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prices and qualities of other products which are close substitutes and complements, product's packaging, promotion effort and the need of the product. Nevertheless, product's packaging is one of the most important as it determines whether or not the customer will be attracted to or distracted from the product or service to customers and be a customer's first choice (Gbadegyan, AbdulRahem and Imoukome, 2016). Product's packaging ensures the realization of this by making a distinction between the company's products and service from those offered by the rival companies. In this regard, the importance of packaging within the system as a sales booster is becoming increasingly significant. Consequently, in the field of consumer goods, packaging decision has become important with regards to product policy and planning because of the growth of self-service stores and the importance of gaining self-space and display.

However, packaging is a vital and indispensable sale tool, thus making Chandler (2004) referred to it as the fifth "p" of the marketing mix along with the price, product, place and promotion. In fact, the product and the package are becoming so interdependent that we cannot consider one without the other. The success of any product in the market has a close relationship with how effective its package is. Most often, products like milk, soft drinks, beverages, detergents, soap, canned fruit juice and butter have their packages more important in generating sales than the contents.

2. Statement of Research Problem

The overall objective of a product manufacturer is to increase profitability on his output through an increased product sale. The packages inside which his products are kept play a vital role in attracting customers to those products. When product packages are well-designed, they unmistakably influence the purchase decision of a would-be consumer in a positive way. This is through the "temptation" through an attraction it poses to the world – be consumer.

Across the shores of Nigeria, to say that the best has been achieved in the area of effective product packaging is to blow one's trumpet over and above the reality on ground. When comparisons are made between product packaging in Nigeria and what obtains in developed countries of the world, Nigeria's packaging system still leaves much to be desired.

3. Research Objectives

This research was carried out with a view to improving the system on ground so that Nigerian-made products can favourably compete with their counterparts in other countries of the world. The objective of the study therefore was to examine the influence of packaging on the purchase decision of consumers of Unilever Nigeria Plc's products while the specific objective of the research was to determine the influence of packaging features on the purchase decision of consumers of Unilever's products.



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**Packaging and Consumer's Purchase Decision: A Study of
Unilever's Products**

by

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Abstract

This study examined the influence of packaging on consumer's purchase decision using Unilever Nigeria Plc as the case study. The study focused on buyers/consumers of Unilever products at Oba Market in Akure, Ondo State. Simple random sampling technique was adopted with the use of structured questionnaire to elicit information from the respondents. In addition, some descriptive statistical methods were adopted in analyzing the data. The results showed that product packaging had a significant role in influencing consumer's patronage of such products and that product packaging features such as packaging colour, packaging materials, font style, design of the wrapper, printed information, background information, background image and innovation influenced the purchase decision of consumers. Recommendations on how to improve the product packaging of the case study company were made.

Key words: Buying Behavior, Consumer Decision, Package, Product, Purchasing

1. Introduction

It is a common knowledge that human beings have unlimited wants and the resources to satisfy these wants are limited; this corroborates the economists saying that human wants are insatiable. These wants are numerous that a person needs to decide the order in which they are to be satisfied. Therefore, the primary concern of every consumer is to get value that is to derive the best possible satisfaction from any goods and services purchased. There are different factors that are considered by the consumer before a decision is taken to purchase a product and these factors vary from an individual to the other. These factors include the price of the commodity, the quality of the product, the

4. Literature Review

The Concept of Packaging

Packaging has traditionally been seen as an important part of the physical product (Brown, 1950). The importance of product's packaging to both the marketers and customers cannot be overemphasized. This is because of the key role it plays in protecting the product; preventing product's spoilage, spillage and leakage, provision of ways to store and ship the product for the purpose of displaying and advertising it in the modern societies and in this present level of economic development. A product is anything that is capable of satisfying customer needs. We have to rely on the service of the society in obtaining our desired products to satisfy our needs. In a general term, we often distinguish between products and services, with products being tangible (e.g. a car) and services mainly intangible (e.g. insurance policy).

