



**School of Economics, Administration & Computer Science**

**PRODUCT PACKAGING; AN ASSESSMENT OF ITS  
INFLUENCE ON CONSUMER BUYING BEHAVIOUR AND  
CONSUMER PERCEPTION**

**Of the Student**

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**2021**



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Submitted at the school of Economics, Administration & Computer  
Science in partial fulfilment of the requirements for obtaining the  
program's Degree (MBA)

*(January 2021)*

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CONSUMER PERCEPTION**

**Dissertation**

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## **ABSTRACT**

Having an in-depth knowledge of consumers' buying behaviour and their perception in relation to each packaging element has become critical to the success of a product in today's business environment which is highly competitive and rapidly evolving. Consumers are becoming more intentional and discerning, therefore marketers are saddled with the responsibility of gaining insights on the buying behaviour of consumers and the perception each packaging element generates in the mind of the consumer before making a buying decision.

The general objective of the study was to determine the influence of packaging elements on consumers' buying behaviour and perception in Nigeria. The specific objectives were to find out whether pack colour, size, shape, material and label design had an impact on consumers' behaviour and perception in Nigeria. Also, to determine which packaging element influences consumers' buying decisions more in Nigeria.

The study was aided by Kano's theory of attractive quality and the Theory of reasoned action. The study employed a descriptive and explanatory research design. A sample of 320 consumers in Lagos, Nigeria was selected using simple random sampling while data was acquired using a structured questionnaire. The selection was done based on judgmental sampling.

Data was analyzed using descriptive statistics in form of frequency, percentages, and cross-tabulation analysis. Also, inferential statistics in the form of one-sample hypothesis test. The data was presented in tables. The study found a statistically significant relationship between pack colour, size, shape, material, label design and consumer buying behaviour and perception. More importantly, the study also revealed that among all the elements, the pack material is the most important element of packaging consumers put into consideration when making a buying decision. The study concluded that the packaging elements aforementioned play a major role in making a product appealing to customers which in turn influences their buying behaviour. The study recommends that companies offering consumer goods are aware of the demographics of the people who buy their goods. This will aid in the development of new products (NPDs) that appeal to the appropriate target market. This can be achieved by making extensive research

precede every innovation project, and then integrate the input into developing the best packaging outlook. This helps to judiciously use the marketing spend to maximize profit

This research will help new and existing consumer goods producers build strategies and packaging for their products. Students and academics can profit from this study by using it as a starting point for research on consumer behaviour and packaging. They can also design studies to look deeper into each packaging element and its impact on consumer behaviour, explain the impact of packaging attributes on specific product categories or conduct a comparative study to see if different packaging attributes have different effects on different types of products.

### **CERTIFICATION**

Aiyelabola, Solomon Oluwagbemiga, a postgraduate student in the Department of Business Administration with registration number 1203102763, has satisfactorily completed the requirements for the research work for the Degree of Masters of Business Administration (MBA). The work contained in this thesis is original and has not to the best of my knowledge been submitted in part or full for any other degree to this or any other institution.

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Supervisor

Professor Andreas Masouras

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Date

## **DEDICATION**

This research is dedicated to God almighty, for grace and favour enjoyed during this write-up. I really would not have been able to put this work together but for His provision of knowledge and encouragement. To Him alone, I give all thanks.

## **ACKNOWLEDGEMENT**

I thank God almighty for granting me the strength, wisdom and resources to conclude this project.

I also want to thank my family and friends who have been a great pillar of support all through this academic journey. My Sincere appreciation also goes to my supervisor Professor Andreas Masouras who guided me with his wealth of experience and also motivated me to expend the kind of efforts I put into this project.

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## **OPERATIONAL DEFINITION OF ITEMS**

**Consumer:** This refers to a person who buys products and services for his or her personal consumption.

**Consumer goods:** This refers to any tangible commodity manufactured and then purchased to meet the buyer's current demands and needs.

**Consumer Buying Behaviour:** This refers to a person's attitudes, preferences, intentions, and decisions when purchasing a product or service in the marketplace.

**Consumer Perception:** This refers to customers' awareness, impressions, and judgments about your business, products, and brand.

**Packaging:** This refers to materials used to enclose or wrap commodities.

**Packaging Element:** This refers to the package's design features or attributes that emphasize the product's uniqueness or originality. This includes colour, shape, size, material and design.

**Decision-Making Process:** This is a continual cognitive process that occurs when deciding on a course of action from among the options available when making a final decision.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

In order to make a profit, marketing operations are aimed at increasing consumption. Understanding consumer behaviour can help you achieve this aim much more quickly. Many studies have found that impulsive purchases are the most common, and the packaging element has a crucial role in these situations.

According to marketing experts, in the terms of dynamic consumers, using solely conventional promotional tactics is insufficient (Wyrwa & Barska, 2017). As a result, marketing strategies are built around a thorough understanding of consumer behaviour. It's all about figuring out what they want and how they feel, then picking and constructing a marketing mix that employs control variables like packaging, pricing, and advertising to meet their demands (Chind & Sahachaisaeree, 2012). This knowledge also enables them to identify and segment target markets in order to devise marketing strategies that would best serve the target market.

In today's globe, the business environment has become increasingly competitive and dynamic in recent years. The marketing landscape has evolved into a fascinatingly complicated and competitive marketplace. The packaging of a product is something that all purchasers see and that has a good chance of engaging the majority of the target market. As a result, firms sometimes employ packaging as a promotional tactic. It encourages impulse purchases and lowers the product's marketing and advertising costs in today's marketing landscape. Aside from the reach advantages, some marketers believe that packaging is more influential than advertising in persuading consumers since it has a more direct impact on how people perceive and experience the product.

Consumer sociodemographic variables, product price and quality, type of packaging, labelling, and brands all influence purchase decisions (Aday & Ugur, 2014). The power of packaging design to capture and engage consumers' attention, on the other hand, is strongly related to a positive perception of the product (Schormanns & Robben, 1997). Attractive product packaging at the point of sale will assist customers in making quick judgments in the store (Silayoi &

Speece, 2004). As a result, knowing how consumers perceive and assess packaging throughout the purchase decision phase can help with design and communication strategies.

Personality, culture, income, lifestyle, motivators, attitudes, knowledge, feelings, family, beliefs, ethnicity, opinions, resources available, experiences, peer group, and other groups are all elements that impact and encourage consumer behaviour, according to Speiers, Gundala, and Singh (2014). Also, according to Levin and Milgrom (2004), consumer behaviour is a volatile concept that is difficult to measure and predict, and thus the responsibility for a product's success has fallen to marketers, who observe consumer behaviour in order to create an appealing product and then manipulate packaging attributes to turn the unpredictable concept of consumer behaviour into a predictable and economically measurable outcome. This is backed by the views of Kuvykaite (2009), who claims that packaging draws customers to certain products and influences consumer purchasing behaviour.

Consumer behaviour has been studied extensively in developed countries such as the United Kingdom (UK), Canada, and the United States of America (USA), as well as emerging countries such as India and Pakistan. The conclusions of these studies, however, are not applicable in developing countries like Nigeria.

According to the existing literature, no study has looked at the impact of packaging elements on consumer perception and buying behaviour in Nigeria. Nigerian consumers, like those in other developing and rising economies, have higher expectations as their purchasing power grows and their prospects improve. Marketers, who research the buying habits and patterns of Nigerian consumers, as well as how packaging affects brand perception, will be able to secure long-term customers. Therefore, this study aims to examine the influence of packaging attributes on the consumer buying behaviour and perception.

## **1.2 Problem Statement**

Lundberg and Fredman (2012) posit that packaging is a good marketing strategy for businesses since it can be utilized as a significant competitive advantage tool to draw attention, showcase a product, and produce sales. According to Azeem (2015), packaging elements influence consumer attraction to a brand, promote its image, and change consumer perceptions of a product.

Furthermore, the study found that there is a stronger link between packaging and purchasing behaviour.

However, none of these researches has come to a consensus regarding the impact of packaging attributes on the consumer buying behaviour and perception. Consumer behaviour is not static, according to Kotler and Armstrong (2001), and a variety of factors influence purchasing decisions, including psychological, cultural, personal, and social influences. Because the way culture influences consumer behaviour varies by country, marketers must be cautious while analysing the cultures of diverse groups, regions, and countries (Christ, 2009).

Although surveys have been undertaken to investigate the relationship between packaging elements and consumer behaviour, few of the studies have focused on the African customer, therefore the research conclusions cannot be applied to the Nigerian market. More so, African producers undervalue the need for adequate packaging, which is frequently limited to a transport role. There is no study that has looked at the impact of consumer products packaging features on consumer behaviour and perception in Nigeria, according to the current literature.

Failure to explore these concerns will result in a lack of understanding of how packaging qualities influence customer purchasing behaviour for packaged foods. Local marketers will have difficulties as a result of their lack of focus on package qualities and designs for their products, resulting in improper packaging designs. Local marketers will face stiff competition from international organizations as a result of increased competition from global organizations and the phenomenal growth of the global village, as they will lack packaging innovation of products and understanding of consumer behaviour to gain and sustain a competitive edge in order to survive in the business environment.

As a result, the purpose of this study was to investigate the influence of product packaging features on consumer behaviour and perception of packaged goods in Nigeria.

### **1.3 Objectives of the Study**

#### **1.3.1 General Objectives**

The general objective of the study was to determine the influence of a product packaging elements on consumers' buying behaviour and perception in Nigeria.

### **1.3.2 Specific Objectives**

The study was guided by the following specific objectives:

- i. To analyze the influence of product packaging on consumer buying behaviour in Nigeria.
- ii. To find out the impact of packaging elements on the consumer perception in Nigeria.
- iii. To determine which elements of packaging are key to influencing the consumer buying decision in Nigeria.

### **1.4 Research Questions and Hypothesis**

The study was guided by the following research questions:

- i. How do elements of packaging (Colour, size, label, design, etc.) influence consumer buying behaviour?
- ii. How does packaging elements have an effect on consumer perception?
- iii. Which elements of packaging are more important for consumers when making their buying decision?

The study will also try to answer the following hypothesis

**H1:** Pack colour has a positive influence on consumer behaviour and perception

**H2:** Pack shape has a positive influence on consumer behaviour and perception

**H3:** Pack size has a positive influence on consumer behaviour and perception

**H4:** Pack material has a positive influence on consumer behaviour and perception

**H5:** Label design has a positive influence on consumer behaviour and perception

### **1.5 Significance of the Study**

In the Modern day environment, there are large numbers of companies that have identical product offerings in the market, consumers are faced with a variety of options during a single visit to the market. In such a competitive environment, packaging becomes an effective tool to capture the consumer's purchase intention (Ranjbarian, 2009).

So many companies are not leveraging on the proficiency of using attractive packaging elements as a marketing tool, therefore making other companies have an increased market share compared to theirs. A cursory look at the performance of existing competitors compared to new entrants in

the consumer packaged goods industry has shown that packaging is indeed an essential brand marketing strategy and it plays a vital role in influencing consumers' buying decisions and also how they perceive the product.

This study, therefore, identifies if the packaging is effective in influencing the consumer buying behaviour and perception.

In particular, this study sought to find out the impact of packaging elements on the consumer buying behaviour. Results collected may be useful for consumer insights specialists in the FMCG industry when designing a brand marketing strategy. Effective packaging would increase the profitability of brands and could also make consumers develop loyalty towards a brand.

Furthermore, results will stimulate researchers in the area of brand marketing and consumer experience. Outcomes of this study can be added to the existing knowledge base of marketing and used to deploy packaging as a brand marketing tool in the consumer goods industry.

### **1.6 Scope of the Study**

The impact of packaging components on consumer purchasing behaviour and perceptions in Nigeria was investigated in this study. The study's target demographic was 320 Lagos-based customers. The survey was performed in September of 2021, and it was based on consumers' opinions of the existing packaging of consumer goods accessible in the Nigerian market at the time.

The study chose sample locations based on their accessibility and population using judgemental sampling. In order to pick the sample, simple random sampling was utilized. This was done to make sure that everyone had an equal chance of being chosen. The research was conducted using a descriptive and explanatory research approach. The research was based on primary data gathered through the use of structured questionnaires.

### **1.7 Limitations of the study**

There is no such thing as an unrestricted study. As a result, the study's constraint was obtaining respondents to complete the questionnaire during the time it was done. This limitation was mitigated by enlightening them briefly on why consumer insights are crucial in order for brands to develop specially tailored products and give consumers a fantastic brand experience.

Also, another limitation is that the study was narrowed to Lagos, Nigeria due to limited time and resources availability. Only 300 respondents participated in the survey limiting the capacity to extrapolate the findings to a larger audience.

### **1.8 Organization of the study**

There are five chapters in this research. The first chapter discusses the study's background, problem statement, research objectives, hypotheses, the significance of the investigation, the scope of the study, and limits encountered during the research. The second chapter focuses on the literature review, which includes a theoretical and empirical review as well as the conceptual framework. The theoretical review focuses on consumer behaviour theories, specifically the theory of Reasoned Action (TRA) and Kano's theory of Attractive Quality. The third chapter focuses on the research methodology used to attain the research aim and objectives. The research findings and discussion are presented in Chapter 4. The response rate, demographic data, descriptive statistics, and inferential statistics are all discussed in this chapter. The findings are also interpreted and discussed in this chapter. The fifth chapter summarizes the previous chapters and draws conclusions based on the findings. It also includes recommendations based on the study's findings. The importance of the continued study is also emphasized.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter provides an overview of the information gathered from other research works in the context of packaging, consumer behaviour and consumer perception. This literature particularly covers the empirical literature, conceptual framework, theories, and research gap

#### **2.2 PACKAGING ELEMENTS IN RELATION TO CONSUMER BEHAVIOUR AND PERCEPTION**

##### **2.2.1 PACK COLOUR**

Colour can be associated with human perception and has fascinated many researchers to investigate its impact and cognition on behaviour (Mehta & Zhu, 2009). A contemporary study places preference of colour by consumers very close to 85%, which indicates the essential role colour plays in consumer choice. It relays more than just a message about a product; it delivers the desired features that are distinctive to a brand. So, the colour becomes the means by which a brand voices its appeal (Doyle, 2006) (Hill, 2011).

Research carried out on colour psychology has established that colour is a vital phenomenon of visual fluency because 62-90% of the consumer's product assessment is based on only colour (Moir, 2011). Several colours have also been attributed to the quality and price perception, Blue and black are regarded as valuable, reliable, and costly while orange, yellow and brown have been attributed to reduced quality and cheapness. Therefore, a product that intends to have the perception of "high quality" with mostly orange and brown colours would not be able to achieve visual fluency and fail to generate a positive response with consumers.

Colours also differentiate a brand whereby a brand can be strongly linked with a particular colour even to the extent of claiming ownership of that colour and competitors would not be able

to have possession of that colour (Keller, 2009). Hence, the colour remains an important visual element of packaging and the interpretation and information it represents should constantly be conveyed through marketing campaigns.

The deliberate use of colours will not only differentiate a product from its competitor offerings, but it can also have an influence on their moods and emotions, which in turn helps to extend or decrease their inclination towards a colour, enhance their mood, calm customers, and lessen their time of awakening, among other things (Singh, 2006). Graphics and colour are very important components of packaging because they build in the mind of the customer (Grossman & Wisenblit, 1999).

