

**THE INFLUENCE OF NATURAL COSMETICS AND PRODUCT PACKAGING DESIGN ON  
FEMALE CONSUMER PURCHASING INTENTION IN MANADO  
(STUDY CASE: THE BODY SHOP)**

*PENGARUH NATURAL KOSMETIK DAN DESAIN KEMASAN PRODUK TERHADAP  
NIAT BELI KONSUMEN WANITA DI MANADO  
(STUDI KASUS: THE BODY SHOP)*

by

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**Abstract:** The purpose of this paper is to evaluate the influence of Natural Cosmetics and Product Packaging Design on Female Consumer Purchasing Intention in Manado (Study Case: The Body Shop). Natural cosmetics has grown remarkably as consumers and marketers react to popular media with regard to a healthy lifestyle, namely by selling natural products or green cosmetic products and product packaging of a product plays important role to attract consumer purchase intention. The data was collected through an online survey questionnaire using purposive sampling technique of 100 female consumers The Body Shop store in Manado and analysis technique used is Multiple Linear Regression Analysis by using SPSS software. The research finds out there is significant influence between Natural Cosmetics and Product Packaging Design on Female Consumer Purchasing Intention in Manado. The findings may be useful to marketers to recognize and better understand the natural cosmetic industry.

**Keywords:** *Natural Cosmetics, Product Packaging Design, Consumer Purchasing Intention*

**Abstrak:** Tujuan dari penulisan ini adalah untuk mengevaluasi pengaruh Natural Kosmetik dan Desain Kemasan Produk terhadap Niat Beli Konsumen Wanita di Manado (Studi Kasus: The Body Shop). Natural kosmetik telah berkembang pesat seiring dengan reaksi konsumen dan pemasar terhadap media populer yang berkaitan dengan gaya hidup sehat, yaitu dengan menjual produk natural atau produk kosmetik hijau dan kemasan produk dari suatu produk berperan penting untuk menarik minat beli konsumen. Pengumpulan data dilakukan melalui kuesioner survei online dengan menggunakan teknik purposive sampling dari 100 konsumen wanita toko The Body Shop di Manado dan teknik analisis yang digunakan adalah Analisis Regresi Linier Berganda dengan menggunakan software SPSS. Hasil penelitian menemukan terdapat pengaruh yang signifikan antara Natural Kosmetik dan Desain Kemasan Produk terhadap Niat Beli Konsumen Wanita di toko The Body Shop Manado. Hasil dari penelitian ini mungkin berguna bagi pemasar untuk mengenali dan lebih memahami industri natural kosmetik.

**Kata Kunci:** *Natural Kosmetik, Desain Kemasan Produk, Niat Beli Konsumen*

## INTRODUCTION

### Research Background

The rapid growth of the technology and industrial world has an impact on social and environmental problems in society or affects human lifestyle. In human life, they always try to fulfill their needs. Many factors influence it, including financial capacity, awareness, and limited quantities of goods and services that are not proportional to the increasing human needs that seem unlimited. Indonesian residents are becoming increasingly aware of their well-being. In this era, an attractive appearance is one thing that is prioritized by everyone, especially for women who are identical with beauty. The beauty and personal care industry is getting bigger and stronger in Indonesia, making it more attractive and encouraging many more brands to join the competition. Seeing the tight competition in the cosmetics market, cosmetics companies must be able to create an interesting and unique innovation that can provide satisfaction for customers. For consumers of cosmetic products, they need cosmetic products that are safe for body safety and health or mental security. According to Dimitrova et al (2009: 1156), The cosmetic industry has dramatically diversified its managerial and marketing orientation towards customer requirements due to the growth in response to the customer trends towards a healthier lifestyle and requirements for natural cosmetics.

Focused in North Sulawesi, Manado. One of the store of natural cosmetic products or green cosmetic products in Manado is The Body Shop. The Body Shop is a global cosmetics and beauty company that gets inspiration from nature and produces products that are based on ethical values. The Body Shop products that are made by using natural ingredients are relatively safer for consumers' health. Not only depends on the value of the product but nowadays, packaging of products also has become an important part that significantly influence the consumers' choice in a decision making process. The competitive nature of the business environment has increased the effectiveness of the packaging role in protecting the attractiveness and nature of consumer purchase intentions. The nature of most consumer products makes it imperative for such products to be properly packaged. Packaging plays an important role which includes protecting a product from any sort of damages, offering information about the brand, quality and how to use that product.

