EFFECT OF PRODUCT PACKAGING ON NIGERIAN CONSUMERS' BEHAVIOUR

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CERTIFICATION

I hereby certify that this project was written by me, Adeola Osisanwo with ID number A00016536 under the supervision of Dr. Raja Potluri. This is a record of my original research work. It has not been presented before in any previous application for a degree except fully acknowledge within this text. Information sources were properly acknowledged through citation.

Signatures:

_____   _____

Student Name   Supervisor

_____   _____

Department Chair Name/Coordinator   Dean, SBE

DEDICATION

This work is dedicated to God Almighty for giving me the strength to complete this project. Also to my parents who have been by my side through my undergraduate years. To my friends, thanks for your support. God bless you!

ABSTRACT

The sole purpose of this research is to determine the effect of product packaging on Nigerian consumers. The knowledge derived from relevant literature was used to draft out organized questionnaires to be filled by respondents residing in Yola and Jimeta towns, Adamawa State, Nigeria. A total of 270 questionnaires were distributed to respondents but only 222 questionnaires turned out valid. With the information gathered, it underwent analysis with the help of SPSS 21.0 and Microsoft Excel software. On the SPSS package, correlation and significance (2 tailed) were used as statistical tools. Recommendations are that marketers should know and understand the importance of product packaging because of its benefits as Nigerian consumers consider the packaging of products at the time of purchase.

Key words: Product packaging, consumer behaviour.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the study

Packaging of products dates back to more than 5000 years and initially leaves were used to package products. After the use of leaves, an Englishman was the first to use metal packaging made out of sheet metal ''canister''. Gradually, the use of plastic replaced the initial forms of packaging (ambalaj).

Product packaging has become a form of publicity of that particular product. Packaging of a product is defined as the wrapping material used on a product in order to contain, identify, protect, display and promote (Entrepreneur). According to (Rizwan Ahmed) the packaging color, wrapper, quality and other characteristics stimulates the consumer's behaviour.

Consumers purchase products to satisfy their needs. A consumer is one who buys products and services for his/ her personal use and there are different reasons why individuals spend their hard earned money to buy products and services. People acquire products because of the desire to fulfil their basic needs e.g. thirst, hunger, shelter etc. It could also be as a result of impulse buying. Impulse buying is simply an unplanned decision to buy (Business Dictionary).

Consumer behaviour is simply the study of how individuals and search, select, use and dispose of goods and services to satisfy their needs and wants.

There is huge competition in the business world, both locally and globally, and businesses are competing with other businesses for consumers. This business world is changing also. As trends change, the desires of the consumers are changing as well. Product packaging in general is intended to protect the product but as at now, it is also intended to increase sales. This is because it helps with promotion. Product packaging is used to attract potential customers, in this way, companies have the opportunity to reduce promotional costs.

1.2. Problem Statement

With the growing numbers of businesses in Nigeria, marketers have to compete for consumers. From personal experience and research it is shown that marketers ignore the importance of product packaging. The problem of the research is:

    i.   To what extent does product packaging affect consumer buying behaviour

1.3. Research Questions

i.   What is the relationship between color of product packaging and Nigerian consumers' behaviour?

ii.   What is the relationship between size of product packaging and Nigerian consumers' behaviour?

iii.   What is the relationship between labelling and Nigerian consumers' behaviour?

iv.   What is the relationship between shape of product packaging and Nigerian consumers' behaviour?

v.   What is the relationship between product packaging imagery and Nigerian consumers' behaviour?

1.4. Hypotheses

(a)   The colour of packaged products is significantly related to Nigerian consumers' behaviour

(b)   The size of packaged products is significantly related to Nigerian consumers' behaviour

(c)   The labelling on packaged products is significantly related to Nigerian consumers' behaviour

(d)   The shape on packaged products is significantly related to Nigerian consumers' behaviour

(e)   The images on packaged products is significantly related to Nigerian consumers' behaviour

1.5. Purpose of Study

The purpose of this study is to examine the effect of product packaging on Nigerian consumers' behaviour in Nigeria.