Ares, Deliza, Besio, and Gimenez (2010) investigated the impact of several packaging traits on a consumer's propensity to buy chocolate milk desserts and determined whether the characteristics' impact was influenced by the level of interaction the consumer had with the product. In Uruguay, 60 people took part in the research. The findings revealed that the level of consumer participation with the product had an impact on the buyer's interest and reaction to the product (Ares et al., 2010). Regardless of the level of consumer participation with the goods, the package colour and image on the product were the most important qualities.

Colour is a vital component of packaging because consumers expect specific colours for particular products (Keller, 2009). Different colours communicate different meanings to consumers. Perceptions of colours vary across cultures and most religions are said to have colours that they consider sacred (Singh, 2006).

### **2.2.2 PACK SIZE**

The size of a product depends on a target market and the attributes of the product (Smith, 2004).

Large pack sizes give a perception of higher quality and influence consumers to buy impulse (Keller, 2009). Big and taller brands get the attention of consumers when placed with competing brands, when a consumer is faced with brands of different choices, they will probably decide to purchase products that are taller than the other (Hoyer and MacInnis, 2010).

The discovery is supported by an investigation conducted by Agatiya, (2010) on the size attributes of packaging that showed that using different size dimensions for packaging can expand a product into new markets.

An examination carried out by Rundh, (2013) on the relationship between packaging and its influence on marketing indicated that changes in household sizes lead to changes in the size of product purchased. The study took place in Sweden and there was a limitation due to the use of only four case studies and it combined both qualitative and quantitative data. The findings however were buttressed by Silayoi (2004) and it was conducted in Thailand through the use of a focus group. The information gotten showed that consumers perceive that small pack sizes for small families while large pack sizes are seen as a waste of product for the small families.

Another study carried out by Ahmadi, (2013) probed the effect visual packaging components have on consumer behaviour in Iran and it showed that the urge to buy a product rises if the product is in a small pack and the product shelf life is short. The findings also suggested that small households purchase products in small packs (Rundh, 2005).

### **2.2.3 PACK SHAPE**

The size, shape and elongation of a package affect customer judgements and decisions, however, it is stated that it does not always happen in easily noticeable ways (Silayoi and Speece, 2004).

The shape of a product is strongly associated with the brand's differentiation. This is because the package design has the likelihood of influencing a consumer's purchase decision (Sherwood, 1999). Moreover, little alterations in the shape of a product can have an effect on the sales and profitability of the product (Prince, 1994). Shapes and colours have meanings and are used to communicate product quality to customers (Gon & Calves, 2008; Chind & Sahachaisaeree, 2012).

In a qualitative study conducted by Silayoi and Speece (2004) on consumer preferences for food packaging in Bangkok, Thailand, it was discovered that products with a straight shape had a higher utility than curved shaped products, and the same was found for classic designed packages versus colourful designs. Consumers were more attracted to a packaging that was familiar and reliable than to a package that was thrilling, according to the findings. The majority of consumers believe that the packaging shape is related to the product's ease of carrying and use, according to the study.

When it comes to the quality aspect of a brand its shape and design have a great influence on it. It has to do with how the product appears on the shelf of a retail store and also in the consumer's home. At the subconscious level, the basic function of a package that is evaluated by a consumer is its ability to retain and protect the product through its life cycle (Deliya and Parmar, 2012 et al). Research has shown that round shapes can be linked with properties that express approachability, friendliness and harmony, and angular shapes can be linked with features that exhibit rigidity and energy.

Among the several visual elements that are easily noticeable by a consumer is the shape of a package. It is not just essential to the consumer, but it is equally critical as it crosses the supply

chain when the need for efficient distribution arises. The reseller has to feel that the space in which the product is occupying is little as possible and simultaneously getting attractions (Kotler & Armstrong, 2010).

If a consumer senses the creativity put into the design of a product pack is exceptional, then it influences how they perceive the product. If the shape and design look luxurious, then the value placed on the brand is worth it. Therefore, in addition to the superior quality, the design of a package that is artistically revealed has a positive effect on consumer purchase (Holmes & Paswan, 2012).

#### **2.2.4 PACKAGING MATERIAL**

The material used in packaging a product is a very important visual element that minimizes damage or loss of the product. There are higher chances that high-quality material would attract a more consumer base than low-quality material. The packaging material whether it is plastic, metal, glass, paper, ceramic, wood, or bamboo combined with other materials show a material texture quality effect that is different (Adam & Kamran, 2014). Expressly using assorted materials and combining them properly can give customers a unique, cold, or luxurious feeling.

Adam and Kamran (2014) difference of opinion gives an explanation why Shah, Ahmed, and Ahmad, (2013) contend that high-quality material has the potential to attract a consumer much more than a low-quality material will do. The consumer perceives some disadvantages in his mind about a cardboard packaging material that the pack type does not retain the freshness of the product and also the product is not visible.

Materials represent the perceived quality of the product, which implies that the consumer perception about a material can be interpreted to the product's perceived quality (Smith and Taylor, 2004).

### **2.2.5 LABEL DESIGN**

A design that is good meets the modern specification of consumers and results in more satisfaction (Iran Manesh, 2008).

The drawing power of the design elements of a package may be influenced by the lateral position on the product pack (Rettie & Brewer, 2000). Wells, Farley and Armstrong (2007), in their research "Packaging Design for Own-Label Food Brands" examined the association between product packaging and perception of quality. The study was carried out in the United Kingdom using observation as the technique for the research and it revealed that 43% of consumers use packet photography as an authentication of the quality of a product.

Another research was carried out by Mizutani, Okamoto, Yamguchi, Kusakabe, Dand and Yamanaka (2010) with ninety-two respondents who are students using the experimental research technique. The outcome indicated that juice packages with images had the ability to influence the consumer's purchase decision. Refreshing images translated to positivity in regard to the taste and freshness of the juice even though some of the images were unrelated to the juice presented. Juices with congruent images were also assessed as having a better flavour than juices with non-congruent visuals, according to the study. The results were an experimental proof that attractive images are effective in displaying a congruent and pleasant image of the product, resulting in a positive perception of the product by the consumer (Mizutani et al, 2010).

The study's shortcomings are that it only looked at one feature and there was no comparison with other packaging attributes to see which attributes had the greatest impact on consumer behaviour. Because the research was conducted in Japan, the conclusions are not applicable in the Nigerian context.

## **2.3 THEORETICAL BACKGROUND**

### **2.3.1 Theory of Reasoned Action**

The TRA is a general theory of human behaviour that looks at how beliefs, attitudes, intentions, and behaviours are linked (Ajzen & Fishbein, 1980). Fishbein and Ajzen's 1975 theoretical framework attempted to comprehend, explain, forecast, and influence human purchasing behaviour in situations where one's attitude toward behaviour can lead to an intention to act. If the outcome appears to be in the individual's best interests, he or she may decide to engage in or participate in the behaviour.

The TRA can help you figure out what factors influence customer purchasing decisions. The hypothesis is utilized in marketing and social psychology literature to explain why people act the way they do (Ajzen, 1991). The TRA model was used by Towler and Shepherd (1992) to predict the consumption of high-fat foods. As explained by Towler and Shepherd (1992), attitudes (as depicted in the model) are important predictors and indications of future eating behaviours for various foods. Towler and Shepherd (1992) further stated that TRA explains behaviour as being rationally designed to engage in an act i.e., the intention to behave in a certain way. The first component is the person's attitude or perception of the behaviour, i.e., whether the behaviour is perceived as bad or good, and the second component is the subjective norm, which is if the person feels social pressure from important individuals that influences the behaviour's performance. According to the findings of the study, utilizing TRA standard components, there

was a good prediction in chip eating frequency, and attitude was found to be more important than the subjective norm in predicting behaviour.

When Shappard, Hartwick, and Warshaw (1988) say that TRA is a powerful model for predicting consumer purchasing behaviour, they mean it when they say that the model seems to accurately anticipate customer intents and behaviours. Positive product evaluation stimulates people's intentions to behave in a certain way (Hassandoust & Perumal, 2010); or, to put it another way, if a buyer likes the product's packaging; they are more likely to buy it.

The consumer's attitude toward a product has been shown to be an important determinant in evaluating the product's innovation. This study will look at how product attributes affect the consumer's purchasing behaviour. It is critical that we understand the relationship between the consumer's purchasing behaviour and their attitude. Attitude and behaviour are relevant and comparable components of the TRA paradigm. The model also serves as a useful foundation for analyzing consumer attitudes about various aspects of product packaging. This theory is thus pertinent to this study since it studies customer perceptions toward packaging features and analyses their impact on consumer purchasing behaviour.

### **2.3.2 Kano's Theory of Attractive Quality**

Professor Nariaki Kano, Nobuhiku Seraku, Fumio Takahashi, and Shinichi Tsuji developed the notion of attractive quality in 1984, based on Herzberg's Motivator–Hygiene theory in behavioural science (Kano, Seraku, Takahashi and Tsuji, 1984). This theory explains how customers evaluate products in various ways. It is essentially a product development theory.

According to the hypothesis, perceived quality attributes fluctuate over time, i.e., an attribute might go from being satisfier to being dissatisfier. The Theory of Attractive Quality explains

how the degree of sufficiency and customer satisfaction are related, and how this relationship can be divided into five categories: perceived quality, must-be quality, attractive quality, one-dimensional quality, indifferent quality, and reverse quality. The theory of attractive package quality aids in the understanding of the role of packaging qualities in the formation of attractive quality.

Abbas Dadras (2015) used Kano's attractive quality theory to determine the effect typography and label information used in packaging design has on consumers. He found that as demographics change, organizations should have updated information on consumer preferences in order to provide the right product packaging that satisfies the customer. Female consumers preferred the design with cooking instructions and weight information on the package label of rice, but they did not prefer the manufacturer information on the package, according to the findings. The study was conducted in three shopping centres in Tehran, with 600 random customers being interviewed. Male customers appreciated the rice packaging design that included nutritional information (Dadras, 2015). Consumers with varying levels of education, income, marital status, and family size had varying preferences for information on packaging, according to the survey. To summarize, product labels and typography are sources of information that may be created to draw customers' attention and convey messages that encourage consumption and satisfaction (Dadras, 2015). This theory was pertinent to this study because the goal was to see if the packaging attributes boosted or diminished the product's attractiveness, resulting in consumption, satisfaction, or dissatisfaction. Kano's attractive quality theory in the context of packaging can help to expand our understanding of the role of packaging in the formation of attractive quality.

## **Must-be-quality**

When the Kano model's must-have quality features are met, customers are pleased; conversely, when these features are missing, customers are dissatisfied (Kano, 1984). Consumers are not content when there are leaks in a fruit juice package, but they are not extremely satisfied if the package does not leak. These are the expectations that the client has that are often taken for granted. Consider these activities to be evident expectations that your clients have in mind. Satisfaction is low when execution is poor, and satisfaction is neutral when execution is perfect. This expectation is likely to be met by every single one of your competitors. Government legislation, industry standards, company experience, and customer complaints are common places to look for these expectations.

## **One-dimensional quality**

When one-dimensional quality qualities are present, they produce satisfaction, but when they are absent, they produce unhappiness (Kano, 1984). A common example is a juice new box that is seen to carry 5% more juice and is offered at the same price, but in reality, if it only carries 2% more juice, buyers are likely to feel deceived, resulting in discontent.

Customers usually keep these requirements in mind while making a purchase decision. These are the most evident Kano requirements, and they are simpler to obtain because customers readily disclose them (Verduyn, 2014). Satisfaction is high when the job is done well, but it is low when the job is done poorly. Because of its linear nature, Kano refers to this as "one-dimensional." The better the execution, the higher the client happiness.

### **Attractive quality**

When the attractive quality's features are completely realized, they provide satisfaction, but they do not cause unhappiness when they are absent (Kano, 1984). The majority of these characteristics are unexpected. These are widely regarded as the most important of all the categories. They are the requirements that clients are unaware of, but which often come as a pleasant surprise, delighting them and keeping them on the edge of their seats (Verduyn, 2014). These are known as the unique innovations that businesses incorporate into their products. They produce excitement when present, but not disappointment when absent because the customer does not expect them.

Consumer perceptions of active and intelligent packaging differ by country. Active packaging materials are widely accepted in the United States, Australia, and Japan, but not so much in Europe (Brennan and Crandison 2011). Some intelligent packaging materials, on the other hand, are more common in European countries. The reasons for these disparities in attitudes are unclear, although cultural differences and a lack of understanding of the features and benefits may play a role.

### **Indifferent quality**

The characteristics of indifferent quality are not considered good or poor, and will not cause satisfaction or unhappiness (Kano, 1984). They don't make a difference, as the term implies. Customers will not be satisfied or dissatisfied by the amount of wax coats applied to a juice package box, for example.

Customers are unconcerned about these requirements, whether they are present or not, because their needs are neutral in both situations (Verduyn, 2014). The most advanced function supplied in a handset, for example, is something that many users do not even want to use.

### **Reverse Quality**

Reverse quality, also known as contradictory or absolutely opposite in certain publications are product qualities that cause buyers to react in opposing ways (Ducar et al., 2006, Ullah & Tamaki, 2011).

The reverse quality traits are seen as achieving a greater level, which could lead to customer unhappiness due to consumer preference variances (Kano, 1984). Some items, for example, may contain an excessive number of supplementary features, which may not cause dissatisfaction among buyers who are not feature aware. Some customers appreciate high-tech items, while others prefer the basic model of a product and will be dissatisfied if it has too many extra functions. Customers' tastes can be unpredictable in some circumstances, independent of the criteria categories created by Kano. What some customers consider to be an exciting quality, others consider being a basic quality, while a third group considers it to be a performance quality (Verduyn 2014). These distinctions are related to customer segmentation.

### **2.4 Summary of Research Gap**

Various studies have looked into the impact of packaging qualities on consumer purchasing behaviour and perception based on empirical evidence. Each study focused on a specific component that is relevant to this study, yet certain gaps have been observed. The gaps differ by target population, geography, qualities, and product, and this study aims to fill those gaps.