However, lack of consumer understanding of green advertising resulting in the values of The Body Shop products are not well conveyed in the minds of consumers. The character of consumers tends to be less concerned about the environment, which is a challenge for the concept of green marketing applied by The Body Shop, which is expected to provide motivation to encourage consumers to care more about the environment and make consumers more interested in using and making purchasing decisions on environmentally friendly cosmetic products. The concept of product marketing embodies the view that stores can satisfy consumers with products that are environmentally friendly and have attractive packaging that can have an impact on female purchasing intention regarding cosmetics. This research is conducted in order to analyze the influence of natural cosmetics and product packaging design on female consumer purchasing intention in Manado (Study Case: The Body Shop).

### Research Objectives

1. To identify the influence of natural cosmetic on female consumer purchasing intention in Manado.
2. To identify the influence of cosmetic product packaging design on female consumer purchasing intention in Manado.
3. To identify the simultaneous influence of natural cosmetic and product packaging design on female consumer purchase intention in Manado.

## THEORETICAL REVIEW

### Marketing

According to the American Marketing Association (2014), Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. According to Solomon (2009), an elementary marketing concept states that organizations exist to satisfy consumers' wants and needs.

According to Kotler (1991), defines marketing as "the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing is the activity, set of institution and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large McDaniel and Lamb (2011).

## Natural Cosmetics

According to Matić and Puh, 2016; Sahota (2014), The emergence of natural cosmetic products is considered not only to meet consumers' need of healthy, environmentally friendly and ethical beliefs but also to promote the whole cosmetics industry to develop in a sustainable way. In response to consumers' healthy and sustainable lifestyles, cosmetics companies in the whole industry have been actively developing natural ingredients to create better conditions for the development of the natural cosmetics market (Kerdudo et al., 2016; Philippe, 2012).

## Product Packaging

Kotler (2003), defines packaging as all the activities of designing and producing the container for a product. Quail (2005) claims that package is a wrapper or container for a consumer product that serves a number of purposes including protection and description of the contents, theft deterrence, and promotion. Packages are found to attract attention (Under wood et al., 2001; Garber et al., 2000; Goldberg et al., 1999; Schoormans, 1997). There are the role important thing of product packaging which are visual elements of packaging, color, graphics, and material.

## Purchase Intention

Crosno et al. (2009), cited by Ghalandari and Norouzi (2012) purchase intention is the probability that customers in a certain purchasing situation choose a certain brand of a product category. Purchase intention represent to what consumers think they will buy (Blackwell, 2001). According to Brown (2003), consumer with intentions to buy certain product will exhibit higher actual buying rates than those customers who demonstrate that they have no intention of buying. Thus, creating the trust is complex due to the fact that the transactions are more detached and anonymous which could affect the consumers' purchase intention (YuHui & Barnes, 2007).

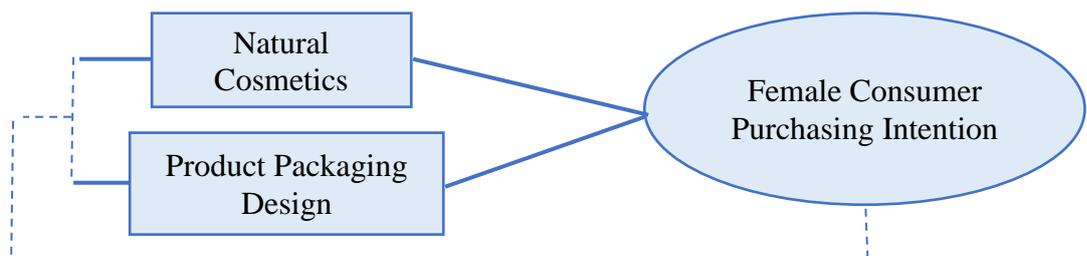
## Previous Research

Sania Farooq, Salman Habib, and Saira Aslam (2015). The title of this study is Influence of Product Packaging on Consumer Purchase Intentions. This research describes how packaging design influence consumer. Studies suggest that package appeals consumer's attentiveness towards a certain brand, increases its image, and stimulates perceived perceptions consumer about product. This study shows that packaging as the communication tools to make the product seen unique by consumer and four elements of packaging (design, graphics, color, material) have significant positive related to consumer purchase intention and product effectiveness impact consumer purchase intention.

