

Balancing Beauty and Facts: Examining the Dual Impact of Product Presentation and Information on Consumer Purchase Decisions in the Skincare Products

Debora Dhanya A¹, Poornima A^{2*}, Manya Gupta¹

¹Department of Management Studies, School of Business and Management, Christ University, Bangalore, Karnataka, India,

²Department of Business Administration, Faculty of Management, SRMIST, Chennai Ramapuram, Tamil Nadu, India. *Corresponding Author's Email: poornima1@srmist.edu.in

Abstract

This paper is a discussion by the authors on effects of the presentation and information of product on consumer purchasing behaviour in skincare industry. In the existing competitive market where there are many products of similar kind and assertions, consumers are usually overwhelmed with excessive information. Product presentation- by designing the packaging, the aesthetics and branding something- develops the first impressions and emotional attraction, whereas product information including ingredients content, safety certification, labelling and others develops confidence and perceived quality. Nevertheless, there are not many studies that contrast their relative impact or investigate their mutual impact. This study bridges that gap by conducting a mixed method study consisting of a focus group visual preference testing (n=170) and an online survey of consumers (n=162). Results also show that information on the product, particularly ingredient disclosure and safety accreditation are a major determinant of purchase among consumers. Design and presentation may evoke immediate interest, but when product information is manipulated they have no statistical power on the ultimate purchase. It is important to note that the synergistic effect of presentation and information is not better than the effects of information alone. The implications of these findings are that although brand recognition increases with the aesthetic appeal, it is factual clarity that eventually leads to purchase intention. The research builds on the consumer decision-making theory because it focuses more on informational factors rather than emotional packaging cues in the ultimate buying of skincare products to provide marketing marketers with an excellent idea on how to increase transparency and authenticity to enhance consumer trust and confidence to buy a product.

Keywords: Consumer Behaviour, Packaging, Product Information, Product Presentation, Purchase Decision, Skincare.

Introduction

The modern economy has left consumers with complicated choices among the large range of skincare products most of which might be comparable. Consumer behaviour in the purchase of skincare is influenced by two dimensions namely product presentation and product information. The first impression of a product and the customer is product presentation, which includes aesthetics, texture/material, branding elements (logo, tagline, brand message), design, graphics and colour that determine first impressions and emotional attitude. On the other hand, nutritional details, safety certification, ingredients, reviews on the product by people, labels and prices give an affirmation of the quality, safety and value of the product. It is these factors that this research is aimed to know. By 2024, the

skincare market is expected to reach USD 115.65 billion (1), which is estimated to increase with the increasing consumer awareness, product innovation and fast marketing. It is a consumer-oriented business having a broad range of requirements as well as a diverse consumer population. The natural and sustainable moisturising line is becoming an important trend due to the attraction towards clean beauty and environmentally friendly formulations. Moisturisers that are free of animal and also plant-based are increasingly becoming popular because of the issue of artificial chemicals and animal welfare (2). Moisturisers play a vital role in skincare as they are the basis of most of the formulations and help in keeping the skin hydrated, shielded and rejuvenated in both cosmetic and dermatological

This is an Open Access article distributed under the terms of the Creative Commons Attribution CC BY license (<http://creativecommons.org/licenses/by/4.0/>), which permits unrestricted reuse, distribution and reproduction in any medium, provided the original work is properly cited.

(Received 15th September 2025; Accepted 06th March 2026; Published 09th April 2026)

skincare (3). They have three key active ingredients: humectants like glycerine and hyaluronic acid attract water into the skin; emollients like ceramides and fatty acids soften the skin and occlusives like petrolatum and dimethicone stop water loss (4). These ingredients have a synergistic effect in keeping skin hydrated and elastic to prevent drought and drying, irritation and premature ageing. Applications with benefits in eczema, psoriasis and dermatitis are used on a daily basis and bioactive compounds including antioxidants, peptides and ceramides are used to aid in the process of anti-ageing and skin regeneration. The given paper focuses on the effect that product presentation and product information has on consumer decision-making in the area of skincare. The industry has also developed out of its cosmetic roots into a very lucrative, science-supported market, which has raised the confidence in the authenticity of the products. Finally, we have to rely on what consumers regard as the most considerable driving force in the course of purchasing. Is there a dominant factor in the purchase decisions of consumers that remove competition among skincare products in terms of the quality of their presentation and the amount of information they provide? This study looks at the comparative significance of visual presentation and informational content and the influence of both. The research aims are to establish the effect of product presentation on purchasing behaviour; evaluate the effect of the elements of information represented by ingredients, labels and safety certifications; and to determine which has a more significant effect; presentation or information. The main gap that this study attempts to fill is the fact that little is known on the interactive and specific effect of product presentation and product information on consumer purchasing behaviour. The research that has been done has mostly studied these factors individually without illustrating individual contributions or synergy. The past research has indicated a positive contribution of packaging in shopping experience with graphics and colour playing an important role in consumer perception according to product involvement (5). The design of visual presentations has a positive effect on the expectations of consumers and their intention to purchase and visual cues have greater influence

compared to verbal ones (6). Name calling of things like colour, typography and visual imagery suggests that packaging is a decisive factor on sales through improving consumer awareness and purchase behaviour (7). The synergistic influence of product price, packaging and information is in the purchase decisions, where all have stronger influence than individually (8). Research on the psychology of colours has proved that the visual stimuli produce emotional reactions that have direct influence in the buying behaviour (9).

A study on tactile packaging supports the notion that texture and the quality of the material used increases consumer confidence and changes the purchase behaviour (10). Cognitive biases that result in the development of negative consumer perceptions are reduced by means of information and language (11, 12). Decent product communication has an impact on perceived quality and intention to purchase in situations that are less prone to use of detrimental chemicals including pesticides (13, 14). Effective product labelling and information on ingredients will develop consumer confidence and direct their selection in matters of health and safety (15). Regularity of brand image and messages lead to consumer loyalty (16). It is proven by research within the cosmetics industry that the perception and decision-making of consumers are heavily influenced by colour, typography and visuals (17). In a study to evaluate colour, material, graphics and printed information, it was established that consumer purchasing behaviour was a characteristic that was determined by a good-looking packaging (18). Purchasing is always affected by colour, material and innovative design (19). The package design, which is meant to be aesthetically pleasing forms emotional association hence the likelihood of purchase, is raised (20, 21). The colour, graphics and labelling appeal to the consumer as well as passing on necessary information that can lead to a purchasing decision (22).

However, there are still considerable gaps in the interactive impacts on presentation and information factors, with most researches emphasizing on individual interaction and not collective (23). The paper discusses that gap, looking at each aspect individually and in their combination, evaluating their effect on the consumer behaviour. The following three research questions are examined: RQ1: Is product

presentation (aesthetics, texture/material, branding elements, design, graphics and colour) relevant in the consumer purchase decision in the skincare industry? RQ2: Do the factors that affect consumer purchasing decisions include the product information (ingredients, safety certifications, nutritional information, public reviews, labels and prices)? RQ3: Do product presentation and product information exhibit higher combinatory effect on consumers in the product industry as opposed to either separately in the skincare industry? The findings will help the marketer and product developers in understanding what should be emphasized on visual value or informational content depending on the preferences of the consumers as a way of enhancing the effectiveness of the marketing products.

Integrated Theoretical Framework and Hypotheses

Theoretical Framework

The current study is based on the theoretical approaches which have been established to explain the impact of packaging factors on consumer decision-making in the skincare market.

