A STUDY ON PACKAGING AND UNDERGRADUATES BUYING BEHAVIOR OF PEANUTS

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A RESEARCH PROJECT WRITTEN AND SUMMITTED TO THE DEPARTMENT OF MARKETING, FACULTY OF MANAGEMENT SCIENCES, UNIVERSITY OF BENIN IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR DEGREE OF BACHELOR OF SCIENCE IN MARKETING OF THE UNIVERSITY OF BENIN, BENIN.

FEBUARY,2023.

DECLARATION

I declare that:

This project work is based on a study undertaken by me in the Department of Marketing, University of Benin under the supervision of FELIX OSAIGA ISIBOR(PhD). This work has not been previously submitted for award of a degree elsewhere.

All ideas and views are product of my personal research effort and all references to works of others have been duly acknowledged.

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David OSIO

DATE: _____

ABSTRACT

This study sought to determine packaging and under graduates buying behavior on peanuts. Descriptive research was conducted and a purposive sampling technique was used to select one hundred (150) people but 125 was realized. The instrument for the study was the questionnaire. Data collected were analyzed by the use of descriptive statistics. The finding of the study revealed that the undergraduates under study adopted the critique/constructive discussion of the peanuts brands, Furthermore, it revealed that effective package prevents chemical change of the product and that packaging and branding has the best way of increasing profitability. The research recommended that for peanuts to be properly calculated and consumed more, that packaging technologist should be engaged in making packaging decisions, through proper packaging and brand decision, Also, it was recommended that more funds and time should be devoted for packaging and branding.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

People no longer eat solely with their mouths in the twenty-first century; they also eat with their eyes. A big worry, however, is the manner in which these consumer items are made available; may it be their packaging, presentation, or flavor that stimulates individuals to purchase these consumer goods? Packaging is thought to have a significant impact on consumer perception and appraisal of a product (Underwood, Klein,& Burke, 2001;Agariya, Johari, Sharma, Chandraul, & Singh, 2012).In this competitive context, packaging has evolved into a powerful instrument for capturing customer purchase intent (Ranjbarian, 2009).Because product positioning is defined in the thoughts of consumers while taking into account what the rest of the market has to offer, the term positioning is a subjective and relative concept. Packaging serves four primary functions: protection, communication, containment, and convenience (Robertson,2013). However, current acknowledgement of the significance of packaging sustainability has resulted in its inclusion as a fifth packaging function (Azzi, Battini, Persona, & Sgarbossa, 2012; European Organization for Packaging and the Environment,2019).

Because the position of a package on the shelf influences consumer perception, packaging design must assure favorable consumer response (Silayoi & Speece, 2014). Due to various contradictory tendencies in customer perception, food container design has become extremely difficult. According to (Coulson, 2020), as customers become more worried about health and nutrition issues, they pay more attention to label content and brand name. It serves as a key reminder at a critical juncture when the customer must choose between multiple competing brands. Packaging aids brand recognition and may even persuade a customer to purchase a product (like peanut). In fact, when a customer imagines a product, the packaging is the first thing that comes to mind. For the customer, packaging serves as both a protective and a promotional device: the package is the message, as the saying goes. Due to increased self-service and changing customer lifestyles, there is a growing interest in packaging tools for sales promotion and stimulators of impulsive buying behavior.

1.2. Statement of the Problem.

Some businesses are not careful, fearful that the way their products are packaged would influence how they are sold to consumers (undergraduates). Food packaging has become a significant marketing technique in the early years.

As a result, packaging qualities have a large contact, impingement (effect) on customer purchasing behavior. This is due to the fact that many consumers, people are frequently drawn by great appearing materials, stuff, objects, and they can easily buy a product just because it looks nice. Some peanut firms have been hesitant or disregarded to modify their packaging for many years; as a result, those that have moved with the times have been faced with beneficial circumstances as a result of the necessity to change.

1.3. Research Questions.

The research was conducted through following research questions:

a). How do undergraduates perceive the packaging elements of peanuts?

b). What is the relationship between informational packaging elements and undergraduates buying behavior of peanuts?

c). Does undergraduate buying behavior for peanuts vary with undergraduates demographics (educational level, age income, gender)?

d). Does perception of packaging elements for peanuts, vary with undergraduates demographics (educational level, age income, gender)?

e). What is the effect of packaging color and graphics on undergraduates(consumer)buying behavior on peanuts?

f). What is the impact of packaged materials on undergraduates buying behavior of peanuts?

g). What is the significance of packaging size and shape on undergraduates buying behavior of peanuts?

1.4. Objectives of the Study.

The general objective of this study is to determine the role of packing and undergraduates buying behavior on peanuts.

In this study, we emphasized upon the presentation of peanut in relation towards undergraduates and how their interest in peanuts affects their consumption.

The objectives of the study are to:

a). To measure the perception of undergraduates towards packaging elements of peanuts.

b). To establish the relationship between informational packaging elements and undergraduates (consumer) buying behavior of peanuts.

c). To establish undergraduate (consumer) buying behavior for peanuts and its variations with demographics (educational level, age income, gender).

d). To measure the perception of packaging elements for peanuts, how it varies with undergraduates (consumer) demographics (educational level, age income, gender).

e). To establish the effects of packaging color and graphics on undergraduates (consumer)buying behavior on peanuts.

f). To determine the impact of packaged materials on undergraduates buying behavior of peanuts.

g). To ascertain the significance of packaging size and shape on undergraduates buying behavior of peanuts.

1.5. Significance of the study.

This study will therefore investigate where there is a need for companies to take on packaging as a way of increasing its awareness among undergraduates and attracting more customers by taking on some of the most appealing peanuts packaging, it's effect on peanut product packaging, explanation of impact of peanuts packaging features in relation to other categories of consumer product, or the conduct of any comparative study to possibly identify different effects of peanuts packaging.

Furthermore, understanding the impact of specific peanut product qualities on packaging perceptions allows producers and designers to create packaging that focuses on the functions that

are perceived the most. Professionals can design packaging that benefits end users the most by understanding how different packaging functions contribute to the overall evaluation. Product packaging has long been acknowledged to influence how buyers buy things.

1.6. Scope of the Study.

For this study, we will look at the benefits and drawbacks of packaging, as well as how peanut packaging affects students' perceptions of peanuts. The previously mentioned issues were:

a). Some businesses are not careful, fearful that the way their products are packaged would influence how they are sold to consumers (undergraduates).

b). Some peanut producers have been resistant to changing their packaging for several years.