Olawepo, G. T. and Ibojo, B.O. (2015). The title of this research is The Relationship Between Packaging and Consumers Purchase Intention: A Case Study of Nestlé Nigeria Product. The analysis further shows that labelling, color combination, quality perceived value creating to consumer so that consumer will give their need recognition to its product. The findings show that packaging attracts consumers' attention particularly when consumers are not very familiar with the brands. Product packaging is the one of the most important thing when people running a business.

Siti Nor Bayaah Ahmad, Azizah Omar & Siti Hasnah Hassan (2016). The title of this research is Influence of Personal Values on Generation Z's Purchase Intention Toward Natural Beauty Products. study suggested that retailers should develop an effective marketing strategies to their store emphasizing on product safety to satisfy consumer needs. This study suggested that retailers should develop an effective marketing strategies to their store emphasizing on product safety to satisfy consumer needs.

## Conceptual Framework



**Figure 1. Conceptual Framework**

Source: Data Analysis Method, 2020

### Research Hypothesis

- H<sub>0</sub> : Natural Cosmetics and Product Packaging Design does not have significant simultaneous influence on Female Consumer Purchasing Intention in Manado (Study Case: The Body Shop).
- H<sub>1</sub> : There is significant influence of Natural Cosmetics on Female Consumer Purchasing Intention in Manado (Study Case: The Body Shop).
- H<sub>2</sub> : There is significant influence of Product Packaging Design on Female Consumer Purchasing Intention in Manado (Study Case: The Body Shop).
- H<sub>3</sub> : There is significant simultaneous influence of Natural Cosmetics and Product Packaging Design on Female Consumer Purchasing Intention in Manado (Study Case: The Body Shop).

## RESEARCH METHOD

### Research Approach

This research is the descriptive study with a quantitative approach. This study will be conducted to analyze the influence of natural cosmetics and product packaging design on female consumer purchasing intention. Where female consumer purchasing intention as the dependent variable (Y), the variables that affects purchase intention which is natural cosmetic as the X<sub>1</sub> independent variable and product packaging design as the X<sub>2</sub> independent variable.

### Population, Sample, and Sampling Technique

The formula used to determine the number of samples was by using the formula Paul Leedy (2005) in Arikunto (2010: 123) as the following:

$$N = \left(\frac{Z}{e}\right)^2 (P) \left(1 - \frac{1}{P}\right)$$

The number of population in this research is still unknown. The maximum population value is 0.5 and using a 95% confidence level with a 10% error rate the sample size and the formula shows:

$$N = \left(\frac{1.96}{0.1}\right)^2 (0.5) \left(1 - \frac{1}{0.5}\right) = 96.4$$

Based on the formula above, the minimum sample collection for this research that obtained as much 96.4 and the respondent rounded to 100 respondents.

### Data Collection Method

The data is obtained from the research objects by using questionnaire. For this research, the data taken from journals, articles text books, internet and previous research.

### Operational Definition of Research Variables

Operational definition ensures description of concepts and term as applied to a specific situation to facilitate the collection of all indicators meaningful.

### Measurement of Research Variable

**Table 1. Likert Scale**

Statement	Score
Strongly Agree	5
Agree	4
Uncertain	3
Disagree	2
Strongly Disagree	1

Source: *Research Methods for Business, 5<sup>th</sup> edition, 2009*

## Data Analysis Method

### Validity and Reliability Test

According to Sekaran and Bougie (2010), Validity of the measuring instrument is the extent to which the instrument is measuring what is supposed to measure and not something else.

The reliability of a measure on the other hand, indicates the extent to which an instrument is error free and thus, consistent and stable across time and also across the various items in the scale (Sekaran and Bougie (2010). Alpha Cronbach must be 0.6 or it is better if the value is above 0.8 (close to 1). If the reliability coefficient (alpha) is below 0.6, it means that the measurement is considered as not consistent or not reliable (Nasution and Usman, 2008).

### Classical Assumption Test

#### Normality Test

According to Singgih Santoso (2002:322), the method used is visually testing with normal drawing method probability, plots in the SPSS program, which compares the cumulative distribution of a normal distribution.