It is believed that packaging has many faces and that it means many things to different people, thus making it a very difficult concept to define and describe. According to Kotler (2003) in Sajuyigbe, Ayanleke and Ola (2013), packaging is all material products used for the containment, protection, hard delivery and presentation of goods. Packaging can be defined as the container which is necessary to convey a product to the ultimate consumer, as contrasted with packing (cartons, crates, etc.) that is required for bulk shipment. Also, packaging is the art of enclosing or protecting products for distribution, storage, sale which is bought by the consumer (Borishade, Ogunmakin, Dirisu and Onochie (2015). Packaging can be described as a coordinated system of preparing goods for transport, warehousing information and sell. It is fully integrated into government business, institutional, industry, and personal use (Diana, 2005).

Due to the dynamic and complex structure of our economy, the importance of packaging is becoming increasingly significant. Hanlon (2001) asserted that current methods of preserving and distributing goods i.e. packaging are such an essential part of our life that we take them for granted and hardly realize how much modern techniques contribute to our standard of living while Schwartz (1989) declared that packaging becomes very important when actual product cannot be seen by the buyers e.g. milk, orange juice, etc. Therefore, it is the package that stimulates consumer's desire to buy rather than the product itself. Also, packaging helps to identify a product as it may prevent the substitution of competitive goods. For example, there are many detergent brands in the market and one finds it very difficult to identify or differentiate between these detergents, if not for their package. UNILEVER products, Omo Blue detergent has the same colour and size with elephant blue detergent but the most distinct factor separating the two is their package.

More often than not, packaging increases profit possibilities of a product. An attractive package stimulates the consumer to pay more for a product. This gives credence to why there is now New Blue Omo in different sizes, so also Close-up tooth paste by UNILEVER. Packaging also plays a significant role in stimulating memory and helping recognition, gaining shelf space, attracting the eye, providing storage and transportation benefits. In a nutshell, the significance of packing both in physical distribution system as a marketing tool cannot be over-emphasized. Apart from being

instrument for improved distribution efficiency, it also provides an attractive method for getting the firm's message (about price, virtues of the product, etc.) across to customers.

Functions of Packaging

In a competitive market, packaging is essential and has become an integral part of the product. Packaging has many functions in different departments. It has its most indispensable roles in logistics and marketing due to the fact that these two units are strongly connected to the end-users of the product. The task of the package is to sell the product by attracting attention and to allow the product to be contained, utilized, and protected (Silayoi and Speece 2004). The Packaging functions include:

- (i) **Protection:** This may be physical or barrier protection. This is enclosing of a physical object, typically a product that will be offered for sale. It is the process of preparing items of equipment for transportation and storage and which embraces preservation (Abdalkrim and Al-Hrezal, 2013). A package protects the contents as the product moves through its marketing channel and while it is in use. Packaging also prolongs the shelf life of a product, which is important to producers, middlemen, and final buyers. Increasing attention focused recently on package safety, especially for drugs, household cleaners, and other products that are potentially dangerous, particularly to children (Schoell, 1985). Package keeps product from breakage, evaporation, spillage, spoilage, light, heat, cold, and several other conditions.
- (ii) **Containment or Agglomeration:** Objects that are small in nature are usually grouped together in one package for efficiency purposes, these include liquids and flowable products in containers.
- (iii) **Information Transmission:** A major benefit of packaging is the information it conveys to the consumer, such as directions on how to use the product and the composition of the product, which is needed to satisfy legal requirements of product disclosure (Abdalkrim and Al-Hrezal, 2013). Pieces of information on how to use, transport, recycle, or dispose the package or product are highly needed and are often contained on the package or label as Government often time requires information on objects such as pharmaceutical, food, medical, and chemical products.
- (iv) **Marketing:** In product's packaging, its promotional role should be well thought-out. It can be used to attract customers' attention and encourage them to examine the product. Packaging design is critical in supermarket products, where it's most important function is to help differentiation the products and consumer spend less time planning the shopping trip and reading than ever, visual images are crucial to attracting them. Promoting the contents is an important packaging objective, especially in self-service retailing. Package must serve as a silent salesperson and attract the shopper's attention. Packaging is becoming an increasingly aspect of marketing strategy (Lamb *et al.*, 2004).
- (v) **Security:** Packaging plays key role in reducing the security risks of consignment. Packages can be made with improved tamper resistance to prevent