Several objectives were identified during the course of this investigation, which are as follows:

a). To assess how undergraduate (consumer) perceptions of peanut package components differ among demographics (educational level, age income, gender).

b). To investigate the impact of packaging size and form on undergraduates' purchasing behavior for peanuts.

The survey research method will be employed in the conduct of this study. Because the target of this study is undergraduate consumers, the research approach will be centered on gathering

firsthand information from the consumers (undergraduates) about what factors influence their decision to choose one peanut brand over another. Demographic parameters such as educational level, age, income, and gender will also be addressed during this investigation.

1.7 Limitations of the Study.

This study on peanut packaging among undergraduates (consumers) has some limitations, one of which is how an undergraduate's perception of another consumer good (peanuts) can easily cancel out another, even if the less preferred consumer good (peanuts) may actually be better (taste)than the one they perceived better.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter addresses important study literature as well as terms related to packaging and undergraduate (consumer) purchasing behavior. The associated literature review is divided into three sections: conceptual review, theoretical review, and empirical review. The goal of breaking down the outline is to provide a thorough examination of the study issue.

2.2.1 Packaging

The process of designing and manufacturing the container or wrapper that stores, protects, identifies, and promotes a product is known as packaging. Kotler (2002) defines three categories of packaging: a) primary, b) secondary, and c) distribution (shipping) package. Other forms of packaging identified by certain authors included) convenience packaging, e) wasted packaging (Copley, 2004). Another factor that could be detected is package type (protective packaging). When discussing the package's protection role, it is critical that the packaging protect the product from environmental influences that could harm the product. There are several people participating in this process, each with a different role: the purchaser, whose function is to buy the product or service; the user, who utilizes the real product or service; and the influencer, who does not buy or use it. (Solomon, Bamossy, Askegaard, and Hogg 2010),

pp.6-7) While the primary purpose of packing is to protect the items within, packaging also serves an important function in that it provides us with a recognizable brand, or packaging, so that we know what the things are inside right away. When it comes to purchasing things, packaging serves as both a cue and a source of information for the consumer. Packaging is

critical since it is the first thing the public sees before making a purchasing choice (Vidales Giovannetti 2005:156). Packaging includes the tasks of designing and manufacturing a product's container. An eye-catching hue aids consumers in visually recognizing and distinguishing the competitive brand (Nilsson & Ostrom, 2005). When a consumer visits the store nowadays, he is exposed to a wide range of products, but he only purchases those whose colors catch his eye. A photo folder/icon, a fitness instruction, and symbols on the packaging that stimulate the hunger for food-related products (Klimchuck & Krasovec,2007). Over the package, information on the product's benefits, vital ingredients, and effects on health and the environment is also displayed (Shimp, 2000). It aids in the development of consumer trust and relationships (Klimchuck & Krasovec,2007). Jacoby 2002:65) a product-related quality that is not part of the physical product itself. “Packaging is a product's container, which includes the physical look of the container as well as the design, color, form, labelling, and materials utilized" (Arens2001:320). The package design offers value to both the package and the goods. Colors, font, text, and graphics are significant design aspects in package look. Images on the package of appealing situations (mountains, beaches, luxurious mansions, and cars) can help to

elicit lifestyle desires (Rundh 2009, p.999). The major role of the box and packaging design at the point of purchase is to attract the consumer's attention and stand out among the competition in the store or supermarket. Product positioning is a term that has its roots in packaging and packaging design. Positioning acknowledges the importance of the product and the company's image, and it is necessary to differentiate the product in the minds of consumers. In other words, positioning aids package and product recognition by keeping it in the minds of consumers in terms of traits that the brand or company name does not provide.

2.2.2 Background Information of Packaging

Rundh (2005) believes that packaging influences consumer impressions of a product. According to Speece (2003), packaging is crucial for buyers and must express the benefits of a product within. According to Rettie and Brewer (2000), it is an important aspect of the selling process. Silayoi and Speece (2004) state that many customers consider the package to be a part of the product, however they go on to state that various consumers respond differently to packages depending on their level of involvement. According to Kotler (2002), packaging focuses customer attention to a brand and improves its image. According to Underwood et al. (2001), packaging adds value to products and serves as a guide for distinction. Alternatively, according to the aforementioned researcher, customers are becoming more cautious shoppers and are paying attention to packaged peanut items. Packaging is made up of various components. Smith and Taylor (2004) corroborate the six elements that producers and

designers must consider when developing effective packaging: form, size, color, flavor, material, and graphics. However, Underwood (2003) separated packaging elements into two categories: graphic elements, which include typography, color, forms used, and images, and structural aspects, which include size, container form, and materials.

2.2.3. Consumer Buying Behavior

Broderick, A., Greenley, G., and Mueller, R. (2007) provide a general strategic framework for alternative international marketing strategies and market segmentation based on intra-and intercultural behavioral homogeneity. They introduced Consumer involvement (CI)as a key term for capturing behavioral homogeneity and identifying market groupings. They discovered evidence supporting the measurement of CI's cultural invariance, allowing for a true comparison

of inter and intra-cultural behavioral homogeneity, as well as how CI effects buying behavior, and its evaluation gives information for responsive market segmentation. According to Putter (2017), more buyers are using social media platforms than ever before. Customers have indicated a desire to provide as many feedbacks and suggestions as possible. As a result, it is critical to establish a visible online presence on a variety of social media platforms. However, the emergence of social media is viewed as the current marketing trend. According to Zafar et al. (2019), social media has the ability to influence potential clients from the initial point of contact until the time of purchase, as well as post-buy behavior's begin, clients must have a thorough awareness of the brand and its services; however, when they begin

to narrow down their preferences, a social media influencer is required to pursue their selections. It can be seen that a constant dialogue or negotiation between the consumer and the brand is essential for keeping the relationship robust and stable. Furthermore, social media is acknowledged as a vital factor that may affect clients when they are attempting to create insight into a specific product (Ceyhan,2019). It can be observed that when people confront a difficulty, they surely seek the best ways to fix the problem as soon as feasible. Marketing is a wide notion that encompasses a variety of actions. According to Groeger and Buttle (2014), marketing can be a time-consuming process that necessitates the use of numerous resources, human intelligence, and energy to ensure that the marketing purpose is realized. However, the concept of word of mouth is also employed for marketing reasons and has been acknowledged as necessary, effective, and a method that does not necessarily necessitate additional efforts from an organization. According to Chen and Yuan (2020), many customers' purchasing behaviors are heavily impacted by the suggestions and opinions of their close friends and family members because they trust these people and believe that their recommendations will be advantageous to

