

TITLE PAGE

**ANALYSIS OF THE ROLE OF PACKAGING AS A PROMOTIONAL TOOL
IN THE MARKETING OF DIFFERENT BRANDS OF WEAVONS (A STUDY
OF AYMAN ENTERPRISES LIMITED AND LINDA MANUFACTURING
COMPANY LIMITED)**

BY

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**BEING A DISSERTATION SUBMITTED
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AUGUST, 2010.

CERTIFICATION

I, Ufondu Adaora Ogechukwu of the department of marketing, University of Nigeria, Enugu campus hereby certify that this project work carried out by me is the original work and has not been submitted in part or full to this university or any higher institution of learning.

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APPROVAL

This project work as carried out by Ufondu Adaora Ogechukwu
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DEDICATION

This work is dedicated to God Almighty the giver of wisdom, Knowledge and understanding, for the grace to complete this programme.

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ABSTRACT

The purpose of this research work is to analyze the role of packaging as a promotional tool in the marketing of different brands of weavons. In nowadays competitive marketing environment the role of package has changed due to increasing self-service and changing consumers' lifestyle. Firms' interest in package as a promotional tool is growing increasingly. Package becomes an ultimate selling proposition stimulating impulsive buying behaviour, increasing market share and reducing promotional costs. However, the following objectives were formulated; to analyze the extent packaging influences buying behaviours find out the impact of a change in package on the sales of the product, to ascertain whether brand packaging promote the company's image, to know the extent producers consider packaging in their product decisions, to determine if consumers associate the appearance of a product to its quality. The study had a population of 1,693, out of which a sample size of 324 was realized using Taro Yamane formula. Instrument used for data collection was primarily questionnaire. 324 copies of questionnaire were distributed and collected. The survey research method was adopted for the study while chi-square was used to test the hypotheses. The findings showed that there is relationship between packaging influence and buying behaviour and that there is impact of change in the package of a product. Also there is relationship between brand packaging and company's image, and the producers consider packaging in their product decisions and finally that consumers associate the appearance of a product to its quality. The study recommended that manufacturing firms should periodically evaluate how consumers respond to their product packaging so as to enhance the competitiveness of their products in the market.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

In nowadays competitive marketing environment the role of package has changed due to increasing self-service and changing consumers' lifestyle. Firms' interest in package as a promotional tool is growing increasingly. Package becomes an ultimate selling proposition stimulating impulsive buying behaviour, increasing market share and reducing promotional costs.

According to Rundh (2005:672) package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also package imparts unique value to products and works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behavior. Wells, Farley & Armstrong, (2007:680) opined that package performs an important role in marketing communications and could be treated as one of the most important tools of promotion. The primary function of packaging is to protect the product against potential damage while transporting, storing, selling and exploiting a product and to ensure the convenience during performance of these activities. Grundvag&Ostil, (2009:220) indicates the importance of packaging in the case of grocery, when consumers buy unbranded products. Seeing that most consumers tend to touch products before purchasing, they

treat product packaging as a tool for protecting consumers from contamination, for allowing them to touch products without restraint, without need to avoid smudging their hands. They propose to use packaging with a 'window', in order to allow consumers to evaluate product by its appearance at the same time reducing consumer uncertainty regarding quality by branding the product and labeling it i.e. to communicate to consumer adequate message about product. It could be stating that in length of time a function of identification and communication became of vital importance especially for consumer products in the group of convenience goods.

Packaging as a tool for communication was investigated by Gonzalez et al., (2007:63) Taking into consideration that impulsive buying is proper to many consumers it could be maintained that 'packaging may be the only communication between a product and the final consumer in the store'. Consequently the role of package in marketing communications increases: it must attract consumer's attention and transmit adequate value of product to consumer in the short period right in the place of sale.

The role of packaging has evolved from the traditional function of protecting the product against dirt, damage, theft, mishandling, and deterioration. This functional role is a requirement of all packages. In the modern era, packaging is also utilized as a marketing tool to promote the product, to increase visibility of the product on the shelf, and to provide information to the customer (O'Shaughnessy 2005:105). In spite

of packaging use as a growing marketing tool, marketers still view packaging as a container. Known marketing guru, Philip Kotler (2000, 418) defines packaging as all activities of designing and producing the container for a product. Packaging draws the attention of the consumer at point-of-sale through its attractive design and color, gives an indication of its contents, package can be a tool in educating the customer. Finally, the package contributes to the overall image of the brand. It is important to remember, however, that packaging is not the only marketing and promotional tool. Meyers (2001:25)

The increasing importance of packaging in the marketing mix has equaled and occasionally surpassed product advertising and sales promotion in the past thirty years.

The physical packaging of a product can be used for many purposes, from the manufacturing point to the end users, such as the protective and promotive functions where it is called as a "silent protector" Long (2002:52) and a "silent salesman" Pilditch (2003:102). The packaging not only delivers product information and brand identity, it also visually appeals to consumers and due to its protective function delivers the product undamaged. Besides, Packaging plays an important role in helping consumers to recognize and understand the products.

When consumers go to retailers, they usually see the packaging of products before they can see the products themselves. Therefore, the packaging of products can be an effective tool for promotion in real shops Stewart, (2006:208).

According to Cateora (2002:405), a poorly packaged product conveys an impression of poor quality. Supermarkets have many products on the shelves each containing many items of information and there are very few sales people in a supermarket hence most selling is done through packaging. The modern marketer should then see packaging beyond its traditional role of holding contents together but as a promotional tool for his products which is the purpose of this study.

1.2 STATEMENT OF THE PROBLEM

Despite the increasing popularity of packaging in the promotion of goods and services, one cannot but agree that there are areas of problems which need to be studied. Though some business organizations are now using packaging to promote their wares yet many business organization in Nigeria concentrate their marketing effort on the traditional elements in the marketing mix in the performance of their marketing activities. The rate at which wares or products are being advertised, one may be forced to ask questions bothering on the use of packaging.

In the application of marketing mix, many organizations are faced with packaging problems. Some of the packaging problems include; the need to know whether packaging is a good promotional tool. In this regard, packaging alone is not enough for promotion of goods and services. There is a great need to look at other marketing mix elements which usually comes first before packaging, despite the fact that good packaging promotes sales; wrong packaging can lead to the total rejection of goods.

Again, packaging affect consumer buying decision, because wrong\bad packaging can make a consumer not to buy a particular product. In this aspect packaging needs to be suitable for each product in order to attract the attention of the consumers and also make them buy. Good packaging also protects the image of the organisation, but some organisations do not have good packaging system, thereby making their products to appear cheap and of low quality. Packaging is not a good compliment or substitute for advertisement though good packaging helps in advertisement.

1.3 OBJECTIVES OF THE STUDY

The main aim of this research work is to analyze the role of packaging as a promotional tool in the marketing of weavon. The specific objectives includes:

1. To analyze the extent packaging influences buying behaviours.
2. Find out the impact of a change in package on the sales of the product.
3. To ascertain whether brand packaging promote the company's image.

4. To know the extent producers consider packaging in their product decisions.
5. To determine if consumers associate the appearance of a product to its quality.

1.4 RESEARCH QUESTIONS

The following questions will guide this study:

1. To what extent does packaging influence buying behaviour?
2. What is the impact of a change of package on the sales of the product?
3. To what extent does brand product packaging promote the image of the company?
4. To what extent do producers consider packaging in their product decisions?
5. Do consumers associate the appearance of a product to its quality?

1.5 RESEARCH HYPOTHESES

In analyzing the role of packaging as a promotional tool in the marketing of weavons some tentative statements have to be tested hence the following hypothesis is put forward for this study:

1. H0: There is no relationship between packaging influence and buying behaviour.
H1: There is relationship between packaging influence and buying behaviour.
2. H0: There is no impact of change in the package of a product.
H1: There is impact of change in the package of a product.
3. H0: There is no relationship between brand packaging and company's image.

H1: There is relationship between brand packaging and company's image.

4. H0: The producers do not consider packaging in their product decisions.

H1: The producers consider packaging in their product decisions.