- tampering and also can have tamper evidence attribute to signify tampering. Packages can be engineered to lessen the menace of package pilferage.
- (vi) **Convenience:** Packaging convenience is defined by how consumers use the package. Simply put convenience in packaging starts with a package that is easy to open as well as easy to close (Hogan, 2007). Consumers' requirements for storage, use, and convenience cover. Consumers are constantly seeking items that are easy to handle, open, and reclose, although some consumers want packages that are tamper-proof or child-proof, they also want reusable and disposable packages (Abdalkrim and Al-Hrezal, 2013).

The Purchasing Decision Process

According to Kotler (2003), there comes a time when an individual will have to take a decision about buying a product. The product's purchase decision is a process and it is inter-related. The decision involves five stages though it is not every consumer who undergoes all the stages as some consumers may not especially in low involvement purchases such as buying products like detergents and tooth paste. Some stages may be hopped while it is possible to reverse some stages.

Stage One: Recognition of Need. This is the starting point where the consumer realizes some needs in his life and he is motivated to solve the problem. A man must first know that he lacks something and should have the urge to meet his wants.

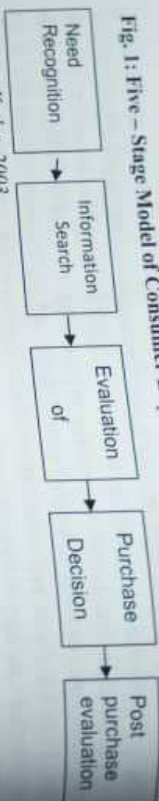
Stage Two: Information Search. This has to do with the description of the information a consumer tends to obtain about a product he is in need of.

Stage Three: Evaluation of Alternative. The buyer has to evaluate the market information regards how to satisfy the recognized need. Here, preference is established as regards methods of brand, product and stores to buy.

Stage Four: Purchase Decision. This is the stage where a buyer resolves to choose the specific product and stores out of the diverse alternatives.

Stage five: Post Purchase Evaluation. Here, the product purchase must have been done, after which ascertainment of the correctness or otherwise of his decision is necessary to the consumer. This evaluation will permit the consumer to discern whether or not the product has met his need and this will in addition be the starting point of future purchase decision.

Fig. 1: Five – Stage Model of Consumer Buying Decision Process



Source: Kotler, 2003

Summarily, the function of packaging in influencing consumer's purchase decision cannot be over-emphasized. Packaging is an essential component of any product. Packaging plays the role of advertising, promoting, protecting, storing and identifying a product will. In addition to the aforementioned roles, packaging informs, educates, persuades, and communicates with consumers since with no packing; virtually the product will remain unknown or recognized. It is through packaging that a consumer knows the name, ingredients, usefulness, shape, size, colour and the type of product that has great influence on consumer's purchase decision. Human beings have divergent views on different matters and these views may be the same or dissimilar from one person to the other. This basically makes clear why we do not believe, respond, think and act in the same way in any given situation. However, the psychological factors including motivation, learning, perception and beliefs and attitudes are outside reasonable doubt, responsible to what, why, when and how consumers buy. These factors make consumers to realize and recognize their needs to evaluate alternative ways of purchase decision and to evaluate the effectiveness or if not of product purchased after used.

Packaging Elements/Features

According to Shah, Ahmad and Ahmad (2013), there are different factors that influence the Purchase behavior or decision of consumers such as, Packaging Color, printed information, packaging Material, Design of Wrapper, Background image, innovation, etc.

