

**Influence of Packaging on Consumer Buying Behaviour of Fast Moving
Consumer Goods**

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in partial Fulfillment of the requirements for the Award of the Masters of Science
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JUNE, 2021.

DECLARATION

I, Joyce Ediri OSIO declare that this M.Sc thesis is entirely a product of my work and composition. It has not been submitted either in part or full for any degree. The contributions of others have been duly acknowledged and reference.

Joyce Ediri OSIO

Date

ATTESTATION OF CORRECTED THESIS

We the under listed hereby attest that **Joyce Ediri OSIO** has effected all the required corrections as recommended by the external examiner and internal examiner in this thesis titled: “**Influence of Packaging on Consumer Buying Behaviour of Fast Moving Consumer Goods**”.

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DEDICATION

This research work is dedicated to God Almighty whose Hand is always seen in my life.

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ABSTRACT

The study investigated influence of packaging on consumer buying behaviour (CBB) of fast moving consumer goods (FMCG). Goods selected for this study were beverage brands. Namely, Bournvita, Milo and Ovaltine. The specific objectives of the study were to: examine customers' perception of packaging elements; ascertain the relationship between packaging elements (visual, structural and informational) and CBB; and find out if consumer demographics significantly influence CBB of the selected beverage brands.

To achieve these objectives, a correlational and *ex post facto* design was adopted for the study. The research instrument – a questionnaire –was administered to respondents drawn from these locations Ugbowo, Benin City and Airport Road, Warri, Delta State. Of the four hundred (400) questionnaires distributed, three hundred and eighty-five (385) were found to be usable. Data obtained were coded and analysed using descriptive and inferential statistics.

The study found that of the various packaging elements, only the structural dimension (material, shape and size) had a significant relationship with consumer buying behaviour for the selected beverage brands: Bournvita, Milo and Ovaltine. Beverage manufacturers must therefore attend to these issues if they desire consumers to be favourably disposed to buying their products.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The notion of the consumer being king lies at the heart of Marketing (Kotler & Keller, 2009). This is because no organization can survive without its customers (Agbonifoh, Ogwo, Nnolim & Nkamnebe, 2007). An understanding of consumer behaviour is therefore crucial to the marketer, since it is the basis for developing effective marketing strategies (Blackwell, Miniard & Engel, 2009; Wambugu, Musyoka & Kaluyu, 2004).

Consumer behaviour is however a volatile concept (Levin & Milgrom, 2004), this is because it is difficult to predict or measure (Schiffman & Kanuk, 2010). Given this volatility, marketers are burdened with the responsibility of creating products that appeal to consumers. Packaging serves as a vital tool that enables marketers to enhance consumers' appeal for their products especially at the point of sale (Prendergast & Pitt, 1996; Rundh, 2005; Silayo & Speece, 2004).

Kotler and Keller (2009) defined packaging as all activities concerned with the designing and producing of the container for a product. Aside from the role of appealing to customers, packaging performs several other functions including increasing product visibility, providing information, serving as a tool for product differentiation and protecting the product thereby prolonging its shelf life (Chaudhary, 2014; Sherwood, 1999; Silayo & Speece, 2004). With the increase in the adoption of self-service format by most retail stores, packaging has become a vital marketing tool for gaining competitive advantage since it serves as a silent "salesman" on the retail shelf (Silayo & Speece, 2004). This is crucial because while many customers claim to know what they want before they go shopping, research suggests that eighty-two percent (82%) of female customers and seventy eight percent (78%) of male customers make final purchase decisions in the store (POPAI, 2014). Karedza and Sikwila

(2017) therefore observed that packaging is therefore crucial especially for fast-moving consumer goods (FMCG) because they are low involvement products (Silayoi & Speece, 2004). FMCG are products bearing low prices, are often sold quickly and are usually found in supermarkets, grocery stores and hypermarkets (Deliya & Parmar, 2012; Karedza & Sikwila, 2017). However, irrespective of its nature, a product's mix is incomplete without the successful packaging of the product (Eppinger & Ulrich, 2007). Due to its relevance, Schiffman and Kanuk (2010) observed that packaging has been found to account for as much as forty percent (40%) of some product's total cost.

Today, the notion of packaging does not only apply to tangible goods: it is relevant even for intangibles (services, ideas, etc). For instance, Zeithaml and Bitner (2003) opine that the service scape and other elements of physical evidence, essentially "wrap" the service and convey an external image of what is "inside" to consumers. Hence, irrespective of the nature of a firm's offering, the packaging is essential in securing customer patronage and gaining competitive advantage in the marketplace.

1.2 Statement of the Research Problem

Given the importance of packaging, numerous studies have been conducted on the phenomenon. Findings on the influence of packaging attributes for buying behaviour are however inconclusive and varied. For instance, while Chaudhary (2011) found that design characteristics of packaging (such as size) increase and persuades the customer to buy products, Siti Hasnah, Lee and Wong (2012) concluded that shape of a package did not influence the buying behaviour of the consumer. According to Kuvykaite, Dovaliene and Navickiene (2009), these differences in findings may be due to difference in the research context. Since consumer behaviour is not a static phenomenon (Kotler & Armstrong, 2001), the difference in contexts, situations, products or localities has influence for research results.

Studying a phenomenon in a different research context, therefore, offers an opportunity to improve understanding of a construct. This study seeks to contribute to knowledge by studying the influence of packaging elements on consumer buying behaviour for Bournvita, Milo and Ovaltine in Ugbowo, Benin City and Airport road, Effurun/Warri. These beverage brands were selected because they are the most popular Tea brands in southern Nigeria.

Secondly, most studies have tended to focus on the influence of visual and informational elements on consumer buying behaviour (Siti Hasnah, Lee & Wong, 2012). In addition to exploring these dimensions, this study seeks to contribute to knowledge by examining the influence of visual elements (design, font and colour), structural elements (material, Shape and Size) and informational elements (technology/innovation) on consumer buying behavior toward Bournvita, Milo and Ovaltine.

1.3 Research Questions

In light of the aforementioned research problems, this study seeks to answer the following research questions:

1. How do customers perceive the packaging elements of selected (Bournvita, Milo and Ovaltine) fast-moving consumer goods (FMCG)?
2. What is the relationship between visual packaging elements (design, font and colour) for these FMCG and consumer buying behaviour?
3. What is the relationship between structural packaging elements (material, shape and size) for these FMCG and consumer buying behaviour?
4. What is the relationship between informational packaging elements (Information and technology/innovation) for these FMCG and consumer buying behaviour?
5. To what extents does consumer buying behaviour vary for the selected FMCG with consumer demographics (gender, age, income and educational level)?

1.4 Objectives of the Study

The broad objective of this study is to investigate the relationship between packaging elements Visual, Structural and Informational and consumer buying behavior of fast moving consumer goods. The specific objectives of this research are; to:

1. To find out how customers perceive the packaging elements of selected (Bournvita, Milo and Ovaltine) fast-moving consumer goods (FMCG).
2. To ascertain the relationship between visual packaging elements (design, font and colour) for these FMCG and consumer buying behaviour.
3. To find out the relationship between structural packaging elements (material, shape and size) for these FMCG and consumer buying behaviour.
4. To ascertain the relationship between informational packaging elements (Information and technology/innovation) these FMCG and consumer buying behaviour.
5. To find out if consumer buying behaviour for the selected FMCG varies with consumer demographics (gender, age, income and educational level)?

1.5 Significance of the Study

This study was to help provide insight for researchers and marketers on consumers' perception of packaging elements and how the three main dimensions of packaging elements (visual, structural and informational) affect the buying behaviour of consumers.

Findings from this study would be very important to researchers because it would add to the available stock of literature on the subject matter. Secondly, the result of this study would stir up more research interest on the subject matter and also identify possible areas for further research.

For marketers of the selected FMCG companies, this study is strategic as it would provide feedback on the effectiveness of their packaging strategy. It would also be of benefit to other

marketing practitioners as it therefore highlight the critical elements necessary for packaging to have the desired result.

1.6 Scope of the Study

The scope of this study focuses on the influence of packaging on consumer buying behaviour for fast moving consumer good. The fast moving consumer good (FMCG) chosen for this study are Bournvita, Milo and Ovaltine. These beverages are produced by Cadbury Nigeria Plc and Nestle Plc.

For the geographical location, this study was restricted to consumers of Bournvita, Milo and Ovaltine in Ugbowo Benin City and Airport Road Effurun/Warri,

1.7 Limitations of the Study

In undertaking this study, some of the possible limitations experience include bias on the part of respondents and a low response rate. To tackle the issue of bias, questionnaires was distributed in neutral locations like eateries, parks and relaxation spots. For a low response rate, respondents were given some time to fill questionnaires but if it is not returned, such questionnaires were replaced.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews the literature relating to Consumer Buying Behaviour (CBB). Various theories that have been used to explain the concept are examined. Particular attention is then given to factors which affect CBB. This chapter is divided into eight (8) sections. Section one is the introduction, section two examines Consumer buying behaviour, section three evaluates the various theories explaining consumers buying behaviour, sections four discusses determinants of buyer behaviour, section five explores packaging as an influence on buyer behaviour, section six examine show demographics affects CBB, section seven of this chapter discusses the theoretical framework adopted for this study and finally, section eight summarizes the hypotheses proposed for this study.

