

**The Mediating Role of Golden Square of Marketing between
Effective Product Packaging Elements and Customer
Patronage: An Empirical Study on Cosmetics and Beauty
Care Products in Egypt**

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Abstract:

Purpose – Product packaging is recognized nowadays as one of the pivotal component in attracting consumers and thus persuading consumers in an indirect way to purchase these products and build customer patronage, but still lack of empirical investigation. Hence, to narrow this gap, this paper aims to investigate the impact of Golden Square of Marketing (IPSL) as a mediator of the relationship between product packaging elements and customer patronage. In this study product packaging elements comprises five factors which are packaging color, packaging material, packaging design, printed information and creative packaging. And also Golden Square of Marketing "IPSL" includes Image, Positioning, Satisfaction and Loyalty, this paper reviewing the Egyptian customers' preferences about the packaging elements of cosmetics and beauty care products such as (L'Oréal, Maybelline, Mac, Flormar, Sephora, Makeup forever, Deborah and other brands)

Design/methodology/approach – The design of this research is descriptive and quantitative in nature. And two kinds of data were used; Secondary Data - For a theoretical overview, secondary data were collected from various websites and research papers that dealt with the topics related to the research problem. Primary Data - The needed primary data to achieve the research objectives were collected via the E-Questionnaire method introduced by Google models to apply the questionnaire through the Internet and was filled with different people. A total of 276 valid responses were obtained. Hypotheses were tested using the statistical package for social sciences (SPSS V26) for basic descriptive statistics, and (Smart PLS 3.2.7) for SEM-PLS modelling.

Findings – The results indicated that effective product packaging elements have a significant positive influence on both Golden Square of Marketing (IPSL) and Customer Patronage. In addition, Golden Square of Marketing (IPSL) mediates the relationship between product packaging elements and customer patronage with a positive and statistically significant relationship.

Originality/value – This research further extended the current knowledge by demonstrating that the influence of product packaging elements and customer patronage is mediated by Golden Square of Marketing (IPSL). Also, this research utilised the strength of PLS–SEM in dealing with higher-order

constructs, allowing us to develop and test a parsimonious model that is useful for practitioners.

Keywords: Product Packaging Elements, Customer Patronage, Golden Square of Marketing, Brand Image, Brand Positioning, Customer Satisfaction, Customer Loyalty.

Paper Type: Research paper

1- Introduction:

Product packaging is recognized nowadays as one of the pivotal component in attracting consumers and thus persuading them in an indirect way to purchase these products. Prior studies by (Nancarrow, Wright, and Brace, 1998 and Rettie & Brewer, 2000) have agreed that product packaging plays as an integral role for conveying the brand message to its target customers as consumers consider the self-service- format of packaging as a “salesman on the shelf”.

According to (Riaz, Wasif, Nisar, Farwa, and Rashid, 2015) packaging is the wrapping material around the product so marketers and producers should make it eye catching to enhance consumers to purchase it. Nowadays firms are competing on designing packaging that looks attractive to make their products more effective for sale so firms can earn more profit.

Packaging can take two forms of actions. The first act is as a communication tool towards the consumer based on attributes such as color, design, form, message according to (Gomez,

Consuegra, and Monlina, 2015). And the second act as a marketing tool with functions such as protection, promotion and user convenience (Rundle, 2009).

Product packaging is used for protecting a product from the external environment and promotion purposes (Raheem, Ahmad, Vishnu & Imamuddin, 2014). Packaging and its sub-factors have a positive effect on consumer satisfaction and loyalty (Ahmad, Billoo &Lakhan, 2012) .

(Shivsharan , Raut , and Shaikh , 2014) defined cosmetics as an item that is rubbed, poured, sprinkled, or sprayed on. It is applied on any part that needs cleansing, protecting, beautifying, promoting attractiveness or altering the appearance. They are sensitive products and they are valued mostly by their packaging.

Finally female consumers purchase cosmetic products due to high price, promotion, colors, brand, and beautiful packaging designs. As well as good product packaging serves as a good marketing strategy to attract consumers. Nowadays female consumers focus on packaging design of cosmetics, because the packaging design stimulates consumer buying behaviour, increase customer satisfaction, enhance the product image and increase customer patronage. Research has shown that consumers positively evaluate product's packaging if it consistently and coherently conveys the meaning of that product through its

packaging elements according to (Kauppinen-Raisanen & Luomala, 2010).

2- Literature Review:

2-1: Product Packaging

Packaging has become a primary vehicle for communication and branding, so that packaging of cosmetics must have innovations and styles that's why companies are paying attention to product image and packaging (Rettie, and Brewer, 2000).

According to (Ahmad, Billoo & Lakhan, 2012 and Riaz, Wasif, Nisar, Farwa, and Rashid, 2015), they have found that attractive packaging can encourage female consumers to purchase the product even if they don't need it. Also packaging and its sub-factors have a positive effect on consumer purchase intentions. (Raheem, Ahmad, Vishnu & Imamuddin, 2014) suggest that the process of consumer decisions lack objectivity, consistency and rationality. Therefore, they often make a judgment of quality based on packaging.

From the point of view of (Deliya and Parmar, 2012), packaging can be defined as an extrinsic element of the product. They stressed further that it can also be defined as a container product. While (Silayoi and Speece, 2005) see packaging as the overall features that underline the uniqueness and originality of the product. From the point of view of (Ahmed, Parmar and Amin, 2014), packaging is described as a whole package that

becomes an ultimate selling proposition, which stimulates impulse buying behaviour.

Authors (Underwood, 2003 and Riaz, Wasif, Nisar, Farwa, and Rashid, 2015) have suggested that product packaging consist of material, product information, design elements, color, titles, fonts, and other design attributes has a lasting effect on recognition and traits of the brand. On the other hand the current study suggested that product packaging elements consist of packaging colour, packaging material, packaging design, printed information and creative packaging have significant effect on customer patronage.

2.1.1 Packaging Color:

According to (Herrington, and Capella, 1995), in the consumer mind; the package and the product are one thing, so the packages introduced to consumers should present all the product promise and perception.

So, (Herrington, and Capella, 1995, and Wells, Farely, and Armstrong, 2007, and Kauppinen and Saneni, 2014) have agreed that people respond to different packages in a different way depending on their view of the color and the graphics of the package . Many consumers are nowadays shopping under time pressure, so the package that will attract their attention

depends mostly on the color as they do not have the time to read and compare between different brands.

Packaging color according to (Aydin & Ozer, 2005 and Kauppinen and Saneni, 2014) helps consumers to visualize and differentiate between competitive brands. In addition, (Aslam, 2006 and and Kauppinen and Saneni, 2014) have agreed that consumers tend to purchase the products whose packaging colors capture their attention at the point of sale. Researchers also found that different packaging colors have different meanings. The black color reflects authority and mystery, whereas, the green color reflects ease. The red color shows passion and strong traits while the green color suggests affordability and casualness. The brown color is a symbol of masculinity and the white color symbolizes purity, refinement and formality.

However, (Becker, Van-Rompay, Schifferstein & Galetzka, 2011 and Raheem, Parmar, and Ahmed, 2014) have reached that consumers often make a judgment on the quality and price of a product based on its packaging color and consumers tend to relate colors with their preference and belief as consumers have the ability to link between brand and color such as Red- Coca-Cola, Yellow-Kodak .

Therefore, according to (Silayoi, and Speece, 2007 and Kauppinen and Saneni, 2014) color can affect the choice of a certain product as consumers can imagine how the product feels and smells through its packaging, so designers of brand packaging must not overlook the importance of the effect of colors on consumers at the point of purchase as visual cues can extract an emotional response from consumers and could be a source of pleasurable experience.