5. H0: The consumers do not associate the appearance of a product to its quality.

H1: The consumers associate the appearance of a product to its quality.

1.6 SIGNIFICANCE OF THE STUDY

This study will solve the research questions mentioned earlier and show the importance of packaging as a promotional tool to both the manufacturers and consumers.

To the manufacturers, it will make them adopt a better approach to taking packaging decisions; help them promote the image of the organisation and the brand.

To the consumers, it will show that package is part of the product they buy and may help to reduce dissatisfaction felt after buying a product, stimulate their buying behaviour and help them choose a product from a wide range of similar products.

Also, academic community will not be left out, because this work will serve as a fertile ground for researchers who wish to carry out a study on this topic.

1.7 SCOPE OF THE STUDY

The study will cover the analysis of the role of packaging as a promotional tool in marketing of weavons the researcher intends to use the manufacturers and consumers of darling yaki and expression brands of weavon to carry out this research work. These manufacturers and consumers will provide the researcher with useful information that will be required to effectively carryout this research work.

1.8 LIMITATIONS OF THE STUDY

The main limitations of the study are uncooperative attitude of some manufacturers and consumers of the product of the companies taken into study, inadequacy of time, financial constraints and inadequate power supply. Some of those approached for information declined and refused to cooperate. This affected the volume of information available for the study. Again, limited time allocated for this research work did not provide room for accuracy and reliability of results.

1.9 BRIEF HISTORY OF THE ORGANIZATIONS UNDER STUDY

Ayman Enterprises Limited

The company was established 20 years ago in Nigeria. They manufacture synthetic hair (weavons, wigs, extensions, braids). They have a wide variety of styles, colours and products. They are the major manufacturers of synthetic hair products in Nigeria.

They supply to the local market and export to many West African and European countries. The company is owned by a Lebanese family. Their production capacity is high and they pride themselves with the quality of their products. They can produce any style, quality and colour if not in their range of products with synthetic hair.

Company profile

Company name: Ayman Enterprises limited.

Business type: Manufacturer.

Product/service: Weavons, wigs, braids extensions.

Address: Matori, Mushin, Lagos.

Brands: Amigos, darling yaki.

Number of employees: about 75 employees.

Year established: 1987

Main markets: Africa, Western Europe.

Factory location: Nigeria.

Linda Manufacturing Company Limited

The company is an international synthetic hair manufacturing company with headquarters in New York, USA, also registered in Nigeria and operating from Lagos. The company has over 200 distributors nationwide and was founded in 1997

to manufacture contemporary hair products that are made from the best quality synthetic fibers in the world.

Company profile

Company name: Linda manufacturing company limited.

Business type: Manufacturer.

Product/service: Weavons, wigs, braids.

Address: Papa ajao, Mushin, Lagos.

Brands: Expression.

Number of employees: About 83 employees.

Year established: 1997

Main market: Africa.

Factory location: Nigeria, New York, USA.

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CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 DEFINITIONS OF PACKAGING

Packaging is now generally regarded as an essential component of our modern life style and the way business is organized. Packaging is the 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, identification and packaging of products. Packing is recognized as an integral part of modern marketing operation, which embraces all phases of activities involved in the transfer of goods and services from the manufacturer to the consumer. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company.

Kotler (2006:106) defines packaging as "all the activities of designing and producing the container for a product." Packaging can be define as the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote, and otherwise make the product marketable and keep it clean. Packaging is the outer wrapping of a product. It is the intended purpose of the packaging to make a product readily sellable as well as to protect it against damage and prevent it from deterioration while storing. Furthermore the packaging is often the most relevant element of a trademark and conduces to advertising or communication.

The definitions of ‘‘packaging’’ vary and range from being simple and functionally focused to more extensive, holistic interpretations.

Packaging can be define quite simply as an extrinsic element of the product (Olson and

Jacoby 2002:65) an attribute that is related to the product but does not form part of the physical product itself.

‘‘Packaging is the container for a product – encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used’’ (Arens2001:320).

Most marketing textbooks consider packaging to be an integral part of the ‘‘product’’ component of the 4 P’s of marketing: product, price, place and promotion (Cateora andGraham, 2002: 358).

Some argue that that packaging serves as a *promotional* tool rather than merely an extension of the product: Keller (2008:360) considers packaging to be an attribute that is not related to the product. For him it is one of the five elements of the brand ‘‘ together with the name, the logo and/or graphic symbol, the personality and the slogans.

While the main use for packaging can be considered to be protection of the goods inside, packaging also fulfils a key role in that it provides us with a recognizable logo, or packaging, so that we instantly know what the goods are inside. From the

consumer perspective, packaging plays a major role when products are purchased in as both a cue and as a source of information.

Packaging is crucial, given that it is the first thing that the public sees before making the final decision to buy (Vidales Giovannetti 2005:156).

Packaging includes the activities of designing and producing the container for a product. The package may include up to three levels of materials. E.g. Old spice aftershave

1. *Bottle* - primary package
2. *Cardboard box* - secondary package
3. *Corrugated box* - shipping package

Packaging is any container or wrapping in which the product is offered for sale and can consist of a variety of materials such as glass, paper, metal or plastic depending on what is to be contained. Packaging is an important part of the product that not only serves a functional purpose, but also acts as a means of communicating product information and brand character. The packaging is often the consumer's first point of contact with the actual product and so it is essential to make it attractive and appropriate for both the products and the customers need.

Due to the growth of mass merchants and self-service, manufacturers have come to realize the value of packaging as a marketing tool. Today it is a vital part of a firm's product-development strategy; a package may even be an integral part of the product

itself. Packaging has become a potent marketing tool. Well-designed packages can create convenience and promotional value.

In manufacturing industry, the products are kept inside a container that is called packaging. Packaging has already developed well beyond its original function besides from protection and now plays a major role in the industry by developing its appeal, providing product information and establishing brand image and awareness. The meaning of packaging comes in different view of individuality and became the integral part of the product component, the 4 P's of marketing: product, price, place, and promotion (Cateora and Graham, 2002:88). Manufacturers use the packaging as a promotional tool rather than merely an extension of the product because packaging is an attribute that is not related to the product. Manufacturers enclosed the five elements of the brand in the packaging that comprises with the name, logo or graphic symbol, the personality and the slogans. In the industry, the main use for packaging can be considered to be the protection of the goods inside. From the consumer perspective, packaging plays a major role when products are purchased as both a cue and as a source of information (Louw and Kimber, 2007:55)

2.2 THE OBJECTIVES OF PACKAGING

The physical protection is the main objective. Protection of the objects enclosed in the package from shock, vibration, compression, temperature, and any other components that may be high risk in damage.

Containment or agglomeration are meant for the small objects which are typically grouped together in one package for transport and handling efficiency that can be more suitable in size for individual households. The information transmission in every package must indicate information on how to use, transport, recycle, or dispose of the package or product. The packaging can reduce theft. Packaging that cannot be re-closed or gets physically damaged like any signs of opening, is helpful in the prevention of the theft. Packages also provide opportunities to include anti-theft devices. There is convenience. The packaging features add convenience in distribution, handling, display, sale, opening, re-closing, use, and re-use. Packaging is a form of Marketing Strategy. The packaging and labels can be used by marketers to encourage potential buyers to purchase the product.

Packaging and package labeling have several objectives:

• **Physical Protection** – Protection of the objects enclosed in the package from shock, vibration, compression, temperature, etc.

• **Barrier Protection** - A barrier from oxygen, water vapor, dust, etc.

ÅContainment or Agglomeration - Small objects are typically grouped together in one package for transport and handling efficiency. Alternatively, bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households.

ÅInformation transmission - Information on how to use, transport, recycle, or dispose of the package or product is often contained on the package or label.

ÅReducing theft - Packaging that cannot be re-closed or gets physically damaged (shows signs of opening) is helpful in the prevention of theft. Packages also provide opportunities to include anti-theft devices.

ÅConvenience - features which add convenience in distribution, handling, display, sale, opening, re-closing, use, and re-use.

ÅMarketing - The packaging and labels can be used by marketers to encourage potential buyers to purchase the product.