The studies under examination, their conclusions, and the gaps revealed, and how this study filled the gaps are summarized in Table 2.1 below

**Table 2.1 Research Gaps**

| Author                                 | Study Focus                                                                                                                                    | Findings                                                                                                                                                           | Research Gap                                                                                                                                | The focus of the current study                                                                                                                                  |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ares, Deliza, Besio and Gimenez (2010) | The existing association between engagement and propensity to buy functional milk desserts: The influence on attitude toward packaging aspects | The consumer's level of involvement with the product influenced both the consumer's interest in the product and their reaction to the package qualities variables. | This study focused on the extent of consumer involvement more than the packaging qualities. The research was also limited to milk desserts. | The study focused more on packaging elements and examined the various elements separately resulting in a more comprehensive examination of packaging attributes |
| Chind and Sahachaisaeree(2012)         | Purchasers perception of formal design of packaging                                                                                            | Various graphical features do affect consumer perception at medium level                                                                                           | The study only investigated one element of packaging-packaging design in relation to consumer perception.                                   | This study investigates the effects of several elements of packaging on the consumer buying behaviour and perception.                                           |
| Holmes and Paswan (2012)               | Consumer reaction to new package design                                                                                                        | The sort of packaging experience a customer experience has a big impact on their perception of the package and the quality of the product within.                  | The study only investigated the influence of a new package design on consumers' attitudes and perceptions.                                  | This study focused on both the influence of already existing package designs on consumer behaviour.                                                             |
| Mizutani et al. (2010)                 | Package image modulates flavour perception for                                                                                                 | The perception of the product is positively influenced by a                                                                                                        | The sole attribute that was studied in relation to                                                                                          | This study looked at both the visual and verbal aspects of packaging. Consumer                                                                                  |

|                                |                                                                            |                                                                                                                                                                  |                                                                                 |                                                                                                                              |
|--------------------------------|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
|                                | Orange Juice.                                                              | pleasing and congruent package appearance.                                                                                                                       | quality perception in this study was package image.                             | purchasing behaviour was linked to the qualities.                                                                            |
| Niraj and Sanjeev(2019)        | Consumers perception about the influence of packaging on purchase decision | Majority of young Consumers attach importance to packaging attributes and the key packaging attributes to consumers are those related to safety and convenience. | The study focused on the importance of packaging attributes to young consumers. | This study focused on both the importance of packaging attributes to the consumer and their influence on consumer behaviour. |
| Sidrah, Marium and Nawaz(2018) | Impact of product packaging o consumer purchase intentions                 | The packaging colour and font style has a statistically significant effect on consumer purchase intentions                                                       | The study only examined four brands of products in Pakistan.                    | This study examined several consumer goods in a central business district in Nigeria.                                        |
| Wells et al.(2007)             | Packaging Design for Own-Label food brands                                 | The graphic/image on the package is an indicator of product quality.                                                                                             | Only own-label food brands were investigated.                                   | It focuses on both own-label and brand-label products.                                                                       |

## 2.5 Conceptual Framework

A conceptual framework gives the written or visual representation between a study's dependent and independent variables. It is a way to organize ideas for research purposes (Shields, 2013).

Packaging is regarded as a "silent salesman", as it makes us aware of the qualities and advantage that is going to be obtained if a particular product is consumed (Vidales Giovannetti, 1995).

Hence all the elements of packaging which includes texts, structure, colours, people, celebrities and images have to be integrated to supply the consumer with visual sales negotiation when

making a purchase and using the product (McNeal and Ji,2003). Figure 2.1 below shows the relationship between the packaging elements and consumer buying behaviour.



Figure 2.1 Conceptual Framework

Packaging qualities, which are made up of five variables: colour, size, shape, design, and package material, are the independent variables in this study. Consumer purchasing behaviour and perception are the dependent variables. The goal of the study was to figure out how each of the six packaging qualities related to the dependent variable. Each attribute was looked at to determine how it communicated to the customer about the goods, either hurting or enhancing their choice to buy.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

The approach utilized to conduct the research is described in this chapter. It contains information about the research design, the target population, sample size, sampling procedure, and data collection techniques.

#### **3.2 Study Design**

The researcher will employ the structured questionnaire method of data gathering. A questionnaire is an instrument used for research that contains a series of questions with the only purpose of gathering information from respondents. The essence of a questionnaire is that it can be a reliable means of measuring the attitudes, preferences, and intentions of a relatively large population quickly than other research methods. Also, in previous consumer behaviour related studies, the questionnaire design was employed.

#### **3.3 Population of Study**

The population is referred to as any group or set of individuals that share a similar set of traits (Onabajo, 2010). The population also can be defined as “persons or things that fall under the umbrella of the subject or which will be examined to deal the research problem or the research objective” (Ohaja, 2003).

The target population of this study comprises of consumers who reside in Lagos, Nigeria which is considered to be a central business district with very high presence of retail stores. The location also consists of individuals from different regions of Nigeria who purchase consumer goods daily and can share valid opinions that would be useful for this research. The target population consisted of 320 male and female consumers across all age groups with the minimum age being eighteen years. The target demographic was diverse in terms of social class, cultural

origins, age, income levels, marital status, and religion, among other characteristics, and so was representative of Lagos overall population.

### **3.4 Sample Size and Sampling Technique**

The sampling procedure is the method of gathering objects, people, or locations to research. The procedure entails selecting things and individuals from the research population in order to ensure that the sample is representative of the overall population's characteristics. As a result, a sample is a finite portion of the entire population whose properties are investigated in order to obtain knowledge about the entire population (Orodho and Kombo, 2002).

Judgmental sampling was employed to choose the sampling location (Lagos). Due to a lack of time and resources, this sample strategy was used to allow for more consumer variety and access in various neighbourhoods of Lagos, Nigeria. Judgmental sampling, also known as Purposive sampling or Authoritative sampling, is a non-probability sampling approach in which the researcher selects sample units based on his prior knowledge or professional judgment.

Purposive sampling is used by researchers to identify cases that are unique to a population of interest, according to Keyton (2015). For this study, Lagos was selected due to its centralized nature and accessibility. Lagos is one of the highly populated states in Nigeria and is also the central business district in Nigeria.

As a result, there was a good probability of selecting a diverse sample, and the data acquired could be applied to the entire population. The region also draws a diverse range of customers from various walks of life.

The selection of a sample for this study was done using simple random sampling. This sampling approach refers to the practice of selecting elements for the sample at random. Every shopper at

the designated location had an equal chance of being picked as part of the sample using this procedure. The level of prejudice was lowered using this strategy. It also made the choosing process easier.

### **3.5 Data Sources and Collection**

The research depended on primary data. This is data that has been gathered in the field. The primary data was collected using structured questionnaires. A questionnaire is a set of written questions to which respondents must respond and record their responses (Kumar, 1996). A questionnaire is used to collect data that is accurate, valid, and reliable, as well as to obtain information that is relevant to the study's goals (Cooper and Schindler, 1998). The advantage of employing a questionnaire over other data collection methods, according to Brink and Woods (1998), is that it saves time compared to personal interviews because the participants enter their responses on the questionnaire. It is also less expensive, conventional, and unaffected by the mood of the researchers/interviewers. Finally, it gives respondents greater confidence in expressing themselves without fear of being identified (Brink and Woods, 1998).

The questionnaire had 21 questions in total, divided into three parts. The first section collected demographic information such as the respondents' gender, age, and occupation type. The second segment concentrated on consumer buying behaviour. In addition to these questions, respondents were asked to rate numerous statements regarding their perceptions toward product attributes on a Likert five-point scale ranging from 1 to 5, with 1 indicating strong disagreement and 5 indicating strong agreement. Finally, respondents were asked to identify which element of packaging is most important to them when making a buying decision. Because it efficiently measures the respondent's attitude toward the used attribute, the Likert scale is perfect for this study.

### **3.6 Validity and Reliability of Research Instrument**

#### **3.6.1 Pilot Study**

A pilot study is a scaled-down version of a larger study, or it could be described as a trial run as the researcher prepares to conduct the larger study (Polit, Beck and Hungler, 2001). It's also utilized to run pre-tests on research instruments including interview schedules and questionnaires (Teijlingen & Hundley, 2001). A pilot research was conducted for this project to pre-test the data collection technology, the questionnaire, as well as the methods and techniques.

According to Connelly (2008), the ideal pilot study sample should be 10% of the large-scale study's estimated sample. Hill (1998) recommended 10 to 30 respondents for a pilot survey study. A pilot test was conducted on 20 shoppers in Lagos, Nigeria for this investigation. The study was designed to identify any flaws in the measurement procedures, as well as time limits and instructions. It was also used to identify any ambiguous or unclear items in the questionnaire, as well as determine whether the proposed instruments and items are complicated or appropriate for the research. The validity and reliability of the study instrument were also pre-tested using the pilot test. The full study used the identical questionnaire as was used in the pilot study. The data acquired in the pilot project, however, was not analysed or included in the main study. Before the major investigation, required alterations were made based on the results of the pilot test.

#### **3.6.2 Validity**

According to Keyton (2015), for a measurement to be valid, the results must match the meaning of the subject being measured, and for it to be reliable, it must be repeatable. Validity refers to how well the information gathered is relevant to the investigation (Ghauri and Gronhaug, 2005). The construct and face validity were the focus of this research. Content validity can be defined as

the ability to come up with questions that are a representation of the topic under study and making sure that related subjects are also part of the study (Mora, 2011). In general, content validity is the process of evaluating a new survey instrument to verify that it contains all of the necessary items while excluding those that are unimportant to a certain construct area (Lewis et al., 1995, Boudreau et al., 2001). The content validity of the data collection instrument was assessed by the study's academic supervisor.

MacKenzie (2003) defines Construct Validity as the degree to which an instrument measures the concept or theory that it is designed to measure. Construct validity was proven in this study by using theoretical and conceptual reviews in the questionnaire development, which means that the survey questions were carefully reviewed and chosen in relation to the ideas provided. The extent to which a test is subjectively regarded as covering the topic it is supposed to measure is referred to as Face Validity. It relates to a test's perceived transparency or relevance to test takers (Holden and Ronald, 2010, Gravetter et al 2012). Face validity was also assured for this study through a review of the questionnaire by the study's academic supervisor.

### **3.6.3 Reliability**

Reliability is the degree to which a research instrument produces consistent data and results after repeated trials (Mugenda and Mugenda, 1999). Testing for reliability is important as it refers to the consistency across the parts of a measuring instrument (Huck, 2007). When the items on a scale "hang together" and measure the same construct, it is considered to have high internal consistency reliability (Huck, 2007, Robinson, 2009). When a research instrument gives consistent results under the same settings, it minimizes the likelihood that the findings are attributable to chance or measurement error (Marczyk, 2005). The internal consistency approach using Cronbach's alpha was employed in this research. When using Likert scales, it is regarded as

the most accepted measure of dependability (Whitley, 2002, Robinson, 2009). This method assesses internal consistency by comparing the variance for all individual item scores to the correlation between the score for each item and the total score for each observation (Tavakol & Dennick, 2011). Cronbach's alpha was calculated using the Statistical Package for Social Science (SPSS). Nunnally (1978) suggests a minimum of 0.7, but Cronbach alpha values are dependent on the scale's item numbers. Because there were five items on the scale in this study, a minimum level of 0.7 (internal consistency) was required. The Cronbach Alpha results for the resulting instrument are presented in Table 3.1 below.

***Table 3.1 Reliability Analysis***

| Scale         | Cronbach Alpha | Number of Items |
|---------------|----------------|-----------------|
| Pack Colour   | .842           | 4               |
| Pack Size     | .891           | 4               |
| Pack Shape    | .916           | 3               |
| Pack Material | .898           | 3               |
| Label Design  | .864           | 4               |

The findings showed that pack shape was the most reliable as shown with an alpha of 0.916, followed by pack material with an alpha of 0.898, which was followed by pack size with an alpha of 0.891, label design had an alpha of 0.864, and finally, pack colour had an alpha of 0.841.

All the variables were above the threshold, implying that they had a high level of internal consistency.

### **3.7 Data Collection Procedure**

Prior to collecting the data, permission from the supervising professor at Neapolis University Pafos was sought. The questionnaire was disseminated to consumers in Lagos, Nigeria, after receiving authorization. The questionnaires were administered and collected via electronic means.

## **CHAPTER FOUR**

### **DATA ANALYSIS AND RESULTS DISCUSSION**

#### **4.1 Introduction**

This chapter presents the data findings, interpretation and discussions focused on addressing the objective of the study which was to determine the influence of packaging elements on consumers' buying behaviour and perception of consumer foods in Nigeria. The study's findings were discussed using descriptive and inferential statistics.

#### **4.2 Response Rate**

The study had a target sample size of 320 respondents, with 300 filling out and returning surveys, resulting in a 93.7 percent response rate. This response rate was sufficient for the study's conclusions to be drawn. A response rate of 50 percent is appropriate for analysis and reporting, according to Mugenda & Mugenda (1999); a rate of 60 percent is good, and a rate of 70 percent or more is exceptional. According to the claim, the response rate was excellent and reflective of the population.

#### **4.3 Respondent Demographics**

The demographic factors analysed included gender, age, occupational level, and educational profile of consumers in Nigeria.

##### **4.3.1 Gender and Age of Respondents**

The research sought to establish the gender and age of the respondents. Table 4.1 summarizes the results

**Table 4. 1- Respondents Gender**

| <b>Gender</b> |        |           |         |
|---------------|--------|-----------|---------|
|               |        | Frequency | Percent |
| Gender        | Male   | 144       | 48.0    |
|               | Female | 156       | 52.0    |
| Total         |        | 300       | 100     |

**Source: Survey (2021)**

According to Table 4.1, the study had a sample size of N of 300 participants, with male respondents accounting for 48% of the total and female respondents accounting for 52% of the total, indicating that the respondent distribution was nearly equal. However, the majority of the respondents were female. This means that, in comparison to men, women shop more.

This may be due to the traditional perception that women are the primary carers and domestic caretakers for their families, making food buying a household task. This demonstrates that while developing packaged food strategy, marketers should consider the preferences of female shoppers.

**Table 4.2 – Respondents Age**

| <b>Age</b> |              |           |         |
|------------|--------------|-----------|---------|
|            |              | Frequency | Percent |
| Age        | 18-28        | 122       | 40.7    |
|            | 29-39        | 77        | 25.7    |
|            | 40-50        | 55        | 18.3    |
|            | 51 and above | 46        | 15.3    |
| Total      |              | 300       | 100     |

**Source: Survey (2021)**

One hundred and twenty-two (122) respondents were aged 18 to 28 years old, according to the findings. Seventy-seven (77) respondents were between the ages of 29 and 39, while one hundred and one (101) were over the age of 40. This indicates that the bulk of the respondents were middle-aged, which is consistent with the country's overall population. This also demonstrates that middle-aged people have a high purchasing power, as they account for the majority of consumers in Nigeria.

#### 4.3.2 Education and Occupation Level of Respondents

**Table 4.3- Respondents Education Profile**

| Education          |           |           |         |
|--------------------|-----------|-----------|---------|
| Level of Education |           | Frequency | Percent |
|                    | SSCE      | 16        | 5.3     |
|                    | Bachelors | 153       | 51.0    |
|                    | Masters   | 118       | 39.3    |
|                    | PhD       | 13        | 4.3     |
| Total              |           | 300       | 100     |

**Source: Survey (2021)**

From the findings presented above, one hundred and fifty-three (153) respondents possess at least a bachelor's degree and also one hundred and eighteen people have a master's degree. This suggests that the majority of the consumers have basic education and can make informed decisions during their buying process. Also, Manufacturers should bear in mind when designing brand strategy that a segment of their target market is educated.

**Table 4.4- Respondents Occupation Level**

| Occupation       |                         |           |         |
|------------------|-------------------------|-----------|---------|
| Occupation Level |                         | Frequency | Percent |
|                  | Student                 | 46        | 15.3    |
|                  | Self-Employed           | 59        | 19.7    |
|                  | Civil Servant           | 50        | 16.7    |
|                  | Private Sector Employee | 129       | 43.0    |
|                  | Retired                 | 16        | 5.3     |
| Total            |                         | 300       | 100     |

**Source: Survey (2021)**

Table 4.4 indicates that a vast number of the respondents are private-sector employees amounting to one hundred and twenty-nine (129), Fifty-nine (59) are self-employed, fifty (50) are civil servants. Forty-six (46) are students while only sixteen (16) are retired personnel.