#### Multicollinearity Test

According to Imam Ghozali (2005:91), multicollinearity test aims to test whether the regression model found a correlation between the independent variables. This test is done through variance inflation factors (VIF) by using SPSS. Multicollinearity does not happen when the VIF values below the value of 10 or tolerance value above the value of 0.10 (Hair et al, 1995; Santoso, 2002:206).

#### Heteroscedasticity

Newbolt (2003:508) explained that "Models in which the errors do not all have the same variance are said to exhibit heteroscedasticity. Ghozali (2005) states that the aim heteroscedasticity testing to see whether in a regression model has an inequality variant in the residuals in a series of an observation to other observation.

### Multiple Regression Analysis Method

The purpose is to determine the influence caused by independent variable  $X_1$  (Natural Cosmetics) and  $X_2$  (Product Packaging Design) towards dependent variable Y (Consumer Purchase Intention). The formula of multiple regression models in this research are shown:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

### Coefficient of Correlation (R) and Coefficient of Determination (R<sup>2</sup>)

According to Newbold, et al, 2004:431, coefficient of Multiple Correlation is used to measure the strength of relationship between Y (Dependent Variable) and X (Independent Variables). Coefficient of determination is used to show the percentage of variability in Y that can be explained by regression equation (Newbold, et al, 2003:387).

### Hypothesis Test (F-test and T-test)

F-test is a type of statistical test that overall significant for linear regression model in order to evaluate multiple model terms simultaneously. F-test also forms the basis for ANNOVA (SPSS data). In f-test the result will show  $f_{count}$  greater than  $f_{table}$  with the significant value is 5% ( $\alpha \leq 0.05$ ).

T-test is a form of the statistical hypothesis test that has an F-distribution to find out the probability which can be used to accept or reject the null hypothesis. In t-test the result will show  $t_{count}$  greater than  $t_{table}$  with the significant level is 5% ( $\alpha \leq 0.05$ ).

**RESULT AND DISCUSSION****Validity Test****Table 2. Validity Test**

Variable	Indicators	Pearson Correlation	Sig. (2-tailed)	N	r table	Status
Natural Cosmetics (X1)	X <sub>1.1</sub>	0.696	0.000	100	0.196	Valid
	X <sub>1.2</sub>	0.537	0.000	100	0.196	Valid
	X <sub>1.3</sub>	0.631	0.000	100	0.196	Valid
	X <sub>1.4</sub>	0.703	0.000	100	0.196	Valid
	X <sub>1.5</sub>	0.667	0.000	100	0.196	Valid
Product Packaging Design (X2)	X <sub>2.1</sub>	0.554	0.000	100	0.196	Valid
	X <sub>2.2</sub>	0.706	0.000	100	0.196	Valid
	X <sub>2.3</sub>	0.656	0.000	100	0.196	Valid
	X <sub>2.4</sub>	0.582	0.000	100	0.196	Valid
	X <sub>2.5</sub>	0.655	0.000	100	0.196	Valid
Female Consumer Purchasing Intention (Y)	Y <sub>1.1</sub>	0.707	0.000	100	0.196	Valid
	Y <sub>1.2</sub>	0.470	0.000	100	0.196	Valid
	Y <sub>1.3</sub>	0.569	0.000	100	0.196	Valid
	Y <sub>1.4</sub>	0.690	0.000	100	0.196	Valid
	Y <sub>1.5</sub>	0.613	0.000	100	0.196	Valid

Source: Data Processed, 2020

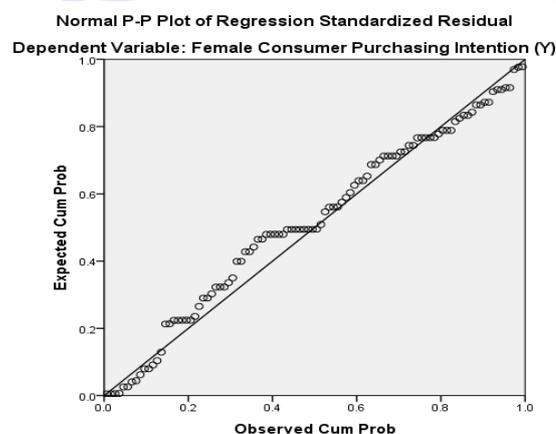
The data above produce that all variables have higher value than  $r_{table}$  value ( $r_{count} \geq r_{table}$ ). So it can be concluded that all instruments in this research is valid.