- ✓ To determine the effectiveness of product packaging in creating positions in the minds of Nigerian consumers

- ✓ To determine what product packaging characteristics appeal to Nigerian consumers the most

1.6. Significance of Study

This proposed research generally, would be of both theoretical and practical significance. Specifically, the significance of this proposed research includes:

i.   Students and marketers are likely to benefit from the proposed research

ii. This research would provide relevant knowledge to marketers and students on the importance of product packaging

iii. Marketers and students would learn how to make packaging strategic plans

iv. Marketers and students would gain knowledge on consumers' behaviour

1.7. Scope of the study

It is safe to say that all Nigerian citizens are all consumers and they purchase products to satisfy their needs but this research focuses on Adamawa residents from Yola and Jimeta towns. Additionally, this research took about 3 months to be completed.

1.8. Limitations/Weakness of the study

This research could have more validity and credibility if a larger sample size was measured in the process of this research. With a larger sample size, it could be possible to generalize for all consumers resided in Adamawa State but a number of 222 individuals participated in this research. Also, the use of mixed methodology (i.e structured questionnaires and focus groups) could have been used but structured questionnaires were only used.

CHAPTER TWO

LITERATURE REVIEW

2.1. Product packaging

According to (Gaafar Mohamed Abdalkrim) packaging is the demonstration or process of containing, securing and displaying the substance or content through the long chain of creation, handling and transportation to their destinations in as great condition, as they were, at the time of production .Packaging is a vital piece of the marking procedure as it assumes a part in conveying the picture and personality of an organization. Because of the change in purchasers' way of life the enthusiasm for package as a device of sales promotion and stimulator of impulse buying is developing progressively. So packaging has an essential part in advertising communications, particularly from the purpose of sales and could be treated as an essential factor amongst the most vital factors affecting Consumer's decision. Thus the part of package in marketing communications expands: it must draw in buyer's consideration and transmit sufficient estimation of item to purchaser in the brief time frame appropriate at the point of sales. Consequently there is a need to investigate packaging and its components in more detail, keeping in mind the end goal to comprehend which of these components are the most vital for customer's decision.

2.2. Colour

(White) Brands can make use of colour in their packaging and item marks to set certain states of mind and draw the eye, as it can summon diverse feelings or send messages about the brand. Blue, for instance, can be utilized to bring out sentiments of trust. Then again, brands can utilize brilliant hues like yellow and orange to help the item emerge and demonstrate that the organization and items are enjoyable and exciting.

2.3. Shape & Size

Shape and size are two visual product packaging elements that are intertwined with each other. Technology has brought about plastics which has led to new ways in packaging and has been incorporated in the shape of packaged products. It is important for manufacturers to put into consideration the shape of new products.

Package designers need to value the benefits concerned with shape and size to the perception of the consumers. When producing, manufacturers should keep in mind conveying different

feelings or expressions to the shape of the products. For example, square gives an impression of stability while circle gives an impression of perfection. Another important point to note is the size of products. Larger packaged products are usually associated to the higher class.

With all things being equal, large packaged products appear are more likely to be bought if the consumer doesn't read the information regarding the volume of the product. Height also is considered as another important aspect that consumers use as a guide for determining the volume of that product (Viktoria Alervall)

2.4. Printed information
(White)The labels are essential and basic, since they pass on vital information like marketing messaging and also materials used to make the item or product. The labels likewise build up brand personality and improve name acknowledgment.

For purchasers showing routine response behaviour, the labels enable shoppers to rapidly find the items they plan to buy. For shoppers who are buying for the first time, they help set up brand personality and name acknowledgment. They give a product description and in addition ingredients, information which is particularly imperative for shoppers who maintain wellbeing reasons. The information imprinted on labels and packaging can impact the purchase decision ultimately, convincing him buy an item or pass it by for another.

2.5. Images & typography
It is not surprising when retail brands remain faithful to using bold colours and images to attract the interest of the consumers. Apart from pictograms, the use of photography helps to convey messages.

