

**INFLUENCE OF PACKAGING ON PATRONAGE OF FAST FOOD PRODUCTS IN
BENIN METROPOLIS**

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**UNIVERSITY OF BENIN
BENIN CITY, NIGERIA**

JULY, 2021

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**BEING A DISSERTATION SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, UNIVERSITY OF BENIN, BENIN CITY.
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF
MASTER OF ART (M.A.) DEGREE IN MASS COMMUNICATION.**

JULY, 2021

DECLARATION

This dissertation is based on a study undertaken by me, Blessing Godwin Edet, of the department of Mass Communication, Faculty of Arts University of Benin, under the supervision of Dr. Comfort Ene Obaje . It has not been presented in any previous institution for higher degree. All sources of information are specifically acknowledged using references.

Blessing Godwin Edet
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CERTIFICATION

This project entitled ‘Influence of Packaging on Patronage of Fast Food Products in Benin Metropolis’ by Blessing Godwin Edet (PG-ART1817081) meets the regulations governing the award of the M.A Degree in the Department of Mass Communication, Faculty of Arts, University of Benin, Benin City, Nigeria, under the supervision of Dr. Comfort Ene Obaje .

Dr. C. E. Obaje
(Dissertation Supervisor)

Date

Dr. F.P. Olise
Head of Department

Date

DEDICATION

This dissertation is dedicated to the Almighty God, for his love, wisdom, guidance and sustenance throughout the programme.

CERTIFICATION OF DISSERTATION ON PLAGIARISM

We, the undersigned, attest and declare that the dissertation of **Miss BLESSING GODWIN EDET**, titled: **INFLUENCE OF PACKAGING ON PATRONAGE OF FAST FOOD PRODUCTS IN BENIN METROPOLIS** has successfully passed the plagiarism test and does not violate any copyright regulations.

Name of Supervisor / Sign & Date

Name of HOD/ Sign & Date

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ABSTRACT

This study examined the influence of packaging on the patronage of fast food products in Benin metropolis. The objective of the study was to suggest ways in which patronage of fast food in Benin City will be improved. The theoretical construct and model were derived from “Howard Sheth Model”, Customers satisfaction theory by Henry Dixon (1999), and cognitive Dissonance Theory. The survey design was used in the study. The instrument for data collection was a researcherstructured questionnaire. The sample size was determined using the Taro Yamane formula, A sample of 390 respondent was selected through a simple random technique from 9 zones. The population of the study was 429,000 being the estimated population of Benin in 2018. The data generated were presented and analyzed using frequency table and simple percentages. The study revealed that packaging influenced Benin Residents patronage of fast food products. It was discovered that attractive colours on packs; graphic designs; package design; text; size; package materials and shapes greatly contributed to the increase in patronage of these products. A further finding revealed that socialization, beautification of packs, price, well spelt out nutritional benefits of the product, expiration period, proximity, cost, family-craving, convenience contributed to the increase in patronage of these products. It was therefore recommended that fast food operators should pay considerable attention to the packaging of their products to boost and sustain patronage.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Fast food restaurants are known to provide quick and valuable services to customers where tangible products like food and drink and other valuable services are provided for consumers in the form of food preparation and food service (McDaniel, Lamb & Junior, 2008). The fast food industry provides a rapid, convenient and relatively inexpensive service (Sahagun & Vasquez-Parraga, 2014). Fast Food restaurants are differentiated by their unique characteristics that embrace prompt service, relatively low service interactions and relatively low price ranges as what these outlets offer to customers (Cao & Kim, 2015). The food service industry is diverse because it comprises a range of operations from the most distant kitchen table to the tiniest hot dog stand including those of the largest corporations specializing in food services, its equipment and distribution facilities. Restaurants are part of food service industry (Campos & Noberage, 2009; Salami & Ajobo, 2012; Kaur, 2013). The food service industry represents all establishments where food is regularly served (Payne-Palacio & Theis, 2012) Going by the cut-throat competition constantly experienced in the restaurant business, it has been observed by Campos & Noberage (2009) that firms with skilled internal staff, innovative service features and insightful knowledge on self-service technology can make a significant progress in the face of any adverse economic situation.

There is growing consensus among researchers and practitioners, like Sahagun, Vasquez-Parraga in the field of marketing and business, that packaging plays a pivotal role in the success or failure of sale of any product in the highly competitive market (Mohebbi, 2014). This shows that in the contemporary global competitive market, attracting new customers, expanding the

market, while maintaining the existing one, has become issue of concern among various fast foods centres operating in the same market. For these reasons, necessity is placed on those fast foods centres, especially fast food centres that are producing similar products, to device a means of how their product can be distinct from their competitors operating in the same market environment. In real life, customer might not have pre knowledge about a product before entering into a fast food, hence, the intention to purchase will be mostly influenced by what is communicated at the point of purchase. Therefore, package becomes an essential factor for such customer to take a decision. Considering various fast food products in the market environment, certain product may be considered very essential to all consumers with respect to their demographic characteristics like; age, sex, income level of personality, and status among others. The increasing urban migration which affects the younger population who are also more receptive to the fast food concept; increasing Western acculturation among the populace; the increasing affluence among the people; the changing life styles as indicated by the increasing belief that eating out is part of leisure; the perception among the working class singles (male and female) that fast food is cheaper and perhaps more efficient on their time; the changing demographic composition of the workplace as more women are employed at different levels little room for cooking at home; the expansion of fast food menus to incorporate indigenous dishes provide prospective customers a desired alternative to the Western meals (Salami and Ajobo, 2012 : Pp 3-4).

Sometimes, customers prefer eating the packaged food at offices. This serves dual purposes as they need time to attend to other things in the office or business places. Apart from families and individuals who patronize the fast food Centre's, many major organizations prefer packaged food from these centers during their meetings and special events. Packaged foods,

especially snacks from fast food products shows that convenience; location and time constraints are contributing factors to the consumption of fast food products in the society. (FOOD week, 2008), Schrodes and McEachem (2005) found out that fast food purchases in the United Kingdom (UK) were mostly impulsive (57%), with a small sub-set of people routinely eating fast food (26%). The survey also shows brand, nutritional, ethical values and food quality together accounted for 50% of the variance of the fast food purchasing behavior. Driskell (2006), states that convenience, cost and menu choice are some factors influencing fast food purchase.

Packaging, according to Nayar (2012), refers to activities of designing and producing the container or wrapper for a product. This encompasses physical appearance of the container which includes design, color combination, shape and the labeling. The concept of packaging remains pertinent in any market structure since 73 percent of products are sold on a self-service basis at the point of sale (Silayoi and Speece, 2007). In other words, the task of packaging is to sell the product by attracting attention of the customer. Therefore, its critical role in purchasing decision cannot be ignored in any competition. Silayoi and Speece (2007) assert that in any cases when the consumer is undecided, the package becomes a vital factor in buying choice because it communicates to the consumer during the decision making time.

However, packaging can be considered as the driving tool for stimulating and creating impulsive buying behavior which can aid increasing consumer purchasing intention. The importance of packaging to the manufacturers of the products and consumers cannot be over-emphasized. Packaging serves as an instrument used by many organizations (companies) to penetrate new and existing markets, and in addition, becomes a critical factor in the consumer's decision making process it actually influences the consumer's decision in the store. Thus

packaging performs an important role in marketing communications and could be considered as one of the most vital factors influencing consumers' patronage of a product.

The principal function of packaging is protection and preservation from external contamination. This function involves: retarding – deteriorating the quality and safety of packaged food. Packaging protects food from environmental influences such as heat, light, the presence or absence of moisture, oxygen, pressure, enzymes, spurious, odors, micro-organisms, insects, dirt's and dust particles, gaseous emissions etc. Secondary functions of increasing importance include traceability, tamper indication, and portion control. Packaging is very important in the promotion of a product. Good packaging and interesting aesthetic, color schemes, shapes and form often leads to a desire to learn more about a product. Most packaging materials have important information about the product and the company. E.g. quick response codes are displayed as well as the address, website of the company and possibly where the website link can be accessed by potential customers.

In other word, packaging of food should be done in such a way that can appeal to customers taking into consideration their convenience and self-esteem. According to Nayar (2010) packaging refers to the activities of designing and producing the container or wrapper for a product and in packaging, logos and symbols are often used. These logos and symbols should be such that can attract the attention of customers to the product. Therefore, the physical appearance of the container (the design, shape, labeling, and the color combination should be properly looked into if customers are to be attracted. Fast food products in Benin are packaged in various materials such as paperboard, plastic containers, and foam orcock-like food containers. These packaging are well designed and customized. There is also paper wraps used for pop-corn, foil used for shawama, garri, moi-moi. Etc. They also have designed attractive customized

polythene bags with address and phone numbers of the eatery printed on them. All these serve as means by which fast food Centres seek to penetrate the existing market and good packaging can aid impulse buying which in turn promote increased customer purchasing intent.

Survival of the fittest is the mantra of today's business game. To compete successfully in this business era, the retailer must focus on the customer's buying experience. To manage a customer's experience, retailers should understand what "customer experience" actually means. Customer Experience Management is a strategy that focuses the operations and process of a business around the needs of the individual customer. It represents a strategy that results in a win-win value exchange between the retailer and its customers. The goal of customer experience management is to move customers from satisfied to loyal and then from loyal to advocate.

1.2 Statement of the Problem

Food products are created ultimately for consumers. Consumer attitudes and opinions play an important role in the creation of food packaging. In food packaging market the driving factors for growth in the business are convenience and functionality. Fast food owners need to understand packaging innovations that can offer benefits to consumers and important for consumers and affect consumer purchasing practices in order to remain competitive. New materials, designs and technologies enable packaging to respond to the rapidly evolving demands of modern consumer lifestyles. In today's competitive environment with rapid development of technology and increase in production, packaging is used to make objects of consumption more attractive than they are to highlight their distinctive features. The packaging of fast food products has changed, there are better ways of packaging and some of the products have better packages such as foil, cellophane, paper bags among others. Some of the eateries in Benin metropolis do

not enjoy high patronage from customers due to their old method of packaging. The researcher observed that some of the packaging done by eateries operators seems to be deceptive as the packs used does not worth the price they pay. Packaging attracts customers but the content at times may not meet the consumer satisfaction and this creates a problem for consumer to patronize packed food. It was also observed by the researcher that some eateries in Benin are using the old method of packaging with transparent polythene which gives some customers the impression not to patronize packaging due to exposure of the packed food. The researcher observed that some eateries sell expired and sour food, well packaged thus deceiving the customers at the expense of maximizing profits and this gives customers the impression of not patronizing these eateries packed food and snacks. For instance, some eateries are fond of selling expired bread while trying to maximize profit and this influence customers patronage. In terms of customer service, most fast food owners in Benin metropolis do not embark on a market survey where they ask clients and potential clients how they are doing and what else should be done to improve their packaging of products. On the basis of the problem the researcher attempts to investigate the influence of packaging on patronage of fast food in Benin metropolis of Edo State.