Developing an effective package for a new product requires several decisions. The first task is to establish the packaging concept: defining what the package should basically be or do for the particular product. Decisions must include the following elements: size, shape, materials, color, text and brand mix. The packaging elements must also be harmonized with decisions on pricing and other marketing elements. Once the packaging is designed, it must be tested. Factors that have contributed to packaging growing use as a marketing tool: -

- ❖ Self service: An increasing number of products are sold on a self-service basis. The package attract attention, describe the products features, create consumer confidence and make a favorable overall impression
- ❖ Consumer affluence: Rising consumer affluence means consumers are willing to pay a little more for the convenience, appearance dependability and prestige of better packages.
- ❖ Company and brand image: packages contribute to instant recognition of the company or brand. It differentiates a product from competitors by its design, color, shapes and methods.
- ❖ Innovation opportunity: Innovative packaging can bring large benefits to consumers and profits to producers. Packaging can be a major element of new-product planning.
- ❖ Promotional tool: It serves as a promotional tool and is the final form of promotion the consumer sees prior to making purchase decision.
- ❖ Reminder: A package also serves as a reminder after a purchase is made. Although packaging is expensive, developing effective packaging may cost several hundred thousand dollars and take several months to complete. Companies must pay attention to growing environmental and safety concerns about packaging. Shortages of paper, aluminum, and other materials suggest that marketers should try to reduce packaging.

2.3 FUNCTIONS OF PACKAGING

1 protection and preservation

A basic function of package is to protect and preserve the contents during transit from the manufacturer to the ultimate consumer. It is the protection during transport and distribution; from climatic effects (heat and cold, moisture, vapour, drying atmospheres); from hazardous substances and contaminants; and from infestation.

Protection is required against transportation hazards spillage, dirt, ingress and egress of moisture, insect infection, contamination by foreign material, tampering pilferage etc. A package should preserve the contents in 'Factory Fresh' condition during the period of storage and transportation, ensuring protection from bacteriological attacks, chemical reaction etc.

2 Containment

Most products must be contained before they can be moved from one place to another. To function successfully, the package must contain the product. This containment function of packaging makes a huge contribution to protecting the environment. A better packaging help to maintain the quality of the product and reach ability of the product in the consumer's hand without spillages it gives better image to the organization.

3 Communication

A major function of packaging is the communication of the product. A package must communicate what it sells. When international trade is involved and different languages are spoken, the use of unambiguous, readily understood symbols on the distribution package is essential. It is the interest further that to get appropriate communication to the consumer about the product, how to use it and other utility information. Packaging protects the interests of consumers. Information includes: quantity; price; inventory levels; lot number; distribution routes; size; elapsed time since packaging; colour; and merchandising and premium data.

2.4 THE ROLE OF PACKAGING

The primary function of packaging is to protect the product against potential damage while transporting, storing, selling and exploiting a product (Gonzalez, Thorhsbury & Twede, 2007:65; Wells *et al.*, 2007:678; Kuvykaite, 2001:560) and to ensure the convenience during performance of these activities. Sogn-Grundvag & Østli (2009:215) indicates the importance of packaging in the case of grocery, when consumers buy unbranded products. Seeing that most consumers tend to touch products before purchasing, they treat product packaging as a tool for protecting consumers from contamination, for allowing them to touch products without restraint, without need to avoid smudging their hands. They propose to use packaging with a

in order to allow consumers to evaluate product by its appearance at the same time reducing consumer uncertainty regarding quality by branding the product and labeling it (Grundvag & Østli, 2009:225), i.e. to communicate to consumer adequate message about product. It could be stating that in length of time a function of identification and communication became of vital importance especially for consumer products in the group of convenience goods.

Packaging as a tool for communication was investigated by Butkeviciene *et al.* (2008:58), Gonzalez, Thorhsbury & Twede (2007:60), Vila & Ampuero (2007:32), etc. Taking into consideration that impulsive buying is proper to many consumers, it could be maintained that the package may be the only communication between a product and the final consumer in the store (Gonzalez *et al.*, 2007:63). Consequently the role of package in marketing communications increases: it must attract consumer's attention and transmit adequate value of product to consumer in the short period right in the place of sale. Therefore there is a necessity to explore package and its elements in more detail, in order to understand which of these elements are the most important for consumer's purchase decision.

In Strategic Marketing Packaging has developed well beyond its original function besides from protection and now plays a major role in marketing by developing its appeal, providing product information and establishing brand image and awareness.

The meaning of packaging comes in different view of individuality. For some, packaging is the container for a product. Some marketing books consider the packaging to be an integral part of the product component, the 4 P's of marketing: product, price, place, and promotion. Some experts say that packaging is a part of a promotional tool rather than merely an extension of the product because packaging is an attribute that is not related to the product.

There are five elements of the brand that comprises with the name, logo or graphic symbol, the personality and the slogans. While the main use for packaging can be considered to be the protection of the goods inside. From the consumer perspective, packaging plays a major role when products are purchased as both a cue and as a source of information.

In nowadays competitive environment the role of package has changed due to increasing self-service and changing consumers' lifestyle. Firms' interest in package as a tool of sales promotion is growing increasingly. Package becomes an ultimate selling proposition stimulating impulsive buying behaviour, increasing market share and reducing promotional costs.

According to Rundh (2005:670) package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also package imparts unique value to products (Underwood, Klein & Burke, 2001:405; Silayoi & Speece, 2004:609), works as a tool for differentiation, i.e. helps

consumers to choose the product from wide range of similar products, stimulates customers buying behaviour (Wells, Farley & Armstrong, 2007:680). Thus package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase decision. In this context, seeking to maximize the effectiveness of package in a buying place, the researches of package, its elements and their impact on consumer's buying behaviour became a relevant issue.

Literature analysis on question under investigation has shown that there is no agreement on classification of package elements as well as on research methods of package impact on consumer's purchase decision. Some of researchers try to investigate all possible elements of package and their impact on consumer's purchase decision, while others concentrates on separate elements of package and their impact on consumer buying behaviour (e.g., Vila & Ampuero, 2007:25 ; Madden, Hewett & Roth, 2000:100). Moreover some researchers investigate impact of package and its elements on consumer's overall purchase decision and on every stage of consumer's decision making process.

2.5 ELEMENTS OF PACKAGING

There are many different schemes for classification of elements of package in scientific literature. According to Smith & Taylor (2004:77), there are six variables

that must be taken into consideration by producer and designers when creating efficient package: form, size, colour, graphics, material and flavour. Similarly, Kotler (2003:354) distinguishes six elements that according to him must be evaluated when employing packaging decisions: size, form, material, colour, text and brand.

Vila & Ampuero (2007:39) similar to Underwood (2003:65) distinguished two blocks of package elements: graphic elements (colour, typography, shapes used, and images) and structural elements (form, size of the containers, and materials). It should be noticed that these two blocks, similar to classification of Smith & Taylor (2004:77) do not include verbal elements of package.

Rettie & Brewer (2000:58) stressed out the importance of proper positioning of elements of package, dividing the elements into two groups: verbal (for example, brand slogans) and visual (visual appeal, picture, etc.) elements. In the similar way package elements were classified by Butkeviciene, Stravinskiene & Rutelione (2008:80). Analyzing consumer's decision making process they distinguish between non-verbal elements of package (colour, form, size, imageries, graphics, materials and smell) and verbal elements of package (product name, brand, producer/ country, information, special offers, instruction of usage). Their classification includes brand as a verbal component, whereas Keller (2003:352), for example, considers packaging as one of the five elements of the brand, together with name, logo, graphic symbol, personality, and the slogans.

Silayoi & Speece (2004:610) divide package into two categories of elements: visual elements (graphics, colour, shape, and size) and informational elements (information provided and technology). According to Silayoi & Speece (2004:612) visual elements are related with affective aspect of consumer's decision making process, while informational elements are related with cognitive one.

Summarizing, two main blocks of package's elements could be identified: visual and verbal elements. Relying on literature analyzed graphic, colour, size, form, and material are considered as visual elements, while product information, producer, country-of-origin and brand are considered as verbal ones.