Theoretical Foundation for Product

Presentation (H1)

Elaboration Likelihood Model (ELM): Past research found that peripheral information that includes packaging beauty plays a leading role in purchase decisions when consumers are not knowledgeable or involved (24). The peripheral route to persuasion is the effect of visual presentation trigger on the choice behavior by creating affective responses.

Signal Theory: Past studies state that in information asymmetric markets, consumers would utilize observable signals such as premium packaging in the inference of unobservable quality attributes (25). Good packaging is an indicator of good formulations which are used as proxies of intrinsic product attributes.

Dual Process Theory: Researchers found in past studies that product presentation evokes System 1 processing which is quick, automatic and emotional leading to immediate affective responses in the form of impulse buying (26). It is specifically applicable with hedonic products such as skincare where affective satisfaction determines consumption.

Cue Utilization Theory: Past Researchers revealed that cues are extrinsic features of the product used to form conclusions about the product quality and the brand when the intrinsic qualities of the product are not directly available, such as the packaging design (27). Research indicates that product design has a positive effect on the perceived value of the product and brand recall and recognition (28, 29). The role of colour psychology in branding determines that visual attributes such as colour and design could elicit some emotional influence to the mindset and buying behaviour of consumers (9). A study that investigated the feel and touch of package-glossiness and texture shows that the presentation of the product in regard to the visual and feel senses boosts consumer confidence and alters the buying behaviour (10). These touch features enhance perceived value with the presence of explicit product details.

Theoretical Foundation for Product Information (H2)

Information Processing Theory: A Previous study demonstrated that consumers deeply analyze product information in order to reduce the level of uncertainty and clear, concise and relevant product information enhances consumer confidence to purchase a product and trust (30, 31). Extensive product information assists the consumer to consider the functionality advantages and attributes of a product leading to more contemplative purchases (32).

Theory of Planned Behavior (TPB): Previous investigations established that previous Product information- especially ingredient list and safety certification influences consumer attitudes and beliefs of being in control to make a purchase, thus enhancing purchase intentions (33). Clear information leads to informed decision-making based on the needs of consumers.

Cognitive Evaluation Theory: It was found in prior research that informational cues can be used to boost intrinsic motivation as they contribute to the need of competence (34). Transparent product information also gives the consumer control in decision-making by increasing certainty and self-determination is essential to make in cases of a negative response in case of misleading product choice.

Consumer Decision-Making Model: A study conducted previously found that the product

information plays a vital role in information search and alternative evaluation phases where the consumer can be able to match the product attributes with their particular needs (35). It is significant to learn the role of information and language in the process of eliminating cognitive biases that create negative consumer perceptions (11, 12). The outcome of the research has indicated that in the category where health and safety are the primary focus, informative and clear labeling can significantly influence consumer trust and choice (15). Processing of the products and good communication on ingredient transparency influences perceived quality and intention to purchase (13, 14). The brand identity and regular packaging messages are capable of creating a sense of familiarity, which could, consequently, help strengthen consumer loyalty (16).

Theoretical Foundation for Combined Effects (H3)

Gestalt Theory: Empirical evidence suggests that the theory that the whole is greater than the sum of the parts provides that consumers think of packaging in the holistic way (36). The harmonious integration of presentation and information gives rise to the unified impressions that supersede the effects of individual components, which at the same time is attractive to both emotional and rational decision-making systems.

Congruence Theory: Past research revealed that consistency between verbal and visual messages elements increases the effectiveness of persuasion (37). As the product presentation coincides with product information, message congruence will enhance perceived credibility. Studies have also determined that brand credibility and purchase increases with congruence of design factors and product information (38).

Cognitive Fit Theory: Previous scholarly work revealed that there exists a better performance in making decisions when the presentation format is relevant to the task requirements (39). Packaging that offers not only a visual appeal but also information helps in achieving a cognitive fit as it supports both affective and cognitive evaluation modes and does not demand the use of cognitive load, which may result in confidence in decision-making.

Empirical Evidence: It has been found out that the prices of products, packaging and product information are synergistically related to consumer purchase decisions (8), which show the interplay between product presentation and information. Research has revealed that aspects like colour, graphics and labelling applied during packaging play a dual purpose; they attract the consumer and provide important information through which the consumer makes a decision to buy a product or not (22). Studies in the cosmetic industry determined that color, typography and images are visual elements that possess tremendous perception and decision-making influence on the consumer (17, 18). The perceived quality and value of skincare products are positively affected by well-packaged and appealing packaging, which develops more purchase intentions when consistent with open product information. In particular, the importance of packaging in consumer purchasing behaviour has been mentioned in connection with the example of skincare products where the colour, the packaging material and the innovative design with ingredients information affect the purchase (19).

Methodology

The study will utilize a two-phase mixed-method research that will help to thoroughly investigate the effects of product presentation and product information on consumer decision-making in the skincare industry. The study design incorporates both qualitative and quantitative research design to find the important consumer perceptions and test the research with quantitative analysis to verify and quantify. Statistical analyses were conducted using IBM SPSS for reliability testing (Cronbach's Alpha, CR, AVE), correlation analysis (Pearson's r) and multiple linear regression (Table 1). Microsoft Excel 2019 was used for data cleaning, organization and preliminary screening. Thematic analysis of qualitative data from Phase 1 was performed manually with transcripts organized in Microsoft Word 2019. Survey data was collected through an online platform and exported to Microsoft Excel for subsequent SPSS analysis.

Table 1: Construct Operationalization and Measurement

Construct	Dimensions	Measurement Items (Examples)	Scale Type
Product Presentation	Aesthetics	"The overall visual appeal of the packaging influences my purchase decision"	5-point Likert
	Texture/Material	"The material quality and texture of the packaging affects my perception of product quality"	5-point Likert
	Branding Elements	"The logo, tagline and brand message influence my trust in the product"	5-point Likert
	Design	"The structural design and layout of the package catches my attention"	5-point Likert
	Graphics	"The visual graphics and imagery on the package communicate product benefits"	5-point Likert
Product Information	Colour	"The colour scheme of the packaging influences my perception of the product"	5-point Likert
	Ingredients	"Complete ingredient disclosure is essential for my purchase decision"	5-point Likert
	Safety Certifications	"Third-party safety certifications increase my confidence in the product"	5-point Likert
	Nutritional Information	"Information about active compounds and benefits is important to me"	5-point Likert
	Public Reviews	"User reviews and ratings significantly influence my purchase decision"	5-point Likert
	Labels	"Clear labels with usage instructions and warnings are necessary"	5-point Likert
Purchase Decision	Price	"Price information relative to quantity affects my value assessment"	5-point Likert
	Purchase Intention	"I would be likely to purchase this product"	5-point Likert
	Choice Preference	"This product would be my preferred choice among alternatives"	5-point Likert
	Willingness to Pay	"I would be willing to pay the stated price for this product"	5-point Likert