them. However, in today's hyper-connected and highly globalized world, the influence of word-of-mouth (WOM) recommendations is no longer limited to close friends and family members, as a single recommendation from anywhere in the world can have a significant impact on the purchasing behaviors and attitudes of customers all over the world (Zhang et al.,2019). As a result, it is clear that many marketers, from MNCs to SMEs, have

focused on word of mouth for their marketing activities and plans. However, indicated that it would have been difficult for markets to shape to rely on word-of-mouth marketing 20 to 30years ago; however, in this globalized world with the help of social media technologies. Marketers are quite focused and encouraged to work on the development of their WOM marketing as they believe it has a significant impact on shaping customer behavior and attitudes (Groeger &Buttle,2014). The WOM statistic is just astounding and demonstrates its significant significance in today's business environment. To begin, it has been discovered that approximately 90% of individuals accept the recommendations and opinions of friends and family regarding a brand as valuable and true (Hernández-Méndez et al., 2015).

2.2.4. Background Information of consumer buying behavior of Peanut (FMCG)

Kotler et al. (1996) avers that most FMCG products are low participation products, and consumers avoid seeking for information, evaluating attributes, and making significant judgements on which one to buy. Many experts conclude that, despite cultural differences, consumer behavior toward FMCGs is consistent (Speece,2000). According to the study, understanding issues that affect consumers in one sophisticated market can serve as a beneficial guide for others.

2.2.5 Approaches to the Buying Behavior of consumers.

Bray (2008) confirms that many alternative mechanisms have been recognized in attempting to explain how customers behave when they want to acquire things, drawing on many psychological traditions. These approaches shape how a consumer act. Psychodynamic, cognitive, economic man, behaviorist, and humanistic approaches are among them. As explained below, different scholars have varied perspectives on how these mechanisms influence consumer behavior.

2.2.6. Economic Man Approach.

According to Bray (2008), early proponents believe that man is totally rational and self-interested, making decisions based on the ability to maximize value while exerting the least amount of effort. According to the viewpoint, man should behave rationally in economic terms. However, in order for man to behave rationally, extensive study on other products should be conducted in order to have options on which to make the selection decision and to be able to appropriately rank the alternatives when selecting the optimum course of action. According to Simon (1997), the above-mentioned selection criterion no longer holds water because many consumers rarely seek sufficient information on which to base their decisions, it is time consuming to seek reliable information in order to make such perfect decisions, and as a result, consumers are influenced by social relationships and values. According to 'Herbert Simons Satisfying Theory,' individuals are frequently described as pursuing satisfactory rather than optimal decisions (Simon, 1997).

2.2.7. Psychodynamic Approach.

Bray (2008) stated that this approach is associated with behavior that is subject to biological influence via 'instinctive impulses' that work outside of conscious thought. Freud identified the psyche, specifically the ID, Ego, and Superego. The unconscious psychic component of the ID operates to fulfil basic urges, desires, and needs. It is motivated by the pleasure principle, which seeks quick satisfaction of demands. Ego is the state of awareness that perceives you as distinct from others. Ego is only concerned with what was and what may have been. The super ego attempts to explain how an individual's moral beliefs and natural skills gained from parents and society guide how they behave. These provide rules for determining what is wrong and right while making judgements. The core assumption of psychodynamic theory is that biological impulses, not individual intellect or environmental inputs, govern human behavior. Bray (2008).

2.2.8. Behaviorist Approach

Bray (2008) argues that behaviorism is a family of philosophies that is explained by external events, and any things that organisms do, including feelings, thoughts, and acts, can be considered behaviors. What influences people to behave the way they do is tied to an

individual's external factors. Bray (2008). (2008). Ivan Pavlov, who studied classical conditioning, and Burrhus Skinner, who worked on operant conditioning, were the most important proponents of the approach to behavior. According to Skinner (1938), behavioral study is still contributing to the understanding of how humans behave. Bray (2008) stated that behaviorism does not appear to contribute properly to the wide range of responses produced by a population exposed to similar or even nearly identical stimuli.

2.2.9. Cognitive Approach.

This phrase refers to observed activity (behavior) in intrapersonal cognition, in which the individual is regarded as an information processor. Intrapersonal causation questions the role of external cues in consumer behavior, although consumers actively seek and receive environmental and social stimuli as informational inputs to enhance internal decision making. According to Cziko (2000), the cognitive approach is useful in assisting knowledge in the realm of consumer choice making. According to the aforementioned researcher, consumer behavior has been further described by Hebb's discovery of the Stimulus-Organism-Response model in the 1950s.Early Stimulus-Organism-Response models, such as the one shown in Fig 2.1, imply a linear link between the three stages, with environmental and social stimuli functioning as external antecedents to the organism. This method is based on the assumption that stimuli act on an inert and unprepared organism. However, most modern theorists now recognize that information processing is carried out by an active organism, who's prior

experience influences not only the processing of such information, but also what information is sought and received.

2.2.10 Humanistic Approach

Although cognitive models are thought to be one of the most essential models in explaining the concept of consumer motivation in making purchasing decisions, a number of academics have exposed its flaws in their efforts to come up with solid humanistic ideas that explain consumer behavior. This approach emphasizes that people have the ability to manage their lives and, as a result, will make decisions that will enrich their personal goals in order to achieve self-

fulfillment and personal progress.

2.2.11 Roles of Packaging.

According to Lee and Lye (2002), packaging has five functional purposes. These are illustrated in the diagram below.

2.2.12 Protection and Preservation.

Lee and Lye (2002) avers that packaging serves two functions: protection and preservation. These include safeguards against environmental, mechanical, and chemical toxicity, as well as contamination. Deliya and Parmar (2012) emphasize that packing protects goods against shock, vibration, compression, and temperature. In the same vein, Deliya and Parmar (2012) state that a clean package is one that is protected from becoming dirty or from smudging consumer hands due to contamination.

2.2.13 Market Appeal.

Lee and Lye (2002) states that another function of packaging is market appeal. This is to say that packaging can help improve people's perceptions of a product. While the product is still on the shelf, packaging is used to attract the consumer's attention, promote and transmit signals about its features.

