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EFFECT OF PACKAGING ON CONSUMERS' DECISION IN NIGERIA FOOD AND BEVERAGE INDUSTRY

Olawale, Yinusa Alabi (PhD); Salman, Abdulrasaq (PhD); Ojo, Emmanuel Oludele and Balogun, Ebenezer Oluwadamilare*

Abstract

The main objective of this study is to examine packaging and consumers' decision using Bigi product consumers in University of Ilorin, Ilorin, Kwara state as a case study. The specific objectives of the study were to; (i) examine the impact of package label on product quality; and (ii) examine the impact of package design on customer patronage. The research adopted descriptive survey research design while the sampling technique adopted is simple random sampling techniques and the population of the study is 3775. A total number of three hundred and sixty-two (362) copies of questionnaires were distributed which represents the sample size and was arrived at using Taro Yamane (1967) formula and three hundred and thirteen copies of the questionnaires were filled correctly and returned and used for the analysis of this study. The responses to the questionnaires were analyzed using SPSS and hypotheses were tested using multiple linear regression at 0.05 significance level. The result of the findings revealed that package label have significant impact on product quality with $r^2 = 0.790$, and $p = 0.005$, 0.000 and 0.043; and package design has significant influence on customer patronage with $r^2 = 0.796$, and $p = 0.000$, 0.045, and 0.000. The study therefore concluded that packaging has positive effect on consumer's choice. The study recommends food and beverage industry should ensure that they improve on their product label by ensuring that it includes the certification of the product, the composition of the product as well as valid information about the product so as to enhance the quality of the product.

Introduction

Generally, buying a product without a wrapper to cover and protect the product against exposure, spillage as regard container and prevention from contamination through easy access of flies, ant etc. requires managers as well as marketing managers to develop a product known as package to contain and protect the actual product been produced in a company. Packaging is a part of the product and the brand. A product's package represents its characteristics and communicates the product information. For consumers, the product and the package are one and the same when they see it on the supermarket shelves. In the past, packaging was solely regarded to performing technical functions such as protection and logistics. People mainly packaged goods for containing,

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multinationals that the soda market is at its growth stage of product life cycle in developing countries (Ferrer Pal & Hubbe, 2012).

In Nigeria, the situation cannot be different. Industry players are now focusing much on different soft drink products manufacturing which has created the proliferation of soft drinks in the market and competition has become fierce among soft drink manufacturers. In the wake of this present market challenge, many players especially the local ones are looking for any effective marketing strategy that could help gain a competitive advantage to survive the competition. A distinguished marketing effort, which is now popular among industry players, that is helping their business survive the competition is packaging. In the light of this, it is imperative to ascertain the key packaging elements that greatly influence consumers' decision in the event of choosing between varieties of packaged soft drinks. This study therefore, examine the impact of packaging on consumers' decision in food and beverage industry.

Given the commercial function of packaging to attract, to persuade consumers, and to communicate symbolic meanings, it is necessary to fully understand how product packaging can influence consumers' decision. This is especially important since, as mentioned before, changes in product packaging are likely to backfire, leading to decreases in sales and the creation of an unintended brand image in the mind of consumers (Agariya, Johari, Sharma, Chandraul, & Singh 2012).

In this regard, much academic research has been done that has revealed the effect elements of packaging have had on consumers' decision concerning different categories of products. Kuvykaite, Dovaliene and Navickiene, (2009) work on impact of elements of packaging on buying decision of consumers economics and management, On the other hand, Silayoi & Speece (2007) wrote about the role of packaging of food items on consumers in Thailand. Furthermore, Clement (2007) wrote in his work about the visual attention effect on buying behaviour of consumers in the store. The above research results clearly show that different categories of packaging elements are considered important to affecting consumers' buying decision making when research is done in different context. But these studies failed to determine the significance of these elements on consumers' decision of a product. Hence this study examined the impact of packaging on consumers' decision in food and beverage industry.

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Research Objectives

This general objective of this study is to examine the impact of packaging on consumers' decision. While, the specific objectives are to:

i. examine the impact of package label on product quality;
ii. examine the impact of package design on customer patronage; and

Research Hypotheses

This research will test the following statements:

Ho_1: Package label has no significant impact on product quality.
Ho_2: Package design has no significant impact on customer patronage.