#### **4.4 Descriptive Statistics**

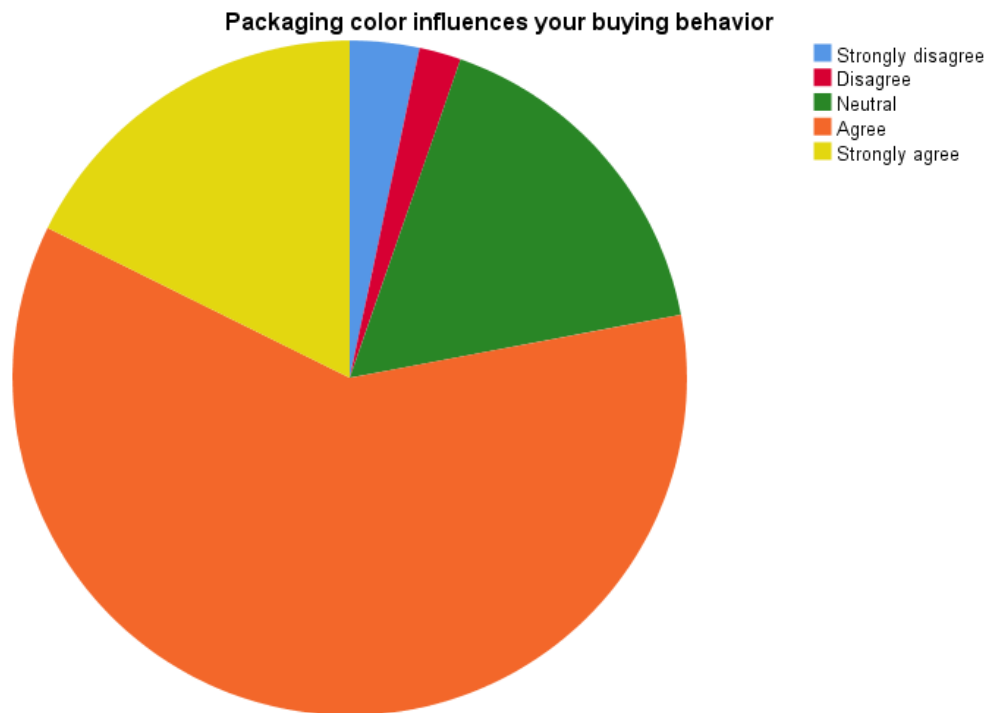
This section shows the frequencies and percentages of respondents about the packaging attributes that relate to their consumer behaviour and perception.

**Table 4.5- Packaging Colour Influences Consumer Buying Behaviour**

The respondents were asked to indicate whether the colour of the Product packaging influences their buying decision. The results are as shown in Table 4.5

| Packaging Colour Influences Consumer Buying Behaviour |           |         |
|-------------------------------------------------------|-----------|---------|
| Scale                                                 | Frequency | Percent |
| Strongly disagree                                     | 10        | 3.3     |
| Disagree                                              | 6         | 2.0     |
| Neutral                                               | 50        | 16.7    |
| Agree                                                 | 181       | 60.3    |
| Strongly agree                                        | 53        | 17.7    |
| Total                                                 | 300       | 100.0   |

**Source: Survey (2021)**



According to the findings as represented in table 4.5, 60.3% of the respondents are in agreement that the pack colour influences their buying decision as a consumer; 17.7% of the respondents are in strong agreement that pack colour influences their ability to make a buying decision .16.7% of the respondents indicated that they are not in support or disagreement whether pack colour influences their buying behaviour when shopping, 3.3 strongly disagree while 2% disagree that pack colour influences their buying behaviour as a consumer.

This shows that the colour of a product pack mostly influences the respondents' consumer buying behaviour when they are shopping for consumer goods.

This is supported by a recent study that found that customer preference for colour is close to 85%, demonstrating the importance of colour in consumer decision-making. It conveys more than simply a message about the product; it also conveys the intended brand attributes. As a result, colour becomes the channel through which a brand communicates its appeal (Doyle, 2006), (Hill, 2011). The findings are also supported by a case study carried out by Mazhar, Sayeda et al (2015) which indicated that the pack colour plays a vital role in the decision-making

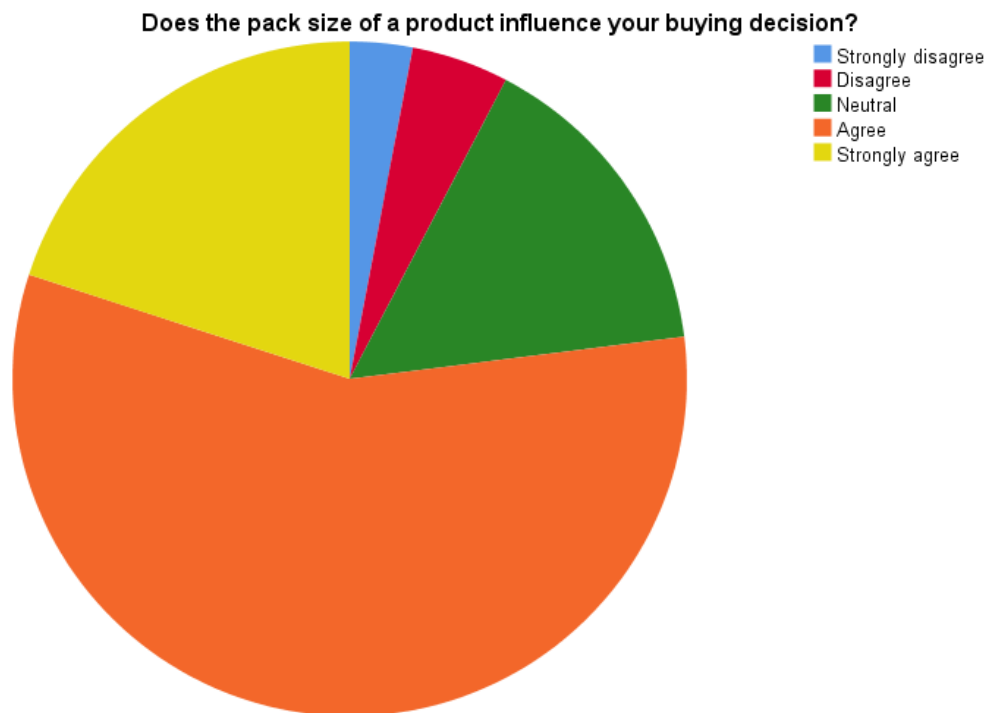
process of a potential customer; certain colours light different moods and also help to draw attention.

**Table 4.6- Pack Size Influences Consumer Buying Decision**

The respondents were asked to indicate whether the size of the pack impacts their buying behaviour. The results are shown below in Table 4.6

| Pack Size Influences Consumer Buying Decision |           |         |
|-----------------------------------------------|-----------|---------|
| Scale                                         | Frequency | Percent |
| Strongly disagree                             | 9         | 3.0     |
| Disagree                                      | 14        | 4.7     |
| Neutral                                       | 46        | 15.3    |
| Agree                                         | 171       | 57.0    |
| Strongly agree                                | 60        | 20.0    |
| Total                                         | 300       | 100.0   |

**Source: Survey (2021)**





According to the findings as presented in table 4.6, 57% of the respondents agree that pack size influences their buying decision, 20% are in agreement that it strongly influences their behaviour when making a buying decision. 15.3% of the respondents are neither in support nor agreement that pack size impacts their buying decision, 4.7% of the respondents disagree while 3% are in a strong disagreement that pack size influences consumer buying decision.

This shows that the pack size has a significant influence on the buying decision of consumers.

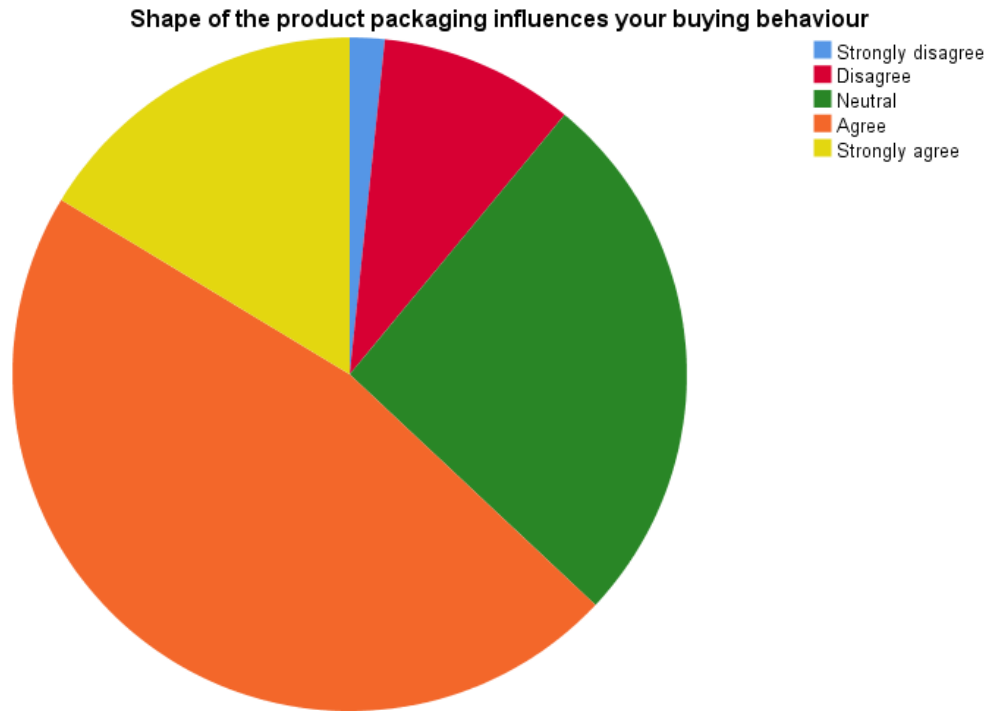
This finding is supported by Ahmadi (2013), who investigated the effect of visual components of packaging on consumer behaviours in Iran and found that consumers are more willing to buy a product if it is packaged in small containers or packages, and if the product expiry date is short, consumers prefer smaller packages to those in large packages.

***Table 4.7- Shape of Product Packaging Influences Consumer Buying Behaviour***

The respondents were asked to indicate whether the shape of the pack impacts their buying behaviour. The results are shown below in Table 4.7

| <b>Shape of Product Packaging Influences Consumer Buying Behaviour</b> |           |         |
|------------------------------------------------------------------------|-----------|---------|
| Scale                                                                  | Frequency | Percent |
| Strongly disagree                                                      | 5         | 1.7     |
| Disagree                                                               | 28        | 9.3     |
| Neutral                                                                | 78        | 26.0    |
| Agree                                                                  | 140       | 46.7    |
| Strongly agree                                                         | 49        | 16.3    |
| Total                                                                  | 300       | 100.0   |

***Source: Survey (2021)***



According to the findings presented in table 4.7, 46.7% of the respondents agree that the pack shape influences their buying behaviour as consumers, 26.7% are neutral about the stance that pack shape influences consumer behaviour. 16.3% of the respondents are in strong agreement that the pack shape influences consumer buying behaviour, 9.3% disagree while 1.7% of the respondents disagree strongly that pack shape influences consumer buying behaviour.

This indicates that pack shape also has a notable influence on the buying behaviour of consumers.

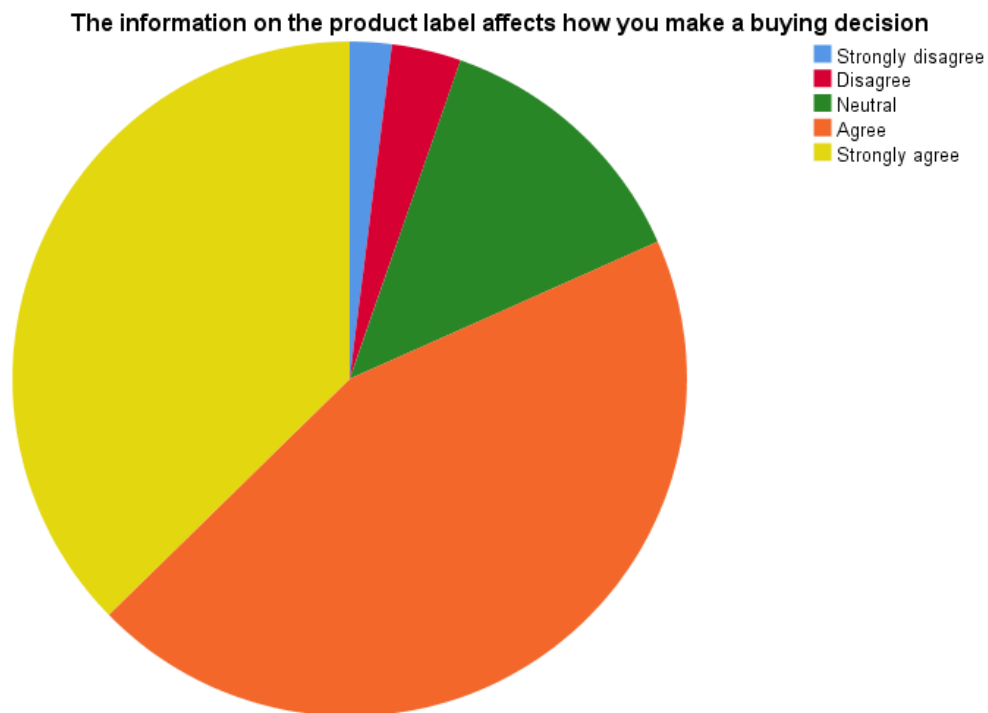
This finding is reinforced by Keller's (2009) claim that larger pack sizes promote consumer impulse consumption.

**Table 4.8- Product Label Information affects how consumers make a buying decision**

The respondents were asked to indicate whether the information on the product label influences their buying decision. The results are shown below in Table 4.8

| Product Label Information affects how consumers make a buying decision |           |         |
|------------------------------------------------------------------------|-----------|---------|
| Scale                                                                  | Frequency | Percent |
| Strongly disagree                                                      | 6         | 2.0     |
| Disagree                                                               | 10        | 3.3     |
| Neutral                                                                | 39        | 13.0    |
| Agree                                                                  | 133       | 44.3    |
| Strongly agree                                                         | 112       | 37.3    |
| Total                                                                  | 300       | 100.0   |

**Source: Survey (2021)**



According to the findings presented in table 4.8, 44.3% of the respondents agree that information on the label contributes to their buying decision, 37.3% are in strong agreement that the label information plays a significant role in their buying decision process. 13% of the respondents are neither in support nor agreement with this statement, 3.3% disagree while 2% strongly disagree that the label information influences the consumer buying decision.

The findings above suggest that the label information plays a crucial role in the buying behaviour of consumers.