2.6 ELEMENTS OF A GOOD PACKAGE DESIGN

The package design involves more than the surface aesthetics of the package. It is influenced by the entire marketing program like package-product combination, the corporate symbol, the distribution and pricing policy and the promotional effort. A package designer aims for the following goals: (1) to attract the buyer; (2) to communicate message to the buyer; (3) to create desire for the product; and (4) to sell the product (Griffin et al. 2000: 264).

Attraction of the Buyer: Package must have enough shelf impact to stand out among a myriad of packages. The package must draw attention to itself. This can be done

through the effective choice of color, shape, copy, trademark, logo, and other features.

Communication to the Buyer: Every packaging element communicates something, so the image projected by the package must converge with the image being sought for the product (O'Shaughnessy 2005:105). The package design must show at once the intended use, method of application and intended results. A container of talcum powder should not look like as if it contains scouring powder, nor should face cream jars resemble shoe polish containers (Hanlon 2004:95).

All necessary information must be clearly visible or implied through the design. This communication may either be direct or subtle. Direct communication describes the product, its benefits and how to use it. Indirect communication uses color, shape, design forms and texture to convey intrinsic attributes like purity, value, fun, elegance, femininity or masculinity.

Here color is seen to be the primary aspect involved in subtle consumer communication. This is the reason cosmetic products are usually in pastel colors, black or gold to communicate classic elegance. Pharmaceutical products use light colors or a white background to denote cleanliness, purity, and efficacy. In cigarettes, white packaging suggests low tar while red packaging suggests a strong flavor. Another communication role of packaging is providing information to the consumer through the label or immediate package. Information on contents, instructions on use

and information required by law should assist rather than confuse the customer. Manufacturers and marketers are guilty of placing instructions that are often hard to read without a magnifying glass. When the instructions are readable, they are frequently vague and ambiguous. Thus, instructions should be tested for understanding since lack of instruction clarity leads to errors that might become a reason for non-repeat purchase (O'Shaughnessy 2005:107).

Creating a Desire for the Package: The package can convince the consumer that the product can fill a need or satisfy an inner desire. Packages usually add value like the convenience now being offered by microwaveable packaged foods. A shampoo or lotion bottle can be shaped in such a way that its normal position is inverted (less time to remove a viscous product), or it can be easily hung on the shower handle. Special pump dispensers have promoted the liquid soap form over the traditional bar soap. Convenience should also consider the ease of disposability of the package. Advances in packaging technology have kept pace with the demand for convenient packaging. In addition, rising consumer affluence appears to show that consumers are willing to pay more for convenience, appearance, dependability, and prestige of better packages (Kotler 2000:108).

Selling the Product: Package must not only sell the product but also create desire for repeat purchases. This can be in form of reusable features, special giveaways or easy dispensing devices which promote repeat sales and add value. Never before has the

role of package design in supporting the strategic positioning of products been emphasized. This role is further enhanced by the rapidly changing market environment. Packaging design helps position the product to specific market segments, and communicates this to the target audience. A few of these market changes are the increasing number of singles who earn much money, but have less time to spend in the supermarket or in the kitchen; growing population of elderly people; greater concern towards health; and increasing gap between the rich and the poor. This gave a greater range of products and packages, from luxury brands to no-name brands. Moreover, the availability of technology-oriented products like microwave ovens, computers and do-it-yourself market influenced packaging to a large extent. The opportunity of supporting marketing strategy is there as long as there is an in-depth understanding of the current market and consumer attitudes in the product category. The amount of time and care devoted to developing packaging concepts, whether structural or surface graphics should be applied to the entire development process. In the ultimate analysis when all the brands in the category have comparable product performance or when the prospective customer is unfamiliar with the category, it is only the final packaging appearance that counts.

2.7 IMPORTANCE OF PACKAGING

Some of the major significance of packaging can be detailed as follows:

- ❖ Can make a product more convenient to use or store, easier to identify or promote.
- ❖ Can make the important difference to a marketing strategy by meeting customers' need better.
- ❖ Packaging plays a key role in brand promotion and management. Packaging is of great importance in the final choice the consumer will make, because it directly involves convenience, appeal, information and branding.
- ❖ The paramount concern of packaging is the reach ability of the product without any damage. No matter where and how the products are transported or shipped, they arrive at the customer's door in working condition without need of repair or adjustment.
- ❖ Packaging is especially important in certain industry where future sales may be based largely on the quality, integrity and performance of a company's previous delivery.

2.8 TYPES OF PACKAGING

Three broad categories of packaging have been identified:

1. Consumer packaging or primary packaging: this packaging constitutes a sales unit to the final user or consumer at the point of purchase.

2. Grouped packaging or secondary packaging: this is packaging which constitutes, at the point of purchase, a grouping of a certain number of sales units, whether the latter is sold as such to the final user, or consumer, or whether it serves only as a means to replenish the shelves at the point of sale. It can be removed from the product without affecting its characteristics.

3. Transport packaging or tertiary packaging: this is packaging designed to facilitate handling and transport of a number of sales units or grouped packaging in order to prevent physical handling and transport damage.

Hazards of Transport

There are four main hazards of transport

- ❖ Drops and impacts
- ❖ Compression forces
- ❖ Vibration
- ❖ Climatic variations

2.8.1 Packaging Cost

The most important aspect when we look into packaging is the packaging cost.

Packaging cost includes the following:

- ❖ Material cost: It means the cost of the pack and quality control cost.

- ❖ Storage and handling cost of empty packages: This include the handling cost of bulky packages, heavy materials of construction, drums etc.
- ❖ Packaging operation costs: This includes the cost involved in operations like, cleaning the package product filling i closing, labeling i unitizing, stenciling, handling cylindrical slums etc.
- ❖ Storage of filled packages: This includes the cost incurred to shift the goods from one form of packaging to another.
- ❖ Transportation cost of filled packages: This involves the transportation cost by sea, air etc. (freight by volume)
- ❖ Loss and Damage cost: It is related to the loss and damage during operation, transportation delivery etc.
- ❖ Insurance cost: It varies depending on the vulnerability of package.
- ❖ Effect of packages on sales: The package that influence on sales.
- ❖ Obsolescence Cost: This cost involves when changes in the packaging materials, packages and labels happen.
- ❖ Package developmental cost: This include the evaluation cost, pilot test cost, field testing cost, consumer research cost, feed back cost, final trial cost etc

2.9 SUMMARY OF REVIEWED RELATED LITERATURE

Packaging could be define as all activities of designing and producing the container for a product. Packaging can be define as the wrapping material around a consumer items that serves to contain, identify, describe, protect, display, promote, and otherwise make the product marketable and keep it clean. Packaging may include up to three levels of materials. E.g old spice aftershave.

1. Bottle ĩ primary package
2. Cardboard box ĩ secondary package
3. Corrugated box ĩ shipping package

Packaging objectives include; physical protection, barrier protection, containment or Agglomeration, Information transmission, Reducing theft, Convenience, marketing. Factors that contribute to packaging growing use as a marketing tool include self-service, consumer affluence, company and brand image, innovation opportunity, promotional tool and reminder. The functions of packaging include; protection and preservation, role in marketing communications and could be treated as one of the most important factors influencing consumersô purchase decision. In this context, seeking to maximize the effectiveness of package in a buying place, the researches of package, its elements and their impact on consumersô buying behaviour became a relevant issue.

Silayoi and Speece (2004:610) divide package into two categories of elements: visual elements (graphics, colour, shape and size) and informational elements (information provided and technology). The elements of good package design include; attracting the buyer, to communicate message to the buyer, to create desire for the product and to sell the product. The importance of packaging includes; making a product more convenient to use or store, to make the important difference to a marketing strategy by meeting customers' needs better, improves consumers' final choice because it directly involves convenience, appeal, information and branding it also has the ability of taking the product to its reach without any damage. Its types are of three broad categories which includes; consumer packaging or primary packaging, grouped packaging or secondary packaging, transport packaging or tertiary packaging. The most important aspect of packaging is the packaging cost which includes; material cost, storage and handling cost of empty packages, packaging operation costs, storage of filled packages, transportation cost of filled packages, loss and obsolescence cost, package developmental cost.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The research objectives and problems of this study have to a reasonable extent determined the method employed in this research. The research is set to analyse the role of packaging as a promotional in the marketing of weavons. Thus the use of survey research method was considered logical to be employed for this study. This chapter consists of the following: research design, sources of data, instruments for data collection, population of the study, sampling procedure, sample size determination, method of data analysis.