2.2.14 Convenience.

Another function of packaging is to make distribution, handling, exhibition, sale, opening, reclosing, usage, and re-use easier (Deliya and Parmar, 2012). According to Lee & Lye (2002), packaging provides convenience in the form of openability, releasability, carrying, and dispensing facilities. Packaging permits groupage, which allows fragmented things to be

transferred from one location to another in a single container, ensuring handling efficiency. According to Deliya and Parmar (2012), packaging minimizes theft since once opened, a package cannot be re-closed or becomes physically damaged, indicating that it has been opened, and thus aids in the prevention of theft. In this situation, packaging allows for the inclusion of anti-theft mechanisms.

2.2.15 Helps in Identification.

Lee and Lye (2002) argues that packaging aids in consumer identification and information provision. As a result, excellent packaging must include essential product information that consumers may need to know, such as instructions on how to transport, utilize, recycle dispose of the package or product, which is frequently included as a label on the box.

2.2.16 Factors Influencing Consumer Buying Behavior**.**

Vani et al. (2011) argues that these elements can be classed as controllable or uncontrolled. The 4Ps are the most important controllable factors. Uncontrollable factors are those over which an organization has no control, and they include, among other things, demographic, socioeconomic, cultural, geographical, and psychological aspects.

2.2.17 Controllable Factors.

2.2.17.1 Product.

Vani et al. (2011) expressed that product attributes such as attribute, flavor, color, quality, product knowledge and innovation, ingredients, and brand image influence decision making. Product attributes are significant to consumers since they are the ones that provide the benefits that consumers want from the items. Angela (2006) emphasizes that the flavor of the product influences consumer purchasing behavior. However, the Angela study found no meaningful

results on brand choices due to customers' diverse tastes. Colors, like words, have been seen as conveying thoughts that prompt purchasing. Vani et al. (2011) expand on this viewpoint by stating that colors can be interpreted as symbols that express certain meanings. Vani et al. (2011) go on to say that the meaning of a certain color may be heavily influenced by an individual's culture or economic socioeconomic status. Customer purchases are motivated by product quality. However, various consumers perceive product quality differently, and it is possible that buyers estimate the degree of quality based on the length of time they use the goods. As a result, consumers' perceptions of quality influence their purchasing decisions. Product innovation is another aspect that influences customer purchasing behavior. Shopping innovativeness is defined as a proclivity to experiment with new products and brands. Ingredients have also been recognized as influencing purchasing behavior. Brand image, on the other hand, is an extrinsic value of a good and is believed to have less impact than intrinsic features. Before making a purchasing decision, consider brand image as a consistent risk reducer. Consumers are more likely to purchase products having a brand image than products without a brand image (Belch and Belch,2002).

2.2.17.2 Price.

According to Smith and Carsky (1996), in today's markets, price is the most important element influencing purchasing decisions. According to Assuncao and Robert (1990), when presented with a purchasing decision in a product category, buyers look at the price and weigh their current budget position toward that product before making a purchase decision. When a consumer is presented with options, he or she is more likely to choose the product that optimizes the highest utility depending on the available brands. In the absence of additional indicators,

price alone is a powerful contributing element in determining how the brands were viewed. Consumers are presented with brands with varied costs and perceived quality levels, and they make a decision based on the relative value ascribed to these aspects.

2.2.17.3 Place

According to Vani et al. (2011), the location of the goods is critical in affecting product adoption in the market and consumer behavior toward it. In this aspect, location becomes essential as consumers examine where the product is sold while making purchasing decisions. Customers expect the product to be available when and where they want it, not when and where the supplier wants it. Suppliers must link their manufacturing plans to customer demand; however, this can cause uncertainty in production planning for some marketers; however, winners understand that meeting demand in different markets will set them apart from others. As a result, location is a decisive element in consumer purchasing patterns since customers will buy if they can receive the goods where they want it rather than where the supplier wants it.

2.2.17.4 Promotion

People learn about your product through promotion. Advertising, direct marketing, sales promotion, and public relations are all examples of this. Advertising has a significant impact on customer brand preference. Consumers are more likely to purchase things they have seen promoted. Direct marketing has a significant impact on purchasing behavior since marketers will have a platform to communicate the composition of their product and so persuade buyers to buy. According to Shimp (2003), sales promotion refers to incentives induced by a producer to boost customer commerce. Promotional incentives are used to induce desirable consumer behaviors.

However, according to Vani et al. (2011), sales promotion is short-term in nature and capable of affecting consumer behavior.

2.2.18 Uncontrollable Factors.

2.2.18.1 Social and Cultural.

Culture is learned behavior that is passed down from generation to generation, reinforced through the family and educational and religious institutions, and becomes ingrained in the individual through time. Cultural influences are powerful and determine the success of any product in a market; companies that fail to recognize the value of culture in a society will never become successful; rather, they will dream of success that will never be realized, and it will be difficult to develop products and market them successfully in those markets under such conditions. Subcultures exist and impact consumer purchasing behaviors. If managers wish to flourish in foreign markets, they must recognize the following cultural elements: linguistic differences, geographical variations, and religious views, and they must see these as possibilities rather than difficulties.

2.2.18.2 Social Class.

This is the most visible form of social influence. Income is also well acknowledged as one of the most important drivers of social class. High-income earners spend more on expensive goods and services and are thought to be of a higher social class, whereas low-income earners are perceived to be of a lower social class. These two groups' lifestyles, spending habits, and needs and desires are likewise distinct. These consumers' purchasing decisions are made in quite diverse ways. The upper social class is price insensitive, whereas the lower social class is price sensitive. The upper social class is quick to make purchasing decisions and frequently buys in large amounts and at

hypermarkets with short lines, whereas the lower social class takes their time and buys in smaller quantities that they can afford in busy supermarkets with long lines. Vani et al. (2011) affirmed that consumer classification based on lifestyle is becoming more significant today. Regardless of financial level, consumers' core attitudes and preferences do not change dramatically over their lives.

2.2.18.3 Personality and Self Concept.

Personality and self-concept can impact consumer decisions about whether or not to purchase a product. This includes how people think, how others perceive them, and how they interact with one another. Marketers are quite concerned about this behavior because it is tied to consumption patterns. An individual's personality is long-lasting; it does not alter in a matter of hours but rather over time; for example, an extrovert consumer is outgoing, whilst an introvert is the reverse. Such people do not vanish in an instant. A number of buying decisions reflect an individual's personality, therefore marketers must consider personalities when making marketing appeals. According to Bray (2007), psychology theory indicates that humans are born with instinctive impulses that cannot be realized in a socially acceptable manner and hence are suppressed. The goal of marketing in this context is to appeal to inner demands while providing items that allow them to be met in a socially acceptable manner.