2.2 Consumer Buying Behaviour

The concept of Consumer Buying Behaviour (CBB) is a complex and dynamic phenomenon (Blackwell, Miniard & Engel, 2001) hence, various definitions have been offered for it over the years. Anderson and Golden(1984) defined it as the psychological processes a consumer goes through in recognizing a need, finding ways to meet this need, interpreting information, making plans, implementing such plans and making purchase decisions. “It refers to the acts involved when an individual obtains, uses and disposes of an economic good or service, including the decision making processes involved (Engel, Blackwell & Miniard, 1986). More recently, Schiffman and Kanuk (2010) defined CBB as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of goods and services that they expect will satisfy their needs. Elaborating on the meaning of consumers, Kotler and Keller

(2011) defined CBB as the study of how individuals, groups and organizations select, buy, use and disposes goods, services, ideas or experiences to satisfy their needs and wants.

While a lot has been done concerning CBB, studies on the construct continue to be relevant for several reasons: first, an understanding of the CBB process can provide manufacturers with a competitive advantage over their competitors (Kotler & Keller, 2011). This is because an understanding of CBB is useful in evaluating the product, determining appropriate distribution channels, positioning the product, making price decision, designing promotional strategies and minimizing or handling of consumer complaints (Agbonifoh, Ogwo, Nnolim & Nkamnebe, 2007); secondly, Egan (2007) opined that awareness of consumer behaviour can positively contribute to an economy. He explained that this is because countries that understood CBB produced higher quality goods and services.

Consumer buying process

From the various definitions offered, it is obvious that CBB is a process involving a series to sequential steps. Davis and Rigaux (1974) were the first to identify some of the stages involved in the CBB process. They divided the CBB process into three namely problem recognition, search for internal and external information and final decision. With time, more stages in the process were identified. However, the five-stage process model is most popular in marketing literature. Kotler and Keller (2009) identified the stages in this model as problem recognition, information search, evaluation of alternative, purchase decision and post purchase behaviour.

- a. Problem recognition: This is also called the need recognition stage. It is the point at which a buyer recognizes a problem or need to be triggered by either external or internal stimuli (Kotler & Keller, 2009). It is well established that needs, motivate behaviour (Schiffman & Kanuk, 2010). In 1943, Maslow (as cited in Schiffman & Kanuk, 2010) proposed his theory of human motivation. He explained that human

needs ranged from lower-level (biogenic) to higher level (psychogenic) needs. Maslow identified the five levels of needs as physiological, safety, social, esteem and self actualization needs. Once a need is triggered in consumers, it pushes them into the next level in the buyer process.

- b. Information search: At this level of the buying process, the consumer actively engages various information sources to identify products that could satisfy the triggered need. Kotler and Keller (2009) explained that information sources could be personal, commercial public or arise from experience. Information search could therefore be internal or external depending on the source the consumer relies on. They further explained that of the total set of brands that could satisfy a need, consumers usually have an awareness set, from which they narrow down to consideration or evoked set and finally a choice set.
- c. Evaluation of Alternative: Usually, from the choice set consumers narrow down on, they will pay most attention to brands that can deliver the most sought-after benefits (Kotler & Keller, 2009). At this stage, consumers examine brands within their choice set for the probability of better performance. This examination may be based on beliefs and attitude, features, the value expected or other criteria (Schiffman & Kanuk, 2010). In this stage, consumer form preference amongst brands in choice set and purchase intention. At this stage, the attitude of others, perceived risks as well as unanticipated situational factors affect consumer overall evaluation.
- d. Purchase decision: This is the point in the buying process where consumers decide on the buying action to engage. Schiffman and Kanuk (2010), opine that when consumer experienced incomplete information or was unable to successfully compare alternatives, consumers may: delay purchase decision until the information is complete; ignore missing information and decide to make a purchase decision; change

customarily used decision strategy; infer missing information. Where a purchase decision is made, they opined that it could be a trial purchase, repeat purchase or a long term commitment purchase.

- e. Post purchase behaviour: Upon the acquisition and usage of a brand, consumers engage in post purchase analysis. The outcome of this analysis could result in repeat purchase, increased usage, brand switching or discontinued use (Schiffman & Kanuk, 2010).

2.3 Models Explaining Consumer Buying Behaviour

Since buying behaviour is a form of human behaviour, several approaches in psychology have been adopted in explaining CBB (Karedza & Sikwila, 2017). Bray (2008) identified five of these approaches as economic man approach, psychodynamic approach, behaviourist approach, cognitive approach and humanistic approach. The economic man approach explains that humans are rational and self interested. Hence, their decisions are based upon the ability to maximize utility while expending the minimum effort. Built on the work of Sigmund Freud, the psychodynamic approach explains that human behaviour is a function of biological drives. Based on the classical and operant conditioning theories, the behaviourist approach proposes that human behaviour is a function of factors external to the individual. The cognitive approach to understanding behaviour suggests that humans are information processors. Hence, behaviour is a result of the mental structures and processes that happen within people. The humanistic approach, capitalizing on some limitation of the cognitive approach, explores concepts introspective to the individual consumer rather than describe generic processes (Stewart, 1994; Bray, 2008).

Based on these five approaches, several models for understanding CBB have been proposed. Most popular amongst these are “The Theory of Buyer Behavior” (Howard & Sheth 1969),

Consumer Decision Model (Blackwell, Miniard & Engel, 2001), Theory of Planned Behaviour (Ajzen, 1985, 1988, 1991) and Model of Goal-Directed Behaviour (Bagozzi, Gurhan-Canli, & Priester, 2002).

2.3.1 *The Theory of Buyer Behavior*

First proposed in 1963, the model was further developed in 1969 by Howard and Sheth (Bray, 2008). As a cognitive model, the theory of buyer behaviour sought to show the sophisticated interaction between the various psychological, social, and marketing influences on consumer buying decision (Foxall, 1990). The model comprises of sets of elements, which may be broadly categorized as inputs, the hypothetical constructs, exogenous variables and the response variables (Agbonifoh, *et al.*, 2007). According to this model, the input consists of information or stimuli emanating from the environment. Hypothetical constructs described the internal processes within the individual buyer. Exogenous variables were those not explained by the model while output described sets of consumer response emanating from the processing, which had implications for the marketer. The model is presented in Figure 2.1.

Although complex, this model is noted for its comprehensiveness". This is because it extensively covered the buying process, the influence of economic and socio-cultural factors as well as the various behavioural responses buyers' exhibits.

2.3.2 *Consumer Decision Model*

Also known as Engel-Blackwell-Miniard Model, the consumer decision model was originally proposed in 1968 by Engel, Kollat, and Blackwell. It has however undergone numerous revisions.

The model is depicted in Figure 2.2.