Color and graphics is becoming a vital tool in modern marketing activities as they can help in catching the eyes of the consumers to take their decisions to purchase faster and influence their behavior (Rundle, 2009, and Ahmad and Ahmad, 2015). So when color is used in a strategic way, it can play an integral part in forming a brand image and can create brand awareness (Kauppinen and Saneni, 2014)

2.1.2 Packaging Material:

Packaging material is the first characteristic of the product that comes in direct contact with the consumer so it reflects the quality and image of a product also packaging material should prevent products from damage or loss, generally, most products are available in cardboard, glass and plastic. Past studies by (Underwood, Klien & Burke, 2001 and Silayoi, and Speece, 2007) have found that judgments made on the product is influenced

mainly by the quality of the package presented, as package communicates high quality to consumers will automatically assume that the product is high quality while if the package is of low quality then it will communicate low quality product to consumers.

Authors (Wells, Farley, and Armstrong, 2007 and Ahmed, Parmar, and Ahmed, 2014) have found that the material of the package is being translated to quality in the mind of consumers, and when the material of packaging is high, it can influence consumers faster than advertisement as it does not only promotes the product at the point of purchase but every time the product is used.

According to (Lau & Wong, 2000; Gross & Kalra, 2002) in the past, packaging material was only used for visual appeal. However, now firms are using environment friendly packaging materials to stimulate purchase intentions. Therefore, researchers (Shivsharan, Raut, and Shaikh, 2014) found that there is a clear link between the packaging of the product, where glass, metal, and plastic packaging are associated with the generic looking of the cosmetic products. The packaging material used must be good in appearance as well it should be compatible with the contents. Based on the need of the cosmetics, material can be selected.

Therefore, several authors such as (Oliver, 1997, Logren and Witwll, 2005, Wells, Farley, and Armstrong, 2007, and Gomez, Consugra, Molina, 2015) have agreed that the quality of the packaging presented to consumers has a positive effect on purchasing behaviour as consumers are craving high quality products to feel satisfied.

2.1.3 Packaging Design:

Most female consumers focus on packaging design of cosmetics as the packaging design stimulates the consumer buying behavior because the name for the product, the brand, and other necessary information like composition, usage instructions, and warnings has to be printed as required. Therefore good packaging design serves as a good marketing tool to attract consumers according to (Topoyan and Bulut, 2008, Shivsharan , Raut , and Shaikh , 2014, and Riaz, Wasif, Nisar, Farwa, and Rashid, 2015).

(Ahmadi, 2013), mentioned in his study that the design of packaging of any product can attract consumers and persuades them to purchase that product. Additionally graphics could add value in the physical appearance of a brand and increases its aesthetics quality. Moreover, in many situations graphics could create a positive mood and could match with or satisfy the lifetime hidden aspirations of a consumer (Silayoi & Speece, 2004).

According to (Wang, 2013 and Ferreira, 2019), the success of a product is linked directly through its packaging, so designers and marketers are interested in understanding and finding ways of how to improve packaging to give consumers the best experience by merging sensory elements such as touch, sight. In addition (Rundle, 2009) found that consumers are willing to pay more for the prestigious packages.

In a qualitative study done by (Silayoi & Speece, 2004) on packaging, illustrates that most of the consumers believe that shape of the packaging relates to ease-of-use and carrying of a product. A study done by (Metcalf et al., 2012) on the packaging design explains that at first moment of truth aesthetic aspects of packaging maybe liked by a consumer and he/she may think of packaging as attractive and nice, but at the second moment of truth or after purchase packaging could either satisfy or dissatisfy a consumer.

2.1.4 Packaging printed information:

Printed information provides information about products as it should allow the name for the product, the brand, and other necessary information like composition, usage instructions, and warnings to be printed as required.

Additionally, printed information is designed to attract consumers and motivate them to buy a product according to (Silayoi & Speece, 2004; Butkeviciene, Stravinskiene &

Rutelione, 2008 and Shivsharan, Raut, and Shaikh, 2014). Especially consumers nowadays read printed information of a product when they purchase health related products like cosmetics as has been found by (Coulson, 2000).

The information written on the package can motivate consumers to make decisions faster. In addition the layout of the package is vital for presenting the information. There are some companies who write the information in a clear font so as the consumers could read the ingredients of the product as consumers nowadays according to researchers are increasing in number in terms of reading and understanding what is written on the packages, so information written on packages must be clear, font size readable and accurate data is put on packages as it affects the choice of certain brands. At the same time, other companies who choose to write the information in small font size as to confuse the consumers so they couldn't compare between brands but it can be backfire in a negative way according to (Mitchelle and Papavassilion, 1999 and Silayoi, etal, 2003, and Silayoi and Speece , 2004, and Silayoi, and Mark Speece, 2007)

Consumers nowadays tend to search for more information before making their purchase to know for sure if the product will meet their needs. Both brand image and product knowledge are useful factors in consumer's evaluation before purchasing a

product based on the agreement of past studies by (Zeithaml, 1988, and Chao and Rajendran, 1993). So companies must be aware of the importance of delivering product information efficiently either by advertising or through adequate labeling on the products which may require effective integrated marketing campaign according to (Eze, 2012).

2.1.5 Creativity of Packaging:

Researchers (Roese and Nilsson, 2009) defined design as an important part of the development of the product innovation. Furthermore the package design is more important in low involvement products as compared to high involvement products according to (Grossman & Wisenblit, 1999, and Hausman, 2000) as consumers draw inferences about a product on the basis of packaging design; therefore, it must stand out in a display.

According to (Underwood, 2003, and Raheem, Vishnu & Ahmed, 2014) packaging design should be in accordance with the target audience as a unique, innovative and distinguishable packaging design helps in creating product differentiation, brand identity and stimulates consumer purchase intentions. Moreover companies should invest more in creative packaging design and material especially cosmetics products as to meet customer expectations, to increase customer satisfaction and to be able to increase the price of the product

as cosmetic packaging is the most important part of the brand. (Topoyan and Bulut, 2008 and Shivsharan, Raut and Shaikh , 2014)

(Underwood etal, 2001 and Silayoi, and Speece, 2007 and Wells, Farley, and Armstrong, 2007) found that there is a relationship between customer choices of certain brands in various market segments and design characteristics of packaging, as packaging is considered the key factor in choosing the brand.. Aspects of the product about how it feels, tastes and smells can be imagined by consumers when they view the packaged product, so a well-designed packaged product can trigger a positive memorable association with the product.

So, marketers must be aware of the importance of design when developing an effective marketing strategy as products are similar nowadays and there must be something that differentiates between them. Therefore, researchers (Lopez-Rubio et. al. 2004, and Topoyan and Bulut, 2008, and Ahmad and Ahmad, 2015) found that companies who are trying to be creative in presenting new designs as people always want to be different from others and want to have different things and consumers mind can be easily attracted and captured by creative packaging. Marketers are nowadays using technology to improvise new packages to attract consumers and motivate them to purchase to increase their satisfaction.

2.2: Golden Square of Marketing

The model of Golden Square of Marketing "IPSL", which is a new proposed framework to manage the customers mind and to enhance customer patronage, it includes; Image, Positioning, Satisfaction and Loyalty (Abdelkader, 2014). Furthermore, it aims to build a positive mental image of customers and the target market in order to achieve loyalty and satisfy the needs and desires of consumers (Abdelkader, 2015), as it is one of the most important modern tools for building strong relationships that lead to a partnership between the organization and customers (Mohamed, 2017).

In recent years, marketers began to use new concepts in marketing, including the golden square of marketing by drawing a positive mental image among customers, as those organizations seek to establish a market position among other competitors with the continuous endeavor to improve its position with strategic marketing plans and careful monitoring of performance. Hence, these organizations target customer satisfaction and loyalty (Redjem, 2019).