2.2.18.4 Attitudes.

Family members, friends, and close associates frequently have the most influential attitudes. Later on, more nuanced attitudes emerge. In the world of marketing, the complete set of cognitions that a consumer has in regard to a possible purchase or a purchasing environment is

referred to as the total set of attitudes. This is why some businesses spend time researching consumer opinions in order to build their loyalty to a specific brand or product (Bray,2008). An attitude is the most damaging thing since it is difficult to change once it has been developed in the mind of the consumer. Even minor dissatisfaction can result in a profound shift in attitude. As a result, consumer opinions impact their purchasing behavior.

2.3 Theoretical Framework.

The following theory was considered in this study;

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) is used as the theoretical foundation for this investigation. The theory analyses the importance of pre-existing behaviors in the decision-making process. The theory's central tenet is that consumers act on their goal to achieve or get a specific outcome. Consumers are rational actors who choose to behave in their best interests, according to this analysis developed by Martin Fishbein and Icek Ajzen in the late 1960s.According to the Theory of Reasoned Action (TRA), conduct may be substantially anticipated by an individual's attitudes toward accomplishing the task at hand, with the intervening influence of behavioral purpose. The key attitudes in this process are those that are particular to the specific conduct being researched; considering the individual's attitudes more broadly is insufficient (Ajzen 1988; Fishbein Ajzen 1975). The theory also assumes that a person's desires to do a behavior (which determines whether or not they will do so) are impacted by social pressures or "subjective norms," which emerge from their particular judgements of what

others will think about them performing the activity in question (Vallerand, Deshaies, Cuerrier, Pelletier, & Mongeau, 1991). Personal views and societal or "normative" elements both have a

direct influence on behavioral intentions, which are the strongest predictor of actual action in this theoretical model. All other external factors influence behavior only indirectly, via their influence on attitudes and subjective norms (Tsai, Chen, & Chien, 2012) In TRA, the attitude toward the behavior (the act of buying) is measured rather than the attitude toward the object. Once behavior started being measured, this was a required change because a buyer may have a highly favorable attitude toward a product but not toward the act of purchasing it (Solomon, Bamossy et al. 2006).

Specificity, according to the view, is particularly crucial in the decision-making process. A consumer will only do a precise action if an equally specific consequence is predicted. The consumer retains the ability to change his or her mind and choose a different course of action from the time he or she decides to act until the action is finished. The Theory of Reasoned Action can teach marketers numerous things. To begin, while promoting a product to consumers, marketers must associate a purchase with a certain beneficial outcome. The approach emphasizes the significance of moving customers through the sales pipeline. Marketers must note that the time lag between initial intent and action completion offers consumers ample time to talk themselves out of a purchase or dispute the outcome of the buy. The Engel, Kollet, Blackwell (EKB) Model builds on the Theory of Reasoned Action by

outlining a five-step process that customers follow when making a purchase. Consumers absorb the majority of marketing messages they encounter on television, in newspapers, or online at the first step, intake. The consumer next continues on to information processing, in which he or she compares the input to previous experiences and expectations. After some deliberation, consumers go to the decision-making stage, where they choose to make a purchase based on rational insight. Marketers must note that the time lag between initial intent and action completion offers

consumers ample time to talk themselves out of a purchase or dispute the outcome of the buy. The Engel, Kollet, Blackwell (EKB) Model builds on the Theory of Reasoned Action by outlining a five-step process that customers follow when making a purchase. Consumers absorb the majority of marketing messages they encounter on television, in newspapers, or online at the first step, intake. The consumer next continues on to information processing, in which he or she compares the input to previous experiences and expectations. After some deliberation, consumers go to the decision-making stage, where they choose to make a purchase based on rational insight.

2.4 Empirical review.

Instead, then focusing on the product name, the primary goal is to meet the needs of the consumer. As a result, rather than making prior decisions, consumers make purchasing decisions when they come across different goods. The strength of a consumer's desire to satisfy his or her wants determines his or her intents for acquiring something. Consumers assume that anything they buy will meet their demands

(Kupiec and Revell, 2001). The way a consumer is communicated for anything at a store influences his or her purchasing decision. Because it is the initial presentation of the product that signals to the consumer if a product may (or may not) fulfil his criteria, packaging becomes a major reason of the consumer's decision to buy anything. The product that appears to be the best fit for a customer's needs is purchased, while the others are passed over. The key to persuading a consumer is to understand his demands and persuade him that a certain item is a perfect match for his needs (Kupiec and Revell,2001). Packaging is also a source for providing information about ingredients to customers as well as instructions on how to use the product, for which there are some legal requirements. Customers make final decisions based on this information, for

example, some products are inappropriate for diabetic patients due to having high calories. As a result, diabetes patients can benefit from packing instructions. Particular elements are prohibited for some religions (for example, pork is prohibited in Islamic and Jewish preaching), thus Muslims and Jews can avoid such forbidden cuisine by following the directions and ingredient list. Packaging serves as a means of communication (Keller, 2012) Marketing professionals, on the other hand, think that success is determined by the marketing strategy, which should be employed as an appropriate product positioning plan. As the globe increasingly becomes a global village and company expands, the necessity of adopting the proper type of packing material is the initial introduction of any product to consumers. Packaging materials, particularly for culinary goods, were formerly wasted due to a lack of packaging materials. Edible items are created in large numbers and stored for an extended period of time, allowing for timely delivery while also lowering product costs. A variety of market trends point to a growing role for packaging as a brand communication vehicle and a reduction in spending on traditional brand building mass media

advertising. The importance of packaging role is recognized globally for brand building, and as a result, spending on advertisement has been reduced. Companies that become familiar with a brand do not need to spend a lot of money on advertising since consumers will find the brand on their own. Companies only need to manage timely delivery so that consumers do not switch to the nearest competitors due to product availability (Belch and Belch, 2001). The use of packaging images helps buyers become more interested in the products. Packaging serves as a means of communication and helps to keep the brand alive (Retic and Brewer, 2000). As a result, promotional materials are employed to transmit unique company messaging. Most branded companies have unique brand slogans that persuade consumers to buy their products. It ensures

consistent high-quality products for consumers. The main negative is the carry-over effect of unsatisfactory items to the other satisfactory ones, which may have an impact on the company's overall sales success because its products may be associated with the unsatisfactory ones. Once a corporation has decided on its brand name approach, it must select a specific brand name. According to Kotler (2001), the corporation might choose a person's name (Honda, Estee Lauder), a place name (America Airlines, Kentucky fried chicken), a quality name (Safeway Duracell), a lifestyle name (weight watchers, Healthy Choice), or an artificial name (Exxon, Kodak).