If a manufacturer wants the consumers to always remember his/her products, the use of font styles, sizes and colours are elements that most likely would influence the memory of the consumers (Viktoria Alervall)

2.6. Hypotheses
    (a) The colour of packaged products is significantly related to Nigerian consumers' behaviour

    (b) The size of packaged products is significantly related to Nigerian consumers' behaviour

    (c) The shape on packaged products is significantly related to the Nigerian consumers' behaviour

(d) The labelling of packaged products is significantly related to Nigerian consumers' behaviour

(e) The images on packaged products is significantly related to Nigerian consumers' behaviour

2.7. Conceptual framework

INDEPENDENT VARIABLES

- ❖ Product package colour
- ❖ Product package size
- ❖ Product package shape
- ❖ Product package labelling
- ❖ Product package imagery

DEPENDENT VARIABLES

- ❖ Consumer behaviour

FACILITATING VARIABLES

- ❖ Technological innovations in packaging
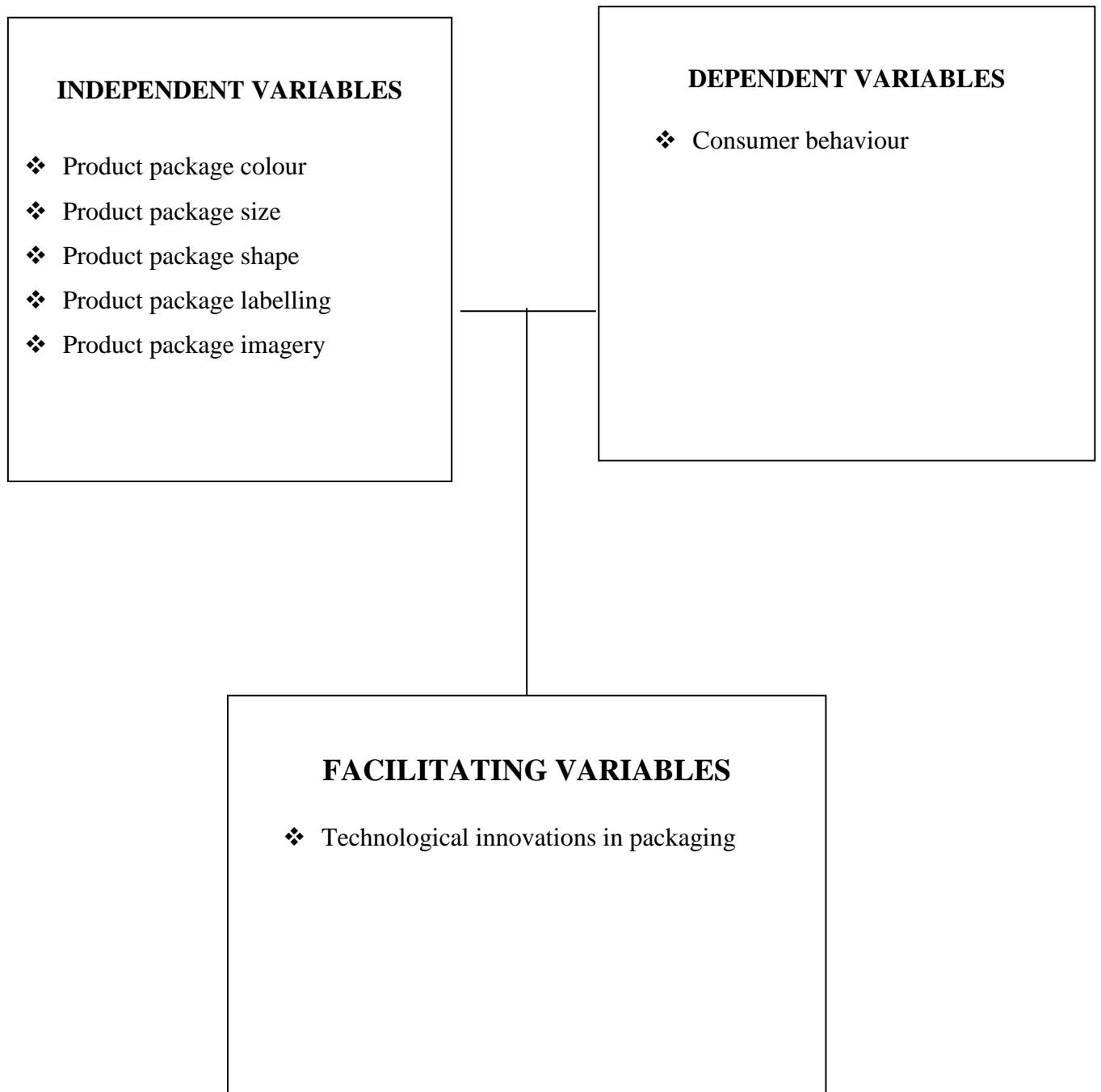
CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter includes the means used in the collection of data for this research study. It also covers the research methodology including the introduction, research design, statement of research question, statement of hypothesis, characteristics of the research population, sampling method, data collection, validity of research instrument and limitation to the research