**Reliability Test****Table 3. Reliability Test**

Cronbach's Alpha	N of Items	Status
.763	3	Reliable

Source: Data Processed, 2020

The value of Cronbach's Alpha are more than 0.6, indicated that all research instrument indicator of all variable are reliable.

**Normality Test****Figure 1. Normal P-P Plot Graphic**

Source: Data Processed, 2020

Based on the figures above shows that the distribution of this research is normal distribution regression model.

**Multicollinearity Test**

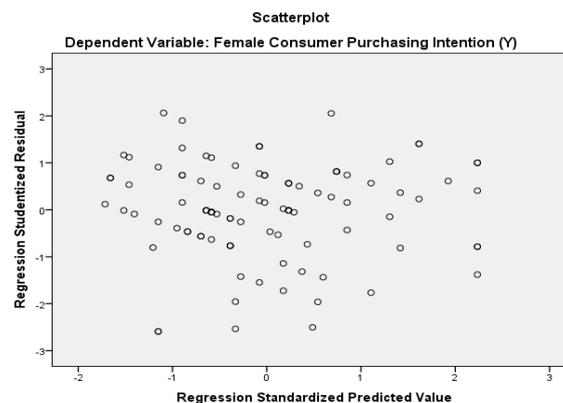
**Table 4. Multicollinearity Test**

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Natural Cosmetics	0.668	1.496	No Multicollinearity
Product Packaging Design	0.668	1.496	No Multicollinearity

Source: Data Processed, 2020

Based on the table above shows the result of Multicollinearity test using Variance Inflation Factor (VIF). The tolerance of independent variables consisting of Natural Cosmetics (X1) and Product Packaging Design (X2) are same that is 0.668 and the value of Variance Inflation Factor (VIF) is 1.496. Because the tolerance value > 0.100 and VIF value is below 10, it can be concluded that this research there is no symptoms of multicollinearity.

**Heteroscedasticity Test**



**Figure 2. Scatterplot**  
Source: Data Processed, 2020

Based on the figure above, there is no symptoms of heteroscedasticity in this regression model.

**Multiple Linear Regression Analysis**

**Table 5. Multiple Linear Regression**

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	7.167	2.080				3.446
1 Natural Cosmetics (X1)	.291	.103	.292	2.821	.006	.668	1.496
Product Packaging Design (X2)	.355	.110	.333	3.218	.002	.668	1.496

a. Dependent Variable: Female Consumer Purchasing Intention (Y)

Source: Data Processed, 2020

The equation based on the result in table above can be shown through the regression equation as follows:

$$Y = 7.167 + 0.291X_1 + 0.355X_2 + e$$

**Multiple Regression Correlation Coefficient (R) and Coefficient of Determination Test (R<sup>2</sup>)****Table 6. Correlation Coefficient and Coefficient of Determination**Model Summary<sup>b</sup>

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.754 <sup>a</sup>	.607	.693	1.736

a. Predictors: (Constant), sumX2, sumX1

b. Dependent Variable: sumY1

Source: Data Processed, 2020

The coefficient of correlation (R) value is 0.754 and the value of R<sup>2</sup> is 0.607. Means that the value of Natural Cosmetics (X1) and Product Packaging Design (X2) as the independent variable explained the value of Female Consumer Purchasing Intention (Y) as the dependent variable at 0.607 or 60.7%. The rest of 39.3% is explained by other variables which is not explained in this research.

**F-Test****Table 7. F-test Result**ANOVA<sup>a</sup>

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.756	2	64.878	21.516	.000 <sup>b</sup>
	Residual	292.484	97	3.015		
	Total	422.240	99			

a. Dependent Variable: Female Consumer Purchasing Intention (Y)

b. Predictors: (Constant), Product Packaging Design (X2), Natural Cosmetics (X1)

Source: Data Processed, 2020

The result concluded that  $F_{count} > F_{table}$  ( $21.516 > 3.090$ ). Based on result, shows that Natural Cosmetics (X1) and Product Packaging Design (X2) as independent variables have significant influence on Female Consumer Purchasing Intention (Y) as dependent variable.