Packaging Color: Packaging Color is important and distinguishes a company's product from the products manufactured by the rival companies. Packaging color plays the role of attracting customers to the product even before the product is actually touched. Different competitors use different colors to convey different meanings to their consumers. For examples, white and black colors are used to indicate power, blue for trust, red for energy, green for balance, orange, yellow, purple also connote different meanings to the consumers in accordance to their perception.

Packaging Material: Material of packaging is important element which prevents the product from loss. Product Packaging characterized with high quality materials attracts more customers than those with low quality materials.

Font Style: Font is important element of packaging which attracts the customer attention as it makes the inscribed information on the package to be legible enough to read and understand. Companies that use good font style in creating and transmitting information

about the product to the customers tend to be more successful in the market than others that do not pay attention to this element.

Design of the Wrapper: Ulrich (2009) was of the opinion that packaging is used for identification of the product. The design of the product's wrapper has a long way to attract or distract product's consumers as consumer's class such as children are likely to be more sensitive to this element or feature since attractively designed product's wrappers attracts the children to the products.

Printed Information: This is an important packaging characteristic or element. It furnishes the customers with instructions related to the product quality, price, description and uses which helps in easy and quick identification of the brand.

Background-Image: Goldberg *et al.* (1999) posited that image on the product is very useful as it is capable of heightening customers' attention to the products and as well familiarize them with the product. He adds that background image on the package also creates the exact image in the mind of the customer which consequently helps to identify the brand of the product.

Innovation: Application of an appropriate innovation in designing product's packaging adds much value to the product itself in the minds of the consumers or buyers. This portrays the product's manufacturer among the competitors as being dynamic and consumer sensitive.

5. Theoretical Framework

Theories of Product's Packaging

There are a number of packaging theories that manufacturers can utilize to improve their understanding of the concept, however, the theory of Attractive Quality is considered more suitable for this study. The theory of Attractive Quality is useful to better understand different aspects of how customers evaluate a product or offering (Gustafsson, 1998). Over the past two decades, this theory has gained increasing exposure and acceptance and it has been applied in strategic thinking, business planning, and product development to demonstrate lessons learned in innovation, competitiveness, and product compliance (Watson, 2003). The theory of Attractive Quality originated because of the lack of explanatory power of a one-dimensional recognition of quality (Kano 2001). The theory explains how the relationship between the degree of sufficiency, and customer satisfaction with a quality attribute, can be classified into five categories of perceived quality: 'attractive quality', 'one dimensional quality', 'must-be quality', 'indifferent quality' and 'reverse quality', (Martin and Lars, 2004). The theory of Attractive Quality predicts that quality attributes are dynamic, i.e., over time an attribute will change from being a satisfier to a 'dissatisfier'. It is believed that an operationalization of the theory of Attractive Quality in the area of packaging can contribute to developing more knowledge of the role of packaging in attractive quality

creation. This knowledge is needed since within quality management and marketing there is relatively little research in the area of packaging and customer satisfaction (Underwood *et al.*, 2001). Meanwhile, consumer and industry trends suggest an increasingly important role for packaging as a strategic tool (Olsmats, 2002) as well as a marketing vehicle (Underwood and Klein, 2002).

6. Empirical Review

There have been various studies on product packaging centering attention on Consumers' Buying Behaviour. Some of these studies are considered for this research with a view to facilitate easy understanding of the subject matter.

Ogbojafor, Ladipo and Rahim (2012) researched on the influence of product attributes on consumer purchase decision in Nigerian food and beverages industry using Lagos Metropolis as the case study. In their study, descriptive research method was used to survey 400 customers of the selected two companies in food and beverages industry. Data was collected through questionnaire administered. Descriptive statistic and Pearson's correlation coefficient was used as a method of data analysis. The result of the analysis revealed a positive correlation between product attribute and consumer purchase decision. It was concluded in the study that consumer purchase decision can be viewed as a process in which consumers evaluate alternative products on the strength of various attributes and on the basis of which marketers differentiate and set their brand apart from competition.