3.2   RESTATEMENT OF THE RESEARCH QUESTIONS

With the help of the research questions, a direction was given to source for data to facilitate the research instrument.

(a) What is the relationship between color of product packaging and Nigerian consumers' behaviour?

(b) What is the relationship between size of product packaging and Nigerian consumers' behaviour?

(c) What is the relationship between shape of product packaging and Nigerian consumers' behaviour?

(d) What is the relationship between labelling and Nigerian consumers' behaviour?

(e) What is the relationship between product package imagery and Nigerian consumers' behaviour?

3.3 RESTATEMENT OF HYPOTHESES

(a) The color of packaged products is significantly related to Nigerian consumers' behaviour

(b) The size of packaged products is significantly related to Nigerian consumers' behaviour

(c) The shape of packaged products is significantly related to Nigerian consumers' behaviour

(d) The labelling on packaged products is significantly related to Nigerian consumers' behaviour

(e) the images on packaged products is significantly related to Nigerian consumers' behaviour

3.4 RESEARCH DESIGN

This research was facilitated by the utilization of research survey method. The research design used a defined population and collected data from this defined population. With the data collected, required information about product packaging and their perception was gotten from the population.

3.5 CHARACTERISTICS OF RESEARCH POPULATION

Since the title of the research is the effect of product packaging on consumers' behaviour, the research population was majorly based on consumers. For the reason of movement limitation, the consumers involved in the research are from Adamawa State. The research is a study on individuals in Yola, Adamawa State. In essence, the Nigerian consumers for the research were in summary:

a) Are residents of Adamawa State

b) **Males and Females are both represented**

3.6 SAMPLING METHOD

For this research, simple random technique was used on the population. The respondents were chosen at random from the population. Two hundred and seventy individuals were randomly from the population. The respondents consisted of both male and female and are residents of Adamawa state. The reason for choosing the random sampling method is because of offering an equal chance to be selected.

3.7 DATA COLLECTION PROCEDURE

In the course of the research, questionnaires were handed to the respondents to give answers about their opinions on product packaging. The questionnaires were divided into parts A and B. The questionnaires included the aspects of products of product packaging, their behaviour of product packaging and demographic profile.

3.8 VALIDITY AND RELIABILITY OF INSTRUMENTS

A total of 270 questionnaires were handed to respondents to gather information. The researcher consulted the supervisor to test the validity and reliability of the structured questionnaires. The supervisor deemed the questionnaires fit and approved the questionnaires for distribution.

3.9 LIMITATIONS/WEAKNESS OF THE RESEARCH

This research could have more validity and credibility if a larger sample size was measured in the process of this research. With a larger sample size, it could be possible to generalize for

all consumers resided in Adamawa State but a number of 222 individuals participated in this research. Also, the use of mixed methodology (i.e structured questionnaires and focus groups) could have been used but structured questionnaires were only used.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 PART A: DEMOGRAPHIC INFORMATION

Table1: Demographic profile of the respondents (In percentage)

Demographic Antecedents		Frequency	Percentage of respondents (%)
Gender	Male	105	47.3
	Female	117	52.7
Age	18-23	131	59.0
	24-29	44	19.8
	30-35	27	12.2
	36-41	14	6.3
	42 and above	6	2.7
Educational background	Below Secondary School	2	0.9
	Secondary School	7	3.2
	Undergraduate	157	70.7
	Graduate	56	25.2