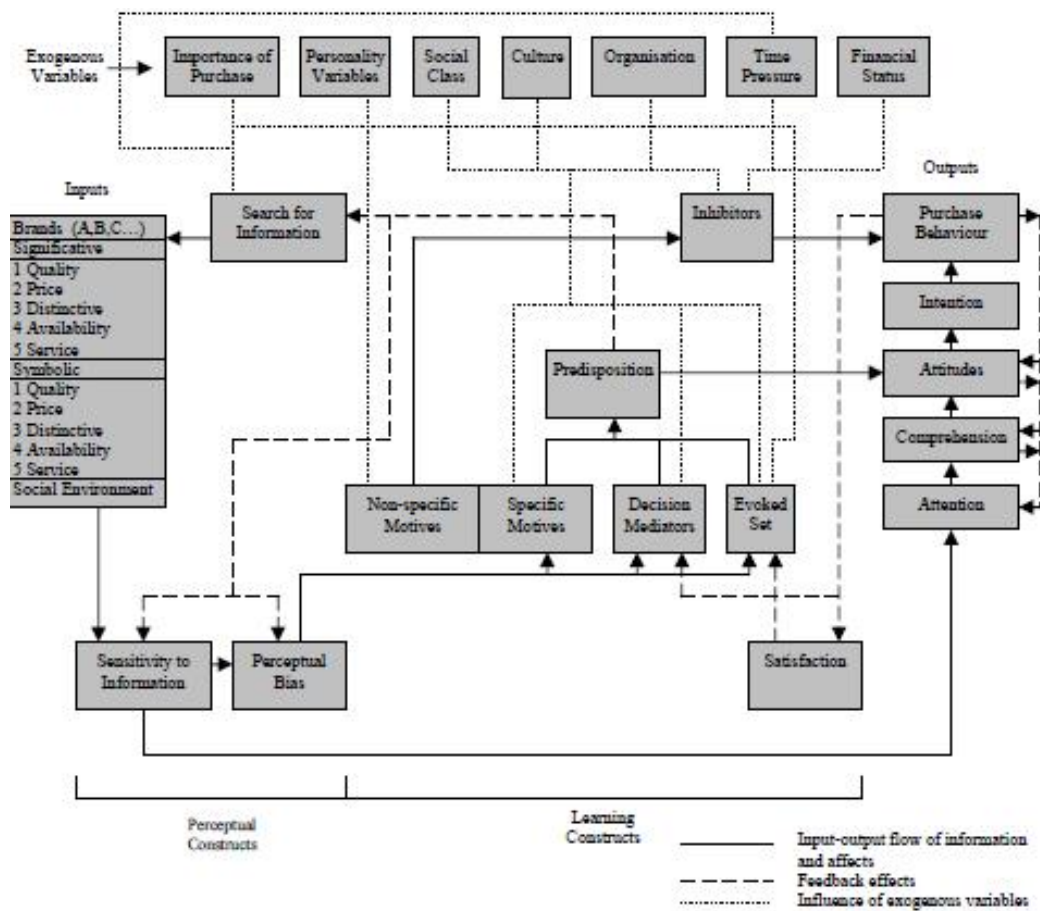
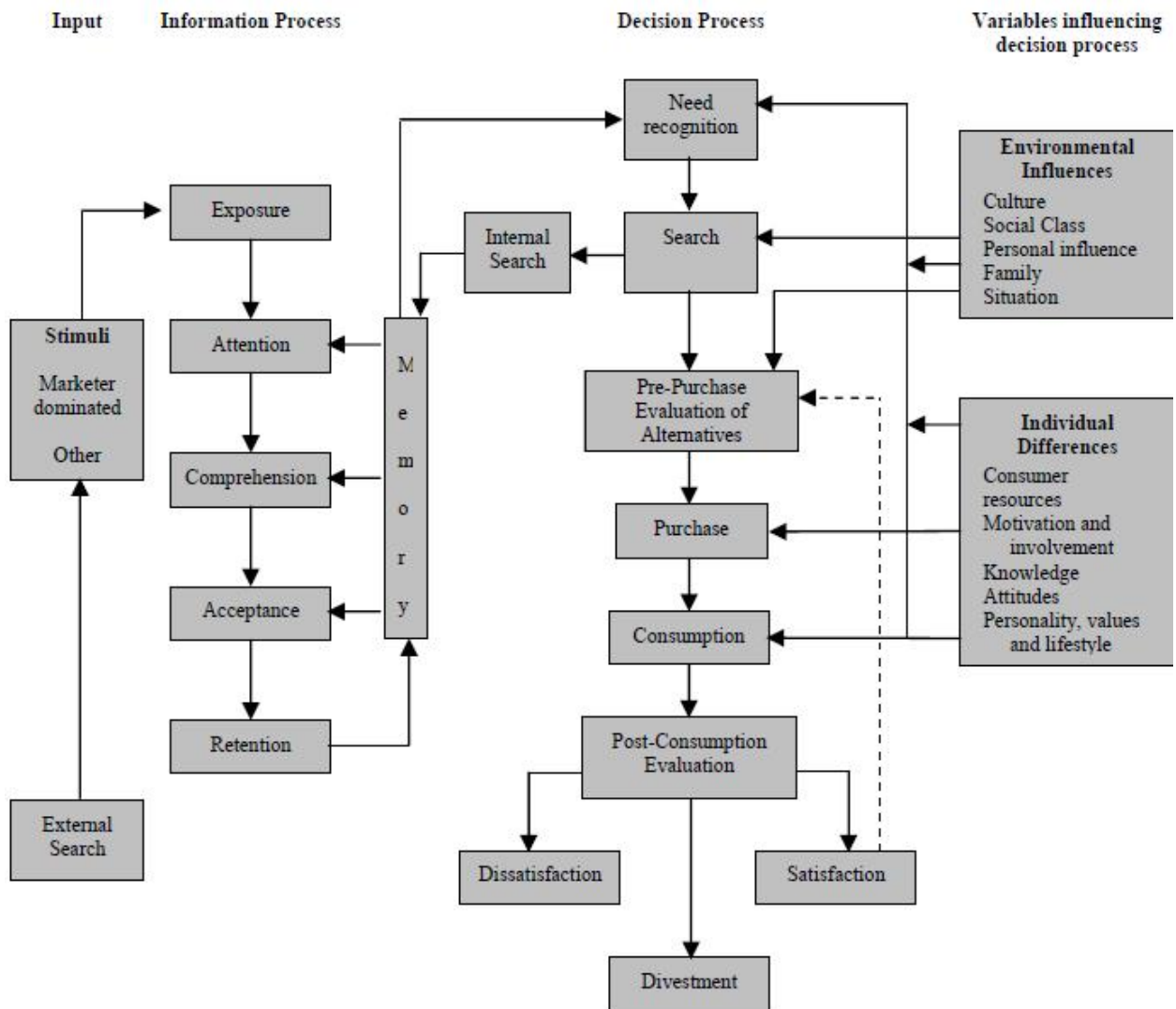


Figure 2.1: Howard-Sheth theory of buyer behaviour

Source: Bray (2008:12)

Although the Consumer Decision Model is similar to Howard and Sheth's theory of buyer behaviour, Bray (2008) opines that it is however different in terms of the structure of the presentation and that the relationship between variables in the model differs from that of Howard and Sheth. In terms of structure, this model is built around a seven point consumer decision process. The model then proposes that consumer decision process is moderated on by individual difference, environmental influences and previous experience in the consumer's memory.

Figure 2.2: Consumer Decision Model



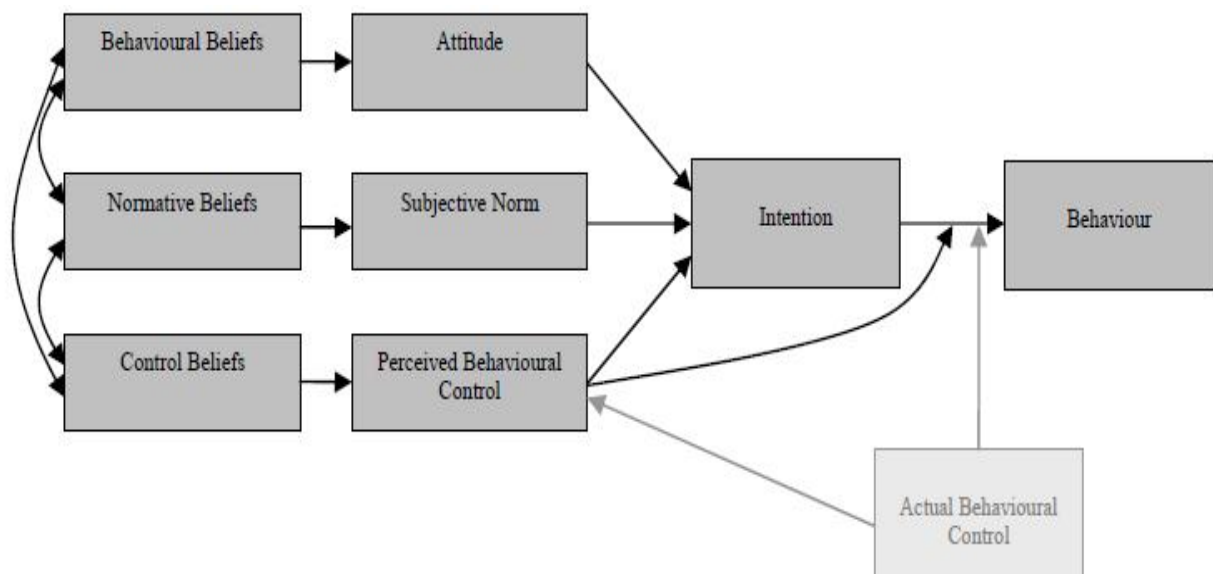
Source: Bray (2008:16)

2.3.3 Theory of Planned Behaviour (TPB)

Proposed by Ajzen (1991; 1988; 1985), the TPB is an extension of Ajzen and Fishbein's (1980) theory of reasoned action (Conner & Armitage, 1998). The theory of reasoned action has its origin in Fishbein's (1967) work on the psychological processes. TRA suggest that knowledge of a person's attitude is crucial in predicting behaviour (Bray, 2008). Hence, the TRA posits that behaviour is dependent on intention and intention is determined by attitude and subjective norms. Unlike the TRA which deal with volitional behaviour (Fishbein, 1993),

Ajzen's TPB attempts to predict non-volitional behaviour by incorporating perception of control over the performance of behaviour as an additional predictor. (Conner & Armitage, 1998). Hence TPB extends TRA by including perceived behavioural control (PBC) to provide for the potential constraints on the action as perceived by the actor. Ajzen's TPB identified three (3) determinant of behavioural intention (see Figure 2.3): attitude, subjective norms and perceived behavioural control (PBC). They explained that background variables as demographic factors are supposed to influence behaviour through the three determinants and intention. TPB is one of the most applied theories for explaining consumer behaviour. Armitage and Conner (2001) identified the application of this theory in 154 contexts.

Figure 2.3: Theory of Planned Behaviour



Source: Bray (2008:23)

2.3.4 Model of Goal-Directed Behaviour

The model of goal directed behavior has been developed on the basis of the theory planned behavior. This model views the fundamental components of the theory of planned behavior with respect to goals rather than behaviours (Hagger & Chatzisarants 2009). However

explaining the application of the model in practical levels Erasmus (2001) explain that marketers need to study primary desires of their target consumer/customer segment so that product and services can be developed to satisfy this desire or give the perception of satisfaction of the desire. Bagozzi, *et al.* (2002), this model deepens the TPB. It differs from the TPB in two ways. First is the addition of past behaviour (both frequency and recency) and emotions (both positive and negative).