Literature Review

Concept of Packaging

In the past, packaging was traditionally defined as the processes which include preservation and drying, and materials which include plastic, paper cardboard, glass and metal used to contain and store, protect, handle and transport a product (Business dictionary 2006). Presently, the discovery of other functions packaging serves has added to the definition of packaging. Hence packaging, according to Dileep (2006), is now defined as the processes, wrapping material and its designs that are employed to contain and store, protect, handle, transport, identify, display, describe, promote, and otherwise attract attention of products on display. Dobson & Yadav (2012) posits that the visual characteristics elements of a package is significant in product recognition since they establish huge attention and are captured at a faster pace.

This signifies that when dealing with packaging of FMCGs, designers must give priority to the visual imagery characteristics of the package whereas informational elements must be given much priority when dealing with high involvement products. Packaging can be defined as "the container for a product - encompassing the physical appearance of the container and including the design, color, shape, labelling and materials used" (Agariya, Johari, Sharma, Chandraul, & Singh 2012). It is used to identify, describe, protect, display as well as to promote the product and to make it readily marketable, storable as well as to protect it against damage (Agariya, Johari, Sharma, Chandraul, & Singh, 2012). The packaging process consists of "all the

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activities that different actors perform to add value in a supply chain from the design of a package, to its re-cycling by the end consumer" (Rundh, 2013).

Dimensions of Packaging

Package Labeling

The label serves as a first line of consumer awareness and is vital to maximize the efficacy of the product. Labels keep consumers informed, the description of the product help customers makes an informed decision. It is found in researches that the consumer purchase behavior is affected by the labeling. The presence of nutritional information may influence the consumers to switch from unhealthy food products towards healthy food products.

As the consumers, due to globalization have become more demanding, therefore, the producers have understood the psychology of consumers and guide them with practical knowledge to cater for the market and serve the people. So, consumers can end up making better food choices if they value and make use of the labeling. (Consumer awareness). The consumers with the help of labeling gets to know and understand the product characteristics, nutritional properties, preservation and instructions to facilitate the consumers to make a sound decision at the time of purchase, hence it carries a great significance (Klimchuk & Krasovec, 2006).

Product's Packaging Design

Packaging and packaging design has become significant factors in the marketing of diverse "consumer goods" and have a main role in communicating product benefits to the customer. Consumers are the key actors in planning and implementing packages. Hereby, the key issue for packaging design is to understand and satisfy the consumer (Stewart 2004). An innovative packaging design can change product perception and create a new market position (Rundh, 2005).

Packaging information can create contrary results. It can lead to misleading or inaccurate information through small fonts and dense writing styles which are used on the package (Deliya, & Parmar 2012). Package size and shape affects consumer judgment and decisions more and more directly. Consumers tend to experience same products from different brands and will decide the bought volume later. Material of packaging is important element which prevents the product from loss. High quality material will attracts customers more than a low (Shah, Ahmed, & Ahmad 2013).

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Consumers' decision

Consumers' decision, derived from human behaviour has been viewed as a volatile concept, difficult to measure and predict. The burden of the success of a product has fallen into the hands of the marketer, who observes consumer behaviour to create an 'appealing' package, consequently manipulating packaging elements in order to turn the once 'volatile concept' into a predictable and economically measurable outcome (Levin & Milgrom, 2004). However, as the consumer changes in need, awareness and choice, and as competition grows to attempt to level the playing field, so must the marketer adapt their strategies accordingly.

Choice behavior is the part of consumer behavior which includes two groups of options. The first group includes non-material choices, i.e., family, spouse, location of the home, and political decisions. The second group includes material things, like special brands, goods, products, and services, which have the attention of marketers. Therefore, consumers' decision behavior is consumers' decisions regarding products and services, which determines which products needed to be available to buy over time. It is also said that the choice for green products is different from conventional products due to different motives behind the usage (Wier, Jensen, Andersen, & Millock 2008).

Determinants of Consumers' decision

Customer Patronage

Consumer patronage is the degree to which a buying unit concentrates purchases over time to a particular product within a service category; product patronage develops through positive reinforcement and repetition of buying behavior. Successful service providers achieve higher customer patronage; unsuccessful business has to attract customers. This affects the net margin because it is much more expensive in advertising promotion and selling to win customers than to hold existing ones.

Product Quality

In business, engineering, and manufacturing, quality has a pragmatic interpretation as the non-inferiority or superiority of something; it's also defined as being suitable for its intended (fitness for purpose) while satisfying customer expectations. Quality is a perceptual, conditional, and somewhat subjective attribute and may be understood differently by different people. Consumers may focus on the specification quality of a product/service, or how

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it compares to competitors in the marketplace. Producers might measure the conformance quality, or degree to which the product/service was produced correctly. Support personnel may measure quality in the degree that a product is reliable, maintainable, or sustainable (Nasir, 2010).