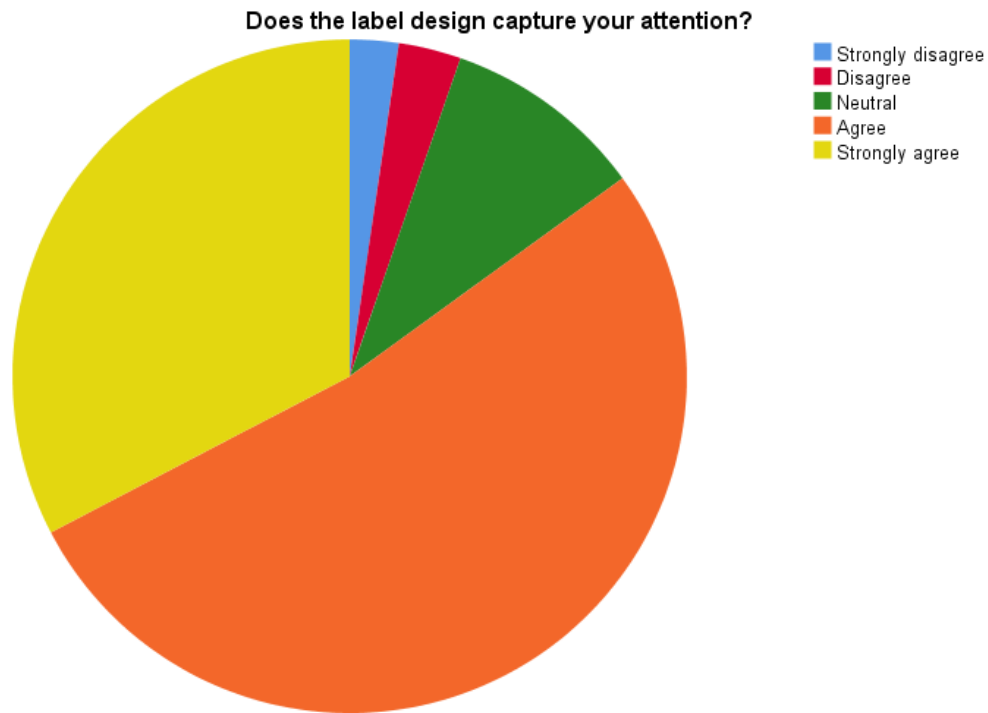
This supports the statement that because of the variety of food products traded in the market, it is necessary to provide consumers with complete and reliable information about the products sold, the information contained in food packaging, as one of the components of marketing information, has a significant impact on consumer opinion about the product (Wyrwa & Barska, 2017). People want to have an idea of the purchase they make (Pride & Ferrell 2013).

***Table 4.9- Label Design Captures Consumer Attention***

The respondents were asked to indicate whether the design of the label draws their attention. The results are shown below in Table 4.9

| <b>Label Design Captures Consumer Attention</b> |           |         |
|-------------------------------------------------|-----------|---------|
| Scale                                           | Frequency | Percent |
| Strongly disagree                               | 7         | 2.3     |
| Disagree                                        | 9         | 3.0     |
| Neutral                                         | 29        | 9.7     |
| Agree                                           | 157       | 52.3    |
| Strongly agree                                  | 98        | 32.7    |
| Total                                           | 300       | 100.0   |

***Source: Survey (2021)***



According to the findings presented above in Table 4.9, 52.3% of the respondents are in agreement that the design of the label captures the consumer's attention, 32.7% strongly agree also that the label design draws the consumer attention. 9.7% of the respondents are neither in support nor agreement, 3% disagree while 2.3% strongly disagree that label design captures consumer attention.

The findings above show that the label design captures the attention of most consumers.

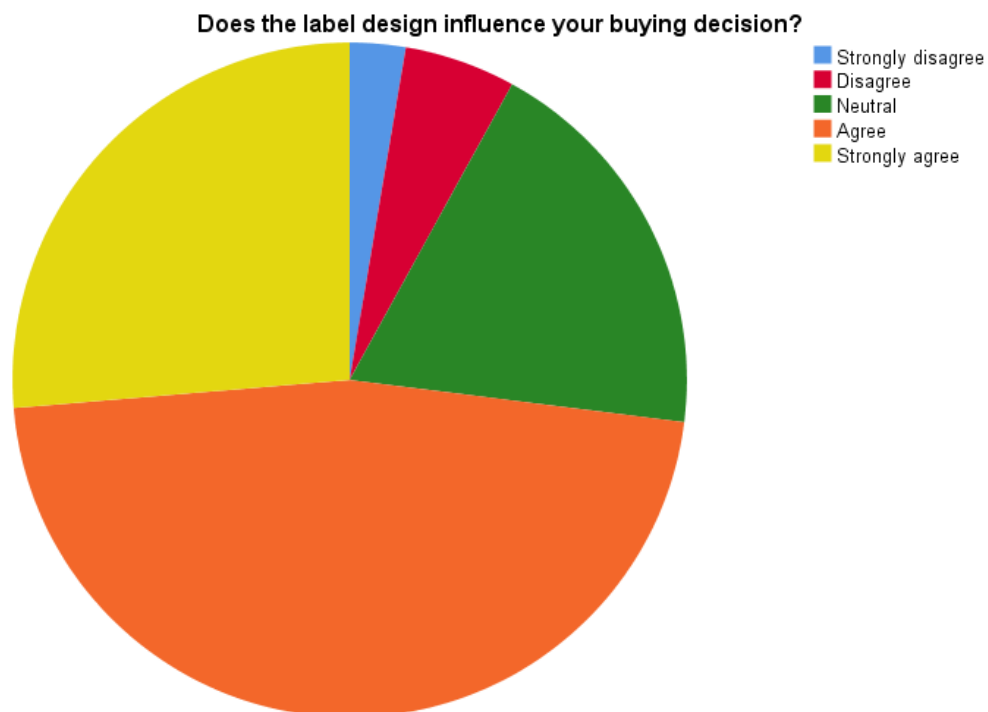
This is justified by the argument that consumers are likely to anticipate the tastes, feel, or smell of a product while looking at the visuals on a product container, according to Klein & Burke (2001). In other words, designs that provide appealing aesthetics can greatly attract customers to a product and so encourage them to purchase it.

**Table 4.10- Label Design Influences Consumer Buying Decision**

The respondents were asked to indicate whether the label design influences their buying decision as a consumer. The results are shown below in Table 4.10

| Label Design Influences Consumer Buying Decision |           |         |
|--------------------------------------------------|-----------|---------|
| Scale                                            | Frequency | Percent |
| Strongly disagree                                | 8         | 2.7     |
| Disagree                                         | 16        | 5.3     |
| Neutral                                          | 57        | 19.0    |
| Agree                                            | 140       | 46.7    |
| Strongly agree                                   | 79        | 26.3    |
| Total                                            | 300       | 100.0   |

**Source: Survey (2021)**



According to the findings shown in table 4.10, 46.7% of the respondents indicated that the label design influences consumer buying decision, 26.3% strongly agree that the label design influences their decision when buying, 19% of the respondents are neutral, 5.3% disagree while 2.7% strongly disagree that label design influences consumer buying decision.

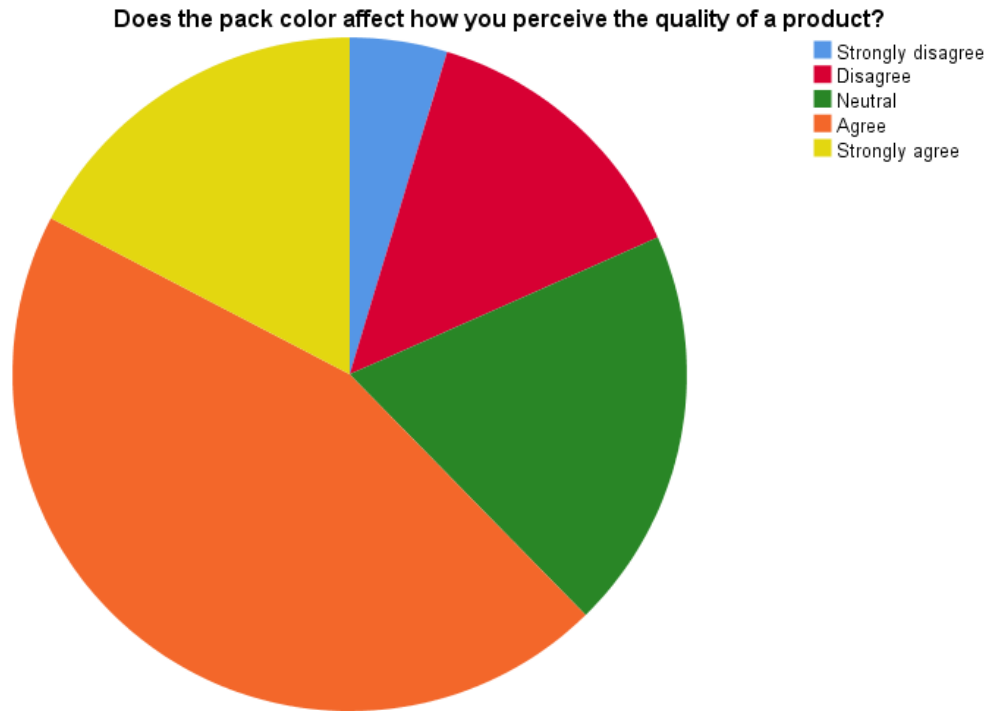
The findings suggest that the label design influences most consumers' buying decisions. According to Gofman et al. (2010), the correct colour selection is a critical aspect in creating the impression needed to improve product and brand selection.

***Table 4.11- Pack Colour Affect Consumer's Perception of Quality of a Product***

The respondents were asked to indicate whether the colour of a product pack affects how they perceive the quality of a product. The results are shown below in Table 4.11.

| <b>Pack Colour Affect Consumer's Perception of Quality of a Product</b> |           |         |
|-------------------------------------------------------------------------|-----------|---------|
| Scale                                                                   | Frequency | Percent |
| Strongly disagree                                                       | 14        | 4.7     |
| Disagree                                                                | 41        | 13.7    |
| Neutral                                                                 | 58        | 19.3    |
| Agree                                                                   | 135       | 45.0    |
| Strongly agree                                                          | 52        | 17.3    |
| Total                                                                   | 300       | 100.0   |

***Source: Survey (2021)***



According to the findings presented above in Table 4.11, 45% of the respondents agree that the pack colour affects how consumers perceive the quality of a product and 17.3% also strongly agree. 19.3% of the respondents are neutral about pack colour affect the consumer's perception of the product quality while 13.7% disagree and 4.7% are in strong disagreement that pack colour affects consumer perception of the product quality.

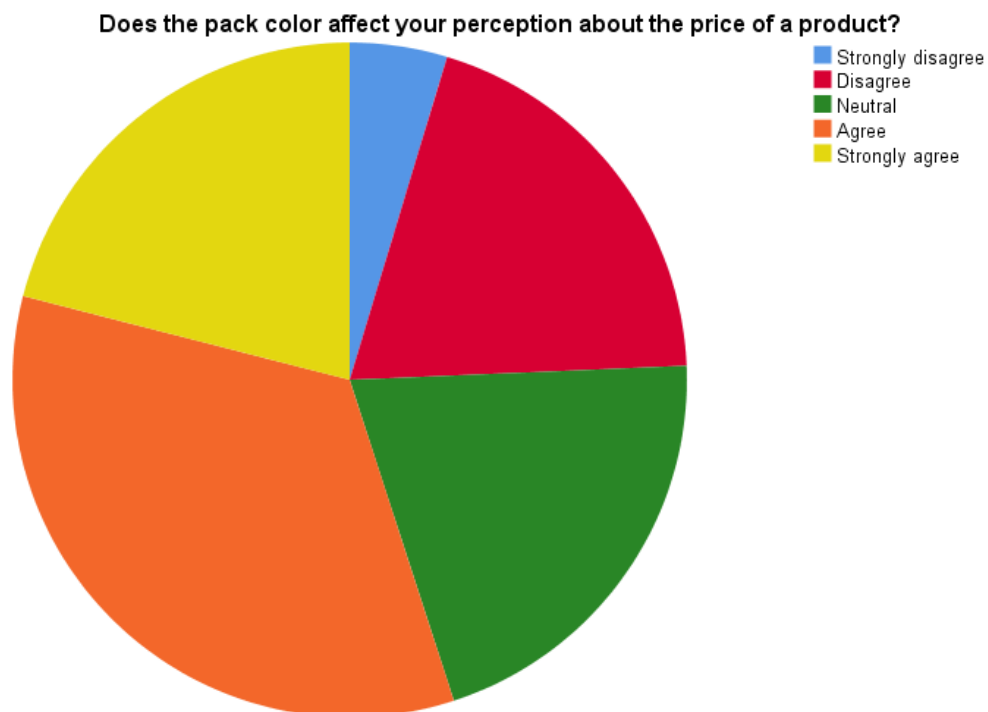
The findings indicate that pack colour affects how consumers perceive the quality of a product. In terms of the effect of package colour, Madden et al. (2000) say that package colour is used to identify brands and that these colours become an important factor in attracting customers and influencing product evaluation.

**Table 4.12- Pack Colour Affect Consumer's Perception of Price of a Product**

The respondents were asked to indicate whether the pack colour affects their perception of the price of a product. The results are shown below in Table 4.12

| Pack Colour Affect Consumer's Perception of Price of a Product |           |         |
|----------------------------------------------------------------|-----------|---------|
| Scale                                                          | Frequency | Percent |
| Strongly disagree                                              | 14        | 4.7     |
| Disagree                                                       | 59        | 19.7    |
| Neutral                                                        | 62        | 20.7    |
| Agree                                                          | 102       | 34.0    |
| Strongly agree                                                 | 63        | 21.0    |
| Total                                                          | 300       | 100.0   |

**Source: Survey (2021)**



According to the findings presented above in Table 4.12, 34% of the respondents agree that the pack colour affects how consumers perceive the price of a product and 21% also strongly agree. 20.7% of the respondents are neutral about pack colour affect the consumer's perception of the product price while 19.7% disagree and 4.7% are in strong disagreement that pack colour affects consumer perception of the product price.

The findings indicate that pack colour sometimes affects how consumers perceive the price of a product.

The findings imply that bright colours can look to be just like any other product, and the consumer's psychological perception of it is that it's a 'common man's product.' As a result, such an object would be regarded as more accessible and less exclusive (Ampuero & Vila, 2006).