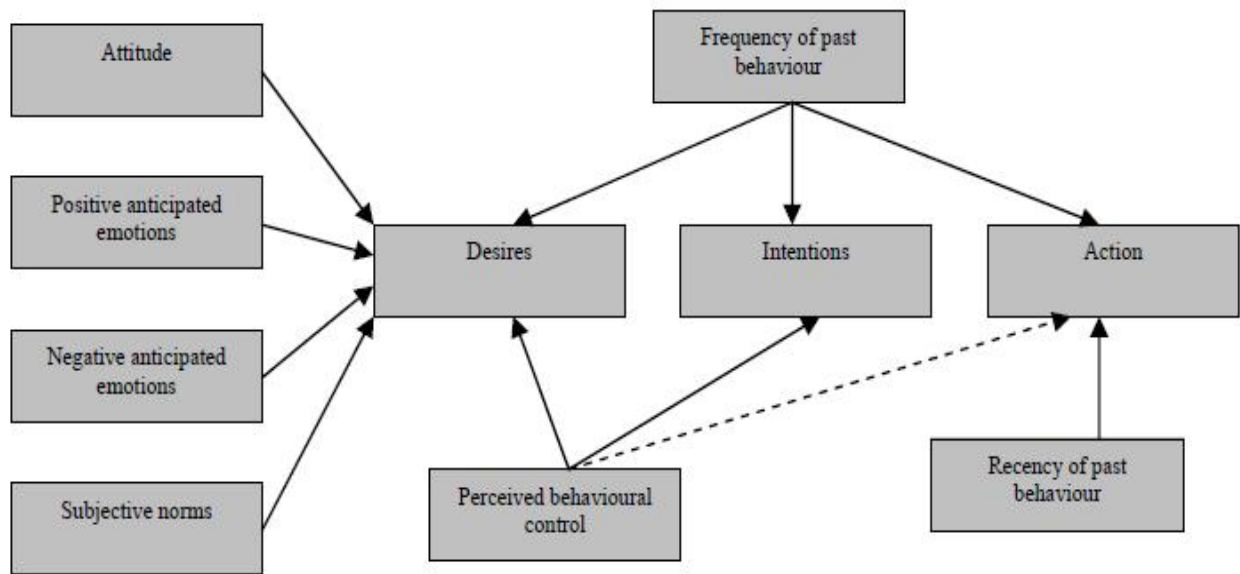


Figure 2.4: Model of goal-directed behaviour

Source: Bagozzi, Gurhan-Canli, & Priester (2002)

Secondly, behavioural causality passes through a desire to intention (Perugini & Bagozzi, 2001). This model takes cognizance of a previously unseen variable (desire). Unlike TRA and TPB, this model argues that desire is a stronger predictor of intention when compared to attitude, subjective norm or perceived behavioural control (Sutton, 1998). Figure 2.4 depicts the relationship between variables in the model of goal-directed behaviour.

2.4 Packaging

Packaging is regarded generally as an essential component of the modern day lifestyle and the way business are 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. Packaging is recognize 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 product or goods.

Nowadays, packaging has become a potential marketing factor for effective promotion for consumer buying decision as well as designed package can create convenience value for the consumer and promotional value of the product in many favourable ways. Packaging is a vital tool to the effectiveness of the marketing program and the product profitability.

Olson and Jacoby (1972) simply defined packaging as the extrinsic elements of a product. It refers to the container or wrapper that holds a product or group of products (Vidales, 1995). The packaging is the container for a product, encompassing the physical appearance of the container including design, shape, colour and labelling (Arens, 1996). It may also be defined as the technology and art of preparing a commodity for convenient transport, storage and sales (Jahre & Hatteland, 2004).

Before the 1930's packaging was primarily seen as a means of protecting products (Cortina-Mercado, 2017). However, since after that period, there has been increased awareness of the strategic role of product design in influencing buyer behaviour (Bovee, Thill & Mescon, 2007). Today, the packaging is regarded as the most important factor concerning buying decision at the point of sale (Prendergast & Pitt, 1996). This is because, at such point, packaging becomes a critical part of the selling process (Rettie & Brewer,2000). Consumers

tend to transfer judgments about a product' overall uniqueness and quality based on the package's overall features (Silayoi & Speece, 2007). Hence, where packaging communicates high quality, consumers tend to conclude that the product is of high quality and vice versa (Silayoi & Speece, 2004; Underwood, Klein & Burke, 2001).

Functions of Packaging

Prendergast and Pitt (1996) grouped the basic functions of packaging into logistic and marketing. The logistic function relates to the role that packaging plays in basically protecting the product as it moves through the distribution channel. The marketing function implies that packaging provides an attractive way to communicate a product's attribute to the consumer (Silayoi & Speece, 2007). Lee and Lye (2002) identified the function of packaging as protecting and preserving the product; market appeal; convenience; helping in product identification; and containment. Silayoi and Speece (2004) also noted that for low involvement good (like FMCG), packaging reinforces habit loyalty by reminding the consumer about the brand.

2.4.1 Packaging Elements

Also referred to as packaging attributes, packaging elements may be defined as information found on a pack as well as its visual and structural components (Sener, Kinaci & Dogan, 2015). Different basis has been used for categorizing packaging elements. For instance, Butkeviciene, Stravinskiene and Rutelione (2008) categorized these elements as verbal component (product name, country of origin, general information, instruction), non-verbal component (imagery, graphics, colour, form, size, smell and material) and packaging features (simplicity, ecological sustainability, durability and ergonomics). Generally, packaging elements are often divided into three. Namely visual, informational and structural elements.

2.4.1.1 Visual elements

Visual packaging elements are also referred to as graphic elements (Ranjbarian, Mahmoodi & Shahin, 2010). Although the term visual elements connote characteristics that can be seen, in the packaging context, it refers to such attributes as font, colour and images or designs on the pack.

Images in packaging have been found to attract attention and enhance familiarity with a particular brand (Shah, Ahmad, Ahmad, 2013). Silayoi and Speece (2004) opined that vivid pictures helped consumers break through the competitive clutter. Wells, Farley and Armstrong (2007) further observed that over 43 percent of consumers used pack image as an indication of product quality. Fonts refer to the size and style of writing on a pack. Fonts have been found to successfully attract customers' attention and influence purchase decision (Deliya & Parmar, 2012; Imiru, 2017). Research suggests that colour can evoke emotions, feeling and behaviour in the consumer (Grossman & Wisenblit, 1999). Silayoi and Speece (2004) further explained that cultural variation affects consumers' colour association and preference. Hence, before a company takes the colour of its brand from one market to the other, it must first understand colour combination and interpretation in the new market (Madden, Hewett & Roth, 2000).

Flowing from the above, this study seeks to test the hypothesis that:

H₁: There is a significant relationship between visual packaging elements (images/design, font and colour) and Consumer buying behaviour of FMCG

2.4.12 Structural Elements

The structural elements of a pack refer to attributes such as the size, shape and materials from which the package is made. Shape and size of a pack have been found to affect consumer purchase decisions and judgments (Silayoi & Speece, 2004; Ranjbarian *et al.*, 2010). For instance, bigger packs reflect better value for money (Ampuero & Vila, 2006), but consumers

from the small household may view larger sizes as wastages and so may not be interested (Ranjbarian *et al.*, 2010). Consumers also base judgment about product volume on the shape and size of a pack. The shape of a pack can also serve as a tool for brand differentiation, innovation, attracting or conveying fun to consumers (Young, 2003; Silayoi & Speece, 2004). The type of material used in packaging depends on the product functionality and customer needs it is expected to serve (Smith & Taylor, 2004). Materials that can be used for packaging include glass, aluminium, plastic and cardboard. Research suggests that preference and consumer perception of a product depends on the packaging material used. For instance, Hollywood *et al.*, (2013) observed that among customers in the UK, glass was the most preferred packaging material for milk. The customer, however, complained that glass was heavy and needed to be washed after use. Smith and Taylor (2004) also observed that certain packaging materials were more suitable for specific product functionality like microwaving. The size, shape and type of material used for packaging have therefore been found to affect consumer purchase action. Flowing from the above, this study seeks to test the hypothesis that:

H₂: There is a significant relationship between structural packaging elements (material, shape and size) and Consumer buying behaviour of FMCG.

2.4.1.3 Informational Elements

One of the packaging primary roles is communication (Imiru, 2017). Hence packaging acts as a silent salesman because it can answer questions, clear doubt and provide information about a brand (Ashaduzzaman & Mahbub, 2016). According to Silayoi and Speece (2004), the informational element of packaging covers product information and packaging technology/innovation.

Written information on a pack enables consumers to narrow down their choice set as they consider product characteristics (Silayoi & Speece, 2004). Information on a pack may include

nutritional value, country of origin, production and expiry date as well as added ingredients. Information removes uncertainty thereby enhancing product credibility. Product information as an element of packaging has therefore been found to be a major determinant of purchase decision (Imiru, 2017). Silayoi and Speece, (2007) categorized packaging technology or innovation as part of informational elements because it conveys information which may be linked to the consumer's lifestyle. Packaging technology provides information relating to consumers need for child-proofing, shelf life, easy-carry, portion control, non-breakability and recyclability (Silayoi & Speece, 2004; Ashaduzzaman & Mahbub, 2016). This informational element which may be tied to packaging technology all influence consumer purchase decision (Silayoi & Speece, 2004).

Flowing from the above, this study seeks to test the hypothesis that:

H₃: There is a significant relationship between informational packaging elements (Information and technology/innovation) and Consumer buying behaviour of FMCG.

2.5 Consumer Demographics

This refers to such variables like age, gender, income, marital status, religiosity and education. These consumer characteristics have been found to have a considerable impact on consumer motivation and behaviour (Nimako & Nyame, 2015). Gender refers to the sex of a consumer. Since male and female differ significantly in their nature (Reisi, Dadras & Mozafari, 2017), gender is therefore a major basis for segmentation since it is a determinant of consumer action. Reisi, *et al.*, (2017) observed that images, symbols, colour as well as shape influenced purchased action of females. Consumer choice also varies with age, hence preference changes with age (Barat, 2010). For instance, Reisi, *et al.*, (2017) found that for younger consumers, brand image, symbol, and shape significantly influenced their buying behaviour. While for older consumers, they observed that graphic element did not significantly influence buying

decision but size did. Concerning income, Reisi, *et al.*, (2017) found that there was no correlation between it and selected graphical and structural elements. They only found that buying decision at higher income levels varied with the brand image. For educational level, Reisi, *et al.*, (2017) observed that the purchase action of better-educated customers was significantly influenced by packaging colour, typography and shape but not by size or sym

H4: Consumer buying behaviour for the selected FMCG vary with consumer demographics (gender, age, income and educational level).

