كلية العلوم التجارية والاقتصادية وعلوم التسيير. الجزائر