

Effect of Packaging on Purchase Behaviour of Selected Brands of Weavon in Umuahia, Abia State, Nigeria

Anele Kenneth Chukwudi

Ph.D Student

Department of Marketing

Michael Okpara University of Agriculture, Umudike, Abia State

Abstract: The general objective of the study was to examine the effect of packaging on purchase behaviour of selected brands of weavon in Umuahia, Abia State. Specifically, the study aimed to; examine the effect of package quality on customer satisfaction of selected brands of weavon in Umuahia, Abia State; examine the effect of package colour on customer loyalty of selected brands of weavon in Umuahia, Abia State; and to examine the effect of package size on purchase retention of selected brands of weavon in Umuahia, Abia State. The population of the study covered consumers of weavon brands in Umuahia, Abia State Nigeria. They were infinite in nature. Convenience sampling which is a non-probability sampling procedure was used in selecting a total sample of 200 weavon customers from Umuahia, Abia State of Nigeria. Regression result in the study revealed that product colour statistically and significantly impacts on customer loyalty of selected brands of weavon in Umuahia, Abia State in a positive manner. It was revealed in the study through regression analysis that product size impacts significantly and positively on purchase retention of selected brands of weavon in Umuahia, Abia State. The study recommended that package design of weavon brands should have a pleasing appearance, to encourage potential customer to form a favourable impression for the product. The reuse of a package or component for other purposes should be encouraged by the weavon products manufacturers.

Keywords: Packaging, Package quality, package colour, package size, consumer purchase behaviour

1.1. Introduction

Attractive packaging calls for repeated patronage from consumers, which enable the firm to generate profit. According to Best (2018), attractive packaging creates value by helping consumer decision process. Product packaging is an essential marketing mix that project firm brand image, which is designed to convey image of high quality (Ulrich, Campana & Malkewitz, 2010). Product packaging

is the final stage of production and plays vital role in production activities. Attractive packaging can also induce impulse purchasing. Scot (2014) opined that attractive packaging can attract customers to try product at first sight. Firms' interest in package as a promotional tool is growing increasingly as Package becomes an ultimate selling proposition stimulating impulsive buying behaviour, increasing market share and reducing promotional costs (Meyers, 2016).

Package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product (Rundh, 2015). 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) opines 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 convenience during performance of these activities, (Vegara Mensur, 2008).

Grundvag & Ostil (2009) indicated the importance of packaging in the case of grocery, when consumers buy unbranded products 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. Grundvag & Ostil, (2009) opined that the use of package with a "window", allows 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. Packaging as a tool for communication was investigated by (Gonzalez, Trott & Kotler 2017) since 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. The role of package in marketing communications has increased to attract consumer's attention and transmit adequate value of product to consumer in the short period right in the place of sale (Best, 2015).

More so, the role of packaging has evolved from the traditional function of protecting the product against dirt, damage, theft, mishandling, and deterioration to a more functional role in communicating value and quality to the consumer, (Rundh, 2005). 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, 2013). In spite of packaging use as a growing marketing tool, marketers still view packaging as a container. Philip Kotler (2012) 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. Package contributes to the overall image of the brand, but packaging is not the only marketing and promotional tool. (Meyers, 2016)

The increasing importance of packaging in the marketing mix has 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, 2014) and a silent salesman (Pilditch, 2013). 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. 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, packaging of products can be an effective tool for promotion in real shops (Stewart, 2006). According to Cateora (2014), 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. It is against this backdrop the study tends to examine the effect of packaging on purchase behaviour of selected brands of weavon in Umuahia, Abia State.

The major problem of this study lies on the fact that, despite the increasing awareness of the benefits of packaging as promotional tools, weavon producers and marketers in Abia State has failed to adopt this marketing strategy. The high level of consumer ethnocentrism and preference of foreign made weavon in the State is directly related to the locally and un-attractive packaging tools adopted by local producers and marketers in the State. This incidence has led to loss of consumers' satisfaction towards weavon in Umuahia, Abia State. It is against this backdrop the study investigated the effect of packaging on purchase behaviour of selected brands of weavon in Umuahia, Abia State.