Packaging and Consumers' decision

There is huge competition in the business world, both locally and globally, and businesses are competing with other businesses for consumers. Organizations now engage in good packaging and repackaging of their product making it difficult for consumers to make choices among different competing product. This business world is changing also. As trends change, the desires of the consumers are changing as well. Product packaging in general is intended to protect the product but as at now, it is also intended to increase sales. According to Ladipo and Rahim, (2013) package attracts consumer's attention to particular brands, enhances its image, and influences consumer's perceptions about products, thus packaging a certain product based on your consumer needs, the producer can use labeling or image description to arouse the interest of the consumer to choose and purchase that product, when the consumer is moved by the image or label used to package the product he or she desires or makes a purchase for that product that is needed.

Theoretical Review

The theory adopted for this study is the Gestalt theory. This was adopted because Gestalt psychologists posits that the products of complicated interactions among all stimuli is perception. The key idea behind Gestalt theory of visual perception is the whole being other than the sum of the parts. Thus, when human beings see a group of objects, they perceive the objects in their entirely whole before they see the individual objects. implies that the all combined into one entity (a picture of a package) produces a varied and strong meaning than its individual components (colour, shape etc, respectively).

The people who discovered Gestalt theory include Wolfgang Kohler, Kurt Koffka and Max Wertheimer. For this study, the Gestalt principle is limited to the aspect of the Gestalf that explain human perception. Gestalt principles determines to bring to bear the regularities by which the input of the perception is arranged into single forms.

The key idea behind Gestalt theory of visual perception is the whole being other than the sum of the parts. Thus, when human beings see a group of objects, they perceive the objects in their entirely whole before they see the

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individual objects. This, Bradley (2014) argues that human being sees the whole as more than the sum of the parts. Philosophically, the Gestalt school of thought proposes that our perception is the result of the relationship between stimuli, rather than the existence of the stimuli themselves.

Empirical Evidence

Patrick, Bisi, Chibogu, and Ebenezer (2015) examined the effect of packaging on the patronage of toothpaste among consumers in Ado-Ekiti metropolis, Nigeria. A total of 320 questionnaires were administered to respondents who were customers to eight most popular supermarkets through purposive sampling technique. Pearson-moment correlation analysis was used to determine the relationship between packaging information and patronage of toothpaste. Multiple regression was used to determine the influence of packaging attributes on patronage of toothpaste. The result revealed that among packaging information available on toothpaste products, expiry date, NAFDAC number and nutritional composition had the strongest relationship with patronage. The packaging attributes with highest influence were quantity, quality, and colour. The study recommended that manufacturers should place on their products only relevant information that will influence purchase decision. Furthermore, as families are growing, companies should be innovative to produce family size toothpaste tubes that will be cost saving for the consumers.

Adeola (2017) determined the effect of product packaging on Nigerian consumers. The knowledge derived from relevant literature was used to draft out organized questionnaires to be filled by respondents residing in Yola and Jimeta towns, Adamawa State, Nigeria. A total of 270 questionnaires were distributed to respondents but only 222 questionnaires turned out valid. With the information gathered, it underwent analysis with the help of SPSS 21.0 and Microsoft Excel software. On the SPSS package, correlation and significance (2 tailed) were used as statistical tools. Recommendations are that marketers should know and understand the importance of product packaging because of its benefits as Nigerian consumers consider the packaging of products at the time of purchase.

Chukwu and Enudu (2018) investigated the impact of product packaging on consumer buying behavior. Poor packaging can dissuade consumers from buying product. In addition, a poorly packaged product poses serious problem to salesmen, since it will require enough explanations to persuade customers to buy the product. Customers dislike shabbily packaged products. Good and attractive product packaging influence consumers buying behavior by making

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them to buy product and always patronize product. A survey was used for this purpose. The data collected from the questionnaire instrument were analyzed using percentages and Multiple Regression. The research findings show that a significant and positive relationship lies between the independent variable, attractive packaging, value and quality of packaging, impulse purchasing and the dependent variable consumer buying behavior. A negative relationship exists between the independent variable shabby packaging and the dependent variable consumer purchasing behavior. We conclude that attractive packaging influences consumers purchasing behaviour, adds value and quality to product, appeal to customers and also induces impulse purchasing. We recommend that to be able to be sustainable in present day competitive and computerized market, firms should be able to balance both packaging and quality to meet the level of cost they need as well as build customers confidence, loyalty and continuous patronage.