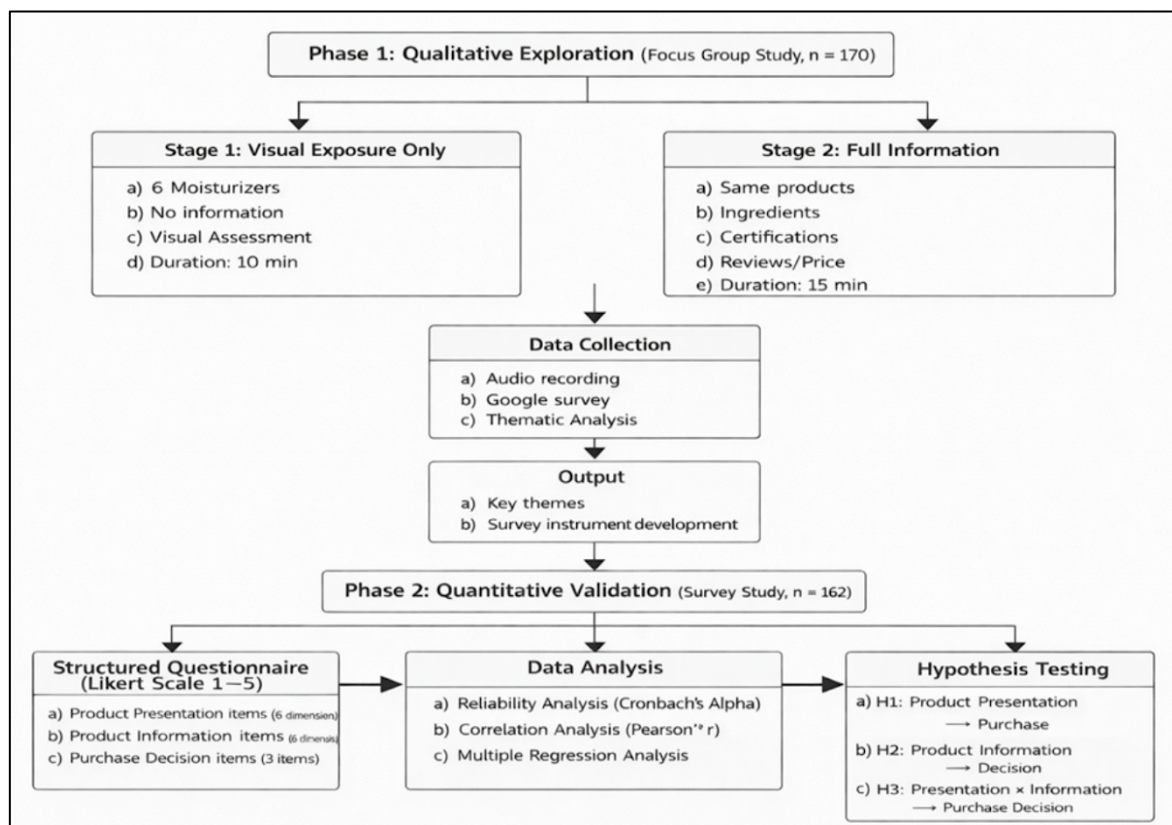


Figure 1: The Complete Experimental Design Architecture

Research Design Overview

This study employs a sequential mixed-methods design with two distinct phases designed to capture both exploratory consumer perceptions and confirmatory quantitative relationships.

This study employed a sequential two-phase mixed-methods design (Figure 1). Phase 1 utilized focus group discussions (n=170) with a within-subjects manipulation where participants first evaluated six moisturizer products based solely on visual packaging (Stage 1: 10 minutes), then re-evaluated the same products after receiving complete information including ingredient lists,

safety certifications, user ratings and pricing (Stage 2: 15 minutes). All sessions were audio-recorded and followed a standardized moderator script, with participants completing structured Google Form surveys after each stage to rate the importance of presentation factors (aesthetics, texture/material, branding elements, design, graphics, color) and information factors (ingredients, safety certifications, nutritional information, public reviews, labels, price) on 5-point Likert scales (Table 1). Thematic analysis of transcribed discussions identified key decision

drivers that informed Phase 2 questionnaire development. Phase 2 administered a structured online survey (n=162) valid responses after data cleaning from 170 initial responses) measuring Product Presentation (6 dimensions, 18 items), Product Information (6 dimensions, 18 items) and Purchase Decision (3 dimensions, 9 items) using 5-point Likert scales (1=Strongly Disagree, 5=Strongly Agree). Data analysis employed IBM SPSS for reliability assessment (Cronbach's α , CR, AVE), correlation analysis (Pearson's r) and multiple regression to test hypotheses H1, H2 and H3 at significance level $\alpha=0.05$. Standardization controls included fixed moderator scripts, identical product displays across sessions, fixed survey item order, attention check items and completion time monitoring to ensure reproducibility and minimize confounding variables.

Round 1: Visual Interview Test (Qualitative Phase)

The initial step of data collection takes up a focus group approach to studying consumer perception, motivation and decision making (40). A total of 170 participants were used that was sampled based on purposive and convenience sampling and were relevant to the target population of skincare consumers. The main objective of this stage was to investigate the current and changing perceptions of the consumers about skincare products depending on visual attractiveness as well as product details. This research question was to know about the effect of first impression of the product (e.g., aesthetic, branding, packaging design) on consumer perception and preference and the effect of more product information (e.g., ingredients, labels, certifications, public reviews and pricing) on purchase intent changes or strengthens it.

The visual experiment was organized in two consecutive steps:

Stage 1: Presentation of Product

The participants were presented with a collection of moisturiser products having different visual attractiveness, branding and packaging qualities but no other product specifications. Then they were requested to talk about their first impressions, their idea of the quality of the product, brand loyalty and their intentions to buy the products only through packaging appearances.

Stage 2: Introduction of Product Information

Participants were given detailed product information, including ingredient lists, safety certifications, public reviews and pricing. They were encouraged to reflect on whether this additional information validated, altered, or contradicted their initial perceptions, leading to shifts in purchase decisions.

All discussions were recorded in audio recording and a Google survey form which had a mix of Likert-scale based questions and close ended questions. They were transcribed and thematic analysis was employed to identify recurring patterns and key influencing factors (41). The outcome of this phase was then used to segregate out dominant perceptions and key purchase drivers, which lead to the making of the survey instrument as required for the quantitative phase.

Rationale for Selecting Moisturizers as the Product Category:

The decision to focus on moisturisers as the product category is supported by works done earlier, that state that product information as well as product presentation is a major influence skincare product selection (42). Moisturisers represent a high-involvement product category where consumers exhibit sensitivity to visual branding and ingredient transparency (43). Moreover, the increasing demand of clean products and those that are dermatologically safe further highlights the significance of product information in the consumer-trust process (44).

Round 2: Questionnaire (Quantitative Phase)

After conducting the qualitative analysis of the focus group study during Round 1, a structured questionnaire was created, the purpose of which is to quantitatively verify the effect that product presentation and product information have on the consumer purchasing decisions. This step was conducted in order to prove and quantify the importance of some key factors identified during the focus group discussions. The structured questionnaire is formulated where the role of product presentation and product information is researched on consumer purchase intention with inputs of the qualitative findings of previous rounds. The aim of this step was to test and score the elements that have been identified before in the previous phase and examine their statistical significance. The survey applied the Likert scale

method whereby it inquired the level of agreement and disagreement that a respondent had against specific statements regarding product aesthetic, the clarity of information and the attractiveness of the brand. Some valuable data that can be utilized to support the initial findings were obtained with the help of a survey of 170 participants. In the attempt to bridge the gap between consumer-based variables and objective purchase behaviour, the study undertaken the initiatives to fill the gap by in-depth measures of the variables that offer a better perspective of a process where decision-making is intricate, particularly as far as products are concerned. A questionnaire was administered to a bigger sample of participants via a survey platform with the Likert-scale questionnaire. The questionnaire was eventually to be structured to provide an indication of the consumer attitudes, preferences and buying behaviour with respect to the skincare products, meaning moisturisers. The sampling technique to be used will be the convenience and purposive sampling. The information is gathered with 170 interviewees. The number of final respondents will be 162, after cleaning the data, questions with Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) were used as a measurement tool to measure the perceptions of the consumers. Also, multiple-choice were added to collect more information about the likes and determinant purchasing factors. Data analysis was performed by the use of IBM SPSS Statistics 26. The below listed will Round 1 Analysis

The focus group analysis was an exquisite experience as the participants were able to give insightful information on which the deeper exploration of Round 2 will be based. This analysis served to highlight some major themes that came out providing a better insight into what factors affect consumer purchase decisions. These dominating themes influenced the design of the structured questionnaire by ensuring that the quantitative phase effectively tested the effect of product presentation and product information to consumer behaviour.