Marital Status	Single	171	77.0
	Married	46	20.7
	Divorced	5	2.3

The table above shows the demographic information of respondents in a nutshell. Looking at the gender of the respondents, there were a number of 105 males out of 222 respondents with a percentage of 47.3% while females were a total of 117 out of the 222 respondents, with a percentage of 52.7%. From the same table, it shows that majority of the respondents are from the ages 18-23, with a percentage of 59.0%. From the ages 24-29, 44 respondents were represented from a total of 222 respondents. There were 27 respondents that are between the ages 30-35, with a percentage of 12.2%. From the ages 36-41, 14 respondents participated and they accounted for 6.3%. Respondents that are 40 years and above were 6 in number, with a percentage of 2.7%. The table above depicts that 2 of the respondents have not completed secondary school, with a percentage of 0.9%. 7 respondents are have completed secondary school only, accounting for 3.2%. Majority of the respondents are undergraduate students, with a percentage of 70.7%. 56 respondents have graduate degrees, with a percentage of 25.2%. Also, the table shows the representation of respondents based on their marital status. A number of 171 respondents are single and accounts for 77.0% of the total number of respondents (222). 46 respondents out of 222 respondents are married with a percentage of 20.7%. A number of 5 respondents are divorced, they account for 2.3% of the population.

4.2 TESTING OF RESEARCH HYPOTHESES

H1 The color of packaged products is significantly related to Nigerian consumers' behaviour.

H1	The color of packaged products is significantly related to Nigerian consumers' behaviour	Pearson Correlation= -.039 Sig (2 tailed)= .560 N= 222	**INVALID**

According to the table above, the Pearson correlation is -0.39, which is close to 0. This means there is a weak relationship between color of packaged products and Nigerian consumers' behaviour. Again, -.039 is a negative correlation. It connotes the value increase in one variable causes the decrease in value of the other variable. Also, the significance value (2 tailed) is .560 which is greater than 0.5. It indicates there is an insignificant correlation between the color of packaged products and Nigerian consumers' behaviour. This declares that hypotheses one which states that the color of packaged products is significantly related to Nigerian consumers' behaviour, invalid.

H2 The size of packaged products is significantly related to Nigerian consumers' behaviour

H2	The size of packaged products is significantly related to Nigerian consumers' behaviour	Pearson Correlation= -.314 Sig (2 tailed)= .000 N= 222	**VALID**

The table above, reveals the relationship between the size of packaged products and Nigerian consumers' behaviour is a mild one. The Pearson correlation result (-0.314) is also an inverse relationship whereby the increase in one variable causes the decrease in the other variable.

The significance value equals .000 which directly indicates that the two variables (product package size and consumer behaviour) are significantly related. This makes hypotheses two valid.

H3 The shape of packaged products is significantly related to Nigerian consumers' behaviour

H3	The shape of packaged products is significantly related to Nigerian consumers' behaviour	Pearson Correlation= -.329 Sig (2 tailed)= .000 N= 222	**VALID**

The results above show the Pearson correlation to be -.329. The negative sign automatically makes it an inverse relationship. It can also be classified as a mild relationship between the shape of packaged products and Nigerian consumers' behaviour. The sig (2tailed) is .000, making the relationship statistically significant between the shape of packaged products and Nigerian consumers' behaviour. The results above signifies that hypotheses three is valid. Hypotheses three states that the shapes of packaged products is significantly related to Nigerian consumers' behaviour.

H4 The labelling on packaged products is significantly related to Nigerian consumers' behaviour

H4	The labelling on packaged products is significantly related to Nigerian consumers' behaviour	Pearson Correlation= -.198 Sig (2 tailed)= .003 N= 222	**VALID**

Above, the Pearson correlation states -.198. It means it is both a negative relationship and also a weak relationship. This is because the value of -.198 is very far from the value 1. Because it is a negative relationship, the value change of one variable causes the value change of the other variable. The significance result reads .003, meaning the two variables (product packaging labelling and consumer behaviour) significantly related. Hypotheses four which states the labelling on packaged products is significantly related to Nigerian consumers' behaviour becomes valid.