1.3 Objectives of the Study

The objectives of the study includes the following:

1. Find out the frequency of patronage of the fast food products by the residents of Benin metropolis.
2. Ascertain the extent to which packaging influence the patronage of fast foods products by the residents of Benin metropolis.

3. Ascertain the perception of Benin residents about packaged fast foods products.
4. Find out other factors, apart from packaging, that influence residents of Benin City on the patronage of fast food products.
5. Suggest ways in which patronage of fast food in Benin City will be enhanced or improved.

1.4 Research Questions

The following research questions were formulated to guide the study.

1. How frequently do residents of Benin City or metropolis patronize fast food products?
2. To what extent does packaging influence patronage of fast food products among the residents of Benin metropolis?
3. What is the perception of residents of Benin metropolis in packaging of fast food products in the eateries?
4. What other factors apart from packaging influence Benin metropolis resident's patronage of fast food products.
5. In what ways can the patronage of fast food products in Benin metropolis be enhanced?

1.5 Research Hypothesis

The following null hypotheses are stated:

Hi: Packaging of fast food products significantly influences patronage by resident of Benin metropolis.

Ho: There is no significant influence of packaging of fast foods products on its patronage among the residents of Benin City or metropolis.

1.6 Significance of the Study

A research into product packaging and customer's patronage of fast food products is of great importance to current and potential fast food owners. The study will be of benefit to fast food business operators, customers and researchers. The findings of the study on packaging influence patronage of fast food product will be of benefit to fast food business operators as they would figure out how packaging has influenced their customers and the business. The findings will also assist fast food businesses in achieving its target at the lowest possible cost effectiveness and minimal effort. Through the findings of this study fast food business owners will be enlighten on the benefit of good and effective product packaging to its customers, thus resulting in improved customer's service provision. The findings of this study on perception of residents of Benin metropolis in packaging of fast food products will benefit customers as they would appreciate good packaging of food undertaken by the fast food business owners. It will also help customers to minimize wrong perception of fast food packaging in the study area. The findings of the study on ways in which patronage of fast food in Benin City will be enhanced or improved will be of immense benefit to researchers as it will add to existing literature on the subject and will also serve as reference materials to future researchers on influence of packaging on patronage of fast foods in Benin metropolis. Since customers of fast food eateries in Benin Metropolis are much alike those in cities in Nigeria, the findings could be generalized for other cities.

1.7 Delimitation of the study

The emphasis of this study is on the influence of packaging on customer's patronage of fast food products. The study is delimited to fast food products and customers in Benin Metropolis on packaging approach and how people appreciate the services or otherwise. The

study is not concerned with the daily administration of fast food outlet, neither is it concerned with the influence of packaging of fast food products in cities outside Benin Metropolis.

1.8 Limitation of the Study

The major problem faced in the course of this study was financial constraints, and reluctance on the part of the respondents to fill the questionnaire on time. However, this was overcome through perseverance and persistent explanations that the study was for mainly academic purposes.

1.9 Operational Definition of Terms

Consumers: These persons in Benin Metropolis patronize fast food products. For the purpose of this study, consumers and customers are used interchangeably and they mean the same thing.

Fast Food Products: These refer to highly processed restaurant foods that are readily made available to the customers without any waste of their time.

Influence: This explains the effect that packaging has on the customers' choice of fast food products.

Packaging: It refers to the design, evaluation and production of packages. Ltd. for transportation, warehouse, logistics, sales and end-use. Packaging can be described as an integrated system for manufacturing goods. In packaging, there is protection, stores, transportation, awareness and sales. The purpose of product packaging is to protect the product during transportation from manufacturing to retailer, but it also prevents damage when the product is on the retail shelf.

In this context, packaging is the activities by fast food centres in Benin Metropolis to protect food from being damaged during handling to lessen spoilage and aid carriage of such products.

Patronage: This refers to the regular purchasing of food products from the fast food centres by residents of Benin Metropolis.

Packaging Information: This is the graphic representation of information such as expiry date consumption period, product content/ingredients, net weight, price etc.

Package Design: This is the creative presentation on the product packaging materials that gives it the attractive and captivating appearance e.g. colour combination, shape of the containers etc.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter focused on conceptual framework, review of related literature, review of empirical studies, theoretical framework, and summary of related literatures. Under the theoretical framework, two theories formed the basis for the study.

2.1 Review of Concepts

2.1.1 Packaging

Product packaging is very important both to the manufacturers and the consumers; this is because it communicates many things, from what the product can do for the consumer, to the company's value. Packaging is the only technique one can use to differentiate one's "brand" from other similar products. It leaves an image in the mind of the customers, to identify and recall the producer in the midst of other. Packaging is a great influence on product patronage. According to Cardello (1996), a product is often the first thing that triggers the consumer's instant response before making purchase decisions in retail environment. Delija, Macfie and Hedderley (2003), state that package design is an extrinsic cue that can influence consumer's perceptions about the intrinsic attributes of the contained products. Marketers tend to use package colour to differentiate product.

Hatteland (2004) assert that colour selection as a component of design increases the visual stimuli and is also considered as an important tool for creating and sustaining the brand and the cooperate image in the minds of consumers. One of the most effective package design features is the colour, and fast food restaurants have identified this. Kotler (2003) defines packaging as all activities of designing a wrapping material around a consumable item that

serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable. Jahre (2004 p.213) states that packaging is the technology and art of preparing a commodity for convenient transfer, storage and sales. It is the container that encloses the product to be offered to the market for sales and by which necessary information about product is transmitted to the customer. So therefore, Packaging in all its views denotes the whole package that becomes an ultimate selling proposition, which stimulates impulse buying behavior of the customer. The concept of packaging plays a significant role in the life cycle of a product. Therefore, packaging is a very important factor that promotes patronage of any product.

According to Silayoi and Speece (2007), packaging has many functions such as logistical and marketing function. Packaging provides an attractive method to convey messages and information about the product attributes to customers. It ensures consumer attention of the product, communicates information, and it provides sensory stimulation (Holmes, Mohammadi and Lehmn, 2012). Among others, the design of a package contributes to the communication of value and has a strong influence on sales of a particular product. Hence, packaging is essential instrument in marketing strategies. Logically, packaging serves a functionality of containing, protecting and identifying a product. Bill (2004 p.43) writing about the functionality of packaging asserts that packaging plays three prime functions for the product. First, it ensures that the product stays in the same condition and does not change its basic form and use due to the influence of external factors. Secondly, it protects the product from not only physical factors such as transit, but also from environmental influence like moisture, gases, sunlight, temperature etc. and thirdly, it provides the consumer with identifiable information about the product attributes to customers. It ensures consumer attention of the product, communicates information, and it provides sensory stimulation (Holmes, Mohammadi and Lehman,(2012). Among others,

the design of a package contributes to the communication of value and has a strong influence on sales of a particular product. Hence, packaging is essential instrument in marketing strategies.

Interestingly, packaging also plays a critical role in the purchasing decision of consumers. Silayoi and Speece (2007) asserts that in cases when the consumer is undecided, the package becomes a vital factor in the buying choice because it communicates to the consumer during that decision making time. The way and how the consumer perceives the subjective entity of a product through communication elements conveyed by the package also influences the choice and is key factor for a successful marketing strategy. In the context of Murphy's analysis, he distinguishes a two-step decision process the consumer follows during shopping for convenience packaged products. First step is to decide to examine the product carefully after finding it on the supermarket's shelf. Here, the package design has the power to initiate consumer examination of the product. The second step includes direct experience with the product where the package becomes a "salesman". Hence the package and packaging design are involved in the consumer selection and purchasing intent (Holmes et al, 2012). However, many scholars have agreed that packaging are of numerous functions and is considered as one of the determinant factors in shaping consumers buying process and patronage.

Product Packaging: From the view of Panwar (in Borishade, Ogunnaike, Favour and Prosper, 2015), product packaging is the act of containing, protecting and presenting the contents through the long chain of production, handling and transportation to their destinations as good as they were, at the time of production. In the view of Deliya and Parmar (2012), packaging can be defined as an extrinsic element of the product. They stressed further that it can also be defined as a container product. Silayoi and Speece (2005) see packaging as the overall features that underline the uniqueness and originality of the product. In the view of Ahmed, Parmar and Amin

(2014), packaging is described as a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behaviour.

Urich, Campana and Malkewitz (in Oladele, et al., 2015), opined that product packaging constituted an essential aspect of projecting a firm's brand's image. Kotler and Armstrong (as cited in Mousavi&Jahromi, 2014) viewed packaging as inclusion of design and production of container or wrapper for a product. Packaging is any container closed that a product by it will be offered to the market for sale or by which necessary information about the product is transmitted to the consumer (Venous, Davar, Sefanian and Mitra (in Gilaninla, Ganjinla, & Moradi, 2013). Charles, Joe and Carl (in Zekiri and Hasani, 2015) pointed out four distinct marketing functions being performed by packaging to include, it contains and protects the product; it promotes the product; it helps consumer use the product; and it facilitates recycling and reduces environmental damage.

Generally, packaging, in this era of stiffly competitive marketing business environment, has become a tool of impetus; and its roles has drastically and steadily shifted, from the traditional function of protecting the product against dirt, theft, deterioration, damage and mishandling, to the modern function of becoming a tool to arouse, instigate and appealing to customer's attention. It also conveys useful information about the product itself at the point of sale or while still on the shelf. In this study, packaging is defined as the totality of attributes that distinguished a particular product, among others, and that can effectively communicate its values to the end users for attraction purpose while on shelf or at point of sale.