During the selection, the respondents stated that a light design, simple and airy design looked attractive compared to a fairly complex multi-coloured design. Such expressions as "easy, colour is good, light, airy" and clean aesthetics were widespread. It was observed that most packaging especially in a tube was more attractive and

contemporary than the alternatives since it was portable and comparatively easier to operate.

Other remarks like: enough information regarding the ingredients and: sufficient amount of product information suggest clear labelling and informative packaging created trust and gave the consumer a greater confidence in what they are applying on their bodies. Its design was simple and thus easy on the users to comprehend what the product presented to them without getting lost in a world of sensuality.

Some of the respondents referred to the previously favorable experience with the brand (Been using it very long time, I have already used it earlier) which showed that the trust already established was used as a major factor of this choice. Although nudging was not done as much as possible, but the awareness about the brand (positive experience or negative experience) was either push or pull factor. The decision was further supported by the fact that the association was with a minimalist, high quality brand. Preferred packaging style was identified that a tube was preferred over a pump with most respondents stating that the tube and cap system felt better and the consumers stated how they could get the specific amount of moisturiser they wanted as opposed to the pump bottles where one press would get you a certain amount of moisturiser.

Table 2 presents the themes identified in the study that served as De-Motivators such as Pharmaceutical/Cluttered Design: A lot of respondents mentioned that the packaging of moisturiser is more of a pharmaceutical or it has too much information which makes it seem confusing and hence off putting. Pump bottle design and hectic label were seen as being less appealing and more intimidating than plain ones. The respondents highlighted several practical concerns related to packaging and size, noting that the bottle was too large to carry conveniently and that a 1-litre variant was not typically preferred when purchasing the product. All these observations reveal that the size of the product and convenience of dispensing were very important features in the selection. Moreover, the respondents specifically raised the issue of pricing, claiming that the products were mostly costly. This implies that an increase in the prices was a put-off factor and had a negative effect on the purchase intentions. Market positioning and brand

familiarity became one of the themes that had an effect on consumers, as some participants indicated that their interaction with the brand was not much more than the package. The expressions like not that known to me and remarks that the exterior design is not appealing are the signs that there is no perceived brand credibility and the non-fit of the aesthetic. The brand was considered as less credible and less attractive than the chosen moisturizer, which implied that the low brand

recognition and poor positioning on the market had an adverse impact on the evaluative decisions and consideration to purchase made by consumers. Product preferences of the focus group showed that the group had different brand hierarchies with regard to presentation and information. Table 2 shows the choice of moisturiser made by the group of people, as there is a strong inclination towards certain brands.

Table 2: Percentage of Selected Moisturisers

Moisturiser	Frequency	Percentage
Minimalist	6	37.5%
Nivea	4	25%
Dot and Key	3	18.75%
Aveeno	1	6.25%
CeraVe	1	6.25%
Nykaa	1	6.25%

According to Table 2, Minimalist has 37.5 percent of the total votes. This implies that its product features (clean looks, no-frills packaging, easy to understand product details) appeal so much to the users. Nivea has a large market share of 25 per cent implying that it is still a favourable and reliable brand among consumers. Dot and Key are preferred by almost a quarter of respondents [18.75] which is average. It only got one vote [6.25] each on Aveeno, CeraVe and Nykaa. This might mean that even though these brands might possess other favorable attributes, they were not popular in this regard.

Round 2 Analysis: To develop on the qualitative information developed in the earlier rounds, a systematic questionnaire was created to investigate how product presentation and product information affected the consumer buying intention. This step was aimed at reviewing and measuring the importance of the main factors that were identified previously. The survey used Likert scale to determine the degree of the respondents in regard to their agreement or disagreement of statements concerning product looks, provision of

clear information and appealing brands. 132 participants were used to collect data and this provides strong insights towards reinforcing the preliminary findings. This study was aimed at filling the gap between the consumer based factors and actual purchase behaviour by examining the factors based on elaborate measures. Since consumer decision-making is a complicated process, particularly when it comes to the choice of products, the statistical analysis was performed with SPSS and Excel in order to identify significant trends. Cronbach's Alpha measures internal consistency or scale reliability, indicating how many the items in a questionnaire or scale measure the same underlying construct. A higher Cronbach's Alpha value suggests a more reliable scale. To ensure measurement reliability and internal consistency, Cronbach's Alpha, Composite Reliability (CR) and Average Variance Extracted (AVE) were calculated for all constructs. Table 3 presents the reliability statistics for Product Packaging, Product Information and Consumer Decision constructs.

Table 3: Reliability Analysis

Constructs	Composite Reliability (CR)	Average Variance Extracted (AVE)	Cronbach Alpha (CA)
Product Packaging	0.857	0.624	0.863
Product Information	0.851	0.611	0.841
Consumer Decision	0.832	0.585	0.842

Note: CR threshold > 0.7 (45); AVE threshold > 0.5 (45); CA threshold > 0.7 (45)

As demonstrated in Table 3, all constructs exceeded the established reliability thresholds. The obtained Cronbach's Alpha is above 0.80 for 18 items. This value falls within the "excellent" reliability range (typically, values above 0.80 are

considered highly reliable). It suggests that the survey questions (related to product information and product presentation) consistently measure consumer purchasing decisions in the skincare industry. Since 0.80 falls within the good reliability

range, it indicates that the survey items are internally consistent for more statistical analysis. Regression analysis is a statistical method to check the relationship that is there between one dependent variable and one or more independent variables. In this case, we are analysing how Product Information (PI) and Product Presentation (PP) impact consumer purchase decisions.