2.6 Conceptual Framework

Based on the review of literature, Figure 2.5 depicts the conceptual framework adopted for this study. This framework evolved from the conclusion arising from the review of the theory of buyer behaviour, consumer decision model, the theory of planned behaviour and model of goal-directed behaviour. An examination of these theories suggests that consumer behaviour is affected by a combination of variables which may be internal and external to the consumer. Hence the best approach to explaining consumer behaviour is adopting an integrated (a combination of both factors internal to the consumer as well as those external to the consumer) approach. In this study, factors internal to the consumer are represented by demographic variables while the external factor of interest is the packaging. On the one hand, the framework suggests that there is a relationship between packaging elements (Visual, Informational and Structural elements) and consumer buying behaviour (CBB). It also proposes that consumers' perception of packaging elements and consumer buying behaviour (CBB) varies with consumer demographics (gender, age, income and educational level).

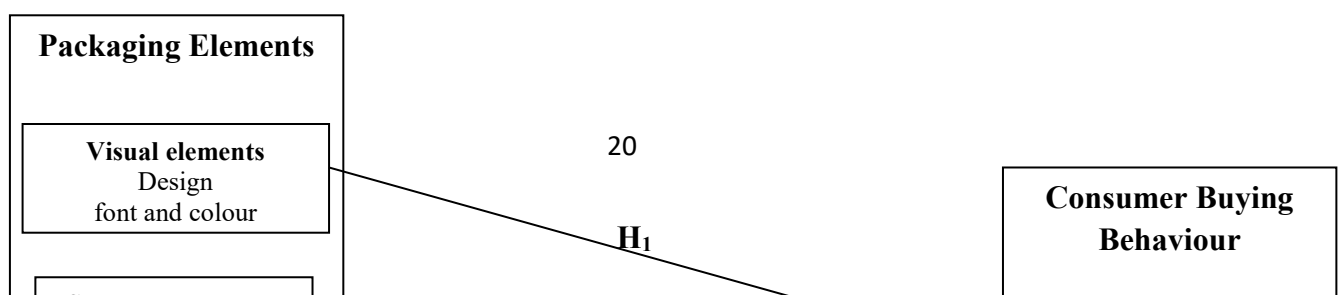


Figure 2.5: Conceptual model of packaging elements and consumer buying behaviour.

Source: Author's Conceptualization (2019)

2.7 Empirical Review

The intention of consumer for buying anything goods depends upon the intensity of his desires to satisfy his/her needs. Consumers have expectations that anything he/she is making decision to buy would satisfy their needs. The basic purpose is to fulfil consumer's needs instead of brand name consequently consumer's makes buying decisions at the moment they encounter different object rather making prior decisions. Consumer's decision to buy a products or goods depends on the way he is communicated for anything at the store.

Packaging becomes a major cause of the first introduction of the product or good which communicates to the consumers that a product or good would or would not fulfil his requirements. The product or good which appear more suitable to a consumer nearest match

for his needs is bought. The key factor to convince a consumer/ customer is to know his needs and make him understand that a particular match of his requirements.

Packaging properties includes all the elements used in this study, such as visual elements (design, font and colour), structural elements (material, shape and size), and informational (technology/innovation) which provide consumers the product/goods acquaintance. For instance, in a department store shelf all kinds of beverages are kept in the same place, but consumer of specific beverage brand can easily distinguish his choice because of difference of the various elements of visual, structural and informational. Due to this consumers make their buying decision on the basis of the packaging elements use for in this study.

Table 2.1: Survey of some empirical studies on Packaging and its influence on Buying Behaviour

S/N	Authors	Focus	Method	Finding
1.	Ashaduzzama & Mahbub (2016)	Examined the role of packaging on the buying of detergent powder in Bangladesh, Pakistan	Survey involving the use of 200 questionnaire	They observed that “Packing Color, Background Image, Font Style, Wrapper Design, Printed Information, and Packing Innovation that have impacts on purchase decision of detergent powder in Dhaka City”
2.	Hollywood,, Wells, Armstrong, & Farley (2013)	Investigated consumers’ attitude towards packaging design as of liquid milk	Six focus groups were conducted involving 33 participants. Data were analysed using QSR <i>Nvivo 7</i>	The researchers found milk packaging to be functional; however, beyond this use, vast improvement could be made in terms of the aesthetics surrounding packaging design.

3.	Imiru (2017)	Examined the effect of packaging attributes on consumer buying decision behavior in Addis Ababa	Survey involving the distribution of 384 questionnaires	Innovation had the strongest effect on cereal food purchase decision. Ethiopian consumers did not give weight to packaging color and the quality of the packaging material
4.	Ranjbarian, Mahmoodi & Shahin (2010)	Examined the role of packaging elements in consumer buying decisions considering different product categories	Survey including a random sample of 60 MBA students of the University of Isfahan	Graphical, structural and informational elements of packaging influenced customers' choice of products; however the measure of influence differed for various elements in different product categories.
5.	Sener, Kinaci, & Dogan, (2015)	Analyzed the impact of packaging elements on consumer buying behavior in the Çankaya district of Ankara	A random sample survey of 250 consumers	The researchers found that the packaging elements that had the most statistically significant effect on the consumer purchase decision are durability, printed information and material, respectively
6.	Silayoi & Speece, (2007)	Examines the role of packaging as a vehicle for consumer communication	The paper examines these issues using a conjoint study among consumers for packaged food products in Thailand	Results from Conjoint analysis suggests that perceptions about packaging technology (portraying convenience) plays the most important role overall in consumer likelihood to buy

Source: Author's compilation

2.8 Gap in Literature

With respect to a gap in literature, Table 2.1 shows that there is a dearth of studies as it relates to the influence of Packaging on Buyer behavior in the Nigerian context. Silayoi and Speece (2007) opined that information about consumer psychology is critical for manufacturers since it enables them understand and predict consumer response to their

packaging strategy. This is especially true since culture and context have been found to greatly determine the effectiveness of any strategy (Kuvykaite et al., 2009). An examination of the nature of studies in Table 2.1 further reveals that most studies have tended to focus on the visual and informational dimensions of packaging. While also examining the implications of informational and visual packaging dimensions on consumers' buying behavior, this study contributes by examining the implications of structural dimensions of packaging on Consumer Buying Behaviour.

2.9 Summary of Hypotheses

In summary, based on the research problem, study objectives and model proposed above, the research hypotheses that will be tested in this study are as follows:

H₁: There is a significant relationship between visual packaging elements (images/design, font and colour) and Consumer buying behaviour of FMCG.

H₂: There is a significant relationship between structural packaging elements (material, shape and size) and Consumer buying behaviour of FMCG.

H₃: There is a significant relationship between informational packaging elements (Information and technology/innovation) and Consumer buying behaviour of FMCG.

H₄: Consumer buying behaviour for the selected FMCG vary with consumer demographics (gender, age, income and educational level)

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter addresses the procedure applied in achieving the objectives of this study and finding formidable answers to the relationships between the dependent variables and independent variables. The chapter is divided into nine (9) sections. Section one is the introduction, section two examines the proposed research design, section three indicates the population and sampling technique, section four addresses the operationalization and measurement of variables, section five shows the proposed research instruments, section six evaluates the validity and reliability of the instruments, section seven is about the sources of data, section eight focuses on proposed fieldwork and finally, section nine discusses the method of data analysis to be adopted in this study.

3.2 Research Design

Since the information sought is primary, this study intends to adopt the survey design involving the use of a questionnaire. Surveys are the systematic study of the population in an attempt to understand, explain and predict some aspect of the behaviour of the population (Yomere & Agbonifoh, 1999). The questionnaire method of data collection is proposed due to its cost-effectiveness (Struwig & Stead; 2001) and because it offers respondents greater anonymity, thereby encouraging the respondent to readily disclose feelings and attitudes (Cooper & Schindler; 2003).

3.3 Population and Sampling Technique

This study focuses on the impact of packaging on consumers' buying behaviour of beverages. Given the nature of the study, the population comprises of all consumers of either Bournvita,

Milo or Ovaltine beverages in Ugbowo Benin City and Airport road Effurun/Warri. It is therefore impossible to determine the actual size of this population. Since it was not possible to generate a sampling frame, a sample size of 385 respondents were arrived at using Cochran's formula (see Appendix I for computation). However, the total sample size will be rounded up to 400. Of the 400 respondents, 200 will be selected from beverage consumers in Benin City, while the other 200 will be selected from amongst beverage consumers in Warri. These locations were chosen because they are cosmopolitan. Copies of questionnaires were administered to respondents in parks, eateries, and other public places.

3.4 Measurement of Variables

Consumer buying behaviour is the dependent variable while the independent/explanatory variables include selected demographic variables (gender, age, highest educational qualification, and income level of respondents) and packaging elements (visual, structural and informational). Appendix II shows how these variables will be measured.

Mostly Likert scale questions will be adopted in this study.

3.5 The Research Instrument

The research instrument to be employed in this study is the questionnaire. The questions proposed to cover the background variable of respondents, perception of packaging elements and consumer buying behaviour.

Section A of the questionnaire focuses on the demographic profile of respondents while section B provides information on packaging elements and consumer buying behaviour. Questions in these sections were adapted from Waheed, Khan and Ahmad (2018), Ashaduzzaman and Mahbub (2016), Ahmad, Billo and Lakhan (2012) and Silayo and Speece (2004). The questionnaire is attached as Appendix III

3.6 Validation of Instrument

To satisfy content validity, the researcher ensured careful definition of various variables, as well as the scale to be used. The scales to be adopted are those that have been validated from previous studies. Experts in marketing research, including my supervisor, evaluated how well the instrument meets the standard. Their inputs ensured adequate content coverage. Hence, the proposed instrument indeed factored in the entire content area of the study.