1.2. Objectives of the Study

The general objective of the study was to examine the effect of packaging on purchase behaviour of selected brands of weavon in Umuahia, Abia State. Specifically, the study aimed to:

- i. Examine the effect of package quality on customer patronage of selected brands of weavon in Umuahia, Abia State
- ii. Examine the effect of package colour on customer patronage of selected brands of weavon in Umuahia, Abia State
- iii. Examine the effect of package size on purchase patronage of selected brands of weavon in Umuahia, Abia State

1.3. Research Hypotheses

The following hypotheses were tested in their null forms at .05% degree of significance

- H₀₁: Package quality has no significant effect on customer patronage of selected brands of weavon in Umuahia, Abia State
- H₀₂: Package colour has no significant effect on customer loyalty of selected brands of weavon in Umuahia, Abia State
- H₀₃: There is no significant effect of product size on purchase retention of selected brands of weavon in Umuahia, Abia State.

2.0. Review of related literature

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2.1 . Conceptual Framework

2.1.1. Concept 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 (Alvarez and Casielles 2015). Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company (Shah., Ahmed, & Ahmad, 2013).

Kotler (2016) opined that packaging as all the activities of designing and producing the container for a product. Packaging can be defined 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.

Packaging varies and range from being simple and functionally focused to more extensive, holistic interpretations. Packaging as an extrinsic element of the product (Olson and Jacoby 2014) 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” (Arens 2011). Packaging an integral part of the “product” component of the 4 P’s of marketing: product, price, place and promotion (Cateora and Graham, 2014). (Vani, Babu and Panchanatham, 2010) opined that packaging serves as a promotional tool rather than merely an extension of the product, Keller (2008) opines that 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 – as both a cue and as a source of information. The packaging characteristics used in this study are discussed below;

2.1.8. Package quality

When it comes to the performance quality of any product, its shape and design have a heavy bearing on it. The basic function of a package that any consumer evaluates almost at a subconscious level is its ability to hold and protect the product through its life cycle (Deliya & Parmar, 2012; Shah, Ahmad & Ahmad, 2013; Solanki, 2014). Just like the graphical aspect of colour and artwork, shape and design under the aspect of dimensions have been used almost interchangeably in past studies and

the same shall be done here. Among the many visual cues within close range to a consumer is the shape or symmetrical nature of the package. It is not just important to the consumer, but is equally crucial as it crosses the supply chain when it comes to issues of staking and packing.

Marketers have found out that the design and shape of products have to meet a sort of decorative need when in the possession of the consumer. The more abstract the design, in this case, the catchier to the consumer. Since, unlike food consumables, cosmetic products have grown into more collectable products, even after the product itself has been exhausted. As such, it continues to carry the marketing role into a consumer's home. It has become the future of brand identity, turning the entire process into a mark of exclusivity and further into a limited-edition piece (Rundh, 2009; Hill, 2011; Underwood, 2011).

2.1.4. Package Colour

Colour plays an important role in a potential customer's decision-making process, certain colors set different moods and can help to draw attention. One good example of successful use of colour psychology is in the Apple iPod advertisements; they use simple tri tone colour schemes of black, white and a bright background colour. The bright background colour is to give the advertisement a fun feel and the contrasting white on black is to focus attention.

2.1.4. Packaging Size

When designing the packaging of a product, an important aspect to consider is the packaging size. The size of the package is dependent on the target market and the features of the product (Smith, 2004). Frequency of use and consumption of a product is dependent on packaging size (Kotler, 2008). Large pack sizes give the impression of better quality and influence consumers in engaging in impulse buying (Keller, 2009). Big and taller products attract more attention when placed with competing brands, when the consumer has a choice between different brands, they will probably choose to buy packages that are taller than the other (Hoyer & MacInnis, 2010).

2.1.5. Consumer Purchasing Behaviour

Consumer purchasing behaviour is the mental, emotional and physical activities that people engage when selecting, purchasing, using disposing of products and services in order to satisfy needs and desires (Schifinan & Kanuk, 2009). It includes purchasing and other consumption related activities of people engaging in exchange process (Michael, 2005). Solomon, Bainossy, Askegaard and Hogg (2006) opined that it is the process involved when individuals or groups, select, purchase, use dispose of products, service, ideas or experiences to satisfy needs and desire.

Belch and Belch (2002) defined consumer behaviour as a set of the activities that a consumer experience in searching for better prospects and this involves namely; searching for, selecting, purchasing, using, evaluating the product. It can also be a process undertaken by consumers to select, purchase, use, or dispose products, services, ideas, or experiences to satisfy their quest. Consumer

behaviour generally means the behaviour of consumer as they look for the product that they feel will satisfy their intended needs and wants.