Table 4: Regression Analysis Output

Model	Coefficients	Standard Error	Standardized Coefficients Beta	t-value	Significant Value
(Constant)	1.610	0.280	-	5.748	0.000
PI	0.582	0.082	0.591	7.110	0.000
PP	0.046	0.064	0.059	0.713	0.477

The regression findings reported in Table 4 indicate that there is a significant outcome as far as the relative impact of presentation and information variables are concerned. The regression findings reported in Table 4 indicate that there is a significant outcome as far as the relative impact of presentation and information variables are concerned. Pearson's $r = 0.623$ ($p = 0.000$) which means that there is strong positive correlation i.e as Product Information increases, Purchase Decision also increases. Product Information is a strong predictor of Purchase Decision. Consumers rely significantly on information like ingredients, labels and certifications when making purchase decisions. Pearson's $r = 0.386$ ($p = 0.000$) is a Moderate positive correlation i.e As Product Presentation improves, Purchase Decision also improves, but to a lesser extent than Product Information. Product Presentation does impact Purchase Decisions, but its influence is weaker than Product Information. Consumers may be attracted to design and aesthetics, but they prioritise product details more. Pearson's $r = 0.552$ ($p = 0.000$) Moderate correlation which means consumers who value Product Information also tend to consider Product Presentation. Both factors are related, but Product Information has a stronger influence on Purchase Decisions. Brands should focus on a combination of appealing design and informative content. Therefore, Product Information is the key driver of purchase decisions, while Product Presentation does not significantly impact consumer behaviour. Product presentation do not have much impact on the purchase decisions when controlling for product information. While product aesthetics, branding and visual appeal may attract consumers initially, they do not directly impact final

Multiple regression analysis was conducted to examine the predictive relationships between Product Information (PI), Product Presentation (PP) and Consumer Purchase Decisions. Table 4 shows the regression coefficients, standard errors, standardized beta coefficients, t-values and the level of significance of the model.

purchasing decisions in a significant way. Product information has a strong, direct and statistically significant impact on purchase decisions. Consumers place greater importance on factual details (ingredients, certifications, pricing and reviews) than on product aesthetics. While the combination of factors does influence purchase decisions, the impact is not stronger than Product Information alone. Since Product Presentation is weak, it does not really amplify predictive power. Consumers, therefore, rely primarily on Product Information and visual packaging elements alone cannot substitute factual details.

The study found that the consumer behaviour patterns and the purchase decision provides a deeper insight indicating that consumers prioritize a blend of both product presentation and product information when making skincare purchases specially moisturiser product segment. Most of the respondents i.e., 159 individuals showed importance for both the elements, while 31 are influenced solely by product information and a smaller number by product presentation alone. Branding factors logos, taglines and brand messages were the most influential presentation factors with 97 respondents being influenced. The sensorial factors such as texture/material and aesthetics also were significant which highlighted the role of visual and tactile appeal (41). Regarding product-related issues, ingredients were rated the highest by 147 participants indicating that consumers like to receive transparency with regard to the contents of the product. Raising safety certifications was significant among 139 respondents and it implies trust and health-related issues. Social proof and perceived product benefits also mattered, as demonstrated by the reviews of products and their nutritional value (115 and 112

respectively). Even though labels and price had the least impact, they were still taken into account by other consumers. In general, all of the mentioned findings may be summed up by the fact that the consumers get influenced by both rational (informational) and affective (sensory and branding) cues and branding, transparency in ingredients and safety assurance are the most

decisive ones when it comes to the purchase process of skincare.

The consumer decision-making behavior was examined and to get the relative significance of the presentation and the information factors. Table 5 provides a summary of consumer decision approaches and the percentage of the respondents affected by different factors. Key Decision Factors (n=132).

Table 5: Thematic Analysis and Behavioural Patterns (Percentage-Based)

Category	Factor	Percentage	Key Insight
Decision Approach	Both (Presentation and Information)	67%	Majority prefer balanced approach
	Product Information Only	23%	Information-driven consumers
	Product Presentation Only	10%	Visually-driven consumers

Note: Product Presentation Influences (n=132)

Table 5 reveals that the majority of consumers [67%] adopted a balanced decision approach, considering both presentation and information factors. Nonetheless, the percentage who used product information only was substantial and 10 percent only presentation was used (23). This distribution scheme highlights the prevalence of information-driven decision making in the category of skincare, although visual presentation

continues to play secondary role in influencing a group of consumers.

To determine the dimensions of presentation that created the greatest influence, the relative influence of each of the factors was determined. Table 6 shows the distribution of influences of presentation factors as a percentage and their major insights.

Table 6: Key Insights

Factor	Percentage	Key Insight
Branding Elements	42%	Brand identity is the dominant presentation factor
Texture/Material	18%	Tactile qualities significantly impact decisions
Aesthetics	14%	Visual appeal influences purchase intent
Design	13%	Emotional connection through design elements
Colour	8%	Color psychology affects perceived value
Graphics	5%	Supportive role in visual communication

Note: The Product Information Influences (n=132)

As it is shown in Table 6, branding features (logos, taglines, brand messages) represented the most influential presentation factors [42%], which prove the truth of the claim that brand identity is the main presentation factor. Moderate influence was shown by texture/material [18%] and aesthetics [14%], which emphasizes the importance of the tactile and visual appeal. The effects of design [13%], colour [8%] and graphics [5%], were of little importance and acted as supportive factors. These results reveal that

though there are several dimensions of presentations, which play a role in decision making, brand identity has a significant effect, in comparison to other visual and tactile dimensions. On the same note, the comparative importance of the dimensions of information was evaluated to establish the most powerful impactful informational factors on the purchase decisions. The information factor influences and interpretations are shown in percentage distribution in Table 7.

Table 7: Key Insights on Consumer Information Priorities

Factor	Percentage	Key Insight
Ingredients	36%	Transparency is the top information priority
Safety Certification	30%	Verification of safety claims is crucial
Public Reviews	11%	Social proof significantly impacts decisions
Nutritional Information	9%	Health benefits inform purchase choices
Labels	8%	Detailed labeling builds trust
Price	7%	Value assessment influences decisions

Table 7 illustrates that both ingredients [36%] and safety certifications [30%], as a combination comprised 66 percent of information-based

impacts and made transparency and safety testing to be the leading issues. Relatively minor impacts were issued by public reviews [11%], nutritional

information [9%], labels [8%] and price [7%]. This pecking order indicates that consumers perceive verifiable product composition and safety guarantee to be more important than social proof and value in selecting products to use on their skin.

Results

This research utilized a two-phase mixed-methods design in a sequential analysis, in order to investigate the effect of product presentation and product information on consumer purchasing decisions in skincare industry.

Phase 1 Results: Focus Group (n=170)

Analysis

The focus group discussions with the 170 participants were based on two stage within-subject design in which the participants rated six moisturizer products initially on visual packaging alone (Stage 1: 10 minutes) and again after receiving all details about the product such as ingredient list, safety certifications, user ratings and price (Stage 2: 15 minutes). Each of the sessions was audio-recorded and the participants were asked to fill out organized Google Forms questionnaires at each stage in order to perform thematic analysis of the transcribed discussion and identify key motivating and de-motivating factors that affected consumer preferences. The first packaging design that was favored by the participants was light, simple and airy, in comparison; tube format packaging was always preferred over the pump bottle due to the ease of controlling the portion size and also because of its portability. Brand familiarity came out as influential with most respondents giving a long period of usage as a contributing factor. Participants were found to be more confident upon meeting clear labeling and full disclosure of ingredients after information disclosure in Stage 2. Nevertheless, the appearance of pharmaceutical, disorderly display of information, overly large packaging (especially 1-liter models), high cost and poor brand recognition served as major discouraging factors.

The preferences of the final products after the two evaluation stages are provided in Table 2. Minimalist was the most desired option (37.5% n=6) due to clean design, no frills packaging and accessible product information. Nivea acquired 25% (n=4) which corresponded to brand trust. Dot and Key got 18.75% (n=3), whereas Aveeno,

CeraVe and Nykaa got 6.25% (n=1), which did not indicate much interest among this group of participants. The qualitative results showed ingredient transparency, safety certifications, minimalist design, brand trust and practical dispensing mechanisms as overriding decision factors, which guided the development of questionnaires in Phase 2.