Also, Abdalkrim and Al-Hrezal (2013) carried out a study on the role of packaging in consumer's perception of product quality at the point of purchase. The study aimed to investigate the role of packaging in Jordanian consumer's perception of product quality at the point of purchase. Data was collected from a sample of 547 respondents using a questionnaire. The questionnaire consisted of 26 items measured on five point likert scale. Multiple regression analysis was used as statistical tool for the study. The finding of the study showed that all the independent variables had a significant effect on Jordanian consumer's perception of product quality at the point of purchase; therefore, recommendations for future researches were given.

Mutsikiwa and Marumbwa (2013) examined the impact of aesthetics package design elements on consumer purchase decisions of dairy products in Zimbabwe with particular emphasis on variables such as package colours, material, instructions and typography. The study adopted a descriptive research design. A structured questionnaire was employed to collect data and information from 150 respondents who were randomly selected while going about their shopping experiences. The study revealed that not all aesthetic package design elements trigger consumer purchase behaviour. It was recommended that only elements that have influences on Consumer's Purchase Decisions that should be properly blended together to ensure that they remain sensitive and appealing to the consumers, thereby shaping and guiding their intention to purchase dairy products.

7. Materials and Methods

This study used both primary and secondary data as it utilized a survey research. The sample size consisted of 100 selected customers of Unilever products in Akure, Nigeria. Simple random sampling technique was adopted with the use of structured questionnaire to elicit information from the customers at popular Oba Market in Akure, Ondo State, Nigeria. The questionnaire consisted of two sections. Section One contained the respondent's bio-data while Section two had parts A and B. Part A comprised questions measuring the influence of packaging on the purchase decision of consumers of Unilever's products, while part B was made up of questions intended to determine the influence of packaging features (elements) on the purchase decision of consumers of Unilever's products. Out of the total of 100 copies of the questionnaire administered, 89 were filled and returned.

8. Data Analysis and Interpretation

Results and Discussion of Findings

Table 4.1: Demographic Information about the respondents

	Frequency	Percent
Gender		
Male	36	40.4
Female	53	59.6
Total	89	100.0
Age		
Below 20years	23	25.8
20-30 years	33	37.1
31-40 years	11	12.4
41-50 years	18	20.2
51-60	4	4.5
Total	89	100.0
Marital Status		
Single	25	28.1
Married	61	68.5
Separated/Divorced	3	3.4
Total	89	100.0
Educational Qualification		
Primary Six	10	11.2
Secondary Education	43	48.3
OND/NCE	17	19.1
First Degree/HND	17	19.1
Second Degree	2	2.2
Total	89	100.0

Salary Level		71.9
<50,000	64	21.3
50,000-80,000	19	4.5
81,000-110,000	4	2.2
141,000 and above	2	100.0
Total	89	

Source: Researchers' Field Survey, 2017

The study involved one hundred (100) respondents that patronized Unilever products at popular Oba Market in Akure, Ondo State, Nigeria. Eighty-nine (89) useful questionnaires which indicate 89 percent effective response rate were retrieved and analyzed.

Table 4.1 displays demographic information about the respondents. Respondents were mostly female since they were 59.6 percent (53) of the respondents even as their male counterparts were 40.4 percent (36). The information does not mean that more female patronizes Unilever product than male. But if respondents were married, there was every tendency that female may be more involved in the buying of basic needs for the family since in most cases the husband commit this function to his wife. This reflected in the number of married respondents in table 4.1, as they form the chunk of respondents - about 70 percent (68.5 percent, 61) while the singles were 28.1 percent (25) and separated or divorced 3.4 percent (3). The age group of respondents is an important tool used by manufacturer to fashion out their product. They manufactured product that met the specific need of a specific group of people called target markets. Close to 40 percent (37.1, 33) who fell between ages 20-30 patronized Unilever products. These were followed by respondents in age brackets below 20 years, 41-50 years 31-40 years and 51-60 years with percentages 25.8 (23), 20.2 (18), 12.4 (11) and 4.5 (3) respectively. The highest education attainment of respondents that participated in the study was Master degree whilst the least were Primary six certificate holders. However, many (48.3 percent, 43) of them were holders of Secondary School Certificate when very few 2.2 percent (2) hold Master degree certificate. The same number of respondents (19.1 percent, 17) held Ordinary National Diploma certificate or National Certificate in Education and First Degree or Higher National Diploma certificate. As shown in the table, many of the respondents, 71.9 percent (64), earned below ₦50,000 but lower number (21.3 percent, 19) earned between ₦50,000–₦80,000. Very few earned ₦81,000–₦110,000 (4.5 percent, 4) and 141,000 and above (2.2 percent, 2).