2.2.1 Brand image

Brand image refers to the extent to how consumers associate to a particular brand (Paswan, 1993 and Roy and Banerjee, 2008), researchers found that consumers think and feel about

that brand and it includes a set of attributes which are significant to consumers (Aaker, 1991).

Packaging is considered an important part of the branding process as it plays an important role in communicating the image of the brand and identifying the organization name according to (Agariya, Johari, Sharma, Chandraul, and Singh, 2012)

Researchers (Keller, 1993 and Gummerus, Korkman, and Rindell, 2011 and Radon, 2012) suggest that brand image can be seen as a communication tool whether direct or indirect and can be evaluated in terms of identity. In addition they suggested that brand image should be based on attributes, individual perceptions, personal values, and experiences, type of brand, benefits, and background.

A brand with a strong brand image can build a point of differentiation for consumers and generate higher financial incomes according to (Hussey & Duncombe, 1999). On the other hand, brands with a weak image produce the opposite effects as suggested by (Cobb-Walgren et al., 1995; Ewing, Matanda, & Nyadzayo, 2011).

Researchers (Gabbott and Hoggm, 1998 and Hsieh, Pan, and Setiono, 2004 and Khadwal, 2019) all agree that a good brand image can stimulate consumer purchase intention and increase

the brand's value. Therefore, the brand with a strong image will have more competitive advantages over their rivalries.

Consumers are purchasing branded name product because they feel that brand names products are qualitative and raises their status among the society. Changes on packaging and products are made by brand names to satisfy the consumers changing needs and expectations especially in cosmetics companies; to attract the attention of consumers because if consumers are satisfied, they will stick more to the same brand according to (Khadwal, 2019).

Companies should include several factors to increase the attractiveness to their brand and to affect their choice at the point of purchase such as; adding high value, improving the product, stronger shelf impact, putting the brand in a special way, make better sales promotions, and improving the relationship between the brand and the consumer (Ahmad, and Ahmad, 2015)

Brand image is very important since it helps to position the brand in the market according to (Nandan, 2005). Furthermore, on the basis of brand image, consumers can process the information of a certain brand and then differentiate it with others (Hsieh, Pan, and Setiono, 2004 and Hsieh, Pan, and Setiono, 2004) and they also can recognize their needs and satisfactions towards certain brands.

Managers should focus on delivering quality services to customer and enabling them to perceive value with offered services which will lead organizations in brand creation to be worthy in markets (Ashraf1, Ilyas, Imtiaz, and Ahmad, 2018)

In addition to that, researcher (Eze, 2012) found that product quality has the highest influence on consumers' purchase intention. So, that's mean that brand names should keep up their quality of presented products to gain competitive position in the marketplace. Most consumers are concerned about product quality and are willing to pay more for higher quality. Brand image has always been the focus of many consumers when making a purchase as they tend to go for top brands more than for products with lower brands because they perceive that products with top brand image have better quality.

It is crucial for brand names to remain competitive by keeping up with the current market trends and by conducting market researches on consumers current needs.

2.2.2 Brand Positioning

Brand positioning is considered to be a sensitive element as it can take the brand to sky or nowhere in the mind of the consumers according to (Zinkhan & Dobni, 1990 and Porter & Evans, 1996) as every consumer is different and each one has different mindset and has different perception. And that's how marketers play with

the mind of the audience to make sure that the concept and the picture they want to communicate to the target audience reach them like they want.

In addition, companies are trying to find ways to gain competitive advantage against its competitors hoping to gain more market share and to gain higher market positions against others (Kotler, Rath, 1984).

Therefore, according to (Rundle, 2005 and Ahmed, Parmar, and Ahmed, 2014) creative packages and quality of the material of packaged product especially the information about the product and how to use it is written clearly on the label can change the consumer perception about brand names and in return it can create a new position in the market as positioning has a vital role to play in the choice of a certain brand in the process of purchasing.

2.2.3 Customer Satisfaction

Product packaging is used for protecting a product from the external environment and is used for promotion purposes according to researchers (Raheem, Ahmad, Vishnu & Imamuddin, 2014).

Customer satisfaction is defined by (Kotler and Keller, 2009) as “a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with his/her expectations”.

However according to (Ahmad, Billoo &Lakhan, 2012 and Chinomona, 2013); packaging and its sub-factors have a positive

effect on consumer satisfaction and loyalty. In addition to that, satisfaction with consumption of certain brands can generate a positive effect towards trusting these brands.

Researchers (Silayoi, and Speece, 2007 and Khadwal, 2019) have reached that the intention of consumers to purchase certain products depends on the degree of satisfaction that consumers expect to find in a certain brand.

So, the package of any product should be design to attract the attention of the consumer to the product and the quality presented to them. Therefore, satisfaction with the products of certain brand name will lead to more purchase in the future and satisfied consumers will recommend the brand name products to other friends, family, relatives and co-workers which will lead to brand loyalty.

Authors (Topoyan and Bulut, 2008) found that customer satisfaction is considered the most important goal to brand names as they always try to maintain the relationship between their companies and the consumers, which is can be translated to the meeting of the customer expectations. Marketers should improve the brand appealing strategy which includes packaging to provide their consumers a solution to their needs and expectations and to give good impression of using their brand, and show the effectiveness of the brand to enhance consumer's satisfaction in the context of cosmetics and beauty products. Authors of this

study have reached that satisfaction is considered a major part in enhancing loyalty (Sondoh Jr., Omar, Ismail, and Harun, 2007)

2.2.4 Customer Loyalty

There is not any universally accepted definition of customer loyalty, but it is understood as an attitudinal or behavioral commitment to a brand according to (Zhang et. al., 2010).

However (Abd-El-Salam, Shawky and El-Nahas, 2013) have reached that brand loyalty is a measure of attachment that a customer has towards a brand, which motivates them to show consistent purchase behavior of a favored brand. Loyalty can be divided into; short-term and long-term loyalty, where short-term loyalty is not a real brand loyalty, but in long-term loyalty customer always repurchase the same brand in the future even if there is a better choice.

In addition (Abd-El-Salam, Shawky and El-Nahas, 2013 and Akbar, 2013 and Ashraf1, Ilyas, Imtiaz, and Ahmad, 2018) have agreed that being a loyal customer is recommending a company to others, telling positive words, making repetitive purchases, considering one-self a future customer of a certain company and repurchasing the company's products and recommend them to others. Gaining customer loyalty and retaining customers is a key for firm's long-term profitability.

Brand names play vital roles as one of the intangible assets of an organization where the brand trust and brand loyalty are a

measure of attachment that a customer has towards a particular brand. Good memories are formed in the mind of consumers based on the quality of branded products which contributes in creating long-term relationship between consumer and brand. The brand does not only benefit from creating loyalty but also generate positive perception related to brand quality, values, satisfaction and differentiation. Therefore, the more favorable the brand image in customer's mind, the more positive the attitude towards the brand from other rival brands, which generates brand trust and brand loyalty according to (Atulkar, 2020)

(Valenzuela et. al., 2010) found that the loyalty of customers and their repurchase decisions are factors that affect profitability of companies and from these factors; quality of product, economic factors, satisfaction or trust that affect customers' intentions to repurchase

Therefore, the most important reason that most successful brands found that customers satisfaction with the brand and its products is high and in return it influences their decisions at the time of purchasing which leads consumers to be loyal with the brands and will introduce the brands to people around them because consumers are aware about all brands and comparing them with each other to examine the value of offered services. So consumers will buy the products when they think they perceive value with transaction according to (Ashraf1, Ilyas, Imtiaz, and Ahmad, 2018)

Nowadays the environment is highly competitive and marketers face pressure to understand customers in the aspect of purchases and retention because they could influence future profits of the firms according to (Verhoef, 2003 and Zhang et. al., 2010, and Abd-El-Salam, Shawky and El-Nahas, 2013). Therefore, designing an attractive packaging helps companies in building the image of their brands which reflects in increasing the loyalty to their products (Ahmad, and Ahmad, 2015).