Consumers' purchase decisions have evolved into a discipline that identifies the psychological processes which precede buying behaviours. Consumer purchase behaviour refers to the mental, physical and emotional actions an individual carries out during the selection, purchasing, consumption and disposing of goods and services that are done in order to satisfy a need (Kotler, 2002). Consumers rely on a range of beliefs to form judgements about product quality, which may potentially influence their purchase behaviour. According to Steenis et al. (2017), consumer purchases are characterized by the cue utilization process (CUP). This process describes how consumers evaluate products based on cues related to the products' predictive and confidence values. Predictive values are linked to cues associated with benefits, whereas confidence values are related to the accuracy of the judgement based on the available cues. The CUP points to intrinsic and extrinsic judgement cues about a product, and since intrinsic cues are not easily accessible, consumers often rely on product packaging as an extrinsic cue in the purchasing environment (Mundel et al., 2018; Steenis et al., 2017). Consumers are strongly influenced by the packaging of products that they are considering to buy. Companies are well aware of this fact, and go to great lengths to create packaging that will draw in consumers and convince them to buy the product. The shift in consumer decision making means that companies need to adjust their spending and to view the changes place at the right time, giving them the information and support they need to make the right decision (Kotler & Armstrong, 2010).

Understanding the consumer is a good business strategy for the company. Companies operate in order to satisfy consumers' needs which are the basic concept of marketing. Kotler and Keller (2011) pointed out that understanding how the consumer chooses products can provide companies with a competitive advantage over competitors. Companies can use this knowledge strategically in order to offer the right products and services at the right time to the right audiences. The dimensions of consumer purchase behaviour are determined by the level of involvement in the purchase decision, which is directly influenced by the level of need and the intensity of interest in a particular product. High involvement purchases include pricier items like cars, property, high priced goods, and products that are highly visible to others. Consumers are also more involved in purchases that involve greater risk, whether it is personal, social or economic risk.

2.1.3. Product Packaging and Customer Purchasing Behaviour

Baker (2007) said it is worthwhile for retailer to understand factors within the retail setting that trigger a consumer's impulsive reactions. Retailers can help customer to find the right products through focused Merchandising, intelligent store design and layout and other visual merchandising, intelligent store design and layout and other visual merchandising practices, such as product displays, packaging and signage. Brewer (2006) found that customers learn colors associations from current brands in the market, which lead them to prefer certain colors for various product categories. Using color as a cue on packaging can be a potentially strong association, especially when it is unique to a particular brand. However, people in different cultures are exposed to different color association and develop color

preferences based on their own culture's associations. Furthermore, Brewer (2006) found that informational elements tend to be less important than visual in low involvement product decisions: "so graphics and color become critical".

Gonzalez (2007) said that primary function of packaging is to protect the product against potential damage while transporting, storing, selling and exploiting a product. Gonzalez mentioned that consequently the role of package in marketing communications increases: it must attract consumer's attention and transmit adequate value of product to a consumer in the short period right in the place of sale. Therefore, there is a necessity to explore the package and its element in more details, in order to understand which of these elements are the most important for a consumer purchase decision. Hill (2005) said as individual preferences become more complex and diverse, packaging becomes the major means of product branding, packaging also provides the more permanent impression of product brand to the customer. According to jugger (2008) brand purchases are being made or broken in the "final five seconds" is a brand is not adequately supported with media advertising, packaging must play a greater role in the brand's marketing. jugger (2008) said the "right" packaging solution is different for each brand.

2.2 Theoretical Review

2.2.1. Gestalt Theory of Visual Perception

The key idea behind Gestalt theory of visual perception is the whole being other than the sum of the parts. Thus, when human beings see a group of objects, they perceive the objects in their entirely whole before they see the individual objects. This, Bradley (2014) argued that human beings see the whole as more than the sum of the parts. Philosophically, the Gestalt school of thought proposes that our perception is the result of the relationship between stimuli, rather than the existence of the stimuli themselves. Again Bradley (2014) argued that visual perception is a function of our eyes and brain and that we see things as a whole rather than in parts. The parts of things usually constitute visual images including line, design, size and colour. Fundamentally, the Gestalt theory of visual perception put in effort to comprehend the laws of our ability to achieve and keep intact meaningful perceptions in an apparently dynamic world (Carlson et al., 2010). In the perception environment, Gestalt psychologists posited that the products of complicated interactions among all stimuli is perception. In relation to product packaging in marketing, the philosophical assumption of the Gestalt theory of visual perception implies that the all combined into one entity (a picture of a package) produces a varied and strong meaning than its individual components (colour, design, and size respectively). Escher and Water (1938) argues that, in viewing the "whole," a process of cognition occurs where there is a leap of the mind from understanding the parts to seeing the whole. This study applies the Gestalts theory based on Schiffman and Kanuk (2000) argument that the theory is very essential in understanding the visual environment. In concluding the ideas behind the Gestalt theory of visual perception, the theory presents how and why objects are grouped together. Fundamentally, the basic tenet of the theory is that consumers can only perceive stimuli in groups rather than individual or isolated elements.

