

UNIVERSITI TEKNOLOGI MARA

**THE EFFECT OF THE COSMETIC PACKAGING ON
CONSUMER PERCEPTION**

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AUTHOR'S DECLARATIONS

The material included in this academic writing has not been submitted for any academic award or qualification other than that for which it is now submitted.

The programme of Bachelor Degree of Graphic Design (Hons.) of which this writing is part has consisted of:

- (i) Research Design and Methods course
- (ii) Supervision tutorials


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INTRODUCTION

The history of cosmetics begins at least 60000 years of human history, and almost every society on earth. The first archaeological evidence of cosmetics usage is found in Ancient Egypt around 400 BC. Ancient Greek and Roman also used cosmetic. Cosmetics were used in Persia and what is today the middle is from ancient periods. After Arab tribes converted to Islam and conquered those areas, in some area of cosmetics were only restricted if they were to disguise the real look in order to mislead or cause uncontrolled desire. In china people began to stain their fingernails with gum arabic, gelatin, beeswax and egg from around 300 around BC. In Japan, geisha also have their own cosmetic technique.(Anita Finley, The History of Cosmetics, 2007)".

Cosmetics are special for women. Cosmetics include skin care products and makeup products. Some women use skin care products only, and some women use both skin care products and makeup products. There are many brands and types of cosmetics in the market so female consumers have many options. Some female consumers buy cosmetics because of brand, some buy cosmetics because of price, some buy cosmetics because of their friends' recommendations and others buy cosmetics because of packaging design.

Nowadays, on the competitive market, a good packaging design is the key component of successful sales. The main aspect of packaging designs is to pay attention to consumers buying the cosmetics. Even if consumers do not buy the cosmetics, a creative packaging design could also make a deep impression to the consumers. Packaging design stands for