

ANALYSIS OF THE ROLE OF PACKAGING IN MODERN MARKETING

(A STUDY OF SELECTED SUPERMARKETS IN LAGOS METROPOLIS)

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ABSTRACT

The primary objective of this study was to analyze the role of packaging in modern marketing with a study of selected Supermarkets, which are Big Treat, Cash and Carry Supermarket, and Stop Supermarket. These Supermarkets are located in Ikeja area of Lagos. The researcher used Convenience Research method in carrying out the study. A sample size of 2663 respondents was randomly selected from the population of the study in which questionnaire copies were distributed to the three locations under study.

In this study, five hypotheses were formulated. The researcher tested and analyzed these hypotheses and their results were extensively discussed. Also, the chi – square test and percentages were used in this study in the analyses of the data collected.

The results of the study showed that packaging plays vital roles in modern marketing. It performs utility function, production, motivation, product differentiation, aids marketing of products, creates and influences consumers buying decisions, choices, and behaviours. The result also revealed that good package can serve as good substitute to advertising if well designed, developed and used by both supermarkets and manufacturers.