3.7 Reliability of Instrument

Concerning the reliability of the instrument, a pilot study involving thirty (30) respondents was carried out to aid in testing for the reliability of the research instrument.

Table 3.1: Reliability Test for the Variables

S/N	VARIABLE	Question Number	Number of Items	Cronbach's Alpha Values
1.	Visual/Graphic elements	Q7- Q16	10	0.734
2.	Structural elements	Q17- Q24	8	0.826
3.	Informational elements	Q25- Q30	6	0.710
4.	Consumer Buying Behaviour	Q31- Q35	5	0.858

Source: Author's Compilation (2019)

As can be seen in Table 3.1, Cronbach's alpha values obtained from the pilot study crossed the threshold value of 0.70 indicating that the instrument is reliable (Hair, Black, Babin, & Anderson, 2014).

3.8 Sources of Data

Primary data was used in this study. Primary data was obtained through the use of questionnaire were question was structure and designed according to the study.

3.9 Method of Data Collection

This section discusses how the survey was carried out to generate the required data from the field and how problems involved in getting respondents to complete and return questionnaire was handled.

Questionnaires was distributed with the aid of four (4) research assistants. These assistants were trained on the purpose of the study and the meaning of the questions in the instrument. Extra tutorials was also given them on how to secure the cooperation of respondents. They were permitted to read the questionnaire to respondents where necessary.

To reduce the low response rate, these assistants were asked to encourage respondents to fill the questionnaire for immediate collection. But where this is not possible, respondents were given some time to fill the questionnaire for collection otherwise such questionnaires were now treated as non-response and so substituted. Respondents were also given ballpoint pens as motivation to fill these questionnaires.

3.10 Method of Data Analysis

Respondents' background data (section B) were descriptively analyzed using frequency distribution table, percentages and means. Each hypothesis was then tested with the relevant objective. Given the nature of this study, perception index (mean) was used to obtain answers to research question 1. Regression analysis was also used to test the hypotheses since these variables were measured on a ratio scale. All tests was carried out at a 5% level of

significance and Microsoft Excel and SPSS version 22 software packages was used for data analysis.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS OF DATA

4.1 Introduction

This chapter presents the analysis of data gathered in the course of this study. The data were descriptively analyzed using descriptive and inferential statistics. From the 400 questionnaires that were administered, a total of 343 questionnaires were successfully retrieved. This represents 85.8% response rate. This chapter consists of seven (7) sections. Section one (1) is the introduction. Section two (2) focuses on the demographic profiles of respondents. Section three (3) examines respondents' perception of packaging elements. Section four (4) deals with the relationship between visual, structural and informational packaging elements and consumer buying behaviour for fast-moving consumer goods. Section five (5) examines whether the perception of packaging elements for the selected FMCG varies with consumer demographics. Section Six (6) focuses on the relationship between consumer demographics and consumer buying behaviour. Section seven (7) discusses the findings of this study.

4.2 Demographic Profile of Respondents

This section describes the profile of respondents in this study. Table 4.1 shows that majority of the respondents: Female (68.8%), between the ages of 18-24 years (45.4), earned ₦50000 and below and had obtained the tertiary educational level. Seven (7) respondents did not indicate their gender and four did not indicate their age.

Table 4.1: Demographic characteristics of Respondents.

S/N	VARIABLES	CATEGORY	FREQUENCY	PERCENTAGE%
1.	Gender	Male	105	31.3
		Female	231	68.8
		Total	336	100.0
2.	Age	18-24 years	154	45.4
		25-34 years	94	27.7
		35-44 years	52	15.3
		45-54 years	21	6.2
		55 years and above	18	5.3
		Total	339	100.0
3.	Income per Month	50000 and below	142	41.4
		50001 – 100000	56	16.3
		100001 – 150000	64	18.7
		150001 - 200000	50	14.6
		200000 and above	31	9.0
		Total	343	100.0
4.	Highest Educational Level	Primary	7	2.0
		Secondary (O level)	53	15.5
		Tertiary	231	67.3
		Post graduate	52	15.2
		Total	343	100.0
5.	Brands of beverages	Bournvita	298	37.44
		Milo	303	38.07
		Ovaltine	195	24.09
		Total	796	100.0
6.	Preferred Beverage Brand	Bournvita	93	27.1
		Milo	177	51.6
		Ovaltine	73	21.3
		Total	343	100.0

Source: Author's Fieldwork (2019)

Of the 343 respondents, 298 consumers had drunk Bournvita, 303 consumers had taken Milo and only 195 had tasted Ovaltine. 51.6% of total respondents choose Milo as their best beverage, 27.1% chose Bournvita as their best beverage while 21.3% of sample consumers chose Ovaltine as their most preferred of brand beverage.

4.3 Consumers Perception of Packaging Elements of Beverage Brands

Table 4.2 shows consumers perception of packaging attributes for their most preferred beverage brand”. In terms of the perception of visual/graphics attributes, consumers rated colour sub dimension highest with an average mean perception of 4.13. This was followed by font size sub dimension 4.02, and least the attribute was the wrapper design sub dimension with an average mean perception of 3.96.

Table 4.2: Perception of Packaging elements.

Parameters	N	5 Strongly Agree	4 Agree	3 Not Sure	2 Dis- agree	1 Strongly Disagree	Mean Index
Visual/Graphics Attributes							
I like the colour of the packaging of my preferred beverage brand	343	4 1.2%	3 0.9%	8 2.3%	184 53.6%	144 42.0%	4.34
Colour of the packaging of a beverage brand matters to me in purchasing it	342	13 3.8%	25 7.3%	36 10.5%	173 50.6	95 27.8	3.91
I can recall my beverage brand when I view brands of similar colour	341	2 0.6%	5 1.5%	14 4.1%	199 58.4%	121 35.5%	4.27
I can associate the colour of my preferred beverage to brand image.	341	2 0.6%	12 3.5%	41 12%	265 60.1%	81 23.8%	4.03
Wrapper design of my preferred beverage brand is important in packaging.	339	5 1.5%	15 4.4%	35 10.3%	190 56.0%	94 27.7%	4.04
The wrapper design of my preferred beverage inspires me to purchase.	341	8 2.3%	32 9.4%	45 13.2%	160 46.9%	96 28.2	3.89

Wrapper design builds a positive perception in my mind about my preferred beverage brand.	341	4 1.2%	29 8.5%	41 12.0%	176 51.6%	91 26.7%	3.94
Font styles used on the packet of my preferred beverage brand are attractive	340	4 1.2%	9 2.6%	36 10.6%	197 57.9%	94 27.6%	4.08
I like the creative font style on packets of my preferred beverage brand	340	3 0.9%	12 3.5%	34 10.0%	204 60.0%	87 25.6%	4.06
The font size used helps me remember my preferred beverage brand	339	5 1.5%	32 9.4%	41 12.1%	170 50.1%	91 26.8%	3.91
Average means							4.05
Structural Attributes							
I prefer this brand due to its high quality packaging material.	338	6 1.8%	22 6.5%	46 13.6%	157 46.4%	107 31.7%	4.0
The packaging material used for my preferred beverage brand attracts me.	340	4 1.2%	22 6.5%	34 10%	200 58.8%	80 23.5%	3.97
The quality of packaging material of my preferred beverage brand means the product is better	341	15 4.4%	42 12.3%	47 13.8%	149 43.7%	88 25.8%	3.74
The quality of packaging material of a beverage brand does not matter to me	341	18 5.3%	49 14.4%	32 9.4%	160 46.9%	82 24.0%	3.70
I like the shape of the pack used for my preferred beverage brand	339	4 1.2%	15 4.4%	35 10.3%	207 61.1%	78 23.0%	4.0
The packaging of my preferred beverage brand in a refill format in conjunction with different affordable sizes is important to me	341	9 2.6%	16 4.7%	38 6.8%	198 58.1%	80 23.5%	3.95
The type of opening design inspires me to buy this beverage brand	339	11 3.2%	23 6.8%	56 16.5%	157 46.3%	92 27.1%	3.87
I can recognize my preferred beverage brand when I view beverages with similar shape and size	340	8 2.4%	8 2.4%	24 7.1%	190 55.9%	110 32.4%	4.44
Average means							3.96

Informational Attributes							
I read printed information on the package of my preferred beverage brand	339	7 2.1%	14 4.1%	30 8.8%	191 56.3%	97 28.6%	4.05
I evaluate beverage brands according to the printed information while purchasing	338	12 3.6%	28 8.3%	37 10.9%	183 54.1%	78 23.1%	3.85
I feel product information on the packet of beverage brands is important.	300	-	6 2.0%	23 7.7%	151 50.3%	120 40%	4.28
I prefer packages that are easy to open	333	5 1.5%	10 3.0%	16 4.8%	171 51.4%	131 39.3%	4.24
I am attracted to my beverage brand because it has tamper-proofing	336	1 0.3%	15 4.6%	48 14.3%	183 54.5%	89 26.5%	4.02
The packaging of my beverage brand serves for storage purpose	335	4 1.2%	10 3.0%	31 9.3%	173 51.6%	117 34.9	4.16
Average Mean							4.10
Grand mean perception of packaging element							4.04

Source: Author's Fieldwork (2019)

For the perception of structural attributes, shape and size sub dimensions had an average perception of 4.07, while material sub dimension had an average perception score of 3.86. The informational dimension of packaging was measured by two components: information and technology/innovation sub dimensions. Information sub dimension had an average perception score of 4.06, while technology/innovation sub dimension scored 4.14.

On the whole, Informational attribute of the selected beverage brands was rated highest (4.10), followed by Visual/Graphics attribute (4.05). The packaging elements of the selected beverage brands (Bournvita, Milo and Ovaltine) scored least in terms of structural attributes (3.96). Grand mean perception of packaging element was 4.04 on a 5 point Likert scale.