Methodology

The research design that was used for the purpose of this study is descriptive survey design. This study targeted the entire population of undergraduate students who consume Bigi drinks in faculty of management sciences, university of Ilorin, Kwara state, 2020/2021 session. Faculty of management sciences, University of Ilorin consists of six departments (6) with a total number of three thousand seven hundred and seventy-five (3,775) undergraduate students (Faculty of Management office, 2021). Thus, 3775 undergraduate students of faculty of management students during 2020/2021 session was used as the population for this study. The sample size was 362 and was determined by adopting Taro Yamane (1967) formula. Hence, for the research, multi-stage sampling technique was adopted by the researcher. The first stage involved the use of convenience sampling technique to select student who were easily accessible from each department since they already exist in a stratum. The second stage will involve the use of proportional sampling technique in order to ensure each department have the same sampling fraction, while the last stage involve the use of purposive sampling technique to pick respondent from each department who consume Bigi drinks. The research study used questionnaire for collections and gathering of primary data as the research instrument for data collection. This research report used inferential statistical analysis to analyze data collected in the course of this research. The inferential statistics that was used are multiple regression and coefficient of determination for analyzing and making inference on the presented data and test the significance of the hypotheses. All computations on the study are done through Statistical Package for Social Sciences (SPSS) version 23.

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Model Specification

Regression model 1:

Ho_1: Package label has no significant impact on product quality

$PQ = a + b_1Ce + b_2Co + b_3I + \varepsilon$

Where:

PQ = Product Quality
A = constant
b = gradient/slope of each variable
Ce = Certification
Co = Composition
I = Information
ε = error or residual

Regression model 2:

Ho_2: Package design has no significant impact on customer patronage
$CP = a + b_1A + b_2Si + b_3Sh + \varepsilon$

Where:

CP = Customer Patronage
a = constant
b = gradient/slope of each variable
A = Attraction
Si = Size
Sh = Shape
ε = error or residual

Data Analysis

Testing of Hypotheses

This section addresses the objectives of the study through the formulated hypotheses using regression analysis.

Hypotheses one: Package label has no significant impact on product quality.

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Table 1: Model Summary

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.889[a]	.790	.790	.21076

a. Predictors: (Constant), Certification, Composition, Information

Source: SPSS Output, 2023

The result shows the R^2 which is the coefficient of determination gives approximately 79.0%. This implies that 79.0% of product quality (dependent variable) is affected by labelling (independent variable) while the remaining 21.0% of the product quality may be affected and determined by other unexplained factors. Also, the R square adjusted which is the level of correlation between the two variables i.e. labelling and product quality shows .790 which indicate that there is high degree of correlation between the variables. This implies that certification, composition, information as proxies of labelling is positively related to product quality.

Table 2: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	611.284	3	203.761	4587.326	.000[b]
	Residual	13.725	309	.044		
	Total	**625.009**	**312**			

a. Dependent Variable: Product quality

b. Predictors: (Constant), Certification, Composition, Information

Source: SPSS Output, 2023

The F-statistics are shown from the ANOVA table is significant since the ANOVA significance of .000 is less than the alpha level of .05, thus the result is achieved. Also, the regression sum of square of 611.284 is greater than residual sum of square of 13.725, this further show the significance of the overall model therefore the proxies which are certification, composition and information are major determinant of factors affecting product quality.

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Table 3: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	-.288	.040		-7.112	.000
	Certification	.084	.030	.075	2.829	.005
	Information	1.060	.045	.979	23.743	.000
	Composition	-.066	.033	-.064	-2.031	.043

a. Dependent Variable: Product quality

Source: SPSS Output, 2023

The coefficient of individual independent variable indicated that certification (.075), information (.979) and composition (-.064) has a fair, strong and weak effect respectively as proxies of labelling on product quality. In addition, the probability and t-statistics value of certification .005 and (2.829), information .000 and (23.743) and composition .043 and (-2.031) further suggest that the relationship between labelling and product quality is significant since alpha level of 0.05 is greater than the p-value of 0.005, 0.000, 0.043. Thus, labelling as a proxy of packaging has influence on product quality which is a proxy of consumers' decision.

Therefore, since R^2 of 79.0% is positive and the ANOVA significance of .000 is less than p-value of .05, therefore, the null hypothesis which state that "Package label has no significant impact on product quality." is not accepted and the alternate hypothesis when stated is accepted.