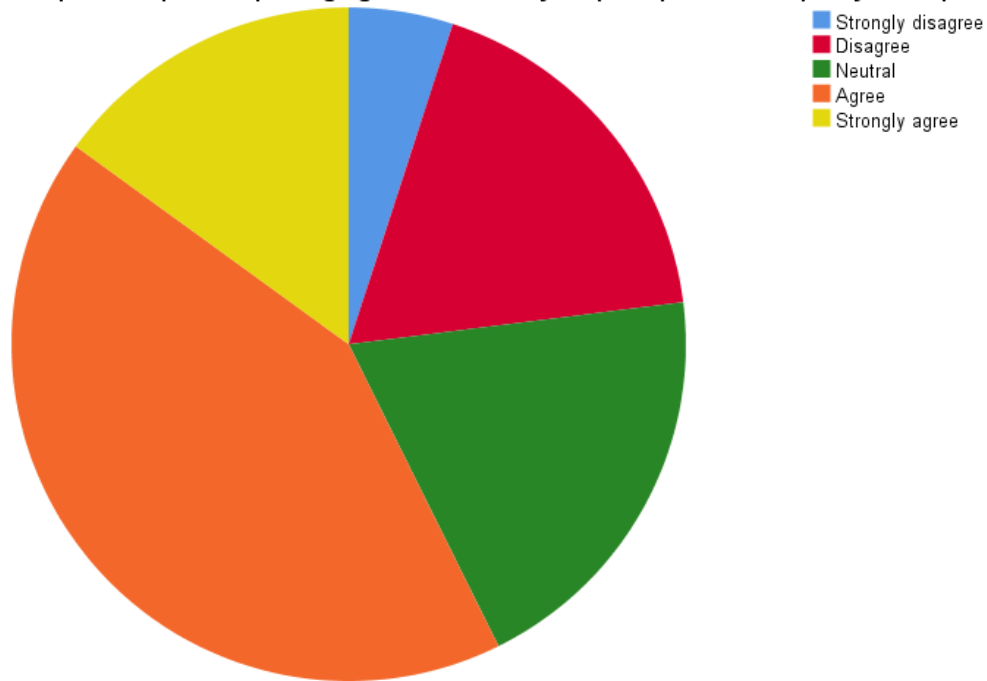
***Table 4.13- Shape of Product Packaging Contributes to Consumer's Perception of the quality of a product***

The respondents were asked to indicate whether the Pack shape contributes to their perception of the quality of a product. The results are shown below in Table 4.13

| <b>Shape of Product Packaging Contributes to Consumer's Perception of the quality of a product</b> |           |         |
|----------------------------------------------------------------------------------------------------|-----------|---------|
| Scale                                                                                              | Frequency | Percent |
| Strongly disagree                                                                                  | 15        | 5.0     |
| Disagree                                                                                           | 54        | 18.0    |
| Neutral                                                                                            | 59        | 19.7    |
| Agree                                                                                              | 127       | 42.3    |
| Strongly agree                                                                                     | 45        | 15.0    |
| Total                                                                                              | 300       | 100.0   |

***Source: Survey (2021)***

**The shape of the product packaging contributes to your perception of the quality of the product**



According to the findings presented above in Table 4.13, 42.3% of the respondents agree that the pack shape affects how consumers perceive the quality of a product and 15% also strongly agree. 19.7% of the respondents are neutral about pack colour affect the consumer's perception of the product quality while 18% disagree and 5.0% are in strong disagreement that pack shape affects consumer perception of the product quality.

The findings indicate that pack shape has a significant effect on how consumers perceive the quality of a product.

Shapes and colours have meanings and are transmitted to consumers to describe product quality (Gon & Calves, 2008; Chind & Sahachaisaeree, 2012).

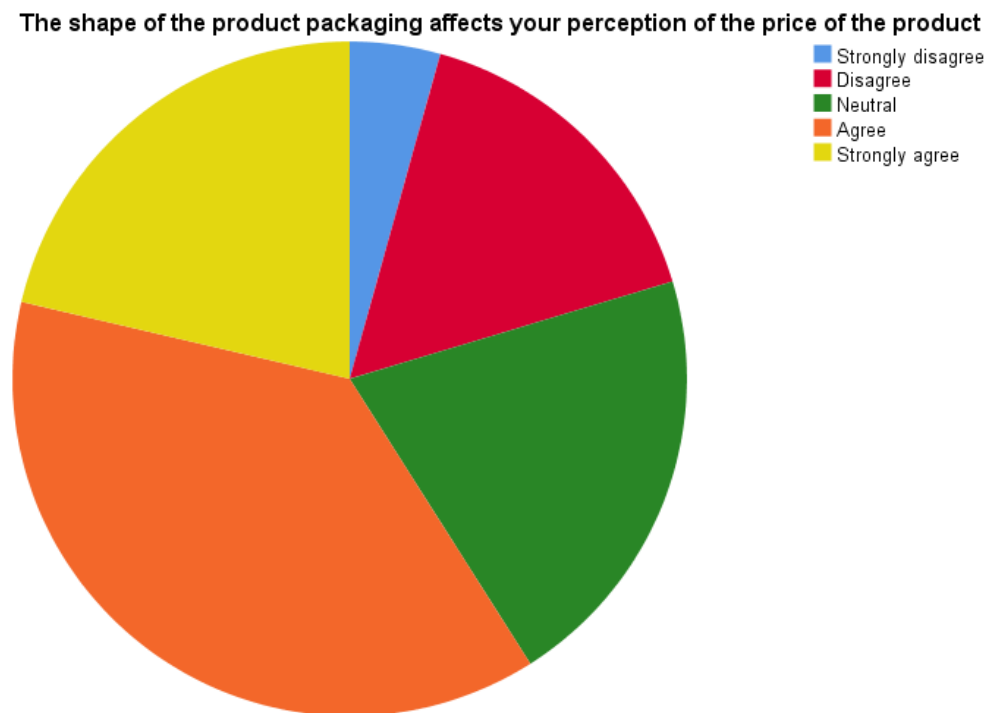
**Table 4.14- Shape of Product Packaging Contributes to Consumer's Perception of the price of a product**

The respondents were asked to indicate whether the shape of the pack makes contribution to their price perception of a product. The results are shown below in Table 4.14

**Shape of Product Packaging Contributes to Consumer's Perception of the price of a product**

| Scale             | Frequency | Percent |
|-------------------|-----------|---------|
| Strongly disagree | 13        | 4.3     |
| Disagree          | 48        | 16.0    |
| Neutral           | 62        | 20.7    |
| Agree             | 113       | 37.7    |
| Strongly agree    | 64        | 21.3    |
| Total             | 300       | 100.0   |

**Source: Survey (2021)**



According to the findings presented above in Table 4.14, 37.7% of the respondents agree that the pack shape affects how consumers perceive the price of a product and 21.3% also strongly agree. 20.7% of the respondents are neutral about pack colour affect the consumer's perception of the product price while 16% disagree and 4.3% are in strong disagreement that pack shape affects consumer perception of the product price.

The findings indicate that pack shape affects how consumers perceive the price of a product.

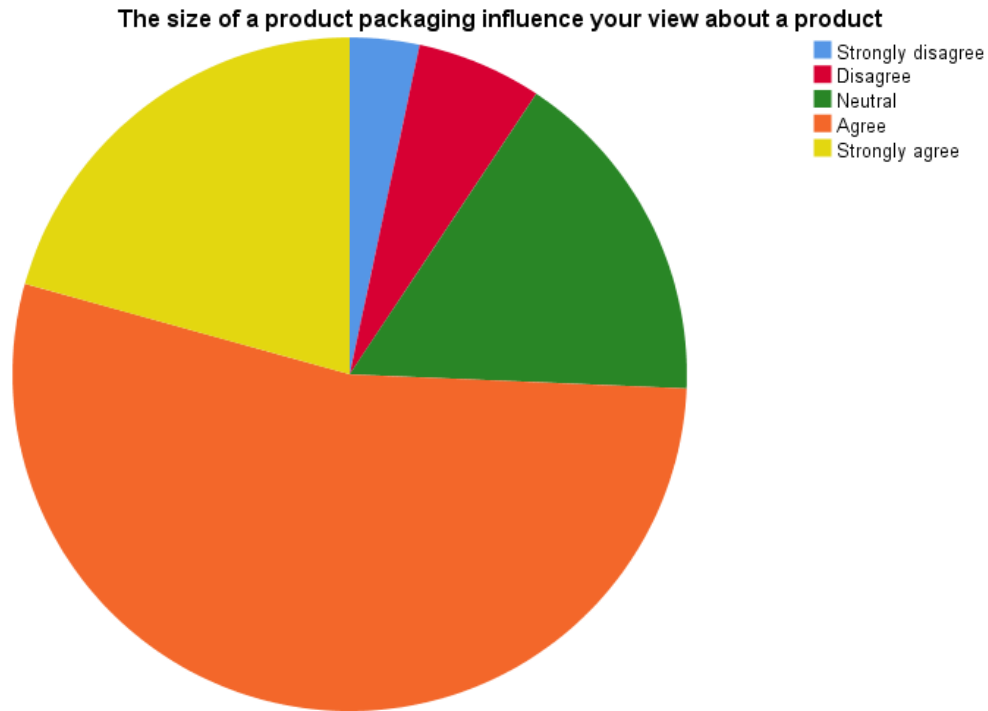
As a result, if a consumer is presented with two similar products of equal amount, one of which is larger than the other, it is possible that he may choose the larger package because he associates size with value in relation to the price paid. This becomes a critical consideration when designing the shape of any box, as consumer preferences are formed practically instinctively (Rocchi & Stefani, 2006).

***Table 4.15- Size of Product Pack influences Consumer's View about a Product***

The respondents were asked to indicate whether the pack size influences what they think about the product. The results are shown below in Table 4.15

| <b>Size of Product Pack influences Consumer's View about a Product</b> |           |         |
|------------------------------------------------------------------------|-----------|---------|
| Scale                                                                  | Frequency | Percent |
| Strongly disagree                                                      | 10        | 3.3     |
| Disagree                                                               | 18        | 6.0     |
| Neutral                                                                | 49        | 16.3    |
| Agree                                                                  | 161       | 53.7    |
| Strongly agree                                                         | 62        | 20.7    |
| Total                                                                  | 300       | 100.0   |

***Source: Survey (2021)***



According to the findings presented above in Table 4.15, 53.7% of the respondents agree that the pack size affects how consumers view product and 20.7% also strongly agree. 16.3% of the respondents are neutral about pack size affect the consumer's view of a product while 6% disagree and 3.3% are in strong disagreement that pack size affects the consumer's view about a product.

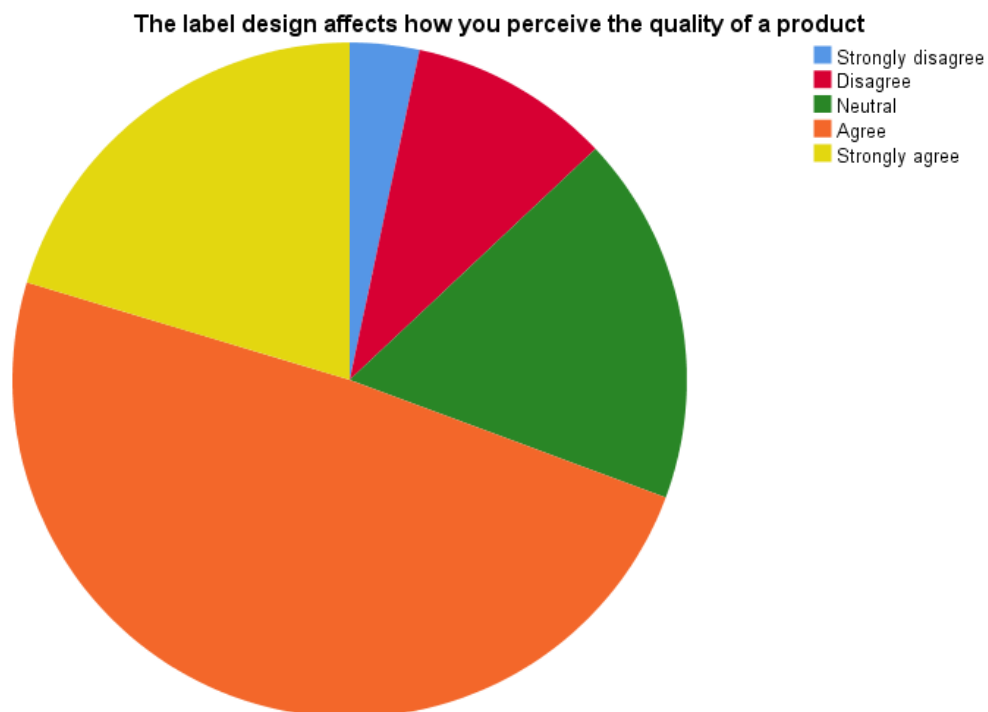
The findings indicate that pack size affects what consumers think about a product. Large pack sizes, according to Smith (2004), provide the perception of higher quality and encourage consumers to make impulse purchases.

**Table 4.16- Label Design affects how Consumers’ perceive the Quality of a Product**

The respondents were asked to indicate whether the label design affects what they think about the quality of a product. The results are shown below in Table 4.16

| Label Design affects how Consumers’ perceive the Quality of a Product |           |         |
|-----------------------------------------------------------------------|-----------|---------|
| Scale                                                                 | Frequency | Percent |
| Strongly disagree                                                     | 10        | 3.3     |
| Disagree                                                              | 29        | 9.7     |
| Neutral                                                               | 53        | 17.7    |
| Agree                                                                 | 147       | 49.0    |
| Strongly agree                                                        | 61        | 20.3    |
| Total                                                                 | 300       | 100.0   |

**Source: Survey (2021)**



According to the findings presented above in Table 4.16, 49.0% of the respondents agree that the label design affects how consumers perceive the quality of a product and 20.3% also strongly agree. 17.7% of the respondents are neither in support nor disagreement that the label design affects the consumer's perception of the product quality while 9.7% disagree and 3.3% are in strong disagreement that label design affects how consumers perceive the quality of a product.

The findings suggest that the label design has a great influence on the consumer perception of quality.

These findings are supported by the research was carried out in the United Kingdom.

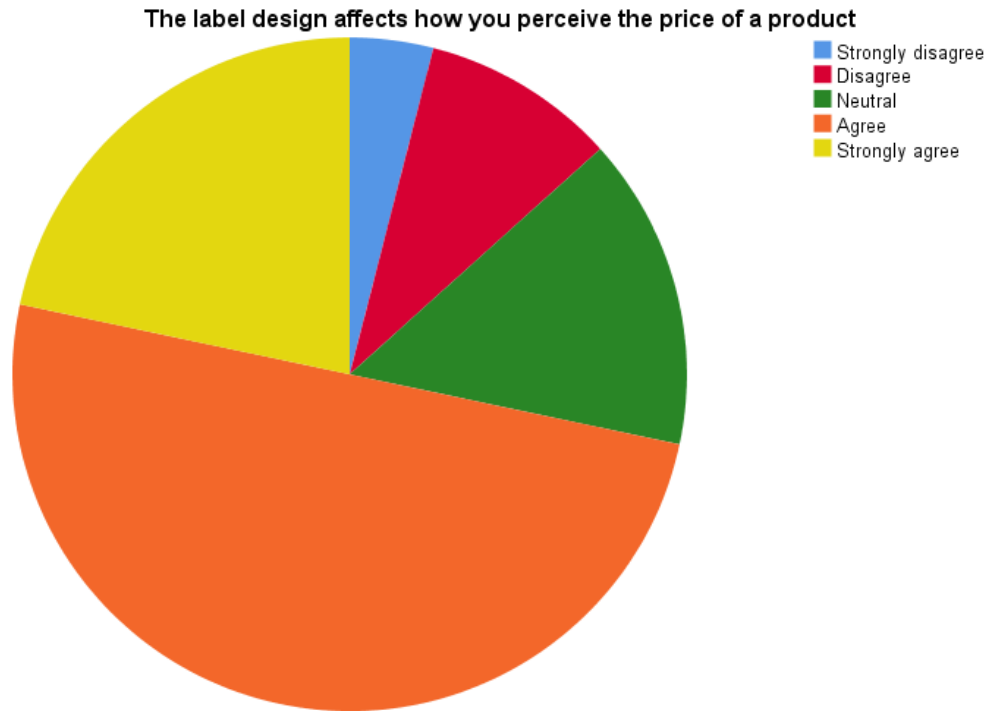
Observation was employed as a research method in this study. More than 43% of buyers use packet photographs as verification of product quality, according to the findings (Wells, Farley and Armstrong 2007). As a result, designs that interest customers at the point of sale assist them in making a speedy purchase decision.