Data obtained was further analyzed to ascertain if the perception of packaging varied with selected beverage brands. As can be seen from Table 4.3, Ovaltine had the highest mean packaging perception of 4.05, followed by Bournvita (4.04), consumers rated Milo least in terms of the perception of packaging with a mean score of 3.95. Analysis of variance however revealed that the difference in perception of packaging elements for the selected beverage brands was not significant.

Table 4.2.1: Comparison of Mean Perception of Packaging Elements of Selected Beverage Brands

Beverage Brand	N	Mean	Sum of Square	Df	Mean square	F	Sig.
Milo	177	3.9555	.812	2	.406	3.409	0.34
Bournvita	93	4.0475	40.506	340	.119		
Ovaltine	73	4.0590	41.318	342			
Total	343						

Source: Author's Fieldwork (2019)

4.4 Packaging Elements and Consumer Buying Behaviour

This section focuses on ascertaining the relationships that exist between visual, structural and informational packaging elements and consumer buying behaviour towards beverages.

Table 4.3: Relationship between Packaging Elements and Consumer Buying Behaviour towards Beverages

<i>Regression Statistics</i>					
Multiple R					0.28
R Square					0.08
Adjusted R Square					0.07
Standard Error					0.56
Observations					343
<i>ANOVA</i>					
	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance P-Value</i>
Regression	3	8.91	2.97	9.41	0.00
Residual	339	106.99	0.32		
Total	342	115.90			
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	
Intercept	3.081	0.368	8.382	0.000	
Visual	0.143	0.074	1.920	0.056	
Structural	0.201	0.069	2.921	0.004	
Informational	-0.034	0.061	-0.554	0.580	

Source: Author's Fieldwork (2019)

Multiple regression analysis was therefore performed to ascertain the joint impact of these independent variables on consumer buying behaviour (see Tables 4.3). The R squared value of 0.08 implies that all three independent variables jointly explain about 8% variation in CBB. Based on the P-value obtained, it can be seen that at a 0.05 per cent level of statistical significance, only structural elements are statistically significant in explaining CBB. Hypotheses 1 and 2 are therefore rejected but hypothesis 3 which states that there is a significant relationship between structural packaging elements (material, shape and size) and consumer buying behaviour of FMCG is accepted.

Although a statistically significant relationship was not found to exist between the informational element and CBB, result in Table 4.3 indicates that a negative relationship exists between them. This would seem to suggest that the more the information provided the less likely consumers are to buy the selected FMCG and vice versa. Therefore neither visual

elements (design, font and colour) nor Information overload on a package significantly affect buying behaviour.

4.5 Consumer Demographics and Perception of Packaging Elements for the Selected FMCG

This section sought to ascertain whether respondents' perception of packaging elements varied across demography.

Table 4.4: Respondents demography and perception of packaging elements

Demographic Characteristics	Category	Freq.	%	Mean	F stat	P-Value	Decision
Gender	MALE	105	31.3	4.04	0.071	0.790	Not Significant
	FEMALE	231	68.8	3.97			
	TOTAL	336	100.0				
Age	18-24 years	154	45.4	3.91	5.20	0.000	Significant
	25-34 years	94	27.7	4.07			
	35-44 years	52	15.3	4.09			
	45-54 years	21	6.2	4.07			
	55 years and above	18	5.3	4.02			
	Total	339	100.0				
Educational Level	Primary	7	2.0	3.75	1.945	0.122	Not Significant
	Secondary (O level)	53	15.5	3.96			
	Tertiary	231	67.3	4.03			
	Post graduate	52	15.2	3.98			
	Total	343	100.0				
Income Per Month	50000 and below	142	41.4	3.92	4.842	0.001	Significant
	50001 – 100000	56	16.3	4.07			
	100001 – 150000	64	18.7	3.99			
	150001 - 200000	50	14.6	4.11			
	200000 and above	31	9.0	4.12			
	Total	343	100.0				

Source: Author’s Fieldwork (2019)

Result as shown in Table 4.4 indicates that perception of packaging varied significantly with respondents’ age and income per month. To further understand the relationship between these two variables and perception of packaging, a *post hoc* test was conducted, using the Student-Newman-Keuls multiple range procedure. The result is based on the use of harmonic mean and is shown in Tables 4.4.1 and 4.4.2.

Table 4.4.1: Student-Newman-Keuls test for Difference in Perception**According to Age**

Age	N	Subset for alpha = 0.05	
		1	2
1 18-24 years	154	3.9101	
5 55 years and above	18		4.0161
4 45-54 years	21		4.0681
2 25-34 years	94		4.0773
3 35-44 years	52		4.0988
Sig.			.134

Source: Author's Fieldwork (2019)

Based on our results, respondents may be divided into two groups: high and low perception groups. Concerning age, perception of packaging was lower amongst respondents between the ages of "18-24 years". Hence the lower the age the lower the perception of packaging and vice versa. While in terms of income, Table 4.4.2 shows that perception of packaging improved with income. Hence the perception of packaging was lower amongst low income earners (50000 and below) but improved as income improved.

Table 4.4.2: Student-Newman-Keuls test for Difference in Perception According to Income

Income per Month	N	Subset for alpha = 0.05	
		1	2
1 50000 and below	142	3.9181	
3 100001-150000	64		3.9923
2 50001-100000	56		4.0711
4 150001-200000	50		4.1070
5 200000 and above	31		4.1177
Sig.		.052	.224

Source: Author's Fieldwork (2019)

4.6 Consumer Demographics and Buying Behaviour for Selected FMCG

Given the reported contradictory influence of demographic factors on consumer buying behaviour (Nimako & Nyame, 2015), this study sought to ascertain the influence of selected demographic variables on buying behaviour for the selected FMCG.

Table 4.5: Respondents Demography and CBB towards Beverages

Demographic Characteristics	Category	Freq.	%	Mean	F stat	P-Value	Decision
Gender	MALE	105	31.3	4.26	0.619	0.432	Not Significant
	FEMALE	231	68.8	4.32			
	TOTAL	336	100.0				
Age	18-24 years	154	45.4	4.32	0.240	0.916	Not Significant
	25-34 years	94	27.7	4.28			
	35-44 years	52	15.3	4.32			
	45-54 years	21	6.2	4.24			
	55 years and above	18	5.3	4.38			
	Total	339	100.0				
Educational Level	Primary	7	2.0	4.09	0.463	0.708	Not Significant
	Secondary (O level)	53	15.5	4.34			
	Tertiary	231	67.3	4.29			
	Post graduate	52	15.2	4.34			
	Total	343	100.0				
Income Per Month	50000 and below	142	41.4	4.35	1.036	0.389	Not Significant
	50001 – 100000	56	16.3	4.25			
	100001 – 150000	64	18.7	4.22			
	150001 - 200000	50	14.6	4.29			
	200000 and above	31	9.0	4.43			
	Total	343	100.0				

Source: Author's Fieldwork (2019)

Using the independent sample T-test (for sex) and one way ANOVA (for age, educational level and Income per month), result, as shown in Table 4.5, indicates that none of the demographic variables selected in this study accounted for variation in CBB for the selected FMCG. The p-values obtained for the selected demographic variables were not significant. Hence, the fifth hypothesis is rejected.

The effort was made to further ascertain whether consumer buying behaviour varied with selected beverage brands. The result is shown in Table 4.5.1 below. Analysis using One-way

ANOVA showed that although the mean value for CBB varied with each brand (Consumers rated CBB for Ovaltine highest - 4.37, while Bournvita was least - 4.25), there was, however, no significant difference between the Consumer buying behaviour for Ovaltine, Milo and Bournvita since p-value was greater than the 0.05 benchmark. This seems to indicate that consumers do not have a preference. Several other factors may be responsible for beverage buying behaviour exhibited by the consumer at any point in time.

Table 4.5.1: Comparative Analysis of Consumer Buying Behaviour toward Selected Beverage Brands

Beverage Brand	N	Mean	Sum of Square	df	Mean square	F	Sig.
Milo	177	4.3028	.635	2	.317	.936	.393
Bournvita	93	4.2538	115.265	340	.339		
Ovaltine	73	4.3781	115.899	342			
Total	343						

Source: Author's Fieldwork (2019)

4.7 Discussion of Findings

The findings of this work are in some cases similar to previous research work while in other cases it contradicts findings from previous research. This section notes these differences and similarities while explaining the possible reasons for these conclusions.

Unlike other studies (Deliya & Parmar, 2012; Imiru, 2017; Silayoi & Speece, 2004; Silayoi & Speece, 2007) attributes comprising informational dimension (information and technology/innovation) and visual dimensions (image/design, font and colour) of packaging were found not to significantly affect CCB in the Nigerian context.

As in other studies (Ampuero & Vila, 2006; Silayoi & Speece, 2004; Young 2003), result from this study suggests that structural dimension (material, shape and size) significantly affect CBB for FMCG in the Nigerian context. This is not unrelated to the fact that bigger

pack size reflects better value for money (Ampuero & Vila, 2006) and the type of packaging material used often determined the reuse value of the pack.

Concerning demography, unlike other studies (Barat, 2010; Reisi et al, 2017), result from this study showed that demography (Gender, Age, Income, and Educational level) did not determine buying action. Hence these variables are not as effective as the basis of segmentation for the selected FMCG (Bournvita, Milo and Ovaltine). Perception of packaging however improved with age and income.

It is also worthy of note that the selected independent variables only explained 8% of the total variation in CBB for the selected FMCG. Hence, packaging and demography are not the major determinants as it relates to buying behaviour for Bournvita, Milo and Ovaltine.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This Chapter is divided into four sections. It concludes on this study by summarizing our research findings, noting the contributions to knowledge, conclusion and recommendations/implications of these findings for business organisations and further studies.