3.2 RESEARCH DESIGN

By survey research method, we mean the task of asking questions in order to acquire information from the population understudy. This is most commonly used by social scientist. It has to do with drawing up a set of questions in various subjects or on various aspect of a subject to which selected members of a population are expected to react to. A good number of reasons accounted for the preference of this method in the study. These reasons include:

- 1) It is more realistic than the experiment in that it investigates phenomena in their natural settings.

- 2) It interprets, synthesizes, integrates data and points to implications and interrelationships.
- 3) Such an approach is consistent with one of the aim of qualitative research, which is to expose the range and depth of phenomena.
- 4) Surveys are particularly versatile and practical especially for the administrator in that they identify present conditions and points to present needs.

This method often generates both qualitative and quantitative elements and generates hypothesis and ultimately concepts and theory. Strauss, (1990:50).

Questionnaire is the survey research design of this study. The questionnaire in this study is carefully structured and designed in other to achieve the objectives of the study.

The questionnaire is both close and open ended. The open ended questionnaires allows the respondents to answer the questions the way he or she likes with fewer restrictions or non in some cases. The close ended questionnaire restricts the range of answers all available to respondents. Olakunori, (2000:45).

The researcher made available a set of response categories after each question from which the respondents will be expected to choose one or any number of appropriate responses. The researcher asked questions and supplied the possible answers and instructed the respondents to tick one of the available responses which best express their feelings, attitudes and perception.

For the purpose of making sure of high degree of information reliability to be collected through questionnaires, the researcher made the questions very clear in a way that it will not bring confusion among the respondents. The researcher also made use of random sampling method.

3.3 SOURCES OF DATA COLLECTION

The two main sources used in this study to collect data are:

- (a) Primary data: the primary data include the data collected from the questionnaire administered by the researcher. The primary data also include information collected from direct survey, which involves direct contact with the respondents. In this study, the researcher used questionnaire as the main tool for the primary data collection. The researcher distributed the questionnaire to potential respondents who filled and returned them.
- (b) Secondary data: these are data collected from publications and articles on works of other researchers and writers, which are closely related to the study.

3.4 INSTRUMENT FOR DATA COLLECTION

The researcher used questionnaires for data collection. The questionnaire was designed for the respondent in the area of study.

The questionnaire helped the researcher to obtain information from the respondents about their opinions, attitudes, and satisfaction of the subject under study.

However, the questionnaire helped the researcher in the following ways.

- 1) it permitted more considerable answers
- 2) It was less expensive compared to the wide area it covered.
- 3) It was more adequate in situation in which the respondents have to check their information.
- 4) It ensured that the structure is used to observe the respondents.

3.5 POPULATION OF THE STUDY

The population of the study is made up of 1,693 workers and consumers of the two selected companies.

3.1 Staff and customer strength of the selected organisations

NAME OF COMPANY	CUSTOMER	STAFF	TOTAL
Ayman Enterprises	837	75	912
Linda Manufacturing Coy Ltd.	698	83	781
Total	1535	158	1,693

Source: Field survey 2010

3.6 SAMPLING PROCEDURE

This work intends to cover every relevant department by applying simple random sampling which will give every unit and element in the population equal chance of being selected.

3.7 DETERMINATION OF THE SAMPLE SIZE

The sampling technique was used to determine the sample size; the researcher applied the Taro Yamane model of sample size determination.

$$n = \frac{N}{1+N(e)^2}$$

n = sample size

N = population size

e = level of error = 0.05

n=?, N = 1693, e = 0.05

$$\begin{aligned} \frac{1,693}{1+1,693(0.05)^2} &= \frac{1,693}{1+1,693(0.0025)} &&= \frac{1693}{1+4.2325} \\ &= \frac{1,693}{5.2325} &&= 323.55 \quad \text{à} \quad 324 \end{aligned}$$

By percentage representation, we have

$$\text{Ayman Enterprises Staff} = \frac{75 \times 100}{1693} = 4\%$$

$$\text{Ayman Enterprises Customers} = \frac{837 \times 100}{1693} = 50\%$$

$$\text{Linda Manufacturing Coy staff} = \frac{83 \times 100}{1693} = 5\%$$

$$\text{Linda Manufacturing Customers} = \frac{698 \times 100}{1693} = 41\%$$

Determination of specific number of questionnaire for each company

$$\text{Ayman Enterprises Staff} = \frac{4 \times 324}{100} = 13$$

$$\text{Ayman Enterprises Customers} = \frac{50 \times 324}{100} = 162$$

Hence 13 copies of questionnaire will be distributed to the management staff of Ayman enterprises while 162 copies will be distributed to their customers.

$$\text{Linda Manufacturing Coy Staff} = \frac{5 \times 324}{100} = 16$$

$$\text{Linda Manufacturing Coy Customers} = \frac{41 \times 324}{100} = 133$$

Hence 16 copies of questionnaire will be distributed to the management staff of Linda manufacturing coy while 133 copies will be distributed to their customers.

3.8 METHOD OF DATA ANALYSIS

The data collected were analyzed with percentages and chi-square. The percentages were used to analyze the data collected so as to make them more understandable to the readers while chi-square was used to test the hypothesis based on its scientific nature. The formula for the chi-square used in this study is as follows;

$$X^2 = \sum \frac{(O - E)^2}{E}$$

Where X^2 = computed chi- square

O = observed frequencies

E = expected frequencies

$\sum$ = summation

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CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

The following analysis is based on the data obtained from responses to the questionnaire administered. All positive responses (that is strongly agree, agree) are in support of the question asked and are referred to as favourable responses and all negative responses (that is strongly disagree, disagree) indicate that they do not agree with the question and are generally referred to as unfavourable responses.

Table 4.1: Questionnaire administration

Respondents	Administered	Returned	Not returned	%Returned
Ayman enterprises Staff	13	13	–	4
Ayman enterprises customers	162	162	–	50
Linda coy ltd staff	16	16	–	5
Linda coy Ltd Customers	133	133	–	41
Total	324	324	–	100

Source: field survey 2010

The table above showed that 324 questionnaires were distributed to the staff and customers of Ayman enterprises and Linda manufacturing coy Ltd and that all were completed and returned. A breakdown shows that 13 copies of the questionnaire was given to the staff of Ayman enterprises while 162 copies was given to their customers and that 16 copies of the questionnaire was given to the staff of Linda manufacturing coy Ltd while 133 copies was given to their customers.

Table 4.2 Sex distribution of respondents

SEX	FREQUENCY	PERCENTAGE
Male	50	15
Female	274	85
Total	324	100

Source: field survey 2010

The table shows that 50 (15%) of the respondents are males while 274 (85%) of the respondents are females.

Table 4.3 Age distribution of respondents

AGE	FREQUENCY	PERCENTAGE
Under 30	130	40.1
30-40	89	27.5
41-50	82	25.3
51-above	23	7.1
Total	324	100

Source: field survey 2010

The table shows that 130 (40.1%) of the respondents are under 30 years of age, 89 (27.5%) are between 30-40 years old, 82 (25.3%) are 41-50 years old while 23 (7.1%) are 51 years and above.

Table 4.4 Marital distribution of respondents

MARITAL STATUS	FREQUENCY	PERCENTAGE
Single	168	52
Married	150	46
Others	6	2
Total	324	100

Source: field survey 2010

Table 4.4 shows that 168 (52%) of the respondents are single, 150 (46%) married while 6 (2%) are widows, widowers or divorces.