The following are desired attributes of a brand name:

i. It must be a legally enforceable brand name.

ii. It should be distinct and distinct from other brand names.

iii. It should mention anything about the product's advantages.

iv. It should allude to product attributes such as motion or color.

V. It should not have negative connotations in other countries and languages.

vi. It should be easy to pronounce, recognize and remember

2.5 Appraisal of the Reviewed Literature

Firms must not only provide high-quality products, but also learn appropriate packaging and branding to attract and please customers, as well as accomplish clear product positioning in the eyes of customers.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

According to Kara (2012). "The art of scientific enquiry is known as research. While methodology refers to the system used in conducting research, the research methodology used in this study refers to the methods used in conducting the study in order to achieve its main goal of determining "Our research focuses on the packaging and purchasing habits of undergraduates of peanuts at the University of Benin (Uniben) in Edo State.

3.2 Research Design

Research designs can provide guidelines for properly collecting, evaluating, and measuring data. The descriptive research approach was used in this study, which sought the opinion of University of Benin students on the subject of packaging and undergraduates' purchasing behavior on peanuts. It distinguishes and collects information on the characteristics of a certain issue or inquiry. This product design method was deemed most appropriate due to its cross-sectional approach, which sustains seeking the individual's perspective on specific areas of product packaging and consumer purchasing behavior, and which provides generalized

statistics when data are abstracted from a large number of individual cases.

3.3 Population of the Study

This study's population consisted of students from several faculties at the University of Benin (Uniben)in Edo State. See table.3.1 for more information.

Table.3.1

S/NO	Name of Faculties	No of students
1	Faculty of Arts	50
2	Faculty of life sciences	50
3	Faculty of Education	50
Total no of students	150	

Source: Course representative (2022)

3.4 Sample Size and Sampling Technique

A sample of the population is a subset of the population that is researched (Nworgu 1991:69). This study was meant to cover Undergraduates at the University of Benin (Uniben), but because the full University could not be surveyed due to study limits, a sample of 150 students was chosen using a judgmental sampling technique. According to the research, the selected University students were informed on the components of product packaging and a few customer purchasing behaviors in order to provide meaningful information for the goal of the study. Yamane (1967) presents a streamlined formula for calculating sample sizes. The following formula will be used to compute and decide sample sizes:

In the formular above Where;

n is the sample size from the population,

N is the population size and,

e is the level of precision or sampling error which is usually 0.05 for the no of students for the faculties.

150/1+150(0.5)2

n=150/1+150(0.25)

n=150/1+37.5

n=3.896. rounded to 4.

However, to get the exact number of questionnaires to be distributed to the various departments, the following formula will be adopted:

Where;

Dept=Department

P= Departmental Population

N=total population

n=sample size

Utilizing the above formula, departmental distribution of the sample size is presented in the table below:

Table 3.2 sample distribution.

S/N	Department	No of students	Computation	Sample size of each department
1	Faculty of Arts	50	50/150*4	0.08333
2	Faculty of life sciences	50	50/150*4	0.08333
3	Faculty of Education	50	50/150*4	0.08333
Total number of students		150		0.2499

Source author compilation

3.5 Measurement of Variables.

The study focused on peanut packaging and student purchasing behavior. The study sought to assess the degree of purchasing behavior among undergraduates, investigate whether the amount of packaging and purchasing behavior differs across specified demographic characteristics, and determine the relationship between packaging and purchasing behavior among undergraduates.

Table 3.3

S/N	Variables	Operational definition.	Measurement of the variables	Quantification of variables	Sources
	Demographic variables				

1	Sex		2-point scale	Question 1	Philip
2	Marital Status		2-point scale	Question 2	Kotler,
3	Age		3-point scale	Question 3	K.L.
4	Level		5-point Likert scale	Question 4	(2008)
			Dependent var	able	
6	Informational Packaging		5-point Likert-scale	Question 5-18	
7	Graphics and color				
8	Demography				
9	Packaging size				

Source author compilation (2022)

3.6 The Research Instrument

The instrument used will be a structured questionnaire. There will be two sections to the questionnaire. Section A will represent the demographic information of the respondents, whilst Section B will include questions designed to elicit information from the respondents in accordance with the research questions previously indicated. The questionnaire will be graded on

a 5-point Likert scale of strongly agree (SA), agreed (A), undecided (U), disagree (D), and strongly disagreed (SD).

3.6.1 Reliability of the instrument

Most data collected in the social sciences, medical, marketing, and business that are related to opinions, personalities, attitudes, emotions, and descriptions of events or people's environments entail the use of Likert scale items (Glien &Glien,2003). According to Tavakol and Dennick (2011), is related to the interconnectedness of a sample of test items. As a result, a more comprehensive interpretation of alpha is that it cannot be used to determine a test's internal consistency (Cortina, 1933; Green, Lissitz, & Mulaik, 1977; Green & Thompson,2005). Cronbach (1951) stated unequivocally that alpha is an underestimate of reliability unless the inter-item correlation matrix is of unit rank (i.e., unidimensional). The consistency of research instruments is measured by reliability. The Cronbach's Alpha coefficient will be used to assess the instrument's dependability (questionnaire). Cronbach's Alpha (a) coefficient, which has a value between 0 and 1, will subsequently be used to determine the reliability of data relevant to the variables.

3.6.2 Validity of the instrument

Validity describes how well the data collected covers the real field of research (Ghauri and Gronhaug, 2005). Validity essentially implies "measure what is intended to be measured"(Field, 2005). The supervisor of the researchers, who is a management specialist, will assist in confirming the instrument's validity (questionnaires). His thoughts and recommendations will be incorporated into the final instrument.

3.7 Sources of Data

The utilization of primary data is required for this investigation. The information will be gathered through the distribution of questionnaires to students at the University of Benin (Uniben, Edo state).

3.8 Method of Data Collection

The data required for this investigation will be mostly sourced. A thoroughly constructed questionnaire will be used to collect primary data from the sampled respondents. The study will be based on a survey of 150 (one hundred and fifty) randomly selected students from the University of Benin (Uniben), Edo state. Any information obtained from respondents via surveys will be kept confidential, and any data submitted by them will be utilized purely for research purposes.