Phase 2 Results: Quantitative Survey

Analysis (n=162)

The questionnaire survey was conducted online; 170 responses were received and of these, 162 were valid responses remaining after data cleaning. The questionnaire was used to test Product Presentation (6 dimensions, 18 items), Product Information (6 dimensions, 18 items) and Purchase Decision (3 dimensions, 9 items) with 5-point Likert scale.

Reliability and Validity Test

The reliability statistics of all constructs are provided in Table 3. Product Presentation showed high internal consistency (Cronbach α =0.863, CR=0.857, AVE=0.624). There was a high reliability in Product Information (α =0.841, CR=0.851, AVE=0.611). Purchase Decision had a strong consistency (α =0.842, CR=0.832, AVE=0.585). Each construct was above the recommended values (α >0.70, CR>0.70, AVE>0.50), which ensured the measurement reliability in the further statistical analysis.

Correlation Analysis

The analysis using Pearson correlation showed that constructs had significant relationships. The correlation between Product Information and Purchase Decision was strongly positive (r =0.623, p <0.001), which means that the higher the quality of product information obtained, the more the level of purchasing increases. Product Presentation demonstrated moderate and positive dependence on Purchase Decision (r =0.386, p <0.001) implying that the visual appeal can modify decisions, but to a lower extent in comparison to the informational one. Product Information and Product Presentation had a moderate correlation (r =0.552, p <0.001) which means that consumers who place importance on product information are also likely to put into consideration the elements of presentation, but not as a strong one like that of information.

Hypothesis Testing: Multiple Regression Analysis

The three research hypotheses were tested through multiple regression analysis (Table 4) at $\alpha=0.05$ level of significance. The value of the model constant was important ($b=1.610$, $t=5.748$, $p<0.001$).

H1: Presentation of the products Effect - Presentation of the products did not significantly influence Purchase Decision controlling other factors ($b=0.059$, $t=0.713$, $p=0.477$). This hypothesis was not upheld meaning that there are no statistical effects of aesthetic factors, branding and visual appeal on final purchasing decisions taking into account the informational factors.

H2: Effect Product Information - Product Information was found to be a significant predictor of Purchase Decision ($b=0.591$, $t=7.110$, $p=0.001$). This hypothesis was proved right and it was shown that ingredient transparency, safety certifications, labels and prices play a significant role in influencing consumer purchasing behaviours.

H3: Combined Effect - The combined effect of Product Presentation and Product Information on Purchase Decision did not have an advantage over Product Information. Product Presentation did not have significant additional predictive power ($p=0.477$), thus the hypothesis was not confirmed. According to the regression model, consumers heavily consider factual information of products as opposed to visual packaging in making a final purchase.

Consumer Behavioural Patterns

Table 5 demonstrates the consumer decision approaches. Most (67% $n=159$) of them followed the balanced approach to the consideration of presentation and information factors. Nevertheless, only 23% ($n=31$) were based on product information only and only 10% were based on product presentation. This distribution shows the dominant role of information-based decision-making when buying skincare.

Table 6 shows the comparative presentation dimension impact. Presentation influences (brand identity, 42% $n=97$) were dominated by elements of branding (logos, taglines, brand messages) which confirm presentation factors of branding. The use of texture/material qualities affected 18% ($n=44$) and aesthetics affected 14% ($n=29$). Design made 13, color psychology 8 and graphics 5

meaning that it will be used in supporting but not leading positions.

The effects of information factors are displayed in Table 7. The information dimension with the biggest influence was ingredients (36%, $n=147$) and focused on consumer demands to know the composition of a product. The second most common safety certifications were third in the health and safety concerns (30%, $n=139$). The percentage of reviews which were affected by the public are 11% ($n=115$), nutritional information 9% ($n=112$), labels 8% and price 7%. This ranking shows that the composition of products and ability to guarantee their safety are important to consumers more than social evidence and value-related issues when choosing the skincare products.

Comprehensive results indicate that even though consumers consider visual and informational qualities, ingredient transparency, safety validation and brand identity form the most influential factor in purchasing in the skincare market, informational content plays a crucial role in the ultimate decision to purchase as compared to the presentational aspect.

Discussion

The results have great strategic implications on skincare and beauty brands on product development, packaging designs and marketing communication. As consumers grow in ingredient consciousness and are more safety conscious, brands must use transparent labelling and safety certification as a way to get credibility and trust (15). The focus on the branding factors and sensory (in terms of texture and aesthetics) may assist product designers to develop emotionally oriented and attractive packaging that can improve brand awareness and consumer retentions, which is critical when the established brands want to increase trust and when new entrants want to become more prominent in overcrowded markets (5, 38). Online product presentation and description can also be enhanced by ensuring that the product information including ingredients and safety certifications are accurate through effective communication through digital product descriptions, images and videos through the e-commerce platforms and digital marketers (21). Social evidence, especially public reviews, works especially in the context of digital

marketing, where the authentic customer reviews and interactions in community work to create consumer confidence and make buying choices (8). Product images should be in high definition, zoomable and provide consumers with the option to look at packaging information prior to purchasing (16), whereas AI-supported product suggestions based on consumer preferences and requirements of the skin can have a beneficial impact on the online shopping experience (21).

The marketing efforts must put emphasis on product-based branding which concentrates on the benefits of ingredients, scientific support and brand testimonials but not just on aesthetics (8). The packaging should be thorough and understandable and show product information without compromising aesthetical design- not too minimal or too informative (5, 17). Brand reputation and transparency are needed as well as consumer trust and loyalty; all marketing materials should contain certifications regarding safety, ingredients and positive effects (21). Community marketing, or influencer marketing, can be effective especially, as public reviews and recommendations are considered to be very convincing (21). Well-informed customers who consider the efficacy of the products more than aesthetics should be drawn to informative resources like product usage articles, skincare ingredients and benefits tutorials and so forth (15). Segmentation based on consumer preference some consumers like detailed information, others like a refined look and packaging and a third consumers like both will give a brand the opportunity to appeal to different consumer segments with a specific marketing strategy, which will attract their interest and the level of conversion (17). Marketers ought to focus on establishing transparency through ingredients and certifications, create educational campaigns that do not solely depend on the images and use social evidence in the form of online review and influencer marketing in order to attract both the visual-minded and the detail-oriented types of consumers (24).

There are a number of limitations that are associated with the study. The sample will not be representative of the entire consumer population because the respondents were not chosen based on a representative sample, given that convenience and purposive sample were used, which can be

biased and restrict the generalizability process. No demographic analysis was done that would include gender or cultural background that may affect consumer behaviour in various ways. The results will provide numbers that are inimitable to the segment of moisturiser and may not always be replicated to other product lines such as electronics, food or clothing where the consumer might be having different interests. The research relies extensively on self-reported data through surveys and focus groups which have social desirability and recall bias. The potential research that should be applied in the future should be based on validating both the self-reported information and the observational method or purchase information in reality. The cultural forces such as culture, economic status and local brand preferences were non-quantifiable thereby limiting the study to other cultures or geographical settings.