Table 4.2: Influence of Packaging on the Purchase Decision of Consumers of Unilever's Products

	Strongly disagree	Disagree	Agree	Strongly agree	Mean
	1	2	3	4	
I am aware of the existence of Unilever Nigeria Plc	0	1	37	51	3.56
I have full knowledge of some of Unilever's products	0	1	54	34	3.37
I have bought some of the Unilever's products before	1	12	54	22	3.09
I am of the opinion that Unilever is known for well packaged products	0	21	51	17	3.00
I share the view that I am always attracted to the Unilever's packaged products	1	26	39	23	2.94
Product packaged by Unilever Nigeria plc influences my purchase decision due to better handling and transportation	0	20	46	23	3.03
I prefer the products packaged by Unilever because the quality of the packaging serves better product	1	25	50	13	2.84
I share the view that I am always attracted to Unilever's packaged products	0	36	35	18	2.80
I can conclude that the influence that Unilever's product packaging has on consumers' purchase decision is high	1	10	47	31	3.21

Source: Authors' Computation, 2017

Product Packaging on the Purchase Decision of Consumers of Unilever's Products

In an attempt to achieve this objective, arithmetic mean was used to explain average opinions of the respondents. Based on the analysis of responses of the consumer in Table 4.2, it could be stated that many of them strongly agreed (51) and agreed (37) that they were aware of the existence of Unilever Nigeria Plc. The average of their responses was 3.56 which fell within the agree category. It could be confidently said that, these consumers were aware of the existence of Unilever Nigeria Plc. The respondents had full knowledge of some of Unilever's products. 54 and 34 agreed and strongly agreed respectively. Generally, the mean of their responses was 3.37.

The awareness the company and the knowledge of its existing products are not enough to determine the influence of packaging on the purchase decision of consumers of Unilever's products. Therefore, asking about consumers' patronage is very important. The respondents who had once bought any of the company products were 76 altogether (agreed, 54 and strongly agreed, 22) with an average value of 3.08 which indicated that those who had once patronized Unilever products were more than those that had not. 68 of the respondents were of the opinion that Unilever was known for well packaged products whilst 21 disagreed with this statement. About 60 of the respondents shared the view that they were always attracted to the Unilever's packaged products whereas the remaining 26 were not always attracted to the company's packaged products. On the average, their opinions on the statement stood at 2.94. This practice of Unilever Nigeria plc influenced the purchase decision of 69 respondents who believed that this promoted better handling and transportation of the products involved though this was not the case with 20 of the respondents. Though 26 respondents seemed not to prefer the products packaged by Unilever in all cases, 63 preferred the products packaged by Unilever because the quality of the packaging served better product. However, the average value (2.84) indicated a general agreement with the statement. Sharing this opinion, 53 stated that they were always attracted to Unilever's packaged products against the opinions of 36 who disagreed. Many of the respondents, therefore, concluded that the influence that Unilever's product packaging had on consumers' purchase decision was high (78) which outweighed those who disagreed. The average was 3.2.