2.3 Customer Patronage:

Customer Patronage: is defined as the degree to which a customer exhibits repeat purchase behavior from a service provider, possesses a positive, long-lasting attitude and disposition towards a service provider according to (Gremler & Brown, 1996). From the point of view of (Oliver, 1999), customer patronage is defined as “a deeply held commitment to repurchase a firm’s products at the expense of a competitor’s offering”.

Consumer patronage is the approval or support provided by customers with respect to a particular brand. Patronage delivers the foundation for an established and growing market share. (Kotler, 2007) advocates that consumers have unpredictable degree of patronage to particular services, stores and other entities.

(Seock, 2009) described patronage as the repeat purchase behaviour at a particular store for either the same products or any other products. Customer patronage is a combination of

psychological factors that influences purchase behaviour and these factors are considered important by consumers (Moye & Giddings, 2002); and used as yardsticks in determining which firm to patronize according to (Ogbuji et al, 2016).

From the point of views of the earlier mentioned authors it shows that the survival of any business is a function of the rate of patronage. This reflects the view of (Ogwo & Igwe, 2012) that the main reason for establishing a business is to create customer loyalty and patronage.

Customer patronage has been measured by various authors in different dimensions, including store traffic flow (Engle et al, 1996); willingness, word-of-mouth and repurchase (Baker et al, 2002); repeat purchase, customer retention and customer referrals (Awah, 2015); and customer satisfaction and referrals (Ogbuji et al, 2016). These dimensions of customer patronage were used against different marketing phenomena. Nevertheless, the phenomenon in focus in this study is effective product packaging.

According to the previous studies, the impact of effective product packaging on customer patronage through the mediating effect of Golden Square of Marketing (IPSL) unexplored in the academic literature, and there are no studies found the relationship between the current study variables. Therefore, as show in figure (1) hypothesis was developed in line with the objectives of the research as follows:

- H1. Product packaging (Packaging Color, Packaging Material, Packaging Design, Printed Information and Creative Packaging) has a positive impact on the Golden Square of Marketing (IPSL).
- H2. Product packaging (Packaging Color, Packaging Material, Packaging Design, Printed Information and Creative Packaging) has a positive impact on the Customer patronage.
- H3. Golden Square of Marketing (IPSL) has a positive impact on the Customer patronage.
- H4. Golden Square of Marketing (IPSL) mediates the relationship between Product packaging and Customer patronage.

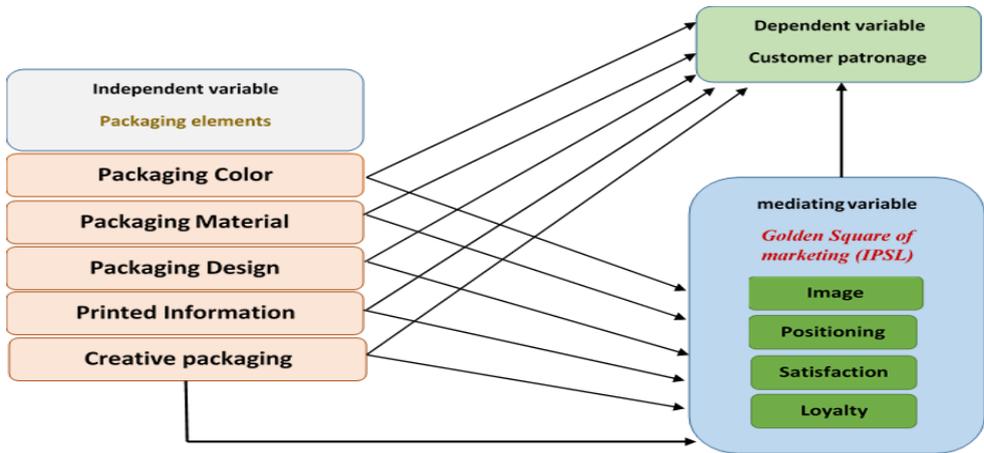


Figure 1

Conceptual diagram explaining the Research Model

3- Research Methodology

The present study depends on the analytical descriptive approach, which includes the method of surveying the library

through reference to previous research, in order to construct a theoretical framework for the study, with the use of some qualitative research methods and the field survey method to collect data using a targeted survey.

3-1: Data Collection and Sample

The survey questionnaire method was employed in this research to collect data through the post-positivist lens for model testing purposes. the present study thus used non-probability sampling, specifically the purposive sampling technique. Using this type of sampling is a good choice because it permits a theoretical generalization of the findings. A purposive sampling technique undertaken for the data collection process required that the Egyptian female respondents to use cosmetics and beauty care products at the very minimum.

Due to the large size of the customer population, time and cost considerations that are a constraint on individual research the sampling method relied upon to compile the data required for the field study on the customer. The sample size was determined according to the large numbers act and the sample size according to this law estimated at 384 individuals.

A five-point Likert-scale ranging from strongly disagree (1) to strongly agree (5) was used to measure each attitude item, the data were collected via the E-Questioner Method

Using Google, models to apply the questionnaire via the internet. We collected 400 responses, 276 which are retained for analysis. Data collection lasted approximately (7) months from Feb. 2020 to Aug. 2020. Data analysis used SPSS and applying the Smart-PLS 3.2.7 software.

3-2: Measures

For testing the model of this study, the Partial Least Squares (PLS) technique was used by applying the Smart-PLS 3.2.7 software (Ringle, Wende, & Becker, 2015). We followed the recommended two-stage analytical procedure as supported by reflective constructs (Anderson & Gerbing, 1988; Ramayah, Lee, & In, 2011). Accordingly, we conducted the measurement model test (validity and reliability of constructs) followed by an examination of the structural model (testing the hypotheses) (Ramayah, Jasmine, Ahmad, Halim, & Rahman, 2017), testing the significance of the path coefficients and for the loadings a bootstrapping method was used (Hair, Hult, Ringle, & Sarstedt, 2017).

To develop the measurement of involved variables and number of items, some previous studies are considered as shown as Table (1). The study included three types of variables, the first type related to product packaging (independent variable), the second type relates to customer patronage (dependent variable) and the third type relates to Golden Square of Marketing "IPSL" (mediating variable) the questions and items used were set up

and refined based on literature and measured on a five-point Likert-scale. Product packaging was measured using 5 adapted sub-variables; Packaging Color, Packaging Material, Packaging Design, Printed Information and Creative Packaging. The scale consists of seventeen items which measure the five dimensions or facets of the construct, while customer patronage was captured by three items. Finally, and ten items to measure the mediating variable which is Golden Square of Marketing “IPSL” some closed questions have been used to measure the demographics of the sample.

Table 1. The measures are used in the study

| Variable | Number of items | Reference |
|-----------------------------------|-----------------|---|
| Product Packaging | 17 | (Ferreira, 2019)(Gomez, Consuegra, and Monlina, 2015) (Kauppinen and Saneni, 2014) (Shivsharan, Raut, and Shaikh, 2014) |
| Golden Square of Marketing | 10 | (Rundle, 2005) (Ahmed, Parmar, and Ahmed, 2014) (Ashraf1, Ilyas, Imtiaz, and Ahmad, 2018) (Khadwal, 2019) (Atulkar, 2020) |
| Customer Patronage | 3 | (Seock ,2009) (Ogwo & Igwe , 2012) (Ogbuji et al, 2016) |

After the data was collected and extracted from the survey software, it was input into SPSS. The data was then cleaned: deleting invalid responses, incomplete questionnaires, or editing data when there was a clear case of misinterpretation or lack of attention. For missing entries, the fields were left blank.