2.3. Empirical Literature Review

Author/year	Location of study	Topic of study	Method of study	Findings of the study
Lifu (2012)	Nigeria	Effects of packaging on buying choice	Used primary data, sourced with questionnaire and correlation analysis	study believed that the choice of buying a product is determined by the product packaging. He argued that the perceptions of respondents towards the value added to packaging varies as majority of the consumers believe that good and attractive packaging adds values and quality to the product
Lifu (2014)	Nigeria	Effect of packaging on buying decision	Simple regression analysis	His overall assessment showed that majority of respondents buy a product on mere packaging, which adds values as well as appeal to the consumers at first sight
Silayoi & Speece (2004)		Packaging as an important element in marketing mix	Chi-square test, anova and descriptive statistics	The findings that attractive packaging appeals to consumer buying choice was further confirmed by Scott (2008)
Peters-texeria & Badrie, (2007)	Nigeria	Effect of product packaging on customer buying choice	Descriptive statistics	states that poorly packaged products pose serious problem to salesmen, as they will require so many explanations to

				persuade the consumer to buy them
Stilley, Jeffrey & Kirk (2010)		Packaging and individual purchase intention	Descriptive statistics and correlation analysis	found a significant relationship between individual impulsiveness and aisles shop in grocery trips. They also found that firms that embark on good packaging style of their products are in a better, competitive edge than others who package their products shabbily
Ahaiwe & Ndubuisi (2015)	Nigeria	Effect of packaging characteristics on brand preference for cosmetics products in Abia State of Nigeria	Karl Pearson Correlation Coefficient	All the packaging characteristics in the study were found to have positive relationship with brand preference for cosmetics products in Abia State of Nigeria

Source: Author's Compilation (2022)

3.0. Methodology

3.1. Research Design

The research design adopted in the study was descriptive survey method. Survey method is a method characterized by the selection of random sample from a large and small population in order to obtain empirical knowledge of contemporary nature. The research survey design was chosen because the research described the current issues concerning effect of packaging on purchase behaviour of selected brand of weavon in Umuahia, Abia State.

3.2. Study Area

This study was carried out in Umuahia, Abia State. Umuahia is the capital of Abia State. Also, Abia State is one of the thirty-six (36) states in the Federal Republic of Nigeria and one of the South-East States of Nigeria. Abia states shares boards with Enugu state and Imo state to the south, Ebonyi state to the east and Anambra state to the west. Abia state is made up of seventeen local government

area, with its capital at Umuahia. Abia State has three political zones namely Abia Central, Abia North and Abia South

3.3. Population of the Study

The population for the study covered consumers of weavon brands in Umuahia, Abia State Nigeria. They were infinite in nature.

3.4. Sampling Technique

Convenience sampling which is a non-probability sampling procedure was used in selecting the sample. This is for the fact that it allowed the researcher to sample only weavon customers in Abia State, Nigeria that were available and willing to cooperate at the time of questionnaire administration. Thus, a total of 200 weavon customers were conveniently selected from Umuahia, Abia State of Nigeria

3.5.2. Method of Collection

The researcher extensively used a structured format of questionnaire which was formal and standardized. It followed a pattern of questions, which the researcher used to obtain the required data. The questionnaire used by the researcher was in line with the research questions as well as research objectives of the study. Four Likert scale format was adopted in the study. In this form; Strongly Agree (4 Points), Agree (3 Points), Disagree (2 Points), and Strongly Disagree (1 Point).

3.6. Validation of the Instrument

To ensure that the instrument was clearly measured, face validity was carried. The questionnaire was given to the research project supervisor who examined the instrument for relevance of content and effectiveness in producing required responses to the problem under study, which after vetting the questionnaires was cleared for use.

3.7. Reliability of the Instrument

For the reliability, the researcher solicited the expert assistance in examining the instrument with regards to relevance and adequacy, of the items and to add and remove some items where necessary. Errors on the questionnaire were corrected, clarity of the test items and difficult were done. The comments, suggestions and constructive criticism made independently by the experts helped the researcher to modify and produce the final instrument, which was then considered reliable for the study.