Table 4.3: Packaging Features (Elements) and the Purchase Decision of Consumers of Unilever's Products

	Strongly disagree	Disagree	Agree	Strongly agree	Mean
	1	2	3	4	
The packaging color of Unilever's products positively influences my decision to buying the products as I'm always attracted to them		17	51	21	3.04
The label of the Unilever's influences me positively in making decision during buying process	2	31	31	25	2.89
The quality of the packaging material used by Unilever is essential to me during purchasing process	1	39	31	18	2.74
The package design of Unilever's products has a positive impact on my decision to make selection during buying process	6	32	34	17	2.70

The printed information on the package of Unilever's product helps me in the process of buying the products as it supplies me with enough needed information				
1	20	47	21	3.00
The language used on the package influences consumer behavior during the buying process				
1	25	45	18	2.90
The brand image on the package of Unilever's product has an impact on my behavior on buying process				
2	38	32	17	2.71
Packaging size and shape are significant elements used by me in making product's volume judgements during purchasing process of products manufactured by Unilever.				
0	32	34	23	2.90

Source: Authors' Computation, 2017

Packaging features are paramount to the purchase decision of consumers of any product. The views of the respondents on the influence of the packaging features (elements) purchase decision of consumers of Unilever's products are presented in Table 4.3.

Colour

Respondents agreed (81%) that the packaging color of Unilever's products positively influenced their decision to buy the products as they were always attracted to them. The views of 19 % respondents differed from this. They appeared to optine that the packaging color of Unilever's products did not positively influence their decision to buy the products as they were not always attracted to them. They average value of 3.04 showed a general agreement.

Label

The label on the Unilever's products influenced 56 respondents positively in making decision during buying process. The reverse was the case for the remaining 37%customers. Statement had a mean value of 2.89 indicating agreement. Many consumers were likely to be attracted by the label on Unilever's products.

Quality

The quality of the packaging material used by Unilever was essential to many of the consumers during purchasing process as 55 % of them agreed with this statement while 45 % disagreed which bring the mean value to 2.74.

Design

The package design of Unilever's products had a positive impact on the decision to make selection during buying process of some respondents. For instance, 57% of respondents were likely to be influenced to make selection of well-designed product of

Mean	3.04
2.89	
2.74	
2.70	

Unilever during buying process, though this was never the case with 43% of them. Packaging Design of product influenced the purchasing decisions as it helped to easily identify the product.

Printed Information

Printed information on the Unilever product package served as a means of knowing the purpose a particular product meets 76 % of the respondents agreed that the printed information on the package of Unilever's products helped them in the process of buying the products as such supply them with enough needed information about the product. However, 24% respondents had divergent opinions. It seemed they had not been taking note of the information on the Unilever products that they were buying. Probably, they made buying decisions based on hear-say. It was however, noteworthy that the mean value was high enough (3.00) which indicated that there was a general agreement.

Language of Communication and Font Size

The language used and font size of information on the package influenced many (71 %) consumers' behavior during the buying process. It seldom affected the behavior of small number (29 %) of consumers. Based on this, it was clear from the table that the mean (2.90) for this statement that the overall responses fell within the value that related to the agreed.

Brand Image

The package of a product normally carries the brand image that can be used to identify the producing company. This is a very good avenue for a company to advertise itself to the consumers. On the average, respondents agreed (2.72) that the brand image on the package of Unilever's products had an impact on the behavior on buying process. To be specific, 56 % respondents agreed with the statement while a little less than 45% were rarely affected.

Packaging Size and Shape

Packaging size and shape are significant elements that are sometimes used by consumers in making product's volume judgments during purchasing process of the products. This was confirmed by the average opinion of the respondents. Notwithstanding, 36 % of the respondents were not attracted by packaging size and shape Unilever product.

9. Conclusions and Recommendations

The findings of the study showed that Unilever's product packaging had significant effect on the consumer's purchase decision for the products. The findings further revealed that there was a significant relationship between packaging features of Unilever's products and consumer's purchase decision for the products. It was also discovered that effective packaging of a product no doubt sold the product and increased sales volume. However, despite the various roles played by packaging in the total marketing system, its effectiveness in motivating consumers to buy depends on the