Table 4.5 Educational qualification of respondents

Qualification	FREQUENCY	PERCENTAGE
SSCE/GCE	25	8
OND/NCE	50	15.4
HND/BSC	170	52.4
MSC/MBA/Others	79	24
Total	324	100

Source: field survey 2010

Table 4.5 shows that 25 (8%) of the respondents are SSCE/GCE holders, 50 (15.4%) are OND/NCE holders, 170 (52.4%) HND/BSC holders while 79 (24%) of the respondents are either MSC/MBA or other professional certificate holders.

Table 4.6 Occupational status of respondents

OCCUPATION	FREQUENCY	PERCENTAGE
Civil Servant	76	23.4
Trader	101	31.1
Student	105	32.4
Others	42	13
Total	324	100

Source: field survey 2010

The table shows that 76 (23.4%) of the respondents are civil servants, 101 (31.1%) Traders, 105 (32.4%) students while 42 (13%) are either House wives or are not working.

Table 4.7 Positions of respondents in the organization

RATING	FREQUENCY	PERCENTAGE
Senior Staff	6	21
Junior Staff	10	34
Contract Staff	13	45
Total	29	100

Source: field survey 2010

The table shows that 6 (21%) of the respondents are Senior Staff, 10 (34%) are Junior Staff While 13 (45%) are contract Staff.

Table 4.8 Packaging serve as a competitive tool

	AYMAN ENTERPRISES		LINDA MANUFACTURING COY LTD		TOTAL	
RATING	Frequency	%	Frequency	%	Frequency	%
Strongly Agree	5	36	6	38	11	38
Agree	7	54	3	19	10	33.4
Strongly disagree	—	—	5	31	5	17.2
Disagree	1	8	2	12	3	10.3
Total	13	100	16	100	29	100

Source: Field Survey 2010

The table shows that 11 (38%) of the respondents strongly agree, 10 (34.4%) Agree, 5 (17.2%) Strongly disagree while 3 (10.3%) disagree that packaging serves as a competitive tool.

Table 4.9 Packaging protects products

	AYMAN ENTERPRISES		LINDA MANUFACTURING COY LTD		TOTAL	
RATING	Frequency	%	Frequency	%	Frequency	%
Strongly Agree	3	23	7	44	10	34.4
Agree	9	68	6	38	15	52
Strongly disagree	1	8	–	–	1	3.4
Disagree	–	–	3	18	3	10
Total	13	100	16	100	29	100

Source: field survey 2010

The table shows that 10(34.4%) of the respondents strongly agree 15 (52%) Agree, 1 (3.4%) strongly disagree while 3(10%) disagree that packaging protects products.

Table 4.10 Packaging helps promote and manage a brand

	AYMAN ENTERPRISES		LINDA MANUFACTURING COY LTD		TOTAL	
RATING	Frequency	%	Frequency	%	Frequency	%
Strongly Agree	–	–	3	18	3	10
Agree	10	77	10	63	20	69
Strongly disagree	–	–	2	13	2	7
Disagree	3	23	1	6	4	14
Total	13	100	16	100	29	100

Source: field survey 2010

The table shows that 3 (10%) of the respondents strongly agree, 20 (69%) Agree, 2 (7%) strongly disagree while 4 (14%) disagree that packaging helps promote and manage a brand.

Table 4.11 Packaging creates immediate brand recognition

	AYMAN ENTERPRISES		LINDA MANUFACTURING COY LTD		TOTAL	
RATING	Frequency	%	Frequency	%	Frequency	%
Strongly Agree	7	54	5	31	12	41
Agree	4	31	9	56	13	45
Strongly disagree	2	15	–	–	2	7
Disagree	–	–	2	13	2	7
Total	13	100	16	100	29	100

Source: field survey 2010

The table shows that 12(41%) of the respondents strongly agree, 13 (45%) Agree, 2(7%) strongly disagree and 2(7%) disagree that packaging creates immediate brand recognition.

Table 4.12 Change in product packaging affect company sales

	AYMAN ENTERPRISES		LINDA MANUFACTURING COY LTD		TOTAL	
RATING	Frequency	%	Frequency	%	Frequency	%
Strongly Agree	—	—	5	31	5	17.2
Agree	8	62	6	38	14	48.2
Strongly disagree	—	—	3	19	3	10.3
Disagree	5	38	2	12	7	24.1
Total	13	100	16	100	29	100

Source: field survey 2010

Table 4.12 shows that 5(17.2%) of the respondents strongly agree, 14(48.2%) Agree, 3 (10.3%) strongly disagree and 7 (24.1%) disagree that change in product packaging affects their company sales.

Table 4.13 Packaging motivates customers

	AYMAN ENTERPRISES		LINDA MANUFACTURING COY LTD		TOTAL	
RATING	Frequency	%	Frequency	%	Frequency	%
Strongly Agree	—	—	—	—	—	—
Agree	3	23	—	—	3	10
Strongly disagree	3	23	4	25	7	24
Disagree	7	54	12	75	19	66
Total	13	100	16	100	29	100

Source: field survey 2010

Table 4.13 shows that 3 (10%) agree, 7 (24%) strongly disagree and 19 (66%) disagree that packaging motivates customers.

Table 4.14 Packaging determines the cost of a product

	AYMAN ENTERPRISES		LINDA MANUFACTURING COY LTD		TOTAL	
RATING	Frequency	%	Frequency	%	Frequency	%
Strongly Agree	—	—	1	6	1	3.4
Agree	—	—	2	13	2	7
Strongly disagree	6	46	8	50	14	48.2
Disagree	7	54	5	31	12	41.3
Total	13	100	16	100	29	100

Source: field survey 2010

The 4.14 shows that 1(3.4%) of the respondents strongly agree, 2 (7%) agree, 14(48.2%) strongly disagree and 12 (41.3%) disagree that packaging determines the cost of a product.

Table 4.15 Packaging promotes the image of the company

	AYMAN ENTERPRISES		LINDA MANUFACTURING COY LTD		TOTAL	
RATING	Frequency	%	Frequency	%	Frequency	%
Strongly Agree	-	—	2	12.5	2	7
Agree	8	62	2	12.5	10	34
Strongly disagree	—	—	8	50	8	28
Disagree	5	38	4	25	9	31
Total	13	100	16	100	29	100

Source: field survey 2010

Table 4.15 shows that 2 (7%) of the respondents strongly agree, 10 (34%) agree, 8 (28%) strongly disagree and 9 (31%) disagree that packaging promotes the image of the company.

Table 4.16 Companies consider packaging in their product decision.

	AYMAN ENTERPRISES		LINDA MANUFACTURING COY LTD		TOTAL	
RATING	Frequency	%	Frequency	%	Frequency	%
Strongly Agree	6	46	–	–	6	21
Agree	7	54	11	68	18	62
Strongly disagree	–	–	3	19	3	10
Disagree	–	–	2	13	2	7
Total	13	100	16	100	29	100

Source: field survey 2010

The table above shows that 6 (21%) of the respondents strongly agree, 18 (62%) agree, 3 (10%) strongly disagree while 2 (7%) disagree that their company considers packaging in their product decision.

Table 4.17 Packaging is a promotional tool

	AYMAN ENTERPRISES		LINDA MANUFACTURING COY LTD		TOTAL	
RATING	Frequency	%	Frequency	%	Frequency	%
Strongly Agree	5	38	4	25	9	31
Agree	4	31	7	44	11	38
Strongly disagree	3	23	2	13	5	17
Disagree	1	8	3	18	4	14
Total	13	100	16	100	29	100

Source: field survey 2010

The table above shows that 9 (31%) of the respondents strongly agree, 11 (38%) agree, 5 (17%) strongly disagree while 4 (14%) disagree that packaging is a promotional tool.

Table 4.18 Which company product do you buy

RATING	FREQUENCY	PERCENTAGE
Ayman Enterprises	162	55
Linda manufacturing co Ltd	133	45
Total	295	100

Source: Field Survey 2010

The table above shows that 162 (55%) of the respondents buy Ayman enterprises product while 133 (45%) buy Linda manufacturing coy Ltd products.