4. Results and Findings:

This section presents the data analysis part of this paper. The analysis of this paper was done using the statistical package for social sciences (SPSS V26) for basic descriptive statistics, and (SmartPLS 3.2.7) for SEM-PLS modeling. The first section deals with data preparation. The measurement model was evaluated for the reliability and validity of the instruments in section two. Several descriptive statistics and bivariate correlations are constructed in section three. Subsequently, the structural model for hypothesis testing and mediation analysis was presented in section four.

4.1 Data Preparation

This examination is essential in quantitative research and specifically when using SEM for data analysis (Hair, Hult, Ringle, & Sarstedt, 2017). Sue and Ritter (2012) stated that the collected data should be screened and cleaned from errors and incomplete answers. Even though the corrective actions are not always necessary, the examination is essential to ensure that the outputs of the multivariate analysis are correct (Hair, Black, Babin, & Anderson, 2014). (Hair et al., 2017) emphasize that the issues of collected data, including strange response patterns, unengaged respondents, missing data, outliers, and data distribution, should be inspected. Therefore, those primary data issues are examined using SPSS. The issue of missing data was inspected and found that some indicators have missing data, to overcome this problem, some techniques were proposed in the

literature to remedy this problem. Among these methods, it was hypothesized that the EM algorithm would provide the most accurate estimates at all levels of missing data (Roth, 1994; Little and Rubin, 2019). The EM algorithm was adopted for handling missing data using SPSS. The imputed dataset was then imported into SmartPLS software for further analysis.

Regarding the outliers, there are no outliers detected in our dataset. The distribution of the data is not an issue, since the SEM-PLS is non-parametric tool that does not assume normal data (Garson, 2016 and Hair, Hult, Ringle, & Sarstedt, 2017). Common method bias (CMB) is a problem that occurs when the collected responses are results of the design of the instrument rather than a reflection of the participants' perspectives. CMB is a measurement error that affects the validity of the findings of the study (MacKenzie and Podsakoff, 2012). CMB can be detected through running Harman's single-factor test, which is commonly used by researchers. This test is conducted through loading all of the variables into an exploratory factor analysis and examining the results of an un-rotated factor analysis while placing a constraint to extract one factor only. The percentage of the factor's explained variance determines whether the bias is present or not. If the total variance of the factor is less than 50%, then the common method bias does not affect the data. It was indicated that the first factor explained 31.49% of the total variance. As the value was below 50%, it can be concluded that the issue of CMB had not

been detected. In addition, the values of VIF were less than 3.3 confirming the absence of this problem (Kock, 2015).

4.2 Assessing the Measurement Model

The measurement models, which are also known as the outer models, describe the relationships between the constructs and their items. The assessment of the reflective measurement models are shown in Figure (1). It requires evaluating the internal consistency reliability, convergent validity, and discriminant validity (Nachtigall et al., 2003; Hair et al., 2011; Xiong et al., 2015; Garson, 2016). The internal consistency reliability examines whether all of the indicators associated with a construct are actually measuring it (Pallant, 2010). There are different ways to measure internal consistency. Cronbach's alpha is a statistical measure that is the most commonly used for this purpose.

Structural equation modeling is an analysis approach that tests both the measurement model and path that helps to develop more realistic assumptions (Abdi, 2010; Hair et al., 2017). Hence, this study focuses on examining the prediction of the dependent variable, the mediation analysis and the effect of independent constructs, which make the application PLS method the most appropriate in this study.

Table 2: Results of the Measurement Model.

| Construct | Dimension | Indicator | Loadings | CR | AVE | Discriminant Validity |
|----------------------------|---------------------|-----------|----------|-------|-------|--------------------------------|
| | Cut-off Point | | > 0.4 | > 0.7 | > 0.5 | HTMT ratio Less Than 0.9 |
| Packaging elements | Packaging Colour | PC1 | 0.703 | 0.834 | 0.502 | Yes |
| | | PC2 | 0.767 | | | |
| | | PC3 | 0.628 | | | |
| | | PC4 | 0.693 | | | |
| | | PC5 | 0.746 | | | |
| | Packaging Material | PM1 | 0.788 | 0.842 | 0.64 | Yes |
| | | PM2 | 0.853 | | | |
| | | PM3 | 0.756 | | | |
| | Packaging Design | PD1 | 0.786 | 0.855 | 0.662 | Yes |
| | | PD2 | 0.818 | | | |
| | | PD3 | 0.836 | | | |
| | Printed Information | PI1 | 0.873 | 0.908 | 0.768 | Yes |
| | | PI2 | 0.881 | | | |
| | | PI3 | 0.876 | | | |
| | Creative packaging | CP1 | 0.838 | 0.881 | 0.712 | Yes |
| CP2 | | 0.86 | | | | |
| CP3 | | 0.832 | | | | |
| Golden Square of marketing | Image | IM1 | 0.858 | 0.861 | 0.756 | Yes |
| | | IM2 | 0.881 | | | |
| | Positioning | PO1 | 0.794 | 0.848 | 0.651 | Yes |

| Construct | Dimension | Indicator | Loadings | CR | AVE | Discriminant Validity |
|--------------------|--------------|-----------|----------|-------|-------|-----------------------|
| (IPSL) | | PO2 | 0.808 | 0.808 | 0.679 | Yes |
| | | PO3 | 0.818 | | | |
| | Satisfaction | SA1 | 0.861 | | | |
| | | SA2 | 0.785 | | | |
| | Loyalty | LO1 | 0.8 | | | |
| | | LO2 | 0.874 | | | |
| LO3 | | 0.722 | | | | |
| Customer patronage | | CPT1 | 0.83 | 0.835 | 0.716 | Yes |
| | | CPT2 | 0.862 | | | |

Despite its popularity, Cronbach's alpha is criticized for assuming that all of the indicators have equal outer loadings (Hair et al., 2016) and that the number of indicators influences the calculation of Cronbach's alpha in that fewer items produces lower value, especially in scales with items fewer than 10 (Pallant, 2010, Hair et al., 2016). Due to the limitations of Cronbach's alpha, researchers are advised to use other measures of internal consistency, such as composite reliability (CR). CR measures the internal consistency while considering that each indicator has a different outer loading. All values of CR were above the threshold of 0.7. The convergent validity evaluates the correlation between the variables that measure one construct.

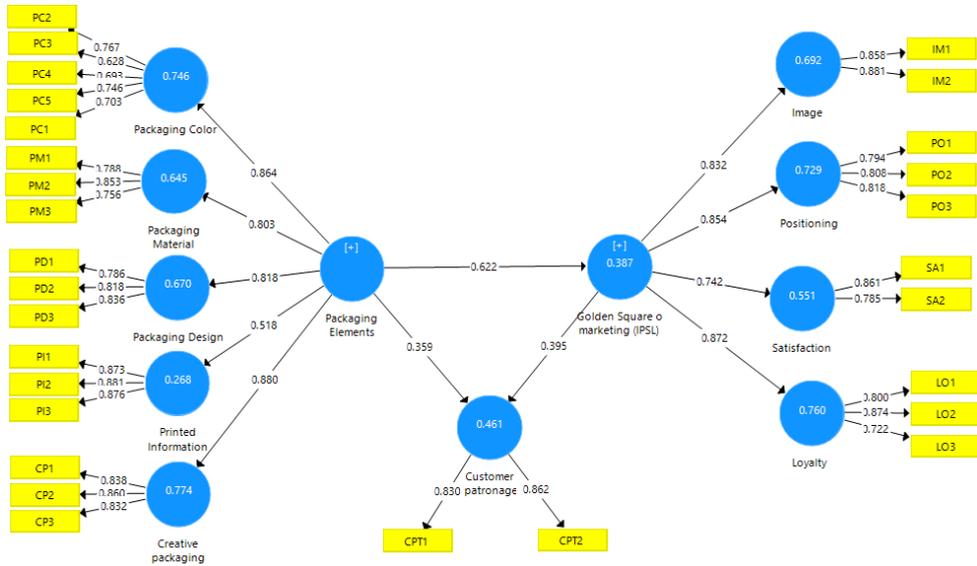


Fig. (2): Assesment of the measurement model

The convergent validity of reflective measurement models is usually evaluated using the outer loadings of the items and the average variance extracted (AVE). The minimum significant outer loadings required is 0.70 (Hair et al., 2014, Hair et al., 2016). However, the authors suggested that if the outer loading is between 0.4-0.7, we should analyze the impact of indicator deletion on internal consistency reliability. If deletion does not increase measure(s) above the threshold, we should retain the reflective indicator. According to the results in Table (1), all the items satisfy the conditions so they were retained. The AVE is a standard measure used to establish convergent validity. AVE represents the grand mean of the squared loadings of the