2.1.2 Packaging Functions

Bill (2004) opined that packaging plays three prime roles for the product. First, it ensures that the product stays in the same condition and does not change its basic form and use due to the influence of external factors. Secondly, it protects the product from not only the physical factors such as transit, but also from environmental influence like moisture, gases, sunlight, temperature etc. thirdly, it provides the consumer with identifiable information about the product.

Eateries are deliberate in their approach to attract customers through unique packaging techniques. A careful look at the way foods are displayed in see-through glass containers conveys the importance of packaging. Customers on stepping into the open space of the restaurant are attracted by the colorful classic display of food in the glassy (well-lighted) container. The serene environments at these restaurants are part of packaging. Another packaging function is the promotional information it gives to her customers, these pieces of information on the packaging more than often meets customer's expectation ore spontaneous needs, there by propelling them to decide purchase of such product.

Customer Patronage

A customer (sometimes known as a client, buyer, or purchaser) is the recipient of a good, product or idea, obtained from a seller, vendor or supplier for a monetary or other valuable consideration (Reizenstein, 2004). A customer according to Alm (2000) is the most important visitor on business premises; he is not dependent on business but the business is dependent on him. He is not an interruption in business work rather He is the purpose of it. The customer is not an outsider in business but he is part of it. Business men are not doing him a favour by serving him. He is doing them a favor by giving them an opportunity to do so. According to the New

Webster Dictionary (1994), Patronage can be said to mean, the material helps and encouragement given by a patron, in this instance the patron is seen to be a customer in an exchange transaction. It could also mean the act of being a regular customer to a shop.

In a highly competitive industry, satisfying the customers should be the primary focus of firms that wish to sustain patronage (Johns & Tyas, 1996; Kivela, et al., 1999; Sulek & Hensley, 2004). Customer patronage is the approval or support provided by customers with respect to a particular brand. Patronage delivers the foundation for an established and growing market share. Kotler (2007) advocates that consumers have unpredictable degree of patronage to particular services, stores and other entities. Patronage arises when an individual displays conscious effort to choose a solution towards his or her need(s) through the process of analyzing situations which would be rewarding and relatively satisfying amidst some challenges faced in the course of fulfilling his/her own desires (Adiele & Grend, 2016). This explains why individuals can exhibit unconditional attachment and affection towards objects or persons (Adiele & Etuk, 2017). Oliver (1999) suggested that patronage is a continuum, starting from some cognitive beliefs followed by affective cognitive loyalty, and finally actual purchase behaviors.

According to Oliver (1999), customer patronage is defined as a deeply held commitment to repurchase a firm's products at the expense of a competitor offering. Adiele, Grend and Chinedu (2015) see customer patronage as the means of a respondent's rating for his or her firm's sales volume, profit margin and customer retention level. According to Oxford Advance Learner's Dictionary (1995), patronage can be described as the support and encouragement given by a patron. Also, Oxford English Dictionary (as cited in Adiele, Grend, & Chinedu, 2015), described customer patronage as a person or thing that eats or uses something or a person who buys goods and services for personal consumption or use. In this study, again, customer

patronage is defined as the supports a firm enjoys from the customers. Gaining customer patronage is an important objective of strategic marketing and relationship marketing initiatives (Kumar et al., 1999). Customers are more inclined to patronizing a business that goes the extra mile in marketing itself and special treatments leave a positive impact on customers and keeps them returning to the business (Ademola, 2013). Customers go through a process before buying an item. Understanding consumer behavior and the processes they go through in making a purchase decision is vital for building customer patronage.

Customer Retention

Organizations should be highly motivated to make certain its customers are satisfied. If they are not, the brand once more becomes vulnerable (Mercer, 1998). Customers are retained when they are satisfied. Customer satisfaction is the customer's overall feeling of contentment with a customer's interaction with the organization. Customer satisfaction in services has been defined as the degree to which service performance meets or exceeds the customer's expectations (Kumar, 2012; Lombard, 2009; Santouridis & Trivellas, 2010). Hui and Zheng (2010) defined satisfaction as an evaluative judgment of a specific transaction resulting from perceived quality. Danesh, Nasab and Ling (2012) defined customer retention as the future propensity of a customer to stay with the service provider. According to them, customer satisfaction is not the only variable that influences the retention of customers. Ramakrishnan, (2006) defined customer retention as the marketing goal of preventing a customer from switching to another competitor. Edward and Sahadev (2011, p. 33) stated that "customer retention indicates customer's intention to repurchase a service from the service provider". They used customer retention as a measure of

the customer's intention to stay loyal to the service provider. For them, service quality and customer satisfaction are important antecedents of customer retention.

Generally, repeat customers are more profitable than new customer's acquisition. To ensure customers will revisit the restaurant, retaining customer would be the most important strategy to be used by restaurant because the cost of attracting a new customer is always greater than the cost of retaining existing customer (Fornell, 1992). Evidence from study of Chaudhry (2007) has proven that repeat customers generate over twice as much gross income as new customers. However, to gain a new customer will cost six to seven times more than to keep existing customers (Conklin, 2006). Customer retention rate depends on five attributes within a restaurant which includes; service quality, food quality, ambience quality, first and last impression, and comfort level of the restaurant (Kivela, Inbakaran, & Reece, 1999). It is important for the restaurateur to identify factors that will form positive attitude among customers and influence their behavioural intention. However, factors that influence customer satisfaction may not necessarily influence revisit intention. For example, Namkung and Jang (2008) explain temperature of food had a strong relationship with customer satisfaction, but no significant effect on revisit restaurant intention.

Customer Commitment

Commitment has widely been acknowledged to be an integral part of any long-term business relationship (Stephens, 2000). In most cases, it is described as a lasting intention to build and maintain a long-term relationship (Orisingher, Valentini & Angelis, 2010). Tronvoll (2012), believed commitment entails three different dimensions: Affective commitment describes a positive attitude towards the future existence of the relationship; Instrumental

commitment, shown whenever some form of investment like time, in the relationship is made. Finally, the temporal dimension of commitment indicates that the relationship exists over time. Commitment Studies of exchange relationships among companies have concluded that commitment is an important concept, referring to the degree to which close and persistent relationships with other parties are established and maintained (Morrisson & Huppertz, 2010). Tax, Brown & Chandrashekar (1998) described commitment as a guarantee to maintain a relationship and the intent to sacrifice short-term benefits for long-term interests. Commitment is a persistent attitude that reflects the positive values of a relationship. Thus, commitment does not change frequently, as people would not make commitments to valueless relationships. As defined by Orisingher, et al (2010), commitment is the persistent desire to maintain a valuable relationship. Commitment, which can be viewed as the highest level of relational bonding, constitutes an indispensable part of a successful relationship. Therefore, the customer's commitment to its service provider can adequately reflect relationship quality of the two parties.

Customer commitment is a deeply held loyalty to rebuy or patronize a preferred product or service consistently in the future, thereby causing repetitive purchasing of the same brand, despite situational influences and marketing efforts (Oliver, 1999). Gremler & Brown (1996) define it as "the degree to which a customer exhibits repeat purchasing behavior from a service provider, possesses a positive attitudinal disposition towards the provider and considers using this provider when a need for this service arises. Customer Commitment is thus viewed as the customer's demonstration of faithful adherence to an organization despite its occasional error or indifferent services. Customer commitment is a deeply held loyalty to rebuy or patronize a preferred product or service consistently in the future, thereby causing repetitive purchasing of the same brand, despite situational influences and marketing efforts (Oliver, 1999). Gremler &

Brown (1996) define it as “the degree to which a customer exhibits repeat purchasing behavior from a service provider, possesses a positive attitudinal disposition towards the provider and considers using this provider when a need for this service arises. Customer Commitment is thus viewed as the customer’s demonstration of faithful adherence to an organization despite its occasional error or indifferent services. Anderson & Jacobson (2000) says that customer commitment is actually the result of an organization creating benefits for customers so that they will maintain or increase their purchases from the organization. They indicate that true commitment is created when the customer becomes an advocate for the organization without incentives.

2.1.3 History of FastFood

The history of fast food can be traced back to the Automat-Restaurant established in New York City July 7 1912. The automat was a cafeteria with its pre-prepared foods behind small glass windows and coin-operated slots. This company was well known for its “take-outs” food with a captivating slogan “less work for mothers”. In the past, products like hamburgers were mainly sold at fair and from food cart and they were not regarded as healthy food. In 1912, white castle restaurant brought a change to these perceptions by introducing an open kitchen area where consumers could see their food being prepared. In 1940, McDonald joined the fast food business. Eventually, in Nigeria, Mr. Biggs fast food restaurants was the first to start operation in 1986, before other fast food restaurants that are seen all over the country today. Mr. Biggs is one of the Nigeria’s fast food restaurants, owned by Nigerian conglomerate United African Company of Nigeria PLC,. There are currently around 170 locations in Nigeria, including the country’s first drive-through restaurants, with another four locations in Ghana. The restaurant is known for its good services, food taste snacks and packaging. We have other fast food centres such as:

De Tastee Fried Chicken, Crunchies Fast Food, Magrellos Fast Food & Bakery, Mat-Ice, Kilimanjaro, Tantalizers, Sweet Sensation, Chicken Republic, Kada Fried Chicken among others.