Table 4.19 What made you buy the product

RATING	FREQUENCY	PERCENTAGE
Price	50	17
Packaging	102	35
Promotion	45	15
Quality	98	33
Total	295	100

Source: Field Survey 2010

Table 4.19 shows that 50 (17%) of the respondents buy the product because of the price, 102 (35%) buy for the packaging, 45 (15%) buy for promotion while 98 (33%) buy because of the quality of the product.

Table 4.20 Packaging influence buying behaviour

RATING	FREQUENCY	PERCENTAGE
Strongly agree	110	37
Agree	88	30
Strongly disagree	52	18
Disagree	45	15
Total	295	100

Source: Field Survey 2010

The table above shows that 110 (37%) of the respondents strongly agree, 88 (30%) agree, 52 (18%) strongly disagree and 45 (15%) disagree that packaging Influence buying behaviour.

Table 4.21 Change in packaging influence buying decision

RATING	FREQUENCY	PERCENTAGE
Strongly agree	160	54
Agree	59	20
Strongly disagree	42	14
Disagree	34	12
Total	295	100

Source: Field Survey 2010

Table 4.21 shows that 160 (54%) of the respondents strongly agree, 59 (20%) agree, 42 (14%) strongly disagree while, 34 (12%) disagree that change in packaging influence buying decision.

Table 4.22 Packaging creates brand image

RATING	FREQUENCY	PERCENTAGE
Strongly agree	62	21
Agree	158	54
Strongly disagree	32	11
Disagree	43	14
Total	295	100

Source: Field Survey 2010

The table above shows that 62 (21%) of the respondents strongly agree, 158 (54%) agree, 43 (11%) strongly disagree, while 43 (14%) disagree that packaging creates brand image.

Table 4.23 Packaging determine quality of a product

RATING	FREQUENCY	PERCENTAGE
Strongly agree	140	47.4
Agree	86	29.1
Strongly disagree	28	9.4
Disagree	41	14
Total	295	100

Source: Field Survey 2010

The table above shows that 140 (47.4%) of the respondents strongly agree, 86 (29.1%) agree, 28 (9.4%) strongly disagree, while 41 (14%) disagree that packaging determines quality of a product.

Table 4.24 Packaging creates impulse buying

RATING	FREQUENCY	PERCENTAGE
Strongly agree	83	28
Agree	97	33
Strongly disagree	60	20
Disagree	55	19
Total	295	100

Source: Field Survey 2010

Table 4.24 shows that 83 (28%) of the respondents strongly agree, 97 (33%) agree, 60 (20%) strongly disagree while 55 (19%) disagree that packaging creates impulse buying.

Table 4.25 Packaging conveys descriptive and persuasive information

RATING	FREQUENCY	PERCENTAGE
Strongly agree	47	16
Agree	152	52
Strongly disagree	56	19
Disagree	40	13
Total	295	100

Source: Field Survey 2010

The table above shows that 47 (16%) of the respondents strongly agree, 152 (52%) agree, 56 (19%) strongly disagree while 40 (13%) disagree that packaging conveys descriptive and persuasive information.

Table 4.26 Packaging is misleading

RATING	FREQUENCY	PERCENTAGE
Strongly agree	39	13
Agree	118	40
Strongly disagree	92	31
Disagree	46	16
Total	295	100

Source: Field Survey 2010

The table shows that 39 (13%) of the respondents strongly agree, 118 (40%) agree, 92 (31%) strongly disagree while 46 (16%) disagree that packaging is misleading.

4.2 TESTING OF HYPOTHESIS

Here the hypothesis formulated in chapter one of this research will be tested. The five raised hypothesis will be tested one after the other.

Decision Rule

Reject the null hypothesis if the computed value of test statistics X^2 exceeds the critical tabulated value of X^2 for (r-1) (C-1) degree of freedom.

Hypothesis 1

Ho: There is no relationship between packaging influence and buying behaviour.

Hi: There is relationship between packaging influence and buying behaviour.

Table 4.27 Condensed Outcome Of Three Questions For Testing Hypothesis I

RATING	TABLE 6.0	TABLE 6.1	TABLE 6.4	TOTAL
Strongly agree	110	160	83	353
Agree	88	59	97	244
Strongly disagree	52	42	60	154
Disagree	45	34	55	134
Total	295	295	295	885

Source: Adapted from tables 6.0, 6.1, and 6.4.

Table 4.28 Contingency Table of X^2 For Hypothesis I

O	E	O-E	$(O-E)^2$	$\frac{(O-E)^2}{E}$
353	221	132	17424	78.84
244	221	23	529	2.39
154	221	-67	4489	20.31
134	221	-87	7569	34.24
				135.78

Source: Field survey 2010

Critical value = $(r-1) (C-1)$

$$= (3-1) (4-1)$$

$$= (2) (3)$$

$$= 6 \text{ degree of freedom}$$

The Critical value of $X^2_{0.05} = 12.59$ from chi-square table at 6 degree of freedom.

Decision

Since the calculated X^2 value of 135.78 is greater than the critical value which is 12.59, we reject the null hypothesis H_0 and accept the alternate hypothesis H_1 which states that. There is relationship between packaging influence and buying behaviour.

Hypothesis II

H_0 : There is no impact of change in the packaging of a product.

H_1 : There is impact of change in the packaging of a product.

Table 4.29 Condensed Outcome Of Two Questions For Testing Hypothesis II

RATING	TABLE 5.2	TABLE 6.1	TOTAL
Strongly agree	5	160	165
Agree	14	59	73
Strongly disagree	3	42	45
Disagree	7	34	41
Total	29	295	324

Source: Adapted from tables 5.2, 6.1.

Table 4.30 Contingency Table of X^2 For Hypothesis II

O	E	O-E	$(O-E)^2$	$\frac{(O-E)^2}{E}$
165	81	84	7056	87.11
73	81	8	64	0.79
45	81	-36	1296	16.00
41	81	-40	1600	19.75
				123.65

Source: Field survey 2010

Critical value = $(r-1) (C-1)$

$$= (2-1) (4-1)$$

$$= (1) (3)$$

$$= 3 \text{ degree of freedom}$$

The Critical value of X^2 0.05 = 7.81 from chi-square table at 3 degree of freedom.

Decision

Since the calculated X^2 value of 123.65 is greater than the critical value which is 7.81, we reject the null hypothesis H_0 and accept the alternate hypothesis H_i which states that. There is impact of change in the package of a product.

Hypothesis III

H_0 : There is no relationship between brand packaging and company's image.

H_i : There is relationship between brand packaging and company's image.

Table 4.31 Condensed Outcome Of Four Questions For Testing Hypothesis III

RATING	TABLE 5.0	TABLE 5.1	TABLE 5.5	TABLE 6.2	TOTAL
Strongly agree	3	12	2	62	79
Agree	20	13	10	158	201
Strongly disagree	2	2	8	32	44
Disagree	4	2	9	43	58
Total	29	29	29	295	382

Source: Adapted from tables 5.0, 5.1, 5.5, 6.2

Table 4.32 Contingency Table of X^2 For Hypothesis III

O	E	O-E	$(O-E)^2$	$\frac{(O-E)^2}{E}$
79	96	17	289	3.01
201	96	105	11025	114.84
44	96	-52	2704	28.17
58	96	-38	1444	15.04
				161.06

Source: Field survey 2010

Critical value = $(r-1) (C-1)$

$$= (4-1) (4-1)$$

$$= (3) (3)$$

$$= 9 \text{ degree of freedom}$$

The Critical value of X^2 0.05 = 16.92 from chi-square table at 9 degree of freedom.

Decision

Since the calculated X^2 value of 161.06 is greater than the critical value which is 16.92, we reject the null hypothesis H_0 and accept the alternate hypothesis H_i which states that. There is relationship between brand packaging and company image.

Hypothesis IV

Ho: The producers do not consider packaging in their product decisions.

Hi: The producers consider packaging in their product decisions.

Table 4.33 Condensed outcome of two questions for testing hypothesis I

RATING	TABLE 4.9	TABLE 5.6	TOTAL
Strongly agree	10	6	16
Agree	15	18	33
Strongly disagree	1	3	4
Disagree	3	2	5
Total	29	29	58

Source: Adapted from tables 4.9, 5.6.