5.2 Summary of Research Findings

1. Informational packaging attribute of the selected beverage brands was rated highest (4.10), followed by Visual/Graphics attributes (4.05). The packaging elements of the selected beverage brands (Bournvita, Milo and Ovaltine) scored least in terms of structural attributes dimension (3.96).
2. Grand mean perception of packaging element was 4.04 on a 5 point Likert scale. This indicates that packaging of the selected brands was favorably perceived.
3. Although there was no significant difference in perception of packaging elements for the selected beverage brands, Ovaltine had the highest mean packaging perception of 4.05, followed by Bournvita (4.04), Milo was least in terms of perception of packaging with a mean score of 3.95.
4. Of the various packaging elements, only the structural dimension (material, shape and size) was found to have a significant relationship with consumer buying behaviour of the selected FMCG.
5. Perception of packaging was found to vary significantly with respondents' age and income per month. With respect to age of consumer, the lower the age the lower the perception of packaging and vice versa, while in term of income, perception of packaging was lower amongst low income earners but improved as income improved.

6. None of the demographic variables (sex, age, educational level and Income per month) selected in this study accounted for variation in CBB for the selected Beverage brands.

5.3 Contribution to Knowledge

The contributions of this study to literature are as follows;

1. It provides customers' assessment of packaging for the major beverage brands (Borunvita, Milo, Ovaltine,) in Nigeria.
2. The relevance of structural packaging dimension (material, shape and size) in influencing consumer buying behaviour.
3. The need to consider consumer age and income in designing packages for beverage drinks.
4. Packaging only accounts for about 8% of CBB for beverages. Beverage manufacturers/Marketer must consider other factors that could influence CBB if they are to retain their customers and shelf space.

5.4 Conclusion

The role of packaging has been examined in different contexts. This study examines packaging in terms of consumer buying behaviour in the beverage industry in Nigeria. The result of this study indicates that although the structural dimension of packaging influencing consumer buying behaviour for the selected beverages, it is not the major determinant. There is the need to further ascertain variables that may be such as, suggest their relevant in explaining CBB in the Nigerian beverage context.

5.5 Recommendations

This section discusses the implication of our findings/recommendations for business organisations and further research. On the basis of the findings of this study, we make the following suggestions:

5.5.1 Implications/Recommendations for Business Organisations

Since structural dimension of packaging influences CBB for the selected beverage brand (Bournvita, Milo and Ovaltine), manufacturer must give attention to packaging material used, the shape and its size. The kind of material used in the packaging of beverage determines: whether it will have reuse value; how it will be disposed of; and whether it is environmentally friendly. These are major concerns for consumers. Size and shape determines perception of value for money. Beverage manufacturer must therefore attend to these issues if they desire consumers to be favorably disposed to buying their products.

Although perception of packaging was found to vary with age and income, result in this study showed that demography (gender, age, income, and educational level) did not determine buying action. Hence these variables are not effective as basis of segmentation for the selected FMCG (Bournvita, Milo and Ovaltine). Marketing strategies targeted at consumers of these beverages may be more effective if they are designed around variable like size of pack, taste and flavour, etc.

5.5.2 Recommendations for Further Studies

Despite the contributions and implications of this work, it has some limitations and therefore offers opportunity for further research. There is the need to carry out this study on a wider scale. This is because sample was limited to 400 respondents who were drawn from Benin City and Warri. The sample size used could be increased and drawn from different location across Nigeria to see how that would affect the conclusions of this study. Lastly, the selected independent variables in this study (packaging and consumer demography) only accounted

for 8% of the variation in CBB for the selected FMCG. It would be worthwhile to ascertain other major determinants of buying behaviour for Bournvita, Milo and Ovaltine.

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Appendix I: Computation of sample size for infinite population using Cochran's formula

$$n_o = \frac{Z^2 pq}{e^2}$$

Where:

n_o = Sample size

e = margin of error = 0.05

p = proportion of population that has the attribute (in this case we assume half of families take Bournvita, Milo or Ovaltine. Hence P is 0.50

Z = Standard normal deviation

$q = 1 - p = 1 - 0.50 = 0.50$

Note at $e = 0.05$, $Z = 1.96$

$$n_o = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 385$$

Appendix II: Measurement of Variables

S/N	VARIABLES	MEASURING SCALE	QUESTION/STATEMENT
1	Gender	Two point Categorical scale	Q1
2	Age	Five point interval scale	Q2
3	Income level	Eight point interval Scale	Q3
4	Highest Educational	Four point interval scale	Q4

	Qualification		
5	Preferred brand	Three point Categorical scale	Q5
		Three point Categorical scale	Q6
6	Visual Attributes	Five point Likert scale 5= Strongly Agree, 4= Agreed, 3 = Not Sure, 2 = Disagree, 1 = Strongly Disagree	Q7 – Q16
7	Structural Attributes	Five point Likert scale 5= Strongly Agree, 4= Agreed, 3 = Not Sure, 2 = Disagree, 1 = Strongly Disagree	Q17 – Q24
8	Informational Attributes	Five point Likert scale 5= Strongly Agree, 4= Agreed, 3 = Not Sure, 2 = Disagree, 1 = Strongly Disagree	Q25-Q30
9	Consumer Buying Behaviour	Five point Likert scale 5= Strongly Agree, 4= Agreed, 3 = Not Sure, 2 = Disagree, 1 = Strongly Disagree	Q31 – Q35
10	Suggestion for improving beverage packaging	Open ended question	Q36

Appendix III: Questionnaire

Department of Business Administration,
Faculty of Management Sciences,

University of Benin,

Benin City

Dear Sir/Madam,

SOLICITING YOUR COOPERATION IN COMPLETING THIS QUESTIONNAIRE

I am a postgraduate student in the above named University, undertaking a study of *INFLUENCE OF PACKAGING ON CONSUMER BUYING BEHAVIOUR OF FAST MOVING CONSUMER GOODS*.

Kindly assist me in completing this study by answering the attached questions. Just tick your answer or fill in the blank spaces as they correspond to your opinion on the various issues. If confused about any of the questions, please feel free to ask for clarification.

Be assured that your answers will be treated with utmost confidence and will be used for academic purpose only.

Thank you for your anticipated cooperation.

Yours Faithfully

Joyce Ediri Osio
Researcher

SECTION B

Please tick or fill in as appropriate.

1. **Gender:** Male [] Female []
2. **Age:** 18 - 24 [] 25 – 34 [] 35 – 44 []

45 – 54 [] 55 or above []

3. Income Per Month

₦50,000 and below [] ₦ 50,001 – ₦100,000 []

₦100,001 – ₦150,000 [] ₦ 150,001 – ₦ 200,000 []

Above ₦200,000 []

4. Highest Educational Level

Primary [] Secondary (O' Level) []

Tertiary (University, Polytechnic, College of Education) []

Postgraduate (PGD, Masters, Ph.D, etc) []

5. Which of these brands of beverages have you ever taken (Please tick as many as apply) Bournvita [] Milo [] Ovaltine []

6. Which of these beverages is your most preferred brand?

Bournvita [] Milo [] Ovaltine []

SECTION C

Kindly respond to the following statements with respect to your most preferred beverage brand listed in Question 6 above.

On a scale of 1 – 5, to what extent do you agree to the following statements about your most preferred beverage drink?

			5 Strongly Agree	4 Agree	3 Not Sure	2 Disagree	1 Strongly Disagree
Visual/ Graphics Attributes	C1	I like the colour of packaging of my preferred beverage brand					
	C2	Colour of packaging of a beverage brand matters to me in purchasing it					
	C3	I can recall my beverage brand when I view brands of similar colour					
	C4	I can associate colour of my preferred beverage to brand image.					
	D1	Wrapper design of my preferred beverage brand is important in packaging.					
	D2	The wrapper design of my preferred beverage inspires me to purchase.					
	D3	Wrapper design builds a positive perception in my mind about my preferred beverage brand.					
	F1	Font styles used on the packet of my preferred beverage brand are attractive					
	F2	I like the creative font style on packets of my preferred beverage brand					

	F3	Font size used helps me remember my preferred beverage brand					
Structural Attributes	M1	I prefer this brand due to its high quality packaging material.					
	M2	The packaging material used for my preferred beverage brand attracts me.					
	M3	The quality of packaging material of my preferred beverage brand means the product is better					
	M4	The quality of packaging material of a beverage brand does not matter to me					
	SS1	I like the shape of the pack used for my preferred beverage brand					
	SS2	The packaging of my preferred beverage brand in a refill format in conjunction with different affordable sizes is important to me					
	SS3	The type of opening design inspires me to buy this beverage brand					
	SS4	I can recognize my preferred beverage brand when I view beverages with similar shape and size					
	Informational	IN	I read printed information on				
F1		the package of my preferred					

Attributes		beverage brand					
	IN F2	I evaluate beverage brands according to the printed information while purchasing					
	IN F3	I feel product information on the packet of beverage brands is important.					
	TE C1	I prefer packages that are easy to open					
	TE C2	I am attracted to my beverage brand because it has tamper proofing					
	TE C3	The packaging of my beverage brand serves for storage purpose					
CONSUMER BUYING BEHAVIOR	CB B1	It is very likely that I will buy my preferred beverage brand					
	CB B2	I would purchase my preferred beverage brand next time					
	CB B3	I think about my preferred brand as a choice when buying beverage.					
	CB B4	I think of buying this brand of beverage.					
	CB B5	I will recommend my preferred beverage brand to my friends and relatives					

Thank you.