More research is required to analyze the demographic variations and understand how young consumers would be more willing to visual appeal and branding aesthetics and older consumers (Millennials and Gen X) would be more interested in ingredient transparency and efficacy claims. The difference in the way that gender affects the packaging design, brand messages and product transparency plan should be investigated, as the literature suggests that there are gender differences in cognitive and emotional processing of marketing stimuli. Comparative studies across the cultures need to be made in order to know the preferences of the western market and the Asian market whereby the standards of beauty, regulatory requirements and cultural values are quite different. It should also be observed through longitudinal studies on how the decision-making pattern changes according to the emerging trends, technological influences as well as societal values especially considering the impact of sustainability programs on brand loyalty and the impact of regulatory changes on ingredient transparency and labelling on consumer confidence. Although the presentation of the product is not as significant as the product information, visual aesthetics are still pertinent to the consumer perception and emotional engagement, thus requiring additional psychological research on the colour combinations, the design style (luxurious, minimalistic, environmentally-friendly), the tactile

modifications of the materials and experiences (38). The tools of neuromarketing such as eye-tracking and EEG scans, biometric analysis might be used to measure the psychological reactions of customers to the design of the packaging

subconsciously , giving a better insight into the emotional and cognitive engagement in consumer decision-making processes (10, 38) . The future scope of this current study is enlisted in the Table 8 below.

Table 8: Scope of Future Study

Areas of Focus	Methodology Suggested
Cross-cultural and demographic differences	Comparative surveys, focus groups
Long-term shifts in skincare buying behaviour	Longitudinal study
The emotional and mental responses impact of packaging design	Neuromarketing (eye-tracking, EEG, biometric analysis)
Sustainability vs. Transparency in purchase decisions	Consumer perception surveys, case studies
AI-powered personalisation and trust in smart skincare	AI consumer adoption studies, machine learning impact analysis
Sensory vs. Rational Decision-Making	Lab-based controlled experiments, Implicit Association Testing
Misinformation, scepticism and consumer trust	Brand credibility studies, regulatory compliance research

Conclusion

This paper provides a detailed analysis of how the presentation of products and the product information affect the consumers in terms of making a purchase decision on skincare products. The findings have shown that the consumers have chosen to adopt an intermediate approach in which the visual and finer details of the product are highly instrumental factors in making the purchase decision. Branding components, e.g. logos, tag lines help the brand to be identified and recognized well, whereas the sensory features like texture, beauty and design generate emotional appeal, which appeals to consumers. Conversely, open product information especially ingredient content and safety approval develops trust and credibility, emphasizing on informed decision-making. It is also indicated in the research that purchase intentions are influenced by public reviews and strategic pricing, which demonstrates the influence of the community and value perception. By looking at each of these factors and their combined effect, the research proves that product presentation, as well as product information, are combined to influence the consumer behaviour. Nevertheless, the research does not have no limitations. It exclusively concerns itself with skincare products and this might reduce the similarity of the findings in relation to other product categories. Also, the cross-sectional nature of the design is able to capture the consumer preferences without necessarily tracking the changes in consumer preferences. Nevertheless, this study can be useful in studying consumer decision making processes and more importantly the significance of integrating emotional branding and informative content which are clear and easy to understand by customers. The goal of the marketer and product developer is to optimise

packaging and communication policies to increase consumer confidence and purchase intent. The study may be extended in the future through conducting research that explores different product categories and uses longitudinal designs to identify how consumers change their behaviour with time. On the whole, this thesis supports the importance of holistic approach to packaging where aesthetic and responsible information about the product are balanced to be able to influence consumer decisions in the modern world.

Abbreviations

AI: Artificial Intelligence, PI: Product Information, PP: Product Presentation, SPSS: Statistical Package for Social Sciences, USD: United States Dollar.

Acknowledgement

We appreciate and thank the respondents who participated in this study by providing timely responses to the questionnaire, which enabled us to complete the research with the necessary data. We also acknowledge Christ University for providing the infrastructure and support required to conduct this research.

Author Contributions

Debora Dhanya A: conceptualization, methodology, data collection, analysis, writing of the manuscript, Poornima A: conceptualization, methodology, data collection, analysis, writing of the manuscript, Manya Gupta: data collection, assisted in writing review of the manuscript.

Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this research work.

Ethics Approval

Ethical consideration or approval was not necessary in this study since it was a voluntary survey where there were no sensitive personal details used. Informed consent was obtained from all the participants who participated in the study and all the data of the participants was fully anonymized to protect their confidentiality.

Data Availability

The supporting data to the findings of the current study can be obtained from the corresponding author to the reasonable request.

Declaration of Artificial Intelligence

(AI) Assistance

The authors reveal that no generative AI or AI-assisted technologies were employed in the composition or creation of this manuscript.

Funding

No particular grant was awarded to fund this research through funding agencies in either the public, commercial or not-for-profit sectors.

References

- Zhang T. Relationship between internet advertising methods and their effectiveness in the skincare industry. *Financ Eco*. 2025;1(3):1-8. <https://doi.org/10.61173/9pxpj47>
- Wu Y, Zhang X, Li Y, Chen J. Embracing new love: Why customers are loyal to plant extract-based skin-care cosmetics. *J Cosmet Dermatol*. 2025;24(1):e16731. <https://doi.org/10.1111/jocd.16731>
- Rawlings AV, Harding CR. Moisturization and skin barrier function. *Dermatol Ther*. 2004;17(s1):43-8. <https://doi.org/10.1111/j.1396-0296.2004.04S1005.x>
- Lodén M, Maibach HI. Dry skin and moisturizers: Chemistry and function. Boca Raton (FL): CRC Press, 2nd ed.; 2016. <https://doi.org/10.1201/b14251>
- Silayoi P, Speece M. The importance of packaging attributes: A conjoint analysis approach. *Eur J Market*. 2007;41(11-12):1495-517. <https://doi.org/10.1108/03090560710821279>
- Rebollar R, Gil I, Lidón I, *et al.* How material, visual and verbal cues on packaging influence consumer expectations and willingness to buy: The case of crisps (potato chips) in Spain. *Food Res Int*. 2017;99(1):239-46. <https://doi.org/10.1016/j.foodres.2017.05.024>
- Priya K, Alur S. Analysing consumer behaviour towards food and nutrition labelling: A comprehensive review. *Heliyon*. 2023;9(9):e19401. doi: 10.1016/j.heliyon.2023.e19401
- Zhao H, Yao X, Liu Z, *et al.* Impact of pricing and product information on consumer buying behaviour with customer satisfaction in a mediating role. *Front Psychol*. 2021;12:72015. <https://doi.org/10.3389/fpsyg.2021.720151>
- Maghraby TM, Elhag AE, Romeh RM, *et al.* The psychology of color and its effect on branding. *Journal of Textiles, Coloration and Polymer Science*. 2024;21(2):355-62. <https://doi.org/10.21608/jtpps.2024.259014.1270>
- Decré GB, Cloonan C. A touch of gloss: Haptic perception of packaging and consumers' reactions. *J Prod Brand Manag*. 2019;28(1):117-32. <https://doi.org/10.1108/JPBm-05-2017-1472>
- Griffin AM, Langlois JH. Stereotype directionality and attractiveness stereotyping: Is beauty good or is ugly bad? *Soc Cogn*. 2006;24(2):187-206. <https://doi.org/10.1521/soco.2006.24.2.187>
- Griskevicius V, Kenrick DT. Fundamental motives: How evolutionary needs influence consumer behavior. *J Consum Psychol*. 2013;23(3):372-86. <https://doi.org/10.1016/j.jcps.2013.03.003>
- Suher J, Szocs C, van Ittersum K. When imperfect is preferred: The differential effect of aesthetic imperfections on choice of processed and unprocessed foods. *J Acad Mark Sci*. 2021;49:903-24. <https://doi.org/10.1007/s11747-021-00783-1>
- Fariás P. Promoting the absence of pesticides through product labels: The role of showing a specific description of the harmful effects, environmental attitude and familiarity with pesticides. *Sustainability*. 2020;12(21):8912. <https://doi.org/10.3390/su12218912>
- Grunert KG, Wills JM, Fernández-Celemín L. Nutrition knowledge and use and understanding of nutrition information on food labels among consumers in the UK. *Appetite*. 2010;55(2):177-89. <https://doi.org/10.1016/j.appet.2010.05.045>
- Van Der Lans R, Van Everdingen Y, Melnyk V. What to stress, to whom and where? A cross-country investigation of the effects of perceived brand benefits on buying intentions. *Int J Res Mark*. 2016;33(4):924-43. <https://doi.org/10.1016/j.ijresmar.2016.05.002>
- Ampuero O, Vila N. Consumer perceptions of product packaging. *J Consum Mark*. 2006;23(2):100-12. <https://doi.org/10.1108/07363760610655032>
- Okeke TC, Amobi IL. Influence of packaging on consumer buying decision of cosmetics (A study of consumers of beauty care cosmetics in AWKA). *Int J Sci Res Publ*. 2020;10(2):9896. <https://doi.org/10.29322/ijsrp.10.02.2020.p9896>
- Hasibuan MS, Nuraeni S. Influential cosmetic packaging attributes toward customer purchase intention. *J Consum Stud Appl Mark*. 2023;1(2):81-91. <https://doi.org/10.58229/jcsam.v1i2.80>
- Mutsikiwa M, Marumbwa J. The impact of aesthetics package design elements on consumer purchase decisions: A case of locally produced dairy products in Southern Zimbabwe. *IOSR J Bus Manag*. 2013;8(5):64-71. doi: 10.9790/487X-0856471
- Chatterjee S, Sreen N, Rana J, *et al.* Impact of ethical certifications and product involvement on consumers decision to purchase ethical products at price premiums in an emerging market context. *Int Rev Public Nonprofit Mark*. 2021;19:737-62.