Table 4.34 Contingency Table of X^2 For Hypothesis IV

O	E	O-E	$(O-E)^2$	$\frac{(O-E)^2}{E}$
16	15	1	1	0.07
33	15	18	342	21.60
4	15	-11	121	8.07
5	15	-10	100	6.67
				36.41

Source: Field survey 2010

Critical value = $(r-1) (C-1)$

$$= (2-1) (4-1)$$

$$= (1) (3)$$

$$= 3 \text{ degree of freedom}$$

The Critical value of $X^2_{0.05} = 7.81$ from chi-square table at 3 degree of freedom.

Decision

Since the calculated X^2 value of 36.41 is greater than the critical value which is 7.81, we reject the null hypothesis H_0 and accept the alternate hypothesis H_i which states that. The producers consider packaging in their product decision.

Hypothesis V

H_0 : The consumers do not associate the appearance of a product to its quality.

H_i : The consumers associate the appearance of a product to its quality.

Table 4.35 Condensed outcome of two questions for testing hypothesis V

RATING	TABLE 5.9	TABLE 6.3	TOTAL
Strongly agree	50	140	190
Agree	102	86	188
Strongly disagree	45	28	73
Disagree	98	41	139
Total	295	295	590

Source: Adapted from tables 5.9, 6.3.

Table 4.36 Contingency Table of X^2 For Hypothesis V

O	E	O-E	$(O-E)^2$	$\frac{(O-E)^2}{E}$
190	15	175	30625	2041.67
188	15	173	29929	1995.27
73	15	58	3364	224.27
139	15	124	15376	102.40
				4363.61

Source: Field survey 2010

Critical value = $(r-1) (C-1)$

$$= (2-1) (4-1)$$

$$= (1) (3)$$

$$= 3 \text{ degree of freedom}$$

The Critical value of X^2 0.05 = 7.81 from chi-square table at 3 degree of freedom.

Decision

Since the calculated X^2 value of 4363.61 is greater than the critical value which is 7.81, we reject the null hypothesis H_0 and accept the alternate hypothesis H_i which states that. The consumers associate the appearance of product to its quality.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY OF FINDINGS

The following findings were made in analyzing the data:

- ❖ Most Nigerian weavon manufacturers do not give adequate attention to their packaging as a way of increasing the sales of their products.
- ❖ Packaging has gone beyond its traditional role of product containment and protection to serve as a promotional tool.
- ❖ Good and attractive packaging creates impulse buying in consumers.
- ❖ Most Nigerian weavon manufactures are not able to design good package for their product to reflect the quality of the product.
- ❖ Packaging increases the total cost of a product.
- ❖ Consumers attach the quality of a product to its packaging.
- ❖ Good packaging decision can improve image and brand of a product.

5.2 CONCLUSION

Since packaging is a dynamic force and the flag bearer of branded products in our society, influencing consumer buying behaviour, manufacturing firms should see it as a competitive tool and not toil with it because it projects the good image, brand and quality of a product while serving as a live wire to sales volume and product protection.

5.3 RECOMMENDATION

Based on the findings of this research work, the researcher recommends that

1. Manufacturing firms should periodically evaluate how consumers respond to their product packaging so as to enhance the competitiveness of their products in the market.
2. Weavon manufacturers should always ensure that their packaging appeals to their consumers which will increase the sales of their products.
3. Manufacturing firms should ensure that the packaging reflects the quality of their product.
4. Since packaging brings real benefit to every firm that package their products, firms should always include packaging in their product decision so as to create a good image of their product and build brand equality in the minds of their consumers.

5. Since packaging plays a role in production, preservation, distribution and marketing of goods, firms should treat packaging with utmost importance in product packaging budgetary allocation.
6. Firms should ensure that their packaging includes information concerning product features usage and derivable benefits.
7. Firms should ensure that they design packaging that cannot be tampered with, which if breached or missing will provide visible evidence to consumer that it's been tampered with.

APPENDIX I

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APPENDIX II

Department of marketing
University of Nigeria
Enugu campus
January,2010

Dear Sir/Madam,

RESEARCH QUESTIONNAIRE ON ANALYSIS OF THE ROLE OF PACKAGING AS A PROMOTIONAL TOOL IN MARKETING OF WEAVONS.

I am a postgraduate student in the above named department and institution, presently carrying out a research work on the role of packaging as a promotional tool in marketing of weavons.

This questionnaire is drawn to extract the necessary information about your product to enable me write a thesis on the above topic in partial fulfillment for the award of masters in business administration of the University of Nigeria Nsukka. I assure you that the information given will be treated with utmost confidentiality and will be used strictly for academic purpose.

I will be very grateful if you could assist me in this direction. I hereby attach the questionnaire for your completion. Thanks for your co-operation.

Yours faithfully,
UFONDU ADAORA .O

APPENDIX III

QUESTIONNAIRE FOR PRODUCERS

SECTION A: PERSONAL DATA

Tick ☐ in the appropriate box and give answers where necessary.

1. Sex: Male (☐) Female (☐)
2. Age: (a) under 30 (☐) (b) 30 ï 40 (☐) (c) 41 ï 50 (☐)
(d) 51 and above (☐)
3. Marital Status: (a) Single (☐) (b) Married (☐) (c) Other (☐)
4. Educational Qualification (a) SSCE/GCE (☐)
(b) OND/NCE (☐) HND/BSC (☐)
(d) Msc/ MBA/Professional Certificate (☐)
5. What is your position in the organization (a) Senior staff (☐)
(b) Junior Staff (☐) (c) Contract Staff (☐)

SECTION B: QUESTIONS

1. Does packaging serve as a competitive tool
(a) Strongly agree (☐) (b) Agree (☐) (c) Strongly Disagree (☐)
(d) Disagree (☐)
2. With packaging firms protect its products
(a) Strongly agree (☐) (b) Agree (☐) (c) Strongly disagree (☐)
(d) Disagree (☐)

3. Does packaging play a role in brand promotion and management (a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()
4. Packaging creates immediate recognition of a brand
(a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()
5. Does change in product packaging affect your company's sales
(a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()
6. Packaging is a strongly motivational variable among customers
(a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()
7. Does packaging determine the cost of the product?
(a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()
8. Does packaging promote the image of your company?
(a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()
9. Does your company consider packaging in their product decision?
(a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()
10. Packaging is a promotional tool (a) strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()

QUESTIONNAIRE FOR CONSUMERS

SECTION A: PERSONAL DATA

Tick ☐ in the appropriate box and give answers where necessary.

1. Sex: Male (☐) Female (☐)
2. Age: (a) under 30 (☐) (b) 30 ï 40 (☐) (c) 41 ï 50 (☐)
(d) 51 and above (☐)
3. Marital Status: (a) Single (☐) (b) Married (☐) (c) Other (☐)
4. Educational Qualification (a) SSCE/GCE (☐)
(b) OND/NCE (☐) HND/BSC (☐)
(d) NSC/MBA/Others (☐)
5. Occupational Status (a) Civil Servant (☐) (b) Trader (☐)
(c) Student (☐) (d) Others (☐)

SECTION B: QUESTIONS

1. What company's product do you buy
(a) Anyman enterprises Nigeria Ltd (☐)
(b)Linda manufacturing company Ltd (☐)
2. What made you buy the product (a) Price (☐) (b) Packaging (☐)
(c) Promotion (☐) (d) Quality (☐)
3. Does packaging influence your buying behaviour

- (a) Strongly agree () (b) Agree () (c) Strongly disagree ()
(d) Disagree ()

4. Does a change in the packaging of a company's product influence your buying decision?

- (a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()

5. Does packaging of a create brand image of a company

- (a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()

6. Packaging determine the quality of a product

- (a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()

7. Does product packaging create impulsive buying

- (a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()

8. Does packaging convey descriptive and persuasive information

- (a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()

9. Does packaging determine the cost of the product

- (a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()

10. Is packaging misleading? (a) Strongly agree () (b) Agree () (c) Strongly disagree () (d) Disagree ()