H5 The images on packaged products is significantly related to Nigerian consumers' behaviour

H5	The images on packaged products are significantly related to Nigerian consumers' behaviour	Pearson Correlation= -.149 Sig (2tailed)= .027 N= 222	**VALID**

The table above, shows the Pearson correlation to be -.149. First of all, it is an inverse relationship. An increase in value of a variable would cause a decrease in value of the other variable. Also, it shows there is a weak relationship between the two variables. The significance figure (.027) is less than 0.5, making it a statistically significant correlation between the images on packaged products and Nigerian consumers' behaviour. It assures the validity of hypotheses five which states that the images on packaged products is significantly related to Nigerian consumers' behaviour.

CONCISE TABLE FOR HYPOTHESES TESTING

S. No	Hypotheses	Statistical Tools Applied (Software R studio)	Result

H1	The color of packaged products is significantly related to Nigerian consumers' behaviour	Pearson Correlation= -.039 Sig (2 tailed)= .560 N= 222	**INVALID**
H2	The size of packaged products is significantly related to Nigerian consumers' behaviour	Pearson Correlation= -.314 Sig (2 tailed)= .000 N= 222	**VALID**
H3	The shape on packaged products is significantly related to Nigerian consumers' behaviour	Pearson Correlation= -.329 Sig (2 tailed)= .000 N= 222	**VALID**
H4	The labelling of packaged products is significantly related to Nigerian consumers' behaviour	Pearson Correlation= -.198 Sig (2 tailed)= .003 N= 222	**VALID**
H5	The images on packaged products are significantly related to Nigerian consumers' behaviour	Pearson Correlation= -.149 Sig (2tailed)= .027 N= 222	**VALID**

4.3. DISCUSSION OF FINDINGS

With the help of answered questionnaires from the respondents in Adamawa state, the hypotheses and research questions were answered. In general Nigerian consumers give importance to product packaging to some extent. In most cases, the packaging of a product drives them to buy some certain products. From the results of the hypotheses testing, the color of packaged products is the least important attributes compared to the other attributes tested (size, shape, labelling and imagery) to consumers in Adamawa State.

According to the hypotheses testing results, hypothesis one turned out to be invalid because there is a weak relationship. This now states that the color of packaged products is not significantly related to Nigerian consumers' behaviour. This means that Nigerian consumers pay less attention to the color of product packaging when purchasing products. Hypothesis two is valid because a strong relationship exists between the size of packaged products and Nigerian consumers' behaviour as shown from the results of the correlation tool. This implies that prime importance is given to the size of the product packaging during the time of purchase by Nigerian consumers. Hypothesis three results shows that there is a weak relationship but also shows significance in the behaviour of Nigerian consumers. Indicates the shape of packaged products is paid attention to. Hypothesis four testing states that the labelling of packaged products is significantly related to Nigerian consumers' behaviour. It's found that it is valid as there's a weak relationship but a significance between the two variables. Lastly, hypothesis five states that the images on packaged products is significantly related to Nigerian consumers' behaviour. From the generated results, it reveals that there is a weak relationship between images on packaged products and Nigerian consumers' behaviour but there is a significance which makes the hypothesis valid.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1. CONCLUSION

Product packaging has many benefits attached to it that it does for a product. It only does not form as a way of advertisement but also protects the content of the package. In other words, product packaging is the technology of protecting products for storage, sale and use. It also refers designing the packaging of products.

In conclusion, using the analysis and findings discovered in this research study, product packaging is an aspect that must not be neglected by manufacturers and marketers. If neglected it may cause the firm to lose potential customers.

5.2 RECOMMENDATIONS

The following points are my recommendation to manufacturers and marketers. They include;

    i.   Marketers and manufacturers should endeavour to carry out research on the product packaging preferences of their target market. In other, to attract more consumers to their products and consequently increase profit.

    ii.   Marketers should study the product packaging features of successful substitutes in the market and use that to differentiate their products.

5.3 SUGGESTION FOR FURTHER RESEARH

The following topics should be considered for further research:

    i.   Effect of product packaging of food and beverages on the consumers' perception on food quality and safety

    ii.   Effect of product packaging on environmental conscious consumers

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