- <https://doi.org/10.1007/s12208-021-00288-1>
22. Rathi S, Rastogi R. A study on the effect of product packaging elements on consumer buying behaviour. *IJDR*. 2023;13(9):63754-61. <https://doi.org/10.37118/ijdr.27170.09.2023>
 23. Bara AK, Cruz NSD, Mendoza C. Sustainable packaging design elements: The analysis of skincare packaging on consumer purchase decisions of millennials. *J Bus Manag Stud*. 2021;3(2):249-55. <https://doi.org/10.32996/jbms.2021.3.2.26>
 24. Petty RE, Cacioppo JT. The elaboration likelihood model of persuasion. *Adv Exp Soc Psychol*. 1986;19:123-205. [https://doi.org/10.1016/S0065-2601\(08\)60214-2](https://doi.org/10.1016/S0065-2601(08)60214-2)
 25. Spence M. Job market signaling. *Q J Econ*. 1973;87(3):355-74. <https://doi.org/10.2307/1882010>
 26. Chan TH, Lu L. A dual process on shopping well-being across shopping contexts: The role of shopping values and impulse buying. *Asia Pacif J Mark Log*. 2022;34(3):594-612. <https://doi.org/10.1108/APJML-09-2020-0668>
 27. Zeithaml VA. Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence. *J Mark*. 1988;52(3):2-22. <https://doi.org/10.1177/002224298805200302>
 28. Underwood RL. The communicative power of product packaging: creating brand identity via lived and mediated experience. *J Mark Theory Pract*. 2003;11(1):62-76. <https://doi.org/10.1080/10696679.2003.11501933>
 29. Keller KL. Building strong brands in a modern marketing communications environment. *J Mark Comm*. 2009;15(2-3):139-55. doi: 10.1080/13527260902757530
 30. Bettman JR. An information processing theory of consumer choice. Addison-Wesley, Boston; 1979. doi: 10.2307/1250155
 31. Wells LE, Farley H, Armstrong GA. The importance of packaging design for own-label food brands. *Int J Retail Distri Manag*. 2007;35(9):677-90. <https://doi.org/10.1108/09590550710773237>
 32. Silayoi P, Speece M. Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. *Brit Food J*. 2004;106(8):607-28. <https://doi.org/10.1108/00070700410553602>
 33. Wang J, Tao J, Chu M. Behind the label: Chinese consumers' trust in food certification and the effect of perceived quality on purchase intention. *Food Contr*. 2020;108:106825. <https://doi.org/10.1016/j.foodcont.2019.106825>
 34. Ryan RM, Deci EL. Intrinsic and extrinsic motivations: Classic definitions and new directions. *Contemp Educ Psychol*. 2000;25(1):54-67. <https://doi.org/10.1006/ceps.1999.1020>
 35. Kanagal NB. An extended model of behavioural process in consumer decision making. *Int J Mark Stud*. 2016;8(4):87-104. <https://doi.org/10.5539/ijms.v8n4p87>
 36. Schifferstein HNJ, Fenko A. How consumption-supportive packaging functionality influences consumer experience. *Eur J Mark*. 2021;55(8):2239-63. <https://doi.org/10.1108/EJM-10-2019-0799>
 37. Osgood CE, Tannenbaum PH. The principle of congruity in the prediction of attitude change. *Psychol Rev*. 1955;62(1):42-55. <https://doi.org/10.1037/h0048153>
 38. Orth UR, Malkewitz K. Holistic package design and consumer brand impressions. *J Mark*. 2008;72(3):64-81. <https://doi.org/10.1509/jmkg.72.3.64>
 39. Vessey I. Cognitive fit: A theory-based analysis of the graphs versus tables literature. *Decis Sci*. 1991;22(2):219-40. <https://doi:10.1111/j.1540-5915.1991.tb00344.x>
 40. Srivastava P, Ramakanth D, Akhila K, *et al*. Package design as a branding tool in the cosmetic industry: consumers' perception vs reality. *SN Bus Econ*. 2022;2(6):58. <https://doi.org/10.1007/s43546-022-00222-5>
 41. Braun V, Clarke V. Using thematic analysis in psychology. *Qual Res Psychol*. 2006;3(2):77-101. <https://doi.org/10.1191/1478088706qp063oa>
 42. Labrecque LI, Milne G. Exciting red and competent blue: The importance of color in marketing. *J Acad Mark Sci*. 2012;40(5):711-27. <https://doi.org/10.1007/s11747-010-0245-y>
 43. Chen SH, Lee KP. The role of personality traits and perceived values in persuasion: An elaboration likelihood model perspective on online shopping. *Soc Behav Person Int J*. 2008;36(10):1379-99. <https://doi.org/10.2224/sbp.2008.36.10.1379>
 44. Alnuqaydan AM. The dark side of beauty: an in-depth analysis of the health hazards and toxicological impact of synthetic cosmetics and personal care products. *Front Public Health*. 2024;12:1439027. <https://doi.org/10.3389/fpubh.2024.1439027>
 45. Hair JF, Black WC, Tatham RL, *et al*. *Multivariate data analysis*. 6th ed. Upper Saddle River, NJ: Prentice Hall; 2006. ISBN: 978-0-13-032929-5

How to Cite: Dhanya DA, Poornima A, Gupta M. Balancing Beauty and Facts: Examining the Dual Impact of Product Presentation and Information on Consumer Purchase Decisions in the Skincare Products. *Int Res J Multidiscip Scope*. 2026; 7(2): 716-731. DOI: 10.47857/irjms.2026.v07i02.08227