3.8. Data Analysis Technique

All stated hypotheses were tested with Stata software of the study and is as follows;

4.0. Results and Discussion

4.1. Effect of Packaging Quality on Customer Patronage of selected Brands of Weavon in Umuahia, Abia State

Table 4.1: Simple Regression Table on the effect of Package Quality on Customer Patronage of Selected Brands of Weavon in Umuahia, Abia State

.regress custpat pkgqual						
Source	SS	df	MS	Number of obs = 190		
-----				F(1, 189) = 33.06		
Model	9.8718	1	9.87181	Prob > F = 0.0000		
Residual	56.4327	189	.29858	R-squared = 0.4218		
-----				Adj R-square = 0.3973		
Total	66.3045	190	10.17039	Root MSE = 15.27		

custpat	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	

pkgqual	.448342	.2161481	2.07	0.045	.6308333	1.903051
_cons	.267408	.1010817	2.64	0.021	34.27858	39.8794

Source: Survey Data (2022)

The regression result in Table 4.1 shows the effect of package quality on customer patronage of selected brands of weavon in Umuahia, Abia State. The coefficient of determination R-square of 0.421 implied that 42% of the sample variation in the dependent variable - customer patronage is explained or caused by the explanatory variable (package quality) while 58% is unexplained. This remaining 58% could be caused by other factors or variables not built into the model. The value of R-square is an indication of a relationship between the dependent variable (customer patronage) and independent variable (package quality). The value of the adjusted R^2 is 0.397. This shows that the regression line which captures 39% of the total variation in (customer patronage) is caused by variation in the explanatory variable (package quality) specified in the model with 61% accounted for the stochastic error term. The F-statistic was also used to test the overall significant of the model. The F-value of 33.0625 is an indication that the model is statistically significant at 5 percent level of significant at degree of freedom $df_1 = 1$ and $df_2 = 3$. Since, the probability value of 0.000 is less than 0.05 the null hypotheses is rejected and we therefore conclude that package quality has a significant effect on customer patronage of selected brands of weavon in Umuahia, Abia State

4.2. Effect of Package Colour on Customer Patronage of Selected Brands of Weavon in Umuahia, Abia State

Table 4.2: Simple Regression Table on the Effect of Package Colour on Customer Patronage of Selected Brands of Weavon in Umuahia, Abia State

regress custpat pkgcol						
Source	SS	df	MS	Number of obs = 190		
-----				F(1, 189) = 26.52		
Model	8.1738403	1	8.1738403	Prob > F = 0.0000		
Residual	58.2397091	189	.308146	R-squared = 0.5402		
-----				Adj R-squared = 0.4661		
Total	66.4135494	190	8.4819863	Root MSE = .509		

custpat	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	

pkgcol	.5313374	.1972981	2.69	0.041	.0321341	.0745407
cons	.4120523	.2231573	1.84	0.027	.730574	3.202473

Source: Survey Data (2022)

The regression result in Table 4.2 shows the effect of package colour on customer patronage of selected brands of weavon in Umuahia, Abia State. The coefficient of determination R-square of 0.540 implied that 54% of the sample variation in the dependent variable (customer patronage) is explained or caused by the explanatory variable (package colour) while 46% is unexplained. This remaining 46% could be caused by other factors or variables not built into the model. The value of R-square is an indication of a relationship between the dependent variable (customer patronage) and independent variable (package colour). The value of the adjusted R² is 0.4661. This shows that the regression line which captures 47% of the total variation in customer patronage is caused by variation in the explanatory variable (package colour) specified in the model with 53% accounted for the stochastic error term. The F-statistic was also used to test the overall significant of the model. The F-value of 26.5258 is an indication that the model is statistically significant at 1% level of significant at degree of freedom df1= 1 and df 2= 3. With the probability value of 0.000 is less than 0.05 the null hypothesis is rejected and we therefore conclude that package colour has significant effect on customer patronage of selected brands of weavon in Umuahia, Abia State

4.3. Effect of Package Size on Customer Patronage of Selected Brands of weavon in Umuahia, Abia State

Table 4.3: Simple Regression Table on the Effect of Package Size on Customer Patronage of Selected Brands of Weavon in Umuahia, Abia State