indicators measuring a construct. The AVE of a construct should be 0.50 or higher to be considered significant. Following this rule, the AVE of the constructs was evaluated. All of the constructs in Table (1) have AVE scores higher than 0.50. After establishing the convergent validity, it is time to examine the discriminant validity. Discriminant validity examines how much a construct differs from other constructs. Discriminant validity is established using Hetrotrait-Monotrait ratio (HTMT). The HTMT is “the ratio of the between-trait correlations to the within-traits correlations” (Hair et al., 2016). The HTMT value should be lower than 0.90 (Henseler et al., 2015). Following these guides, the discriminant validity was constructed since all of the constructs have HTMT values less than the defined threshold.

4.3 Descriptive Statistics and Multiple Correlations

Table (3) shows the descriptive statistics of the main variables. It can be shown that *packaging elements* has mean (M), standard deviation (SD), and coefficient of variation (CV) as ($M = 3.94$ $SD = 0.64$ $CV = 16.24\%$). *Golden Square of Marketing* constructs

Table (3): Descriptive Statistics and Multiple Correlations

| Construct | Packaging Elements | Golden Square of Marketing | Customer Patronage |
|-----------------------------------|--------------------|----------------------------|---------------------|
| Packaging Elements | 1 | .629 ^{***} | .610 ^{**} |
| Golden Square of Marketing | | 1 | .607 ^{***} |
| Customer Patronage | | | 1 |
| <i>Mean</i> | 3.9426 | 4.0442 | 4.0208 |
| <i>Std. Deviation</i> | 0.64016 | 0.62242 | 0.76526 |
| <i>CV</i> | 16.24% | 15.39% | 19.03% |
| <i>Skewness</i> | -0.408 | -0.409 | -0.647 |
| <i>Kurtosis</i> | -0.456 | -0.654 | 0.364 |

the highest average and lowest variability since ($M = 4.044$ $SD = 0.622$ $CV = 15.39\%$). Finally, *customer patronage* has the following descriptive statistics ($M = 4.02$ $SD = 0.765$ $CV = 19.03\%$). The Pearson correlation was conducted to investigate the correlation between the main constructs; it was proven that there was a significant positive moderate correlation between *packaging elements* and *golden square of marketing* since ($r = .629$ $P < 0.001$). Also, *packaging elements* has a significant positive moderate correlation with *customer patronage* since ($r = .610$ $P < 0.001$). Finally, *golden square of marketing* has a significant positive moderate correlation with *customer patronage* since ($r = .607$ $P < 0.001$). The values of Skewness and kurtosis are within the range (+2,-2)

indicate that the associated variables are normally distributed (Trochim & Donnelly, 2006; Gravetter & Wallnau, 2014).

4.4 Assessing the Structural Model

Researchers provided guidelines for evaluating and reporting the structural model, including path coefficients, collinearity, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and goodness of fit criteria, Table (3) summarises those criteria.

Table (4): Criteria of Structural Model Assessment

| Criteria | Guidelines | Reference |
|--|---|--|
| Path coefficients | Significance: $p \leq 0.05$ | (Hair, Hult, Ringle, & Sarstedt, 2017) |
| Collinearity | VIF < 5 | (Hair, Hult, Ringle, & Sarstedt, 2017) |
| Coefficient of determination (R^2) | Weak effect: $R^2 = 0.19$ Moderate effect: $R^2 = 0.33$ High effect: $R^2 = 0.67$ | (Chin, 1998) |
| Effect Size (f^2) | f^2 between 0.02-0.14, small; f^2 between 0.15-0.34, moderate ; $f^2 \geq 0.35$, High. | Cohen (1998) |
| Cross-validated redundancy (Q^2) | Predictive Relevance Using blindfolding $Q^2 > 0$ | (Chin, 1998) |
| Goodness of Fit (GoF) | GoF less than 0.1, no fit; GoF between 0.1 to 0.25, small; GoF between 0.25 to 0.36, medium; GoF between 0.25 to 0.36, large. | (Wetzels, Odekerken-Schröder, & Van Oppen, 2009) |

Path coefficients refer to the estimates of the relationships between the model's constructs (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014). When assessing the PLS path, studies should report path coefficients beside the significance level, t-value, and p-value (Hair, Sarstedt, Ringle, & Mena, 2012). According to (Hair *et al.*, 2017), every significant coefficient eventually depends on the standard error, which is usually obtained by using bootstrapping. Moreover, the strength of path coefficients can be measured through direct and indirect effects. We are interested in some direct and indirect effects to test the hypothesis underlying this research. The hypothesis testing has been done to understand the signs, size, and statistical significance of the estimated path coefficients between the constructs. Higher path coefficients suggest stronger effects between the predictor and predicted variables. The significance of the supposed relationships has been established by measuring the significance of the p -values for each path with threshold equalling $p < 0.05$. The p -values and inference of hypotheses, as well as the confidence level for each estimate, are shown in Table (5). The findings of this study reveal that all hypotheses are accepted.

The Mediating Role of Golden Square of Marketing between ...

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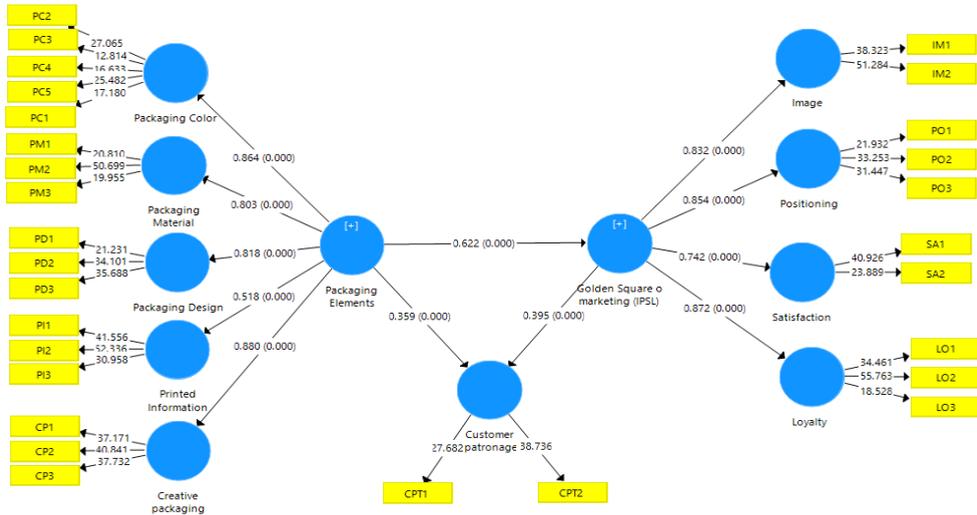