Adeniyi (2005) defines fast food as food such as hamburgers, pizza or fried chicken that is prepared in quantity by a standardized method and can be dispensed quickly at in expensive restaurant for eating there or elsewhere. Fast food restaurants have pre-heated or pre-cooked ingredients which can be prepared and served customers in a packaged form for take away within a very short time of request. Fast food eating dietary pattern that used to be uniquely foreign has gradually become part of the lifestyle of people in Nigeria especially those in urban centres (Moronkola, 2003); and Akinbile (2008)

2.1.4 Fast Food Products in Benin Fast Food Centres

Many fast food centres in Nigeria have seen the need to serve their customers with something different from the usual snacks earlier offered by the fast food industry. Traditional or local cuisines are widely served at eateries these days. For instance, fast food restaurants in Edo State now serve local delicacies such as black soup, omisagwe soup, corn soup, biniowo soup, pepper rice, umwonmweno here ,(ogbono soup)umwonmwenoIkhivabor (Okro soup) and Ogi soup(Egusi soup). These foods are displayed, and can be served or packed in plastic plates, foil paper, wraps or metal plates as take-away. Products such as jollof rice, hamburger sharwama, ice-cream,pop-corn, doughnut, white-soup, pepper-soup and rice, fufu, semovita, wheat, moi-moi, plantain porridge, pies etc. are also served at fast food restaurants in Benin Metropolis. According to Carrol and Miller (1982) young people enjoy fast food eating centres because it usually provides a place for socialization. They opined that most young people and adolescents would eat many meals in the coming years in fast food restaurants. Apart from students whose

day will be incomplete eating at least a meal in fast food restaurants, most of the food served during social events, meetings, conferences are fast food products, and this practice has increased the consumption and patronage of fast food products, and this practice has increased the consumption and patronage of fast food products.

Igbokwe (2005) observed that fast food business is growing. He says the business keeps expanding and gaining new outlets. His assessment is based on the fact that many Nigerians have established fast food business. Akinbile (2008), states that there is increased marketing of fast food and fast food advertisement to the children. Also, the number of high income households who patronize fast food centres is on the increase. This could be attributed to the upward review of salary of some workers which gives them additional to the upward review of salary of some workers which gives them additional money to spend on fast food restaurants and take home meals.

2.2 Review of Related Literature

2.2.1 Factors Influencing Customers Patronage of Fast Food Products

To attract good patronage, product benefit must be adequately communicated to customers. This can be done through packaging and packaging design. Packaging design should be such that can add value to the package and the products; the design should be catchy enough to attract customers and possible patronage of the product. Raheem, Pride and William (2014), stated that product packaging is connected to other variables in the marketing mix taking into consideration design elements such as: colour, text, font, type and graphics. Customers value the size or quantity of a product as well as the nutritional benefit of such product. Customers perceive more elongated packaging to be larger than shortened ones and large packs of products

tend to provide better value as compared to small packs (Silayoi and Speece, 2007; Nayyar (2012).

Park (2014) opined that eating at fast food restaurant not only help customers to satisfy their hunger but also takes care of the needed convenience, pleasure, entertainment, time, saving, social interaction and mood transformation. Carew (2010) says that the hectic lifestyle of many Nigerians denies them the luxury of home-cooked meals. Amold. Tae and Douglas (1983), state that location, price, assortment, fast service and pleasant shopping environment were critical determinant of fast food store patronage. Since almost all the eateries offer similar products, the operators of the fast food centres have gone a step further to ensure other packaging strategies are introduced to attractand retain their customer by all means. The environment aesthetics, price, quality of product, quantity of product have greatly been improved upon. In fact, in most fast food centres, customers are warmly received and well treated as anything short of this may affect patronage of such centres (Almond, Tae and Douglas, 1983).

A company brand identity is the brand personality that shapes how customers view the product. Brand components include, the company's name logo, tone or the brand spokesperson all of which should be reflective of the company's value and leave a memorable impression with customers. Crystal and Herkovits (2010), assert that customers judge the quality of a service based on their perceptions of the technical outcome provided, the process by which the outcome is delivered and the quality of the physical surrounding where the service is delivered.to achieve higher patronage owners of fast food restaurants must focus on better approach to quality service delivery in order to gain their customers loyalty and increase, their purchase intention. When customers are satisfied with quality of product and services offered at fast food restaurants there will be increase in patronage of such product and services. The awareness of food safety has

prompted many people to pay attention to what they eat at the fast food restaurants thus the need for general cleanliness of the restaurants.

2.2.2 Product Information and Consumer's Buying Behaviors

William (1994), state that the study of consumer decision making includes the analysis of how people make their choices among different alternative, the analysis of pre purchase and post-purchase. The pre-purchase activities are the initial stage of decision making process and when someone has been aroused top purchase, the result of their activities will then define when and where consumers will buy a specific product. The amount and type of information available to the consumer through the product is the function of three factors such as government regulations, independent labeling institute and business policy (Mann, 2007). However, Rudh (2009, p 683) states that unlike advertising exposure which can be relatively brief, packaging continues to build brand values during the extending usage of product and can drive brand equity and loyalty, he said in a standard supermarket, the typical shopper passes about 300 brand per minute, this translate to less than one tenth of a second for a single product to get attention of the customer and spark purchase.

Shlossberg (2008) suggested that the most effective means of attracting attention to a product is by focusing attention on product brand through the use of an appropriate colour, size, language and picture while at the same time, increasing product availability. Schivatz (1997,p.39) states that: Packaging becomes very important when actual product cannot be seen by the buyer when buying the product such as milk, fruit juice etc. it is the package and the information supplied therein rather than the product that stimulates consumer's desire to buy. Well-designed packages contribute to quick recognition of a firm's product by the consumers. The success of

the product in the market place is dependent upon the effectiveness of packaging as the package sometimes generates sales more than the product itself. Nickel (1990) noted that branding and pricing also communicate. Product images that support or modify the products meaning to potential buyer and users. Kupiec and Revell (2001), says intention to purchase depends on the degree to which consumers expect the product to satisfy them when they consume it.

2.2.3 Attributes of Good Product Packaging

It is true that packaging play a very important role in marking of any new product. The key to successful packaging is to select the package and design that best satisfy competing needs. The nature of the product determines the material container cover, design of packaging, colour, size and shape arrived at. A good package should be convenient, attractive, protective, economical and communicative. Daliya and Parmar (2015) opined that for packaging to be classified as good, it must fulfill the core objectives of physical protection of the product, barrier protection, containment, information transmission, reducing theft, convenience and marketing functions.

- I. Convenience:** This takes care of access handling and disposal: product visibility, re-stability and micro-wave ability. Creative or innovative approach is needed to plan the packaging that will fit a particular product. There are package like oven-safe trays, boil-in bags and microwavable packaging which enable consumers to cook an entire meal without virtually and preparation other innovative packaging like new closure designs that allows easy opening, re-sellability and special dispensing features. Advances in food packaging have facilitated the development of modern retail formats that offer consumers the convenience of one-stop shopping and the availability of food from around the world.

- II. Communicative Information:** Distinctive packaging can boost sales of a product in a competitive environment, most packages communicate product content, product usage, product quality. Some package labeling satisfies legal requirements for product identification, nutritional values, ingredients declaration, net weight and manufacturer information. In some, cooking instructions, brand identification and pricing are displayed on the product package.
- III. Protectiveness:** A good package must be capable of protecting the product from undue damage and risk such as chemical and mechanical damage. Products should be protected from moisture, gas, light, etc. At no point should the shape, colour, taste or quality, quantity of a product decline due to ineffective packaging. A good packaging should prevent adulteration.
- IV. Attractiveness:** The colour, size, picture, design, on a product can either increase or decrease patronage of the product. Attractive, innovative packages draw customers' attention and stimulate their interest towards the product.
- V. Economical:** A firm must consider the final cost of a product after a chosen package, the cost of packaging should not necessarily increase the price of the product. An economical package should favour both the manufacturer and the consumers.

2.2.4 Classification of Packaging

Family packaging: this is where a manufacturing firm uses the same type and same design of package for all kinds of its product e.g. where a producer uses same or common design of packaging for different types of soaps.

Reusable packaging: the packaging or container, which can be used for any other purposes example, cheese packed bottle that can be reused for other products such as juice, oil, etc. the reusable packaging motivates consumers to buy product again and again to make good set of reusable containers.

Multiple packaging: the container which can be used to put varieties of goods is known as multiple packaging. Example is where a single container is used to put different make-ups or cosmetics materials.

2.3 Review of Empirical Studies

Olawepo, and Iboyo, (2015). Carried out a study on the relationship between packaging and customers purchase intention: A case study of Nestle Nigeria Products. The aim of the study was to examined the effect of packaging on customers' purchasing intention with Nestle Nigeria Plc as case study. The objectives of the study include (1) the level to which packaging influence customers purchase intention (2) to determine the rate at which packaging creates attention (3) to examine the effect of packaging on purchase intention of customers and level of share market and (4) to know if packaging attracts customers attention to a particular brand, enhances its image and influences customer's perceptions about the product. The survey design was adopted in the study. Questionnaire was used as instrument to collect data from students of Benson Idahosa University, Benin City, Edo State. Nigeria. The researcher randomly selected 350 students from the entire students of Benson Idahosa University as her working

population. A sample size of 25 students was drawn from each of the 13 departments spread across the 3 faculties except social and management sciences that had a total of 50 respondents. In all, a total of (350) copies of questionnaire were administered to the respondents. Findings from the study revealed that the linear combination of labeling colour combination and picture quality and customer purchase intention was significant. $F=392.315$; $R=895$, $R^2= 801$, Adj. $R^2=800$, $P<01$. The independent predictor variables jointly accounted for purchase intention of about 80.1% in consumer significance of the independent variables reflects: picture quality ($b=563$, $P<01$), colour combination ($b=292$, $P<01$) Labeling ($b=329$, $p <01$) respectively. The conclusion however, is that (labeling, colour combination and picture quality) will jointly and independently predict consumer purchase intention. It was also revealed that, there is a significant relationship between packaging and consumer purchase intention ($r=.889^{**}$, $N=308$, $P<01$) this could mean that 1% shift in packaging, will result in 88.9% shift in consumers purchase intention in the study. Other finding of the study shows that there is a significant relationship between picture quality and customer's purchase intention ($r=.852^{**}$. $N=308$, $P<01$) meaning that a 1% shift in picture quality will result in 85.2% shift in customers purchase intention. Therefore, picture quality influences customers purchase intention in the study.

The researcher concluded that packaging is an engine that propels the uniqueness of a product in the market. The quality and other attributes of packaging stand out amongst other products so as to draw attention of customers. In the same vein, packaging attracts consumers' attention particularly when consumers are not very familiar with the brands.