***Table 4.17- Label Design affects how Consumers' perceive the Price of a Product***

The respondents were asked to indicate whether the label design affects how they perceive the price of a product. The results are shown below in Table 4.17

| <b>Label Design affects how Consumers' perceive the Price of a Product</b> |           |         |
|----------------------------------------------------------------------------|-----------|---------|
| Scale                                                                      | Frequency | Percent |
| Strongly disagree                                                          | 12        | 4.0     |
| Disagree                                                                   | 28        | 9.3     |
| Neutral                                                                    | 45        | 15.0    |
| Agree                                                                      | 150       | 50.0    |
| Strongly agree                                                             | 65        | 21.7    |
| Total                                                                      | 300       | 100.0   |

***Source: Survey (2021)***



According to the findings presented above in Table 4.17, 50.0% of the respondents agree that the label design affects how consumers perceive the price of a product and 21.7% also strongly agree. 15.0% of the respondents are neither in support nor disagreement that the label design affects the consumer's perception of the product price while 9.3% disagree and 4.0% are in strong disagreement that label design affects how consumers perceive the price of a product.

The findings suggest that the label design has a great influence on the consumer perception of price.

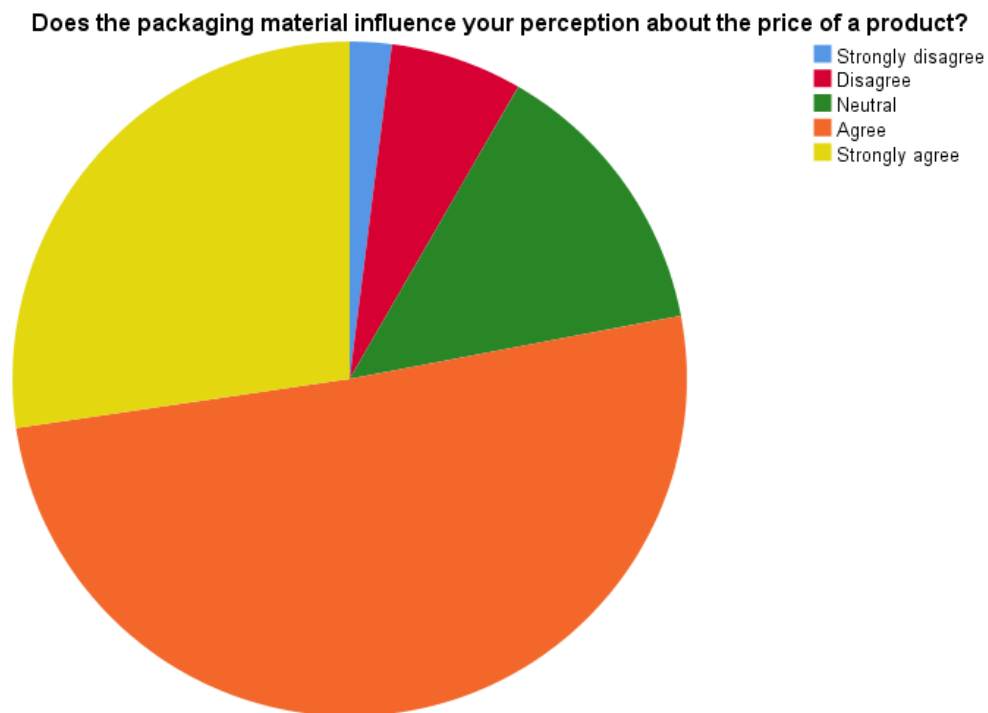
If a customer believes that the thought put into designing a product's package was done artistically, it has an impact on perceived quality. If the item's shape and design are excessive, the value placed for it is justified.

**Table 4.18- Packaging Material Influences Consumer Perception about the Price of a Product**

The respondents were asked to indicate whether the packaging material influences their price perception of a product. The results are shown below in Table 4.18

| Packaging Material Influences Consumer Perception about the Price of a Product |           |         |
|--------------------------------------------------------------------------------|-----------|---------|
| Scale                                                                          | Frequency | Percent |
| Strongly Disagree                                                              | 6         | 2.0     |
| Disagree                                                                       | 19        | 6.3     |
| Neutral                                                                        | 41        | 13.7    |
| Agree                                                                          | 152       | 50.7    |
| Strongly agree                                                                 | 82        | 27.3    |
| Total                                                                          | 300       | 100.0   |

**Source: Survey (2021)**



According to the findings presented above in Table 4.18, 50.7% of the respondents agree that the packaging material affects how consumers perceive the price of a product and 27.3% also strongly agree.13.7% of the respondents are neither in support nor disagreement that the packaging material affects the consumer's perception of the product price while 6.3% disagree and 2.0% are in strong disagreement that packaging material affects how consumers perceive the price of a product.

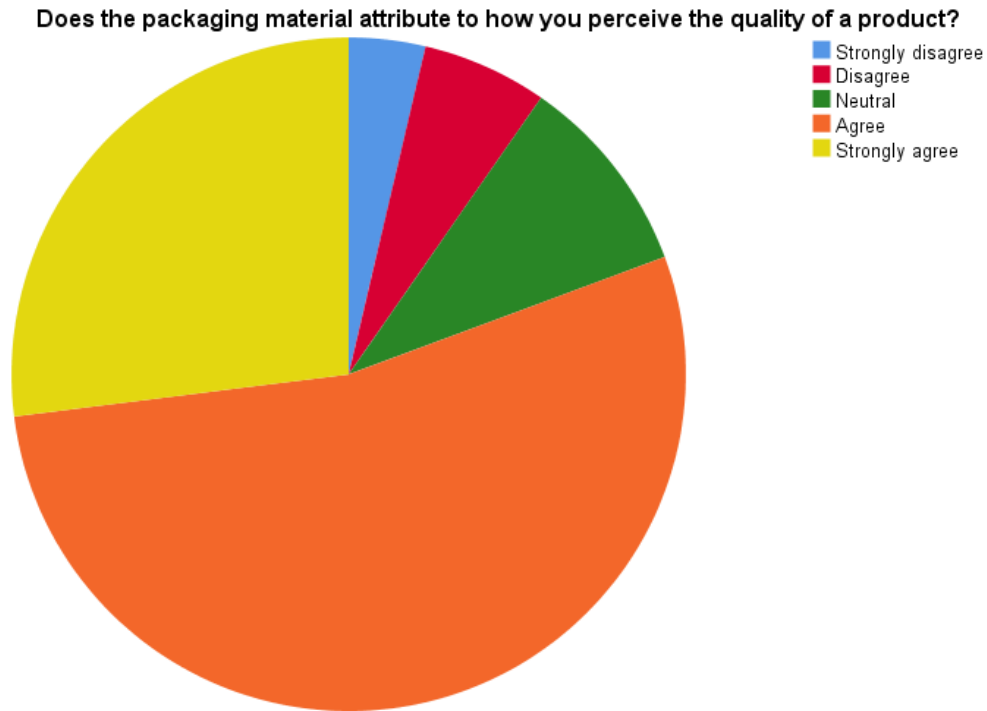
The findings suggest that the packaging material has a great influence on the consumer perception of price.

***Table 4.19- Packaging Material Influences Consumer Perception about the Quality of a Product***

The respondents were asked to indicate whether the pack material influences their quality perception of a product. The results are shown below in Table 4.19

| <b>Packaging Material Influences Consumer Perception about the Quality of a Product</b> |           |         |
|-----------------------------------------------------------------------------------------|-----------|---------|
| Scale                                                                                   | Frequency | Percent |
| Strongly disagree                                                                       | 11        | 3.7     |
| Disagree                                                                                | 18        | 6.0     |
| Neutral                                                                                 | 29        | 9.7     |
| Agree                                                                                   | 161       | 53.7    |
| Strongly agree                                                                          | 81        | 27.0    |
| Total                                                                                   | 300       | 100.0   |

***Source: Survey (2021)***



According to the findings presented above in Table 4.19, 53.7% of the respondents agree that the packaging material affects how consumers perceive the quality of a product and 27.0% also strongly agree. 9.7% of the respondents are neither in support nor disagreement that the packaging material affects the consumer's perception of the product quality while 6.0% disagree and 3.7% are in strong disagreement that packaging material affects how consumers perceive the quality of a product.

The findings suggest that the packaging material has a great influence on the consumer perception of quality.

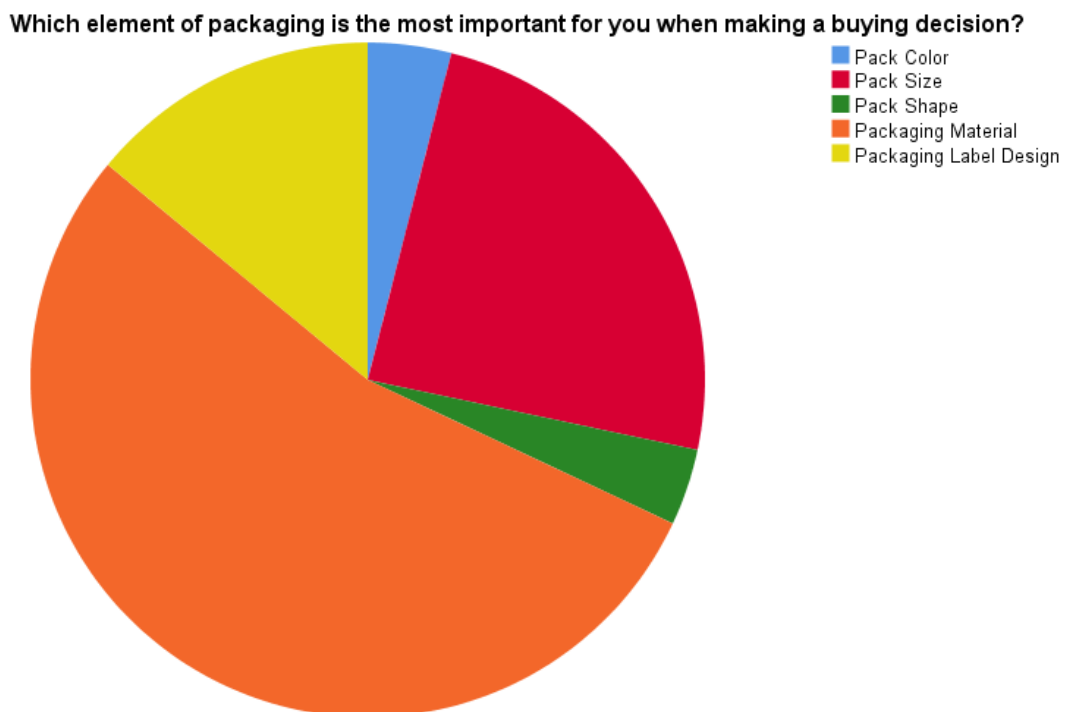
Consumers identify packaging materials with key essential product values. Furthermore, consumer perceptions of various materials may influence a product's perceived quality (Smith and Taylor, 2004).

**Table 4.20- Most Important Element of Packaging for Consumer's when making a Buying Decision**

The respondents were asked to indicate which packaging element is most important for them when making a buying decision. The results are shown below in Table 4.20

| <b>Most Important Element of Packaging for Consumer's when making a Buying Decision</b> |           |         |
|-----------------------------------------------------------------------------------------|-----------|---------|
| Scale                                                                                   | Frequency | Percent |
| Pack Colour                                                                             | 12        | 4.0     |
| Pack Size                                                                               | 73        | 24.3    |
| Pack Shape                                                                              | 11        | 3.7     |
| Packaging Material                                                                      | 162       | 54.0    |
| Packaging Label Design                                                                  | 42        | 14.0    |
| Total                                                                                   | 300       | 100.0   |

**Source: Survey (2021)**



According to the findings presented in table 4.20, 54% of the respondents indicated that the pack material is the important element of packaging for them when making a buying decision, 24.3% indicated pack size as the important, 14% indicated label design as the most important, 4% chose pack colour as the most important and only 3.7% chose pack shape as the important packing element.

The findings above imply that the majority of consumers consider the pack material when making a buying decision.

The findings are justified also by the impact of package features on consumer purchasing decisions was explored by Kuvykaite, Dovaliene, and Navickiene (2009). The research was based on a descriptive study conducted in Lithuania. The study's findings revealed that the product's material was the most influential visual feature in influencing the purchase of washing powder and milk

#### **4.5 Cross-Tabulation Analysis**

This section of the data analysis draws insights from the large data sets and identifies behaviour of specific subgroups of the whole population.

**Table 4.21- Gender Vs Most Important Element of Packaging**

| <b>What is your gender? * Which element of packaging is the most important for you when making a buying decision? Cross tabulation</b> |        |                                                                                         |           |            |                    |                        |       |
|----------------------------------------------------------------------------------------------------------------------------------------|--------|-----------------------------------------------------------------------------------------|-----------|------------|--------------------|------------------------|-------|
|                                                                                                                                        |        | Which element of packaging is the most important for you when making a buying decision? |           |            |                    |                        | Total |
|                                                                                                                                        |        | Pack Colour                                                                             | Pack Size | Pack Shape | Packaging Material | Packaging Label Design |       |
| What is your gender?                                                                                                                   | Male   | 5                                                                                       | 34        | 5          | 79                 | 21                     | 144   |
|                                                                                                                                        | Female | 7                                                                                       | 39        | 6          | 83                 | 21                     | 156   |
| Total                                                                                                                                  |        | 12                                                                                      | 73        | 11         | 162                | 42                     | 300   |

**Source: Survey (2021)**

According to Table 4.21, the analysis above sought to identify the behaviour and perspectives of the respondents using some of the demographics as a key indicator in relation to packaging attributes and consumer behaviour.

The findings indicated both male and female consumers considered the pack material to be the most important element of packaging when making a buying decision.