Fig. (3): Path Coefficients with Corresponding P-value

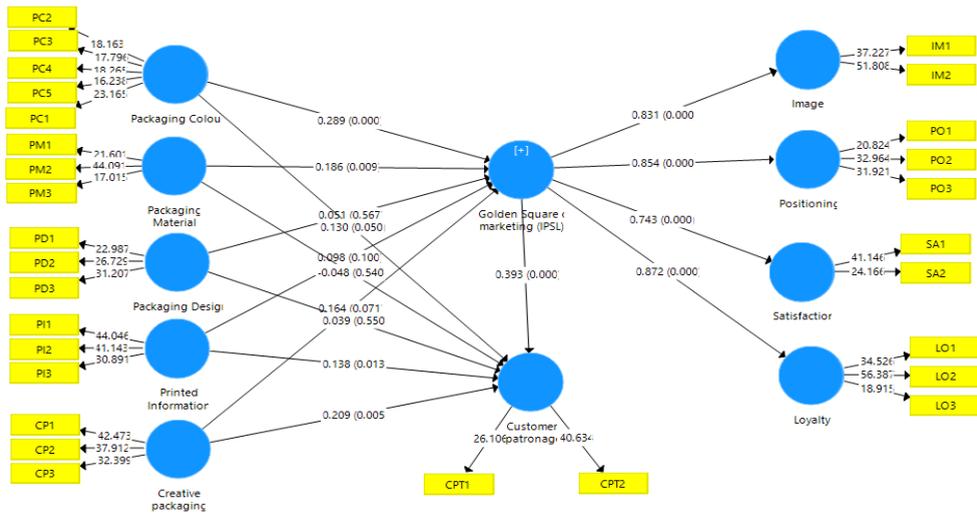


Fig. (4): Examining the Sub-Hypotheses

Table 5: Hypothesis Testing

| Paths | β | t-value | P-value | 95% CI | | Decision |
|---|---------|---------|---------------------|--------|-------|---------------|
| | | | | LL | UL | |
| <i>Direct Effects</i> | | | | | | |
| H₁: Packaging Elements -> Golden Square of marketing (IPSL) | 0.622 | 14.29 | 0.000*** | 0.533 | 0.705 | Supported |
| <i>Packaging Colour -> Golden Square of marketing (IPSL)</i> | 0.289 | 4.041 | 0.000*** | 0.152 | 0.426 | Supported |
| <i>Packaging Material -> Golden Square of marketing (IPSL)</i> | 0.186 | 2.617 | 0.009** | 0.046 | 0.327 | Supported |
| <i>Packaging Design -> Golden Square of marketing (IPSL)</i> | 0.051 | 0.573 | 0.567 ^{NS} | -0.134 | 0.215 | Not Supported |
| <i>Printed Information -> Golden Square of marketing (IPSL)</i> | 0.098 | 1.645 | 0.1 ^{NS} | -0.022 | 0.211 | Not Supported |
| <i>Creative packaging -> Golden Square of marketing (IPSL)</i> | 0.164 | 1.808 | 0.071 ^{NS} | 0.023 | 0.304 | Not Supported |
| H₂: Packaging Elements -> Customer patronage | 0.359 | 5.751 | 0.000*** | 0.239 | 0.408 | Supported |
| <i>Packaging Colour -> Customer patronage</i> | 0.13 | 1.961 | 0.05* | 0.001 | 0.261 | Supported |
| <i>Packaging Material -> Customer patronage</i> | -0.048 | 0.614 | 0.54 ^{NS} | 0.109 | 0.105 | Not Supported |
| <i>Packaging Design -> Customer patronage</i> | 0.039 | 0.597 | 0.55 ^{NS} | -0.092 | 0.165 | Not Supported |
| <i>Printed Information -> Customer patronage</i> | 0.138 | 2.477 | 0.013* | 0.033 | 0.249 | Supported |
| <i>Creative packaging -> Customer patronage</i> | 0.209 | 2.808 | 0.005** | 0.066 | 0.353 | Supported |
| H₃: Golden Square of marketing (IPSL) -> Customer patronage | 0.395 | 5.962 | 0.000*** | 0.261 | 0.502 | Supported |
| <i>Indirect Effect</i> | | | | | | |
| H₄: Packaging Elements -> Golden Square of marketing (IPSL) -> Customer patronage | 0.246 | 5.364 | 0.000*** | 0.157 | 0.338 | Supported |

* P < 0.05, ** P < 0.01, *** P < 0.001, ^{NS} Not Significant

The results show that packaging elements construct yielded a significant positive effect on Golden Square of Marketing; since

($\beta = 0.622$ $t = 14.29$ $P < 0.001$ 95% CI for $\beta = [0.533, 0.705]$), so the 1st hypothesis is accepted. The sub-hypotheses of the first hypothesis were also investigated; see Figure (3). Packaging colour has a significant positive effect on Golden Square of Marketing; since ($\beta = 0.289$ $t = 4.041$ $P < 0.001$, 95% CI for $\beta = [0.152, 0.426]$). The second dimension “packaging material” has a significant positive impact on Golden Square of Marketing; since ($\beta = 0.186$, $t = 2.617$ $P < 0.01$, 95% CI for $\beta = [0.046, 0.327]$).

Packaging design has NO significant impact on Golden Square of Marketing; since

($\beta = 0.051$, $t = 0.573$, $P > 0.05$, 95% CI for $\beta = [-0.134, 0.215]$). Printed information has NO significant impact on Golden Square of Marketing; since ($\beta = 0.098$, $t = 1.645$, $P > 0.05$, 95% CI for $\beta = [-0.022, 0.211]$). Creative packaging has NO significant impact on Golden Square of Marketing; since

($\beta = 0.164$, $t = 1.808$, $P > 0.05$, 95% CI for $\beta = [-0.023, 0.34]$).

Regarding the second hypothesis; it can be concluded that packaging elements construct yielded a significant positive effect on customer patronage since ($\beta = 0.359$, $t = 5.751$, $P < 0.001$, 95% CI for $\beta = [0.239, 0.48]$). The effects of the dimensions of packaging elements on customer patronage were

investigated in the following context. Packaging colour has significant positive effect on customer patronage since ($\beta = 0.13, t = 1.961, P = 0.05, 95\% CI$ for $\beta = [-0.001, 0.261]$).

Packaging material has NO significant effect on customer patronage since ($\beta = -0.048, t = 0.614, P > 0.05, 95\% CI$ for $\beta = [-0.19, 0.105]$).

Packaging design has NO significant effect on customer patronage since

($\beta = 0.039, t = 0.597, P > 0.05, 95\% CI$ for $\beta = [-0.092, 0.165]$). Printed information has significant positive effect on customer patronage since ($\beta = 0.138, t = 2.477, P < 0.05, 95\% CI$ for $\beta = [0.03, 0.249]$). Creative packaging has significant positive effect on customer patronage since ($\beta = 0.209, t = 2.808, P < 0.01, 95\% CI$ for $\beta = [0.066, 0.353]$).

With respect to the third hypothesis; the results show a significant positive effect of golden square of marketing on customer patronage since ($\beta = 0.395, t = 5.962, P < 0.001, 95\% CI$ for $\beta = [0.261, 0.52]$). The mediation analysis showed that; Golden Square of Marketing mediates the relationship between packaging elements and customer patronage through the indirect effect ($\beta = 0.246, t = 5.364, P < 0.001, 95\% CI$ for $\beta = [0.157, 0.338]$).

Collinearity occurs when there is a high correlation between the two constructs, which produces interpretation issues (Hair, Hult, Ringle, & Sarstedt, 2017). Collinearity can be assessed using the variance inflation factor (VIF), which is obtained by dividing one by tolerance referring to the variance explained by one independent construct not explained by the other independent constructs (Hair, Hult, Ringle, & Sarstedt, 2017; Benitez-Amado, Henseler, & Castillo, 2017). A VIF value of 5 or higher indicates high collinearity (Hair, Ringle, & Sarstedt, 2011). Table (5) shows that all VIF values are below the cut-off point providing evidence that the collinearity between independent constructs does not exist.