Based on the above findings and conclusion of the study the researcher made the following recommendations:

1. Since packaging has become a primary vehicle for communication and branding of any product, companies are enjoined to design high quality package.
2. There should be evaluation and re-evaluation of the quality of their packages in order to explore all the opportunity accrued to packaging concept through policy formulation and implantation.
3. Proper monitoring and funding of such programs should be x-rayed in order to identify loop-holes therein so as to enhance the achievement of primary objectives of packaging in arresting consumer's attention.
4. Managers must be advised and encouraged to engage the services of a qualified analyst and marketing strategies in the process of packaging.

This study is related to the present study as some of the variables used in the study is similar to the ones used in the present. The design adopted in the study is what the present study used.

Oladele, Olowookere, Okolugbo and Adegbola, E. (2017) carried out an investigation of Product Packaging as a predictive Factor of Consumer Patronage of Tooth Paste.

This aim of the study was to examine the effect of packaging on the patronage of tooth paste among consumers in Ado Ekiti State, Nigeria. The area of the study was Ado Ekiti. Instrument used for data collection was the researcher structured questionnaire. In the study a total of 350 copies of questionnaires were administered to respondents who were customers to eight (8) most popular supermarkets using purposive sampling technique. The researcher used Pearson-moment correlation analysis to determine the relationship between packaging information and patronage of tooth paste. Multi-regression was used to determine the influence of packaging attributes on patronage of tooth-paste. The population of the study

was 308,621 respondents. A purposive sampling technique was used to sample. The researcher adopted the survey method in the study. The data gathered were analyzed using frequency tables, logic regression, pear-son moment product correlation and multiple regression analyses. Findings of the study with regards to the demographic characteristics of the respondents revealed that majority of respondents were females (53.9%) while (47.9%) were males. The findings showed that majority of respondents (78.9%) were mature adults within 26-60 years ages bracket, (17.9%) were those that fall within 26-25 years while (2.8%) were from 60 and above. The findings reveals that 78% of the respondents had University education 13.4% had other forms of education 7.2% had Secondary education, while 1.2% had Primary education. On monthly income of respondents the findings shows that majority of the respondents (32.2%) earned between N50,000 and N100,000 while the least category of earners (18.4%) earned above N100,000 monthly. Findings regarding the family size of 5 had the highest representation of (25%) following by 6 (21.6%), 4 (19.4%) while only 6 respondents (2%) were unmarried and 16 respondents (5%) were couples without children. The findings reveal that, majority of respondents (66.9%) purchased toothpaste every months, (26.2%) purchased it every two weeks while (6.9%) purchased toothpaste weekly. Finding on packaging information shows that expiry date had the highest means of (4.98), followed by mutational composition (4.95) and NAFDAC NO. (4.94) this means that the pieces of information on the package of toothpaste were considered very important by consumers in their decision to buy the product. The other items namely, country manufactured (3.72). Warranty (2.90) customer care line (1.78) Net Weight (1.67) storage instruction (1.64) all had low or weak mean and standard deviation, meaning that their level of influence on the consumers decisions to purchase toothpaste were significant low. According to the researcher,

consumers want to be sure that they are not buying expired toothpaste but toothpaste with the right chemical composition or other ingredients capable of causing cancer, or that the toothpaste is NAFDAC certified.

The findings also reveals that, packaging attributes such as size, colour, quantity, quality, case of positive influence (0.92) on patronage of toothpaste among respondents. The co-efficient of determination (R²) indicates that 85% of patronage of toothpaste was accounted for by the combination of packaging attributes; this shows that colour has a better co-efficient of 0.875 at P<0.05, meaning that the colour of the toothpaste determines the consumers purchase decision and patronage of the product. It was recommended among others that toothpaste should be packaged in a way that will capture customers attention. The study is related to the present study in that they both focus on product packaging.

Forcha, (2020) investigated on influence of packaging on consumers' patronage of LongRich products in Benin metropolis. The aim of the study was to examine the influence of packaging on consumer's patronage of Long-Rich products among Benin Metropolis consumers. The objective of the study were to: determine if package graphic picture/image quality influence the Benin urban consumers' patronage of the Long-Rich products; examine the extent that package size/shape influence Benin Urban consumers' patronage of Long-rich products; analyze the influence of package and colour combination on the Benin Urban consumers' patronage of the Long-Rich products: determine the level of influence of product packaging information on the Benin Urban consumers' patronage of Long-Rich products; ascertain if there are other factors, apart from packaging that influence the patronage of Long-Rich products by consumers in Benin Urban. The population of the study comprised 554,906 residents of Benin Urban. Consistency theory was used in the theoretical framework. The researcher adopted survey research design for

the study. Instrument for data collection was researcher structured questionnaire. Philip Meyer's sampling technique was adopted to select 384 resident of Benin metropolis who patronized Long-Rich products as the sample for the study. And nineteen (19) customers who patronize Long-Rich products were purposively selected from 20 supermarkets in Benin Metropolis which sold the products. The findings revealed that package size/shape, colour combination of the product, packaging information influence Long-Rich product. It was recommended among others that Long-Rich products should be packaged in a way that will attract customers. The study relevance to the present study is that it serve as a reference material to the present study. This study is related to the present study used the same study design used in the present study. The aim of study was to examine the influence of packaging on consumer's patronage of Long-Rich products among Benin Metropolis consumers whereas the aim of the present study is to determine the influence of packaging on patronage of fast foods in Benin Metropolis which makes it related in term of study area and purpose of the study.

2.4 Theoretical Framework

2.3.1 The Howard Sheth Model

In 1969 John Howard and Jagdish Seth developed this model that explains buyer rationality while making purchase decision even when there is incomplete information. The Howard Sheth model deals with four major components these are stimulus input which refer to the environmental or marketing programmers' stimuli in the social environment of the consumer. The stimuli's input or input variables of a product quality, price, distinctiveness, in that they may emanate from the product itself or may be symbolic in that they may come from impersonal source like advertising or promotional activities by the company. The buyer's social environment

such as family reference groups, social class, culture etc. may be responsible for the distinctiveness, the source according to Oladele (2006) is not only non-commercial and non-controllable by the form, it is also a personal course of information output.

The Hypothetical constructions constitute the central part of the Howard Sheth Model and deals with the Psychological variable which operate when the consumer is undergoing the decision making process. Howard and Sheth (1969) classified hypothetical constructs into perception and learning constructions. The perceptual construct deal with how a consumer obtain and process information received from the input variables. According to the perceptual constructs, the moment the buyer is exposed to any information, attention is created. This attention towards the stimuli depends on the buyer's sensitively to information that will convey a message. The understanding of the message may trigger a need and a search for the product. The learning constructs relates to buyers learning information attitude and opinions and the final decision. The learning constructs ranges from a buyer's motive for a purchase to the final satisfaction from a purchase.

The interplay of the constructs will lead to a response output or a purchase Response output variable refers to the buyer's action or responses to stimulus inputs. Howard and Sheth (1969) asserted that the response outputs comprises of constituents, attention, comprehension, attitude, intention and purchase.

- a. Attention: The degree of information that a buyer accepts when exposed to stimulus
- b. Comprehension: the brand knowledge and understanding of information about a product or service.
- c. Attitude: the composite of cognition effect and behavior towards the offering. Consumer may either like or dislike the product.

- d. Intention: the buyer's intention to buy or not to buy a particular offering.
- e. Purchase: the actual act of buying.

The Exogenous Variable: These are the external variables. The external variables contain constant external variables that influence some or all of the construction explained above and thereby impact the final output variable. They are explained as inhibitors of environmental force that restrain the purchase of a favored brand. Examples of exogenous variables are importance of the purchase, price, financial status of the buyer, time at the disposal of the buyer, personality traits and social pressures. Application of the Howard-Sheth Model to study: having known the importance of information on consumers; perception of a product and the influence of that on their buying decision, applying this knowledge places operators of fast food centres at an advantage.

2.3.2 Customer's Satisfaction Theory by Henry Dixon (1999):

This theory was proposed by Henry Dixon in 1999. The theory states that satisfaction is an overall psychological state that reflects the evaluation of a relationship between the customer/consumer and a company's product/service. The tenet of this theory is that customer's satisfaction depends on how the business operators relate with their customers. If the relationship is positive, then there will always be a remarkable growth in the business. But if the relationship is negative, then the business operators will lose certain discount. According to Dixon (1999), satisfaction here will often be determined by the frequency with which a product is used by the customers. If a product/service is not used as often as expected, the result may not be as satisfying as anticipated. For example, a motorcycle that stays in the garage unused for many years cannot be compared to another motorcycle which is in active use by the owner. This means

the more the customers use a product, the more they will derive their ultimate satisfaction from that product.

2.3.3 Cognitive Dissonance Theory by Festinger (1957)

The cognitive dissonance theory, propounded by Festinger (1957) is important to consumer behaviour studies. The term “cognition” suggests any knowledge, opinion or belief about the environment, about one’s behaviour and about one’s self. Cognitive dissonance refers to a situation involving conflicting attitudes, beliefs or behaviours. The tenets of cognitive dissonance theory is that people have a motivational drive to reduce dissonance by changing their attitudes, beliefs, and behaviors, or by justifying or rationalizing them. This produces a feeling of discomfort leading to an alteration in one of the attitudes, beliefs or behaviours to reduce the discomfort and restore balance. Festinger’s cognitive dissonance theory suggests that we have an inner drive to hold all our attitudes and beliefs in harmony and avoid disharmony (or dissonance) by all means. According to Festinger, we hold much cognition about the world and ourselves; when and if they clash, a discrepancy is evoked, resulting in a state of tension known as cognitive dissonance. As the experience of dissonance is unpleasant, we are motivated to reduce or eliminate it and achieve consonance (i.e agreement). A major premise of this theory is that individual prefers to be in harmony or consistency and avoid situations of disharmony or inconsistency. The theory postulated that individual in a state of inconsistency will attempt to seek harmony. It is this inconsistency or disharmony that Festinger denoted as a state of dissonance. Dissonance is therefore a transient state of being and it is not restricted to post-purchase decisions but can even occur prior to a consumer’s decision. It is a matter of interest to marketers that attitudes are evaluative mental orientations that provide a pre-disposition to