Hypothesis two: Package design has no significant impact on customer patronage.

Table 4: Model Summary

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.892[a]	.796	.795	.18362

a. Predictors: (Constant), Attraction, Size, Shape

Source: SPSS Output, 2023

The result shows the R^2 which is the coefficient of determination gives approximately 79.6%. This implies that 79.6% of customer patronage (dependent variable) is affected by package design (independent variable)

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while the remaining 20.4% of the customer patronage may be affected and determined by other unexplained factors. Also, the R square adjusted which is the level of correlation between the two variables i.e. package design and customer patronage shows .795 which indicate that there is high degree of correlation between the variables. This implies that attraction, size, shape as proxies of package design is positively related to customer patronage.

Table 5: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	606.259	3	202.086	5993.451	.000[b]
	Residual	10.419	309	.034		
	Total	**616.678**	**312**			

a. Dependent Variable: Customer patronage
b. Predictors: (Constant), Attraction, Size, Shape
Source: SPSS Output, 2023

The F-statistics are shown from the ANOVA table is significant since the ANOVA significance of .000 is less than the alpha level of .05, thus the result is achieved. Also, the regression sum of square of 606.259 is greater than residual sum of square of 10.419, this further show the significance of the overall model therefore the proxies which are attraction, size, and shape are major determinant of factors affecting customer patronage.

Table 6: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.228	.027		8.317	.000
	Attraction	.707	.041	.742	17.448	.000
	Size	-.040	.020	-.039	-2.012	.045
	Shape	.270	.049	.287	5.478	.000

a. Dependent Variable: Customer patronage
Source: SPSS Output, 2023

The coefficient of individual independent variable indicated that attraction (.742), size (-.039) and shape (.287) has a strong, weak and fair effect respectively as proxies of package design on customer patronage. In addition, the probability and t-statistics value of attraction .000 and (17.448), size .045 and (-2.012) and shape .000 and (5.478) further suggest that the relationship between package design and customer patronage is significant since alpha level of 0.05 is greater than the p-value of 0.000, 0.045, 0.000. Thus, package

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design as a proxy of packaging has influence on customer patronage which is a proxy of consumers' decision.

Therefore, since R^2 of 79.6% is positive and the ANOVA significance of .000 is less than p-value of .05, therefore, the null hypothesis which state that "Package design has no significant impact on customer patronage" is not accepted and the alternate hypothesis when stated is accepted.

Discussion of Research Findings

The result of the study confirmed that labelling have significant impact on product quality. The study also confirmed that package design have significant impact on customer patronage. The third major findings brought to light is that branding do not have impact on customer loyalty.

The analysis of the first objective revealed that labelling has impact on product quality. It was observed from the finding that the labelling influences product quality specifically amongst Unilorin student. From the study, it was demonstrated that product quality was affected by 79.0% of labelling while other unexplained factors account for the remaining percentage.

The analysis of second objective also demonstrate that package design is influenced by customer patronage. The p-values of proxy give 0.000, 0.045, and 0.000 which are less than the alpha level of 0.05 which implies that attraction, size and shape as proxies of package design determines the patronage of customers. Thus, package design is significant to customer patronage.

Conclusion and Recommendation

Regarding the various data collected through the use of questionnaire on packaging and consumers' decision, the study concluded that packaging label has significant effect on product quality. When students see that the label of a product is of quality, they tend to believe that the product contained in the package is of quality as well and this makes them to choose the product amongst other products of the same function or substitutes.

Also, package design had a significant influence on customer patronage amongst students on campus. Thus, the study concludes that package design has positive significant effect on level of customer patronage. Package design is an important factor affecting the level of customer patronage amongst students. When product packages are well designed are viewed by students, most students choose such product especially when the shape and size of the

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product is compact, comfortable and easy to carry about. A well-designed package also attracts the students to patronize the products and thus makes the students to choose the product.

In view of the findings given above, the following recommendations were suggested;

Based on the finding that labelling has significant influence on product quality, food and beverage industry should ensure that they improve on their product label by ensuring that it includes the certification of the product such as NAFDAC number and other certifications, the composition of the product as well as valid information about the product so as to enhance the quality of the product.

Based on the finding that package design has significant influence on level of customer patronage, food and beverage industry should ensure constant upgrade of its package design in such a way that the size and shape of the product will be comfortable to handle and easy to carry about for consumers and also ensure that the design attract customers to the product to increaser the level of customer patronage for the product.

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