3.9. Method of Data analysis

The questionnaire responses will be examined using descriptive statistics and inferential statistics. Descriptive statistics are data set attributes that characterize the data. Before making explicit inferences, descriptive statistics reutilized (Evans et al., 2004). The descriptive method will use frequency and percentage to describe the demographics of respondents. It will also be used to answer research questions with frequency count, simple percentage, mean 0, and standard deviation. The Pearson moment correlation matrix will be utilized to investigate the tight association between variables, and linear regression analysis will be performed to test the study's hypotheses. The Statistical Packages for Social Sciences (SPSS version 20) econometric programmed will be used for the analysis.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

The analysis of data produced from the questionnaire and key informant interviews provided to respondents in the research region is presented in this chapter. The study's findings were used to generate the analysis and interpretation. The data analysis shows the simple frequency and percentage of responders, as well as the interpretation of the data acquired. One hundred fifty (150) questionnaires were distributed to respondents, with one hundred twenty-five (125) returned and one hundred twenty-five (125) validated. This was owing to irregular, incomplete, and improper questionnaire responses.

4.2 Demographic Data

This section comprises respondents' different background information, such as gender, marital status, age, and level. The outcomes are shown in

Tables 4.2-4.6 below: Statistics

	Timestamp	Sex	Marital Status	Age	Level
N	125 0	125 0	125 0	125 0	125 0

Table 4.2 Source: Author's Fieldwork, (2022)

Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	67	53.6	53.6	53.6
Male	58	46.4	46.4	100.0
Total	125	100.0	100.0	

Table 4.2.1 Source: Author's Fieldwork, (2022)

Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Marrie	19	15.2	15.2	15.2
d	106	84.8	84.8	100.0
Single	125	100.0	100.0	
Total				

Table 4.2.2 Source:Author's Fieldwork, (2022)

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
11-20	42	33.6	33.6	33.6
21-30	79	63.2	63.2	96.8
31-40	4	3.2	3.2	100.0
Total	125	100.0	100.0	

Table 4.2.3 Source: Author's Fieldwork,(2022)

Level

	Frequency	Percent	Valid Percent	Cumulative Percent
100	52	41.6	41.6	41.6
200	54	43.2	43.2	84.8
300	8	6.4	6.4	91.2
400	8	6.4	6.4	97.6
500	3	2.4	2.4	100.0

Total	125	100.0	100.0	

Table 4.2.4 Source:Author's Fieldwork,(2022)

The above table 4.2-4.2.4 shows the Sex,Marital Status,Age,and Level. In the Sex Category,there are 58 (46.4%) males and 67 (53.6%) females. This means that the majority of those responding are females. The age distribution shows that themajority of respondents (63.2%)were between the ages of 21 and 30, followed by 11-20 years old (33.6%)and 30-40 years old (3.2%).

In terms of level, 52 respondents are in the 100 level, 54 respondents are in the 200 level,8respondents are in the 300 level,8 respondents are in the 400 level, and 3 respondents are in the 500 level.

S/N	Variable	Category	Frequency	Percent
1	Sex	Male	58(46.4%)	46%
		Female	67(53.4%)	54%
		Total	125	100
2	Age	11-20years	42(33.6%)	33.6%
		21-30years	79(63.2%)	63.2%

		31-40years	4(3.2%)	3.2%
		Total	125	100
3	Level	100	41.6(14%)	41.6%
		200	43.6(54%)	43.6%
		300	8(23%)	6.4%
		400	8(4%)	6.4%.
		500	3(3%)	3.4%
		Total	125	100
4	Marital Status	Single	106(84.8%)	84.8%
		Married	19(15.2%)	15.2%
		Total	125	100

Source: Author's Fieldwork, (2022)

Table 4.4:To measure the perception of undergraduates towards packaging elements of peanuts.

The Visual elements of the package (graphics and size/shape) influence your

choice of product

	Frequency	Percent	Valid Percent	Cumulative Percent
Agreed	47	37.6	37.6	37.6
Disagree	9	7.2	7.2	44.8
Strongly Agreed	40	32.0	32.0	76.8
Strongly Agreed;Undecided	1	.8	.8	77.6
Strongly Disagreed	6	4.8	4.8	82.4
Undecided	22	17.6	17.6	100.0
Total	125	100.0	100.0	

The packaging used for most peanut brands affect your perception

about them.

	Frequency	Percent	Valid Percent	Cumulative Percent
Agreed	52	41.6	41.6	41.6
Disagreed	11	8.8	8.8	50.4
Strongly Agreed	33	26.4	26.4	76.8
Strongly Disagreed	6	4.8	4.8	81.6
Undecided	23	18.4	18.4	100.0
Total	125	100.0	100.0	

The view of undergraduates regarding peanut packing features is shown in Table 4.4 above. There are 52 persons who agreed,11 who disagreed,6 who strongly disagreed, 33 who strongly agreed, and 23 who are undecided. The variables listed above are for fig 4.4.1, which depicts students' perceptions of peanut packaging features.

Table 4.5 To establish the relationship between informational packaging elements and undergraduates (consumer) buying behavior of peanuts.

More appealing graphics will be more likely chosen.

	Frequency	Percent	Valid Percent	Cumulative Percent
Agreed	47	37.6	37.6	37.6
Agreed;Undecided	1	.8	.8	38.4
Disagreed	12	9.6	9.6	48.0
Strongly Agreed	34	27.2	27.2	75.2
Strongly Disagreed	6	4.8	4.8	80.0
Undecided	25	20.0	20.0	100.0
Total	125	100.0	100.0	

Informational elements of the package (product information and technology)influences your choice of the product.

	Frequency	Percent	Valid Percent	Cumulative Percent
Agreed	48	38.4	38.4	38.4
Disagreed	14	11.2	11.2	49.6
Strongly Agreed	36	28.8	28.8	78.4
Strongly Disagreed	7	5.6	5.6	84.0
Undecided	20	16.0	16.0	100.0
Total	125	100.0	100.0	

Source: Author's Fieldwork, (2022)

The association between informational packaging components and undergraduates'(consumers')purchasing behaviour of peanuts is seen in Table 4.5 above.Three objectives were met as a result of this, which are as follows:

48 people agreed, 14 individuals disagreed, 7 people strongly disagreed, 36 people strongly agreed,and 20 people are undecided.The variables listed above are for fig 4.5.1,which depicts the link between informational package components and undergraduates' (consumers') purchasing behaviour of peanuts.

Table 4.6 To establish undergraduate (consumer) buying behavior for peanuts and its variations with demographics (educational level, age income, gender).