Table (6): Structural model assessment measures

| | Golden Square of marketing | | Packaging Elements | | R Square | R Square Adjusted | Q ² |
|-----------------------------------|----------------------------|-------|---------------------|-------|---------------------|-------------------|----------------|
| | Effect Size | VIF | Effect Size | VIF | | | |
| Golden Square of marketing | | | 0.632 (High) | 1 | 0.387 (Moderate) | 0.385 | 0.175 |
| Customer patronage | 0.178 (Moderate) | 1.632 | 0.146 (Moderate) | 1.632 | 0.461 (Moderate) | 0.457 | 0.32 |

Coefficient of determination (R^2) refers to the effect of independent variables on the latent dependent variables (Hair, Sarstedt, Ringle, & Mena, 2012), which is one of the quality measures of the structural model (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014). Researchers have used a different cut-off of R^2 value. For example, (Hair et al., 2011) in marketing

research described that R^2 values of 0.25, 0.50, or 0.75 are low, moderate, or high, respectively. In business research, (Chin, 1998) suggested that R^2 with 0.19, 0.33, or 0.67 are low, moderate, or high, respectively. The results of R Square are reported in the Table (5), the R-Square of golden square of marketing equals 39% which means that about 39% of the variations in golden square of marketing are explained by the variations in the selected independent latent variables. Additionally, the R-Square of Customer patronage equals 46% which means that about 46% of the variations in Customer patronage are explained by the other latent variables.

The f^2 effect size is the measure of how much impact the endogenous construct will have if an exogenous construct was removed from the model. Table (3) shows the cut-off for the effect sizes. It can be noticed from Table (5) that packaging elements construct has high effect on Golden Square of marketing, while both packaging elements and Golden Square of Marketing have moderate effect on customer patronage.

Q^2 value indicates the model's out-of-sample predictive power. When a model is said to have a predictive power or predictive relevance, it means that it can accurately predict data not used in the model estimation. The Q^2 value is calculated through running a blindfolding procedure. Before running this procedure, an omission distance (D) must be specified. Researchers suggest

specifying a D between 5 and 10 while being careful that the sample size divided by the selected D would not produce an integer. The omission distance indicates that while running the blindfolding procedure, every x data point of the items will be omitted and then predicted, with x being the specified D value (Hair et al., 2016). An omission distance of 7 was selected to examine the predictive power of the model. Table (5) presents the Q^2 values obtained from the analysis. The values of Q^2 for both Golden Square of Marketing and Customer patronage are higher than 0, so it can be safely concluded that the model has a good predictive relevance.

(Tenenhaus et al., 2005), proposed the Goodness of Fit (GoF) as a global fit indicator; it is the geometric mean of both the average R^2 the average variance extracted of the endogenous variables. The GoF index can be calculated as follow:

$$GOF = \sqrt{R^2 \times AVE} = \sqrt{0.424 \times 0.63225} = 0.518.$$

The criteria of GoF for deciding whether GoF values are not acceptable, small, moderate, or high to be regarded as a globally appropriate PLS model have been given in Table (3). According to these criteria and the value of the GOF (0.518), it can be safely concluded that the GoF model is large enough to considered sufficient valid global PLS model.

5- Conclusion, Discussion and Recommendations

The current study descriptive results show that most female respondents are using Maybelline (the most used cosmetic brand) with percentage 39.7%. The most responsive females were single with percentage 60.9% with ages vary from (16-20) with percentage 30.9% and the most have a bachelor degree as (an educational level) with percentage 50.2%, as their salaries vary from (2000 to 5000) LE/Month with percentage 55.1%.

This study revealed the effects of Golden Square of Marketing as mediating variable on the relationship between product packaging elements (Packaging Color, Packaging Material, Packaging Design, Printed Information and Creative Packaging) and customer patronage. Firstly, product packaging elements were found to have a significant relationship with Golden Square of Marketing” IPSL” and customer patronage (**H1 and H2 were accepted**). In this study, the results from multiple regression analysis suggest that packaging color and packaging material have a positive and statistically significant effect on Golden Square of Marketing” IPSL” holding other factors constant. On the contrary, packaging design, printed information and creative packaging remain statistically insignificant.

Additionally, the results from multiple regression analysis suggest that packaging color, printed information and creative packaging have a positive and statistically significant effect on customer patronage holding other factors constant. On the

contrary, packaging material and packaging design remain statistically insignificant. Overall, the results of the study support the view that packaging is not limited to the wrapping of a product. Rather, all the elements of packaging play a critical role in maintaining customer patronage and “IPSL”. Therefore, marketers should focus on the cosmetics and beauty care products packaging elements in order to stimulate consumer satisfaction and enhance brand image.

In addition to the analysis and interpretation of the data and statistical methods Golden Square of Marketing” IPSL” has been proven to have a positive and direct impact on the patronage (**H3 was accepted**).

Last but not least the results from multiple regression analysis suggest that Golden Square of Marketing “IPSL” mediates the relationship between product packaging elements and customer patronage. Furthermore, product packaging elements were found to have a significant indirect relationship with customer patronage (**H4 was accepted**).

Based on the results, we have found that consumers of cosmetic products regard packaging as an integral part of choosing a certain brand and that was in agreement with (Rundle, 2016) but (Toyapan and Bulut, 2008) do not agree however they think that consumers value packaging through its price and brand name more.

From the results we can give several suggestions for managers of cosmetic brands:

- 1- Consumers expect more sophisticated packages even if they pay more.
- 2- Design can affect positively on consumer satisfaction and loyalty which will reflect on customer patronage toward brand names of cosmetic products and that agrees with (Toyapan abd Bulut, 2008) , so company with strong brand name must invest heavily in the designing of its packaging as from the results shows that female consumers' expectations are high and design of packages of cosmetics products should be made in a way that will enable the product to be noticeable against competitors
- 3- Companies must be aware that attractiveness of the package has a huge impact on the consumer at point of making decision to purchase agreed with (Silayo and Speece, 2005). As it was found from results that packaging color can affect the decisions made on conscious and unconscious levels and can affect the memory of consumers also (Kauppinen, 2014) agreed with suggestion.
- 4- Brand name companies should use innovative ways in packaging the products to increase customer patronage
- 5- Brand name companies should know that colors, design, clear product information and material of packaging reflect the technology that it owns.

- 6- Companies must adopt strategies that maximize their competitive advantage to increase customer patronage
- 7- Cosmetics companies must carefully consider the needs and wants of female consumers in order to gain more loyal consumers and achieve differentiation (agree with AbdalKrim, Al-Hrezat, 2013)
- 8- The packages material should be of good quality as to prevent damages to the products and to help in building a stronger brand name agreed with (Rundle 2016). Packaging in general can affect the consumer buying behavior so that's way printed information can act as advertisement for the product as well (Shah, Ahmad and Ahmad, 2013) agreed to that.

(Shivsharan , Raut , and Shaikh , 2014) mention that the purchasing patterns for cosmetics and beauty care products is influenced by a combination of various factors namely: “women lifestyles, self-image health and economic considerations”, “ethical consumerism among females”, “pharmacological essence of green cosmetics and beauty care products”, “visual appeal and physical cues in cosmetic stores”, “price-conscious decisions and effective promotion”, “brand image and usage experience” and “sales representatives and social influences”. So that marketers require creating a close relationship with customers to know their feedback about the product and everything related to it, in addition these notes from the feedback should be taken into consideration by companies as to increase the trust and loyalty with customers which will lead to patronage.

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