. regress custpat pkgsize						
Source	SS	df	MS	Number of obs = 190		
-----				F(1, 189) = 29.43		
Model	8.9001	1	8.9001	Prob > F = 0.0000		
Residual	57.1624	189	.3024	R-squared = 0.3619		
-----				Adj R-squared = 0.3382		
Total	66.0625	190	9.2025	Root MSE = 18.606		

custpat	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	

pkgsize	3.554167	1.21145	2.93	0.031	39.81306	143.4487
_cons	3.343245	1.23102	2.71	0.028	521.3118	31.23813

Source: Survey Data (2022)

The regression result in Table 4.3 shows the effect of package size on purchase patronage of selected brands of weavon in Umuahia, Abia State. The coefficient of determination R-square of 0.361 implied that 36% of the sample variation in customer patronage is explained or caused by the explanatory variable (package size), while 64% is unexplained. This remaining 64% could be caused by other factors or variables not built into the model. The value of R-square is an indication of a relationship between the dependent variable (customer patronage) and independent variable (package size). The value of the adjusted R^2 is 0.338. This shows that the regression line which captures 34% of the total variation in customer patronage is caused by variation in package size specified in the model with 66% accounted for the stochastic error term. The F-statistic was also used to test the overall significant of the model. The F-value of 29.431 is an indication that the model is statistically significant at 5 percent level of significant at degree of freedom $df_1 = 1$ and $df_2 = 3$. With the probability value of 0.000 is less than 0.05 the null hypothesis is rejected and we therefore conclude that package size has a significant effect on customer patronage of selected brands of weavon in Umuahia, Abia State.

4.4. Discussion of Result

The main goal of this study was to examine the effect of packaging features on consumer's purchase behaviour of noodle products in Abia State, Nigeria. The study revealed that package quality has significant effect on consumer patronage of selected brands of weavon in Umuahia, Abia State of Nigeria. This indicates that consumers of weavon products in Umuahia, Abia State of Nigeria are attracted by the quality of packaging materials used. This finding is consistent with previous findings. For instance, Ahaiwe and Ndubuisi (2015) equally discovered a positive and significant relationship between package design (quality) and brand preference for cosmetics products. This result further implies that packaging quality can make products to look more attractive to consumers.

The results obtained from this study revealed that packaging colour has a significant effect on consumer patronage for selected brands of weavon in Umuahia, Abia State, Nigeria. This is consistent with previous findings. Ahaiwe and Ndubuisi (2015) found that package colour is a positive and significant factor that influences brand preference for consumer products. This is because consumers are first attracted by colours before the other packaging features. Colours used in packaging can help draw consumer attention. When packaging colour is rightly combined with other packaging element, it also creates a happy feeling in consumers mind (Ghosh, 2016). Ndulue (2020) also found that packaging colour has significant effect on consumer buying behaviour.

The study also found that package size has significant effect on consumer patronage of selected brands of weavon in Umuahia, Abia State, Nigeria. This finding is supported by the results of previous studies like the one conducted by Adetayo et al. (2019) which revealed that package size amongst others significantly influenced consumer choice of FMCG. Also, Ndulue (2020) and Ahaiwe and Ndubuisi (2015) similarly found a positive and significant effect of packaging size and consumer patronage.

5. Conclusion and Recommendations

Product packaging as one of the most important marketing tools is sometimes even called the fifth element of marketing mix. Due to its unique attractions, packaging could act as a highly effective persuasive tool at the decision-making stage of purchase and thus facilitate decision-making process. This may be the reason why some experts of marketing called it the finisher of sales. The results come out of testing hypotheses of this research indicated positive and significant relationships between packaging elements and consumer buying behavior which specifically showed that product quality, colour, texture, and size have positive effect on consumer buying behaviour (consumer satisfaction, consumer loyalty and consumer retention) and persuading him/her to buy a product with such unique and fascinating features of packaging..

5.3 Recommendations

The study made the following recommendations

1. The package design of weavon brands should have a pleasing appearance, to encourage potential customer to form a favourable impression for the product. The reuse of a package or component for other purposes should be encouraged by the weavon products manufacturers.
2. Before a given package of weavon brand is design or improved, consumers' survey should be carried out so that the newly improved package will meet their expectations. Also, consumers should be dissuaded from littering the environment with package materials.
3. Weavon package labeling should be fortified with security features like special inks and protective coatings to avoid copying and imitation by other competitors.
4. Aesthetic components should be soothing for the eyes. Also, before package development, management should take environmental responsibility, applicable environmental and recycling regulations in to consideration.

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