behave or respond in a certain manner towards an organization and its marketing mix or marketing programmes. Attitudes are evaluative because consumers make use of them to examine, analyse and evaluate things as good or bad, right or wrong, cheap or expensive. In the same vein, they are orientations because individual consumers focus their judgement on particular items, products or brands, people and places. Therefore, given positive readings from the components of their attitudes, consumers will be as favourably disposed to buy the brand as is possible. It is clear that Festinger acknowledged the existence of pre-decisional dissonance while asserting as well that dissonance can occur throughout the consumer decision-making process. It is also important to recognize that the recognition of a state of dissonance will prompt or initiate a response from the individual to attempt to restore harmony and alleviate the tension (dissonance). The addition of harmonious cognitions will assist an individual in the restoration of consistency also known as consonance. The theory of cognitive dissonance is premised on bipolar but related components; dissonance or disharmony and consonance or harmony. Each can actually present itself either prior or after a consumer has made a decision; a choice. The choice alternatives for the consumer in a state of dissonance is to remove dissonant cognitions, add consonant cognitions or change the intensity of the dissonant or consonant elements to achieve consistency. The criticism of the theory is that first, dissonance is often as merely a transitory phenomenon. Second, problems of measurement as well as difficulties in administering data collection often get in the way of empirically addressing cognitive dissonance. Cognitive dissonance theory is relevant to the present study as it will help the consumer in decision-making process. It is also relevant because it will enable consumers justify their attitudes, belief and behaviours towards food packaging.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The primary focus of this study was to investigate the influence of packaging on the patronage of selected fast food products by consumers in Benin Metropolis. Therefore, this chapter is treated under the following sub-heads: research design, population of the study, sample size and sampling procedure, description of research instrument, validity of the research instrument, reliability of research instrument, method of data collection, and method of data analysis.

3.2 Research Design

The research method adopted for this study was the survey method. Survey allows the researcher to carefully observe materials or groups of people to detect a pattern which may help him arrive at some conclusions about the subject under investigation. It is often effective in opinion and attitudinal studies such as this one. Osuala (1993) notes that, survey research studies both large and small population, selecting and studying samples chosen from the population to discover relative incidence, distribution and interrelations of sociological and psychological variables. He maintains that survey research focuses on people, their vital facts, their attitudes, beliefs, opinions, motivation and behaviours. Also, Babbie (2011, p.70) states that “survey research is probably the best method available to the social researcher who is interested in collecting original data for describing a population too large to observe directly.

3.3 The Population of the Study

For the purpose of this study, the population used comprised all the residents of Benin Metropolis. The projected population of Benin as at 2017 by the National Population Commission (NPC) is 429,900. This therefore constitutes the population of this study since it was difficult to ascertain the population of those who patronize fast food in Benin.

3.4 Sample Size

Residents in Benin Metropolis in Edo State form the population for this study with a total number of 429900 which is however adjudged too large for the study. To determine the sample size for the study Taro Yamane formula was used to obtain a sample size of 400 respondents as shown below.

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

Where

n = Sample Size

N = Population Size

1 = Constant

e = error of sampling

$$\begin{aligned} n &= \frac{429900}{1+429900(0.05)^2} \\ &= \frac{429900}{1+429900(0.0025)} \\ &= \frac{429900}{1+1074.75} \\ &= \frac{429900}{1075.75} \end{aligned}$$

= 399.62

= 400

3.5 Sampling Techniques

Simple random sampling technique was employ in the study. This gives the respondents equal opportunity to be selected. Since the population is so large, it is impossible to study the whole population as such a sample size was drawn by using the cluster sampling procedure for representation of the whole population under consideration. When an eatery was traced to a particular axis the number of respondent in that axis were clustered together. Despite being clustered the respondent were given equal opportunity to be selected using simple random sampling technique.

The Benin metropolis was divided into nine (9) zones for easy coverage through the systematic sampling. The zones were: 1, 2, 3, 4, 5, 6, 7, 8, and 9. The metropolis was divided into axis for easy identification and coverage because these are the axis were various eateries are located in Benin metropolis.

Zone 1: Ugbor Road Axis

Zone 2 : Ugbowo Lagos RoadAxis

Zone 3: Ihama RoadAxis

Zone 4: Ekehuan Road Axis

Zone 5: Benin Sapele Road Axis

Zone 6: Uselu, Benin City Axis

Zone 7: Sakpoba Road Axis

Zone 8: Gra, by Boundary Road Axis

Zone 9: Murtala Muhammed, Airport Road Axis

TABLE A: Clusters and Respondents

Clusters	Respondents
Zone 1: Ugbor Road Axis	50
Zone 2: Ugbowo Lagos Road Axis	40
Zone 3: Ihama Road Axis	70
Zone 4: Ekehuan Road Axis	40
Zone5: Benin Sapele Road Axis	40
Zone 6: Uselu, Benin City Axis	40
Zone 7: Sakpoba Road Axis	40
Zone 8: Gra, by Boundary Road Axis	40
Zone 9: Murtala Muhammed, Airport Road Axis	40
Total	400

Note: 50 respondents were sampled from Ugbor road axis because it house two (2) fast food centres, 70 respondents from Ihama road axis because it house four (4) fast food centres. Equal number of respondents (40) were sampled from others because they house only one (1) fast food centres each.

After dividing Benin metropolis into zones, the study further adopted the purposive sampling technique to ensure that only consumers of fast food products were included in the study. The respondents were met in various eateries when trying to buy one or two things for consumption.

The visitation of the various eateries was not done in a day but for a period of two weeks and this was easy with the help of the researcher trained research assistants.

3.6 Description of the Research Instrument

A structured questionnaire was developed for data collection and it was tagged “Influence of Packaging on Patronage of Selected Fast Food Products in Benin Metropolis” (IPPSFFPBM)”. The questionnaire was made up of two main sections, section A contains information on the demographic data of respondents such as age, gender, qualification among others while section B contained detailed and valid questions meant to elicit information on the influence of packaging materials as reasons for consumers’ patronage of fast food products. A five point rating scale of Strongly Agreed (SA), Agreed (A), Neutral (N), Disagreed (D) and Strongly Disagreed (SD) was considered. The questionnaire consisted of 9 questions.

3.7 Validity of the Instrument

The instrument was considered valid for use in the study. In order to ensure the validity of the instrument it was validated by three research experts in the Department of Mass Communication. The duty of the experts was to comment, criticize, suggest on the items prepared by the researcher. All their comments, suggestions, criticisms were finally effected in the final instrument.

3.8 Reliability of the Instrument

To ascertain the consistency of the instrument, the instrument was pre-tested on 30 residents of Benin Metropolis who were not among the group sampled. After two weeks the

same instrument was post-tested on another 30 respondents who were not part of the sample group. The scores obtained were correlated using Pearson Product Moment Correlation and the correlation index of 0.89 gave a strong measure of the reliability index.

3.9 Administration of the Instrument

The researcher, for the purpose of operational convenience decided to train two (2) persons who served as research assistants. The research assistants were given the tasks of helping to administer the questionnaire. They administered copies of the questionnaire to the customers in the selected fast food centres in Benin Metropolis using face to face method.

3.10 Method of Data Analysis

The collected data were presented in a tabular form and calculated using simple percentage. Eventually, the results of the findings were used in answering the research questions.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents data gathered through for the study, analysis and discussed the findings as well as interprets the result based on the research question raised. Out of the 400 copies of the questionnaire distributed, 390 were completed and returned, thus representing a response rate of 97.5%.

4.2 Data Presentation

Table 1: Gender Distribution

Gender	No of Respondents
Male	156
Female	234
Total	390

The biographic data of the study subjects indicated that male respondents constituted 40% or 156 respondents while female respondent's constituted 60% or 234 respondents.

Table 2: Age Distribution

Age	No of Respondents
17-27	90
28-38	180
39 and above	120
Total	390

From Table 2 above it could be deduced that 90 respondents, representing 23% were age 17-27, while 180 respondents representing 46% were aged 28-38 and 120 respondents representing 31% were aged 39 and above.

Table 3: Educational Qualification

Qualification	No of Respondents
O'level	60
OND/NCE	98
HND/B.Sc/BA/B.ED	125
M.Sc/MA/M.ED	82
Ph.D	25
Total	390

From the Table, 60 respondents representing 15% were O'Level, 98 respondents representing 25% are OND/NCE holders, 125 respondents representing 32% are HND/B.Sc/B.A/B.ED holders, while 82 respondents representing 21% are M.Sc/MA/M.ED holders and 25 respondents representing 7% are Ph.D holders.

Table 4: Occupational Distribution

Occupation	No of Respondents
Employed	180
Self employed	150
Unemployed	60
Total	390

Data from Table 4 indicate that 180 respondents representing 46% are employed, while 150 respondents representing 39% are self employed and 60 respondents representing 15% are unemployed.

Table 5: Religious Distribution

Religion	No of Respondents
Christian	275
Muslim	115
Total	390

From the Table 5 above, 275 respondents representing 71% were Christians and 115 respondents representing 29% were Muslim.

The figures from Table 1-5, gives a trend indicating that majority of the respondents were female. Most of them aged 28-38 years. Also, most of the respondents are HND/B.SC/BA/B.ED holders while most of them are employed.

Table 6: Respondent’s Response on Patronize Fast Food Products

	Responses	Percentage (%)
YES	390	100
NO	0	0
Total	390	100

Source: Field Survey 2020

The result of the data from Table 1 above shows that 390 respondents representing 100% responded yes to patronize fast food products in Benin metropolis. Thus all the respondents frequently patronage fast food products in the study area.

Table 7: Respondents Response on Packaging as a Factor in Patronizing Fast Food Products

	Responses	Percentage (%)
SA	82	21
A	308	79
N	0	0
D	0	0
SD	0	0
Total	390	100

Source: Field Survey 2020

Table 2 shows customers’ consideration of packaging as a factor in patronizing fast food products. From the Table it can be seen that 308 respondents representing 79% agreed to the above question while 82 respondents representing 21% strongly agreed to considering packaging as a factor in patronizing fast food products.

From the foregoing, it can safely be taken into cognizance that majority of the respondents agreed that they consider packaging as a factor in patronizing fast food products,

thus fast food operators in the study area should upgrade their food packaging to attract more customers.