The influence of visual elements on choice is stronger when consumers have less time in which to make the product choice, and weaker when they do not have time pressure.

	Frequency	Percent	Valid Percent	Cumulative Percent
Agreed	45	36.0	36.0	36.0
Disagreed	15	12.0	12.0	48.0
Strongly	34	27.2	27.2	75.2

Agreed				
Strongly	9	7.2	7.2	82.4
Disagreed				
Undecided	22	17.6	17.6	100.0
Total	125	100.0	100.0	

The association between undergraduate(consumer) buying behaviour for peanuts and its variations with demographics (educational level, age income,gender) is shown in Table 4.6 above.Two objectives were attained under this,which are as follows:

39 participants were classified as agreed, 1 as agreed;disagreed,1 as agreed;undecided,20 as disagreed, 10 as strongly disagreed, 28 as strongly agreed,and 26 as undecided.The variabes listed above are for Fig. 4.6,which depicts the relationship between undergraduate (consumer) purchasing behaviour for peanuts and its changes with demographics (educational level,age income, gender).

Table 4.7 To measure the perception of packaging elements for peanuts,

how it varies with undergraduates (consumer) demographics

(educational level, age income, gender).

Your education level affects your decision when getting peanuts.

	Frequency	Percent	Valid Percent	Cumulative Percent
Agreed	40	32.0	32.0	32.0
Agreed;Disagreed	1	.8	.8	32.8
Agreed;Undecided	1	.8	.8	33.6
Disagreed	20	16.0	16.0	49.6
Strongly Agreed	24	19.2	19.2	68.8
Strongly Disagreed	9	7.2	7.2	76.0
Undecided	30	24.0	24.0	100.0
Total	125	100.0	100.0	

More appealing graphics will more likely be chosen.

	Frequency	Percent	Valid Percent	Cumulative Percent
Agreed	45	36.0	36.0	36.0
Agreed;Disagreed	2	1.6	1.6	37.6
Disagreed	14	11.2	11.2	48.8
Strongly Agreed	33	26.4	26.4	75.2
Strongly Disagreed	8	6.4	6.4	81.6
Undecided	23	18.4	18.4	100.0
Total	125	100.0	100.0	

Table 4.7 shows how the perception of packaging features for peanuts differs with undergraduate (customer) demographics (educational level,age income, gender), This achieved two goals,which are as follows: 45 people agreed, 2 people disagreed, 14 people

disagreed, 8 people severely disagreed, 33 people strongly agreed,and 23 people were indecisive.The variables listed above are for Fig.4.7,which depicts the measure of perception of packaging features for peanuts and how it varies with undergraduate (consumer)demographics (educational level, age income,gender).

Table 4.8 To establish the effects of packaging color and graphics on undergraduates (consumer) buying behavior on peanuts.

The graphics design used on the peanut package affect your choice

when getting peanuts.

	Frequency	Percent	Valid Percent	Cumulative Percent
Agreed	46	36.8	36.8	36.8
Disagreed	12	9.6	9.6	46.4
Strongly Agreed	32	25.6	25.6	72.0

Strongly Disagreed	6	4.8	4.8	76.8
Undecided	29	23.2	23.2	100.0
Total	125	100.0	100.0	

Packages with more product information are more likely to be chosen.

	Frequency	Percent	Valid Percent	Cumulative Percent
Agreed	39	31.2	31.2	31.2
Disagreed	17	13.6	13.6	44.8
Strongly Agreed	38	30.4	30.4	75.2
Strongly				

Disagreed	8	6.4	6.4	81.6
Undecided	23	18.4	18.4	100.0
Total	125	100.0	100.0	

Fig 4.8.1 Source:Author's Fieldwork, (2022).

The effects of packaging colour and graphics on undergraduates' (consumers') purchasing behaviour for peanuts are shown in Table 4.8 above.Three objectives were met as a result of this, and they are as follows: 39 persons agreed, 17 disagreed, 8 strongly disagreed,38 strongly agreed,and 23 undecided.The variables listed above are for Fig.4.8,which depicts the impact of packaging colour and graphics on undergraduates' (consumers') purchasing behaviour for peanuts.

Table 5.3 To determine the impact of packaged materials on undergraduates buying

behavior of peanuts.

A simple packaging is better than a well detailed packaging when

packaging peanuts.

	Frequency	Percent	Valid Percent	Cumulative Percent

Agreed	45	36.0	36.0	36.0
Disagreed	20	16.0	16.0	52.0
Strongly Agreed	30	24.0	24.0	76.0
Strongly Disagreed	9	7.2	7.2	83.2
Undecided	21	16.8	16.8	100.0
Total	125	100.0	100.0	

Usually larger packages will more likely to be chosen.

	Frequency	Percent	Valid Percent	Cumulative Percent
Agreed	42	33.6	33.6	33.6

Disagreed	12	9.6	9.6	43.2
Strongly Agreed	38	30.4	30.4	73.6
Strongly Disagreed	7	5.6	5.6	79.2
Undecided	26	20.8	20.8	100.0
Total	125	100.0	100.0	

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Source:Author's Fieldwork, (2022).

The impact of packaging materials on undergraduates' purchasing behaviour of peanuts is seen in Table 4.9 above. Three objectives were met as a result of this,which are as follows:

42 people agreed, 12 individuals disagreed, 7 people strongly disagreed,38 people strongly agreed,and 26 people were indecisive.The variables listed above are for Fig.4.9,which depicts the impact of packaged goods on undergraduates' peanut purchasing behaviour.

5.0 To ascertain the significance of packaging size and shape on undergraduates buying behavior of peanuts.

The size of the peanuts used inside the packages wrapper affect you final buying behavior.

	Frequency	Percent	Valid Percent	Cumulative Percent
Agreed	37	29.6	29.6	29.6
Disagreed	16	12.8	12.8	42.4
Strongly Agreed	38	30.4	30.4	72.8
Strongly Disagreed	6	4.8	4.8	77.6
Undecided	28	22.4	22.4	100.0
Total	125	100.0	100.0	

The influence of visual package elements on choice is stronger when consumers have low levels of involvement with the product and weaker when they have high levels.

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	1.6	1.6	1.6
Agreed	44	35.2	35.2	36.8
Disagreed	16	12.8	12.8	49.6
Strongly Agreed	35	28.0	28.0	77.6
Strongly Disagreed	7	5.6	5.6	83.2
Undecided	21	16.8	16.8	100.