

**Abstract of the doctoral thesis by Natalia Kozik, MSc
entitled “Consumer Satisfaction Factors for Product Claims
on Natural Cosmetics Packaging”**

Despite the multifaceted nature of the issue of the role and importance of packaging in communication with the consumer taken up in the literature on the subject, the subject was taken up selectively in individual works. Based on the analysis of the literature on the subject, it can be concluded that the packaging of cosmetic products plays an important role when consumers make purchasing decisions. In addition, the packaging and the information placed on them influence the degree of consumer satisfaction with natural cosmetics, which demonstrates the connection between the issues of packaging information and consumer satisfaction. At the same time, the research papers analysed emphasised that not all claims are useful and, above all, understandable and reliable. The studies analysed often dealt with a wide range of topics, and issues related to packaging and the information placed on it and its impact on consumer satisfaction were only a fragment of the work and did not treat these issues in an exhaustive and holistic manner. In spite of the identified importance of packaging informativeness and its impact on consumer satisfaction, so far there are no works concerning the evaluation of factors shaping consumer satisfaction with cosmetic product packaging in terms of the realisation of the informative function, in particular claims made on natural cosmetics packaging, which was attempted in this study.

The dissertation is theoretical and empirical in nature and consists of six chapters, of which two are theoretical and four are research chapters. The theoretical considerations based on the analysis of the literature on the subject and the empirical research carried out in this thesis confirmed the relevance of the research problem undertaken, i.e. consumer satisfaction with product claims placed on the packaging of natural cosmetics.

An empirical study to determine the level of consumer satisfaction with claims made on natural cosmetics packaging and to identify the impact of factors affecting it was conducted in 4 stages:

1. Survey of consumers' opinions on natural cosmetics packaging and the information placed on it.
2. Evaluation of product claims made on natural cosmetics packaging in the re offer.
3. Evaluation of consumer satisfaction with claims on natural cosmetics packaging.
4. Development of recommendations for improving communication through product claims on natural cosmetics packaging.

As a result of the empirical research carried out, the main objective of the study concerning the determination of the influence of individual factors on the level of consumer satisfaction with product claims made on the unit packaging of natural cosmetics was achieved, as well as the intended specific objectives, i.e:

1. To determine consumer satisfaction and expectations regarding product claims on natural cosmetics packaging.
2. To assess the relevance of product claims for consumers.
3. To determine the visual perception of product claims considering consumers' attention, interest and recall of different forms of claims.
4. To propose recommendations to improve the communication of information by product claims and positively influence consumer satisfaction.

In addition, the study enabled the verification of the main hypothesis set forth in the study, stating that product claims on natural cosmetics packaging meet the requirements of the law and the information they provide is useful, understandable and reliable for consumers, as well as the verification of 5 specific hypotheses:

1. The level of consumer satisfaction with product claims on natural cosmetics packaging is determined equally by their usefulness, understandability and reliability.
2. The most relevant product claims for consumers are claims about the effect of the product, claims about ingredients and claims validated by independent testing and certification bodies.
3. The most reliable product claims for consumers are those confirmed by independent testing and certification bodies.
4. Elements of the external appearance of natural cosmetics packaging that make product claims difficult to understand are incomprehensible words and convoluted wording, and inconsistent background content.
5. Product claims in iconic form are more useful than in text form for informed consumer decision-making.

Hypotheses number 3, 4 and 5 were positively verified, and hypothesis number 2 was partially positively verified – only in terms of performance claims and ingredient-related claims.