**Table 4.22- Age Vs Most Important Element of Packaging**

| <b>How old are you? * Which element of packaging is the most important for you when making a buying decision? Cross tabulation</b> |              |                                                                                         |           |            |                    |                        |       |
|------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------|-----------|------------|--------------------|------------------------|-------|
|                                                                                                                                    |              | Which element of packaging is the most important for you when making a buying decision? |           |            |                    |                        | Total |
|                                                                                                                                    |              | Pack Colour                                                                             | Pack Size | Pack Shape | Packaging Material | Packaging Label Design |       |
| How old are you?                                                                                                                   | 18-28        | 4                                                                                       | 36        | 4          | 51                 | 27                     | 122   |
|                                                                                                                                    | 29-39        | 1                                                                                       | 13        | 4          | 47                 | 12                     | 77    |
|                                                                                                                                    | 40-50        | 5                                                                                       | 15        | 3          | 30                 | 2                      | 55    |
|                                                                                                                                    | 51 and above | 2                                                                                       | 9         | 0          | 34                 | 1                      | 46    |
| Total                                                                                                                              |              | 12                                                                                      | 73        | 11         | 162                | 42                     | 300   |

**Source: Survey (2021)**

According to Table 4.21, the analysis above sought to identify the behaviour and perspectives of the respondents using some of the demographics as a key indicator in relation to packaging attributes and consumer behaviour.

The findings above showed that 51 respondents in the age group of 18-28 accounting for the highest are the ones that consider the packaging material, and they care less about the pack colour with only 4 respondents indicating interest.

**Table 4.23 Gender Vs Label design influence consumer buying decision**

| <b>Does the label design influence your buying decision? * What is your gender? Cross tabulation</b> |                   |                      |        |       |
|------------------------------------------------------------------------------------------------------|-------------------|----------------------|--------|-------|
|                                                                                                      |                   | What is your gender? |        | Total |
|                                                                                                      |                   | Male                 | Female |       |
| Does the label design influence your buying decision?                                                | Strongly disagree | 2                    | 6      | 8     |
|                                                                                                      | Disagree          | 8                    | 8      | 16    |
|                                                                                                      | Neutral           | 19                   | 38     | 57    |
|                                                                                                      | Agree             | 69                   | 71     | 140   |
|                                                                                                      | Strongly agree    | 46                   | 33     | 79    |
| Total                                                                                                |                   | 144                  | 156    | 300   |

**Source: Survey (2021)**

According to Table 4.23, the analysis above sought to identify the behaviour and perspectives of the respondents using some of the demographics as a key indicator in relation to packaging attributes and consumer behaviour.

The findings above indicated that more females agree that the label design influenced their decision during the buying process.

**Table 4.24 Gender Vs Pack colour influence consumer buying behaviour**

| <b>What is your gender? * Packaging colour influences your buying behaviour Cross tabulation</b> |        |                                                   |          |         |       |                |       |
|--------------------------------------------------------------------------------------------------|--------|---------------------------------------------------|----------|---------|-------|----------------|-------|
|                                                                                                  |        | Packaging colour influences your buying behaviour |          |         |       |                | Total |
|                                                                                                  |        | Strongly disagree                                 | Disagree | Neutral | Agree | Strongly agree |       |
| What is your gender?                                                                             | Male   | 5                                                 | 2        | 19      | 96    | 22             | 144   |
|                                                                                                  | Female | 5                                                 | 4        | 31      | 85    | 31             | 156   |
|                                                                                                  | Total  | 10                                                | 6        | 50      | 181   | 53             | 300   |

**Source: Survey (2021)**

According to Table 4.24, the analysis above sought to identify the behaviour and perspectives of the respondents using some of the demographics as a key indicator in relation to packaging attributes and consumer behaviour.

The findings above show that a larger number of male respondents amounting to 96 agree that pack colour influences their buying behaviour.

**Table 4.25 Education level vs pack size influence on buying decision**

| <b>What is your highest level of education? * Does the pack size of a product influence your buying decision? Cross tabulation</b> |           |                                                                 |          |         |       |                |       |
|------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------------------------------------------------------------|----------|---------|-------|----------------|-------|
|                                                                                                                                    |           | Does the pack size of a product influence your buying decision? |          |         |       |                | Total |
|                                                                                                                                    |           | Strongly disagree                                               | Disagree | Neutral | Agree | Strongly agree |       |
| What is your highest level of education?                                                                                           | SSCE      | 1                                                               | 1        | 5       | 7     | 2              | 16    |
|                                                                                                                                    | Bachelors | 3                                                               | 9        | 20      | 86    | 35             | 153   |
|                                                                                                                                    | Masters   | 5                                                               | 4        | 20      | 69    | 20             | 118   |
|                                                                                                                                    | PhD       | 0                                                               | 0        | 1       | 9     | 3              | 13    |
| Total                                                                                                                              |           | 9                                                               | 14       | 46      | 171   | 60             | 300   |

**Source: Survey (2021)**

According to Table 4.25, the analysis above sought to identify the behaviour and perspectives of the respondents using some of the demographics as a key indicator in relation to packaging attributes and consumer behaviour.

From the findings above, it shows that majority of the respondents that agreed that pack size influences their buying decisions possess at least a bachelor's degree.

## 4.6 Hypothesis Testing

**Table 4.26- One-Sample Statistics**

In order to examine packaging elements that have an impact on the consumer buying behaviour and perception in connection to the hypothesis, one Sample T-Test was used. The one-sample t-test determines whether a single variable's mean differs from a constant.

| <b>One-Sample Statistics</b>                                           |     |      |                |                 |
|------------------------------------------------------------------------|-----|------|----------------|-----------------|
|                                                                        | N   | Mean | Std. Deviation | Std. Error Mean |
| Packaging colour influences your buying behaviour                      | 300 | 2.87 | .842           | .049            |
| Does the pack colour affect your perception of the price of a product? | 300 | 2.47 | 1.161          | .067            |
| Does the pack colour affect how you perceive the quality of a product? | 300 | 2.57 | 1.072          | .062            |

**Source: Survey (2021)**

The mean of the population's replies, standard deviation, and standard error are shown in table 4.26 of one sample statistics. The mean value conveys information about the central tendency of a variable's values. Each variable has a total of 300 observations. The standard deviation describes the dispersion of a variable's values from its mean value. The lowest and maximum values are 1 and 5, respectively.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 INTRODUCTION**

This chapter discusses the important summary of findings, the conclusions drawn from the highlighted findings, and the recommendations made in response.

#### **5.2 Summary**

The main objective of the study was to determine the influence of packaging of consumer goods on the buying behaviour and perception of consumers in Nigeria.

In order to arrive at the topic's conclusions, the study used descriptive and explanatory research techniques. Data was categorised using measures of central tendency, while data was presented using measures of dispersion, percentages, and frequency distributions. Cross tabulation was employed to gain insight into various subgroups' perceptions of product packaging and its impact on their purchasing decisions. SPSS was used for coding and analysis.

The variables under study were colour, size, shape, label design and packaging material. The population under study was shoppers in Lagos, Nigeria which is a central business district and a sample size of 320 respondents from different backgrounds participated in the research. The primary data was collected using questionnaires that were administered to randomly selected respondents based in Lagos in September 2021.

The findings from the study showed that the packaging element specifically colour, size, shape. Label design and pack material influence consumer behaviour and perception when they are selecting and purchasing consumer goods in Nigeria. As a result, Fast Moving Consumer Goods (FMCG's) can influence the buying behaviour and perception of their customers by developing marketing strategies.

The findings showed that the pack colour influenced the perception and buying behaviour of consumers when purchasing package goods. According to the findings, the use of appropriate colours can capture the attention of consumers, impacting their product choice and their perception of the product.

The study also showed that the pack size also had a significant influence on how consumers perceive a product and also their decision to buy. It means that manufacturers should consider consumers' size preferences when formulating the dimensions of a product packaging. The study showed that the pack shape has a significant positive influence on the perception and buying behaviour when consumers are making a buying decision. It is evident that consumers evaluate the product price and quality which in turn influences their decision to purchase.

Thirdly, the findings from the study indicated that the label design influenced the consumer buying behaviour, the majority of the consumers agree that the design influences their decision to buy. The findings show that consumers assess a product's quality and price using the design of the label. The study also showed that the pack material significantly influences the consumer's buying decision and can directly translate to their perception of the price and quality of the product.

More importantly, further findings showed that consumers consider the pack material of the product more when making a decision to purchase. This implies that manufacturers have to ensure that the materials are of high quality and meet the desired specifications of the regulators in order to attract consumers and build a favourable perception in the mind of consumers.

Lastly, further analysis into specific sub-groups of the population revealed insight that male and female consumer's both considered the pack material as the most important element of packaging when making a buying decision. Insights also deduced that consumers within the age group of 18-28 considered pack material more and paid less attention to colour when making a buying decision. The study also showed that label design influences females buying decisions more than males. Also, pack colour influences more of male consumers buying behaviour. Additionally, the majority of the respondents that indicated that pack size influences their buying decision possess at least a bachelor's degree which implies that they are consciously aware of products that suit their purchase intention; therefore, size plays a remarkable role in consumer buying behaviour.

Consequently, the study showed that packaging elements have a positive influence on the buying behaviour and perception of consumers. The findings are consistent with a study by Raheem et al (2014) which inferred that the design, quality, and colour of packaging also have a strong influence on consumer buying behaviour. Also, the findings align with the study by Raheem et al (2014) which suggests that the consumer decision-making process lacks objectivity, consistency, and logic, as a result, they frequently make a judgment of quality based on packaging.

### **5.3 CONCLUSION**

According to the findings, packaging elements such as package colour, pack size, package shape, and label design and pack material have a significant impact on the consumer buying behaviour and perception. According to the findings, packaging elements have an important role in expressing product features and quality in a competitive manner, both cumulatively and individually.

Hence, Manufacturers cannot neglect the significance of packaging which was proven in previous studies that packaging is an important tool for promoting products and stimulating purchase intentions (Rundh, 2007).

The study also concluded that the packaging elements influence how consumers perceive the price and quality of a product, apart from other marketing mix emphasis should also be laid on developing the right combination of elements to get a competitive outlook.

Conclusion is drawn from the study also states that shoppers regard pack material as the important element when making a buying decision. According to Chind and Sahachaisaeree (2012), Visual elements are the most significant factor in the entire design of the product.

It is evident that packaging does not serve only a protective function for the product (Yildirim et al, 2017), but also as a means of revealing the contents of the package (Vieira et al., 2014). In most cases, if a product does not support advertising, its packaging takes over and becomes the product's primary communication channel (Vieira et al., 2015).

## **5.4 Recommendation**

### **5.4.1 Recommendation to consumer good companies**

In accordance with the findings and study, the study advises that consumer goods companies comprehend the demographics of consumers who participate in the purchase of their products. This will help in the formulation of new products (NPD) that appeal to the right target audience.

Also, findings revealed that consumers regard the pack material as a very important element when making a buying decision. Therefore, manufacturers should take into consideration the material in order to gain a sustainable competitive advantage. The study also recommends that manufacturers should leverage on these findings to develop easy to handle pack materials for people living with disabilities or special needs, by doing so, it portrays the brand as an inclusive brand.

With the global go-green awareness campaign, investors and environmental sustainability managers should take advantage of these findings and invest heavily in the research and development of recyclable pack materials which in turn position the brand as one with social empathy. A report by Nielsen that surveyed 30,000 consumers in 60 countries also found that 66% of consumers were willing to pay more for goods from brands that demonstrated social commitment.

The study also shows that majority of the consumers that make a buying decision based on the size are educated, therefore manufacturers should execute formulation and design of pack dimensions with brilliance and ensure that their innovation is supported with accurate data. Manufacturers should be strategic in developing brilliant designs that incorporate the consumers with the brand as findings have shown that the label design of a product attracts female consumers.

More importantly, the study has shown that packaging elements influence the buying behaviour of consumers and also how they perceive a product, therefore it is recommended that manufacturers employ appealing and distinctive features as a product differentiation strategy in order to retain a larger customer base than competitors.

#### **5.4.2 Recommendation to creative/marketing firms**

According to the findings, it is advised that marketing strategists should consider packaging as a crucial instrument when formulating a brand strategy. It should be used as a channel to position the product ahead of competitor products.

Also based on the findings and conclusion, marketing agencies should spend quality developing a product package, in order to ensure that the outcome aligns with the value of the brand and also appeals to the target audience which in turn helps to increase the brand awareness and loyalty.

#### **5.4.3 Recommendation to Retailers**

Based on the findings and conclusion of the study, it is recommended that retailers stay up to date with the preferences and needs of consumers, in order to assist them in making informed and strategic decisions as regards stocking attractive products which will help to increase their sales and attract new customers.

The study recommends that retailers should carefully understand the demographics of their customers in order to what material suits their buying needs. As this study has shown pack material to be the most important element consumers consider when making a buying decision.

#### **5.4.3 Recommendation for Further Studies**

This study just covered the basics of packaging elements and did not go into depth about how each attribute should be applied to packaging to influence consumer perception and behaviour, hence more research on each attribute should be done separately. This study concentrated on a broad category, namely consumer goods. As a result, the outcomes may not be tailored to all product categories. Future research could expand on this work by looking at the impact of packaging features on a single product category, or by conducting a comparative study to see if different packaging elements have different effects on different types of items.

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## **APPENDICES**

### **Appendix I: Introduction Letter for the Administration of Questionnaires PRODUCT PACKAGING; AN ASSESSMENT OF ITS INFLUENCE ON CONSUMER BUYING BEHAVIOUR AND CONSUMER PERCEPTION**

Dear Respondents,

I am inviting you to participate in this research by completing the following survey. The aim of this research is to investigate the influence of product packaging on the consumer buying behaviour and consumer perception. The following questionnaire will require approximately 5-10 minutes. Thank you for taking your time in assisting me with this research. Under no circumstances are you obliged to answer any of the questions, however doing so will greatly assist me in completing my research and enhancing my understanding of this research focus. The data collected will remain confidential and used solely for academic purposes.

Yours Sincerely,

MBA Student,

Neapolis University Pafos.

**APPENDIX II: Research Questionnaire**  
**Section A: Demographic Questions**

**1. What is your gender?**

- Male
- Female

**2. How old are you?**

- 18-28
- 29-39
- 40-50
- 51and above

**3. What is your highest level of education?**

- SSCE
- Bachelors
- Masters
- PhD

**4. What is your occupation?**

- Student
- Self Employed
- Civil Servant
- Private Employee
- Retiree

**5. Local government of residence**

**Instruction; Please answer the following SECTIONS according to the following order**

1 Strongly disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

### **Section B: Consumer buying behaviour**

6. Packaging colour influences your buying behaviour

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

7. Does the pack size of a product influence your buying decision?

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

8. Shape of the product packaging influences your buying behaviour

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

9. The information on the product label affects how you make a buying decision

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

10. Does the label design capture your attention?

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

11. Does the label design influence your buying decision?

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

### **Section C: Consumer perception**

12. Does the pack colour affect how you perceive the quality of a product?

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

13. Does the pack colour affect your perception about the price of a product?

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

14. The shape of the product packaging contributes to your perception of the quality of the product

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

15. The shape of the product packaging affects your perception of the price of the product

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

16. The size of a product packaging influence your view about a product

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

17. The label design affects how you perceive the quality of a product

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

18. The label design affects how you perceive the price of a product

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

19. Does the packaging material influence your perception about the price of a product?

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

20. Does the packaging material attribute to how you perceive the quality of a product?

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

## **SECTION D: Packaging Elements**

21. Which element of packaging is the most important for you when making a buying decision on a scale of 1 to 5?

- Pack Colour
- Pack Size
- Pack Shape
- Packaging Material
- Packaging Label Design