**T-Test****Table 8. T-test Result**

	Model	T	t <sub>table</sub>	Sig	Status
1	(Constant)	3.446	1.984	.001	
	Natural Cosmetics (X1)	2.821	1.984	.006	Accepted
	Product Packaging Design (X2)	3.218	1.984	.002	Accepted

a. Dependent Variable: Female Consumer Purchasing Intention (Y)

Source: Data Processed, 2020

The result shows there is significant influence of Natural Cosmetics and Product Packaging Design on Female Consumer Purchasing Intention in Manado (Study Case: The Body Shop) partially **accepted**.

**Discussion**

Natural cosmetics variable shows a positive influence on female consumer purchasing intention. The respondent defined natural cosmetics or green cosmetics in terms of being safe for consumers and respectful to the environment. According to Doyle (2011), the definition of green cosmetics developed from natural ingredients and extended to the environmental footprint of the product throughout the product's life-cycle. Consumers' definitions focused on natural ingredients provided by the store and most of them paid more attention to production of its product. Based on Green Choices (2012), which emphasized that hundreds and thousands of manufacturers produce and sell cosmetic products which they claim were 'green' because of the favorable consumer demand. The finding of this research showed that most of respondent had general understanding of a natural cosmetics and understand what cosmetic products are appropriate to use to keep their skin healthy. Based

on the core values of The Body Shop which are against animal testing, Support Community Trade, Activate Self-Esteem, Defend Human Rights, Protect Our Planet, it further convince consumer of the importance of natural ingredients used in cosmetic products. Respondent make purchase transactions for their own health benefits and they are persuaded that natural cosmetic products have good performances that make they more aware of the benefits of natural cosmetic products. In the other words, there is a positive and significant influence on Natural Cosmetics on Female Consumer Purchasing Intention.

Based on the results of this analysis, respondents in deciding to buy cosmetic products are also influenced by product packaging design. However, few respondent choose neutral on the product packaging design questionnaire because the problems experienced by their skin made them confused in making transactions of buying cosmetic products. But, most of respondents in this research choose product packaging design is also very influential in consumer purchasing intention because this research is devoted to female, so product packaging design is one of the main reasons for them to making transactions. Especially for female consumers, ones naturally love colors and are often attracted to cosmetics brands that are colorful and attractive. Women are more likely to buy a green product because they believe the product is better for the environment (Mainieri et al., 1997; Pillai, 2013). Wang (2013), mentions in his study that consumer perception of product quality is directed effected by product packaging. Consumer often perceived the quality by using or relating the color (Leichtling, 2002). According to Kuvykaite (2009), packaging also has positive impact on consumer purchase intentions. The product packaging design consisting of color, quality/performance, product effectiveness, and perceived perception. These research findings also showed that most respondents (57%) who strongly agree with the influence of product packaging design on consumer purchasing intention are students and college students (15-25) years old. In the other words, there is a positive and significant influence on Product Packaging Design on Female Consumer Purchasing Intention.

## CONCLUSION AND RECOMMENDATION

### Conclusion

1. Natural cosmetics and product packaging design have significant simultaneous influence on female consumer purchasing intention in Manado.
2. Natural cosmetics have significant influence on female consumer purchasing intention in Manado. It means natural cosmetics makes people more care their health, beauty and appearance.
3. Product packaging design have significant influence on female consumer purchasing intention in Manado. It means product packaging design such as color, graphics, material attracting consumer to purchase the product.

### Recommendation

1. Sellers are advised to sell natural cosmetics, because cosmetic products with natural ingredients are safer to use and have positive effect on purchase decision intentions. So that with this research natural cosmetics will increasingly satisfy consumers.
2. The Body Shop should maintain the quality of their products to improve consumer purchasing intention.
3. The Body Shop should be able to create new innovations for the products offered.
4. The Body Shop should increase the number of their store in Manado to be more easily reachable by customers.
5. The Body Shop store should make more advertisements for existing products to be more easily to know by consumers.
6. This research can be a reference for or all cosmetics stores (online cosmetic stores) that want to develop their cosmetics business to be more influential on consumer purchasing intention.
7. The future researcher may have to add more samples and also develop this research by using the other independent variable that can affect or influence consumer purchasing intention.

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