Table 8: Respondents response on Packaging influence on Patronage of Fast Food Products

	Responses	Percentage(%)
SA	96	25
A	218	56
N	5	1
D	71	18
SD	0	0
Total	390	100

Source: Field Survey 2020

Table 3 revealed that 218 respondents representing 56% agreed that packaging influence their patronage of fast food products while 96 respondents representing 25% strongly agreed to it, 71 respondents representing 18% disagreed to packaging influence on their patronage of fast food products while 5 respondents representing 1% where neutral i.e. they do not agree or disagreed to packaging influence on their patronage of fast food products. This implies that whether the products are well packaged or not they consider buying them. In all it can be deduced that packaging influence customers patronage of fast food products as majority of the respondents 218 agreed to this.

Table 9: Respondents Response on Beautification of packs influence on Patronage of Products

	Responses	Percentage (%)
SA	38	10
A	303	78
N	0	0
D	21	5
SD	28	7
Total	390	100

Source: Field Survey 2020

From Table 4, when the issue of beautiful, attractive colour and picture on packs of food were broken down and analysed to examine its relative influences on patronage of products by the customers, 78% (303) of respondents were of the opinion that beautiful, attractive colour and picture on packs of food influence their patronage. 38 respondents representing 10% strongly agreed to this, while 28 respondents representing 7% strongly disagreed to considering aesthetics and layout elements and 21 (5%) disagreed to aesthetics and layout elements as well, this implies that whether the food packs are beautiful or not they consider patronizing the product.

Table 10: Respondents Response on size, shape, price, package design influence on Patronage of Products

	Responses	Percentage (%)
SA	36	9
A	311	80
N	0	0
D	31	8
SD	12	3
Total	390	100

Source: Field Survey 2020

Table 10 shows packaging elements such as size, shape, price, package design influence patronage of the products. From the Table it can be seen that 311 respondents representing 80% agreed that they consider the size, shape, price and package design of fast food, 36 respondents representing 9% strongly agreed to size, shape, price and package design, 31 respondents representing 8% disagreed and 12 respondents representing 3% strongly disagreed to considering size, shape, price, package design before buying fast food product.

From the foregoing, it can safely be taken into cognizance that majority of the respondent (311) agreed that packaging elements such as size, shape, price, package design influence their patronage of the products.

Table 11: Respondents Response on perception of packaging influence on Patronage of Products

	Responses	Percentage (%)
SA	0	0
A	0	0
N	0	0
D	357	92
SD	33	8
Total	390	100

Source: Field Survey 2020

The result of the data from Table 11 above shows that 357 respondents representing 92% disagreed that perception of packaging does not influence the patronage of fast food products in Benin eateries, while 33 respondents representing 8% strongly disagreed to how perception of packaging influence patronize of fast food products in Benin eateries. Thus it can be deduced that perception of packaging does not influence patronage of fast food products in Benin eateries as majority of the respondents (357) disagreed to this.

Table 12: Respondents Response on usefulness of materials used to package products.

	Responses	Percentage (%)
SA	109	28
A	265	69
N	9	2
D	7	1
SD	33	8
Total	390	100

Source: Field Survey 2020

Table 12 shows how some materials such as polythene bag, plastic containers use to package fast food products can serve other useful purposes. From the Table it could be seen that 265 respondents representing 69% agreed that polythene bag, plastic containers use to package fast food products serve other useful purposes, 109 respondents representing 28% strongly agreed to that, 33 respondents representing 8% strongly disagreed that polythene bag, plastic containers use to package fast food products serve other useful purposes, 9 respondents representing 2% were neutral about polythene bag, plastic containers use to package fast food products serving other useful purposes, 7 respondents representing 1% disagreed.

From the foregoing, it can be deduced that majority of the respondent (265) agreed that polythene bag, plastic containers use to package fast food products serves other useful purposes.

Table 13: Other factors that influence patronage of fast food products

	Responses	Percentage (%)
SA	37	10
A	347	89
N	0	0
D	6	1
SD	0	0
Total	390	100

Source: Field Survey 2020

Table 13 shows all other factors apart from packaging that influences customers patronage of fast food products. 347 respondents representing 89% agreed that proximity, cost, convenience, family cravings good, taste, variety offer influences patronage of fast food products in Benin Metropolis, 37 respondents representing 10% strongly agreed while 6 respondents representing 1% disagreed that other factors influence patronize of fast food products. The other

factors influencing patronize of fast food products include proximity, cost, convenience, family cravings good, taste, variety offer.

Table 14: Well spelt out nutritional benefits of the products, expiration period, ensuring graphics display further enhance patronage of packaged fast food products

	Responses	Percentage (%)
SA	61	16
A	304	78
N	6	1
D	19	5
SD	0	0
Total	390	100

Source: Field Survey 2020

The result of the data from Table 14 above shows that 304 respondents representing 78% agreed that well spelt out nutritional benefits of the products, given details of expiration period, ensuring graphics display of the products, provided information on how customers can order for product further enhance patronage of packaged fast food products in Benin Metropolis, 61 respondents representing 16% strongly agreed, 19 respondents representing 5% disagreed while 6 respondents representing 1% were neutral on their response to well spelt out nutritional benefits of the products, given details of expiration period, ensuring graphics display of the products, provided information on how customers can order for product further enhance patronage of packaged fast food products in Benin Metropolis.

4.3 Discussion of Findings

Following the data presented and analyzed above, it can be deduced that packaging has a significant influence on consumers' patronage of fast food products in Benin Metropolis. In

order to streamline the discussion of findings, the earlier five highlighted Research Questions were answered. Their implications shall also be highlighted to correspond with the objectives of the study.

Research Question 1: How often residents of Benin Metropolis patronize fast food products?

In answering research question 1; Table 6 and 7 shows consumer patronage of fast food product in Benin metropolis. In Table 6, 390 respondents representing 100% responded yes to patronage fast food product. In Table 7, 390 respondents representing 100% strongly agreed and agreed to patronage of fast food products. This reveals that all the respondents patronized fast food products. This is probably because the respondents were purposively selected on the condition that they were seen at the eateries. The data also reveal that the majority of the respondents considered packaging as a factor in their patronage of fast food products.

The high patronage of fast food products in Benin may not be totally surprising as Carroll and Miller (1982) states that people enjoy fast food eating centres because they usually provides a place for socialization. Hence, residents of Benin metropolis visit fast food centres for socialization and other purposes. However, Igbokwer (2005) observes that fast food business is growing and gaining new outlets. Sometimes, the need by residents of Benin Metropolis to try new centres and products might partially explain the increase and continuous patronage of fast food products in Benin Metropolis. The findings of the study corroborate with that of Adiele & Grend, (2016) who opined that patronage arises when an individual displays conscious effort to choose a solution towards his or her need(s) through the process of analyzing situations which would be rewarding and relatively satisfying amidst some challenges faced in the course of fulfilling his/her own desires.

Research Question 2: To what extent does Packaging influence Patronage of Fast Food Products among the Residents of Benin Metropolis?

In answering research question 2; Table 3 on packaging influence on patronage of fast food products, Table 9 on beautification of packs, Table 10 on size, shape, price and package design influence on patronage of fast food and Table 12 on usefulness of materials use to package fast food products shows influence of packaging on consumer patronage of fast food product in Benin metropolis. In Table 8, a total of 218 respondents representing 56% agreed, 96 respondents representing 25% strongly agreed, 71 respondents representing 18% disagreed while 5 respondents representing 1% was neutral i.e. they do not agree or disagreed to packaging as influence on their patronage of fast food products. In Table 9, 78% (303) of respondents were of the opinion that beautiful, attractive colour and picture on packs of food influence their patronage. 38 respondents representing 10% strongly agreed to this, while 28 respondents representing 7% strongly disagreed to considering aesthetics and layout elements and 21 (5%) disagreed to aesthetics and layout elements as well. In Table 10, 311 respondents representing 80% agreed that they consider the size, shape, price and package design of fast food, 36 respondents representing 9% strongly agreed to size, shape, price and package design, 31 respondents representing 8% disagreed and 12 respondents representing 3% strongly disagreed to considering size, shape, price, package design before buying fast food product and in Table 7, 265 respondents representing 69% agreed that polythene bag, plastic containers use to package fast food products serve other useful purposes, 109 respondents representing 28% strongly agreed to that, 33 respondents representing 8% strongly disagreed that polythene bag, plastic containers use to package fast food products serve other useful purposes, 9 respondents

representing 2% were neutral about polythene bag, plastic containers use to package fast food products serving other useful purposes, 7 respondents representing 1% disagreed.

As Schiverts (1997) asserted packaging becomes very important when actual products cannot be seen by the buyer during purchase. In view of this, it becomes obligatory for eateries in Benin Metropolis to concentrate considerable attention on the quality of packaging for products. The findings of the study is in line with that of Daliya and Parmar (2015) who opined that for packaging to be classified as good, it must fulfill the core obligation of physical protection of the products. The data in Table 9 reveals that majority of the respondents 78% were influenced by attractive colours/pictures on the packs of fast food products. This is supported by Racheem, Pride and William (2014) who asserted that product packaging is connected to other variables in the marketing mix, taking into consideration design elements such as: colour, text, font type and graphics. Some parents who patronize fast food products do so because of their children who are attracted to an attractively designed wrapper. The overall design of the wrapper plays an important role in attracting customers. Schlosberg (2008) is of the opinion that the most effective means of attracting attention to a product is by focusing attention on product brand through the use of an appropriate colour, size, language and picture while at the same time increasing product availability. This may explain the use of different colours by fast food centres in Benin orange color in labeling and branding of its products: Mat-ice uses green, while Chicken Republic uses Red.

The data in Table 10 reveals that packaging elements such as size and shape of the products influence their patronage of the product. 311 respondents agreed, 36 respondents strongly agreed, 31 respondents disagreed and 12 respondents strongly disagreed that they are not influenced by the size/shape of the products when patronizing fast food products. According to Silayoin and

Speece (2007) and Nayyar (2012), customers perceive more elongated packaging to be larger than shortened ones and large packs of products tend to provide better value as compared to small packs. Considering some care givers who patronize fast food products because of their ward and children, large quantities will be preferred by those who have large family size hence, their choice of large size packaged products. Thus fast food centers should consider these factors in their packaging techniques. The information in Table 14 shows that majority of the respondents were influenced to patronize fast food products due to the need to re-use the packaging material. Information on this Table reveals that a total of 97% agreed and strongly agreed to patronizing fast food products due to this reason and only 3% were neutral and disagreed. It therefore means that some materials used by the eateries are either fanciful or durable and can serve other useful purposes aside serving as a product's container. This affirms Kotter's (2003) position that describes packaging as all activities of designing a wrapping material around a consumable item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable.

Research Question 3: What is the Perception of Residents of Benin Metropolis on Packaging of Fast Food Products?

The question was answered using the information on Table 8 which reveals that majority of the respondents (92%) saw packaging of fast food products both as an aesthetics appeal and a pull strategy to enhance patronage of fast food. Packaging serves as an instrument used by many organizations to penetrate new and existing markets, and it becomes a critical factor in the consumer's decision making process, it actually influences the consumer's decision of purchasing a particular product.

This findings is in line with the opinion of Crystal and Herkovits (2010) who asserted that customers judge the quality of a service based on their perceptions of the technical outcome provided, the process by which the outcome is delivered and the quality of the physical surrounding where the service is delivered to achieve higher patronage owners of fast food restaurants must focus on better approach to quality service delivery in order to gain their customers loyalty and increase, their purchase intention. This findings therefore suggests that packaging of fast food in Benin Metropolis is understood by residents, as no respondents agreed to it being deceptive. This might be derived from the beautiful graphics design, picture of food on packs as well as the brilliant colours on the packs of the food products.

Research Question 4: What other factors apart from packaging influence Benin metropolis resident's patronage of fast food products.

The question was answered using the information on Table 12 which reveals that majority of the respondents 99% strongly agreed and agreed that proximity, cost, convenience, family cravings good, taste, variety offer influences patronage of fast food products in Benin Metropolis and 1% respondents disagreed to this. This finding is an indication that proximity to respondents places of regular engagement such as office, schools, businesses, worship centres and more is a deciding factor in the patronage of fast food products.

This findings is supported by that of Douglas (1983) who states that location, price, assortment, fast service and pleasant shopping environment were critical determinant of fast food store patronage. A reasonable number of respondents patronize fast food because of convenience; this may be because they lack adequate time to prepare meals at home. According to Carew (2010), hectic lifestyle of many Nigerians denies them the luxury of home cooked meals. The

findings of this study also corroborate with that of Park (2014) who asserted that eating at a fast food restaurant not helps customers to satisfy their hunger but also takes care of the needed convenience, pleasure, entertainment, time saving, social interaction and mood transformation. It could be deduced from the study findings that some respondents also patronize fast food products because of their family craving for those products. The family members can either be given a treat at an eatery or the food bought for them as take away.

Research Question 5: In what ways can the patronage of fast food products in Benin be enhanced?

The question was answered using the information on Table 14 which reveals that majority of the respondents (94%) strongly agreed and agreed that well spelt out nutritional benefits of the products, given details of expiration period, ensuring graphics display of the products, provided information on how customers can order for product further enhance patronage of packaged fast food products in Benin Metropolis. The findings of this study is in line with that of Daliya and Parmar (2015) who opined that for packaging to be classified as good, it must fulfill the core objectives of physical protection of the product, barrier protection, containment, information transmission, reducing theft, convenience and marketing functions. The findings of this study also corroborate with that of Rudh (2009) who stated that unlike advertising exposure which can be relatively brief, packaging continues to build brand values during the extending usage of product and can drive brand equity and loyalty.

The Howard Sheth Model (1969) further supports this finding as it deals with how consumers obtain and processes information received from the input variables. This model reveals that the moment the buyer is exposed to any information, attention is created. William (1994) talks about consumer decision making to include analysis of how people make their

choices among different alternatives, the analysis of pre-purchase and post purchase. Thus, the amount and type of information made available to customers on packaged food products may help in decision making. Therefore, if fast food operators consider and place those pieces of information on packs, the patronage of the products might increase.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

It was found out that:

1. Residents of Benin Metropolis regularly patronized fast food products.
2. Packaging elements to a great extent influence consumer's patronage of fast food products among residents of Benin Metropolis.
3. Majority of the consumers saw packaging as both an aesthetic appeal and a pull strategy factor to attract patronage.
4. Apart from packaging, other factors such as proximity and convenience influenced the patronage of fast food products among residents' of Benin metropolis.
5. The patronage of fast food products could be enhanced if information on nutritional benefits of products, expiration period, product's ingredients, how to place order and home delivery method/processes provided on packaged fast food products.

5.2 Conclusion

The study therefore concludes that packaging can be considered as the driving tool for stimulating and creating impulsive buying behavior which can aid increasing consumer purchasing intention. The importance of packaging to the manufacturers of the products and consumers cannot be over-emphasized. The findings of the study have led to the conclusion that the consumers consider packaging as an essential elements for patronage decision. More so, it is concluded that customers pay special attention to convenience. It is further concluded that if more information about the product is given on packs of such products, it could play a key role in influencing patronage of such products.

5.3 Recommendations

On the backdrop of the findings, the following recommendations were made:

1. Fast food operators should ensure that packaging materials are of high quality and are attractive.
2. They should build in more products information on the pack of the products.
3. Proximity, cost, convenience, family cravings good, taste, variety offer should be considered by fast food operators in Benin Metropolis.
4. Materials such as polythene bag, plastic containers should be produced of high quality by eatery operators as it could serve other useful purposes by customers in Benin Metropolis.
5. Packaging elements such as size, shape, price, package design should be considered by fast food operators as it influences customer patronage of the products.
6. Nutritional benefits of products, expiration date, graphics display and provided information should be taken into consideration by fast food operators as this enhance customers patronage of packaged fast food products in Benin Metropolis.

5.4 Suggestion for further studies

The researcher therefore suggests that a further study should be carried out on the influence of proximity on patronage of fast food products in Nigeria.

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APPENDIX

QUESTIONNAIRE

DEPARTMENT OF MASS COMMUNICATION SCHOOL OF POSTGRADUATE STUDIES UNIVERSITY OF BENIN

Dear Respondent,

Request for the completion of Questionnaire

I am Blessing Godwin Edet a post graduate student of the Department of Mass Communication, Faculty of AArts, University of Benin, Benin City. I am conducting a research on the “**Influence of Packaging on Patronage of Fast Food Products in Benin Metropolis**”. This research is purely on academic study, in fulfillment of the requirements for the award of Post Graduate Diploma degree in Mass Communication.

Please note that any information provided would be used for academic purposes only.

Thank you for your participation and co-operation.

Yours faithfully,

Blessing Godwin Edet

Department of Mass Communication
Faculty of Arts,

University of Benin,
Benin City,
15th January, 2020.

Dear Respondent,

REQUEST FOR THE COMPLETION OF ITEMS IN QUESTIONNAIRE

I am Blessing Godwin Edet a Masters student of the above named. I am researching on the topic: "The Influence of Packaging on Patronage of Selected Fast Food Products in Benin Metropolis" which is in partial fulfillment of the requirement for the award of Masters of Arts Degree in Mass Communication.

You have been carefully selected to provide reliable data for this study.

Kindly tick the appropriate option in the provided space. Your response will be treated with utmost confidentiality as it would help in this study.

Yours Faithfully,

Blessing Godwin Edet
Researcher

Instruction: Please put a tick () or fill in the required information in the provided box.

Section A:

1. Gender : (a) Male () (b) female (yes)
2. Age: (a) 17-27 years () (b) 28-38 years () (c) 39 and above years ()
3. Qualification : (a) O'Level () (b) OND/NCE () (c) HND/B.SC/B.A/B.ED ()
(d) M.SC/M.A/M.ED (M.A) Ph.D () (f) others, specify ()
4. Occupation: (a) employed () (b) self employed () (c) unemployed ()
5. Religion: (a) Christian () (b) Muslim () (c) Others, specify ()

SECTION B QUESTIONNAIRE

- (1) I frequently patronize fast food products?
 - (a) Yes ()
 - (b) No ()

- (2) I consider packaging as a factor in patronizing fast food products?
 - (a) Strongly Agreed ()
 - (b) Agreed ()
 - (c) Neutral ()
 - (d) Disagreed ()
 - (e) Strongly Disagreed ()

- (3) Considering packaging influence patronage of fast food products in my area.
 - (a) Strongly Agreed ()
 - (b) Agreed ()
 - (c) Neutral ()
 - (d) Disagreed ()
 - (e) Strongly Disagreed ()

- (4) Beautiful, attractive colour and picture on packs influence patronage of the product.
 - (a) Strongly Agreed ()
 - (b) Agreed ()
 - (c) Neutral ()
 - (d) Disagreed ()
 - (e) Strongly Disagreed ()

- (5) Packaging elements such as size, shape, price, package design influence my patronage of the products.
 - (a) Strongly Agreed ()
 - (b) Agreed ()
 - (c) Neutral ()

- (d) Disagreed ()
 - (e) Strongly Disagreed ()
- (6) Perception of packaging influence patronage of fast food products in Benin eateries.
- (a) Strongly Agreed ()
 - (b) Agreed ()
 - (c) Neutral ()
 - (d) Disagreed ()
 - (e) Strongly Disagreed ()
- (7) Some materials such as polythene bag, plastic containers use to package fast food products can serve other useful purposes.
- (a) Strongly Agreed ()
 - (b) Agreed ()
 - (c) Neutral ()
 - (d) Disagreed ()
 - (e) Strongly Disagreed ()
- (8) Other factors such as proximity, cost, convenience, family cravings good, taste, variety offer influences patronage of fast food products in Benin Metropolis.
- (a) Strongly Agreed ()
 - (b) Agreed ()
 - (c) Neutral ()
 - (d) Disagreed ()
 - (e) Strongly Disagreed ()
- (9) Well spelt out nutritional benefits of the products, Given details of expiration period, ensuring graphics display of the products, provided information on how customers can order for product further enhance patronage of packaged fast food products in Benin Metropolis.
- (a) Strongly Agreed ()
 - (b) Agreed ()
 - (c) Neutral ()
 - (d) Disagreed () 41,783.77k
 - (e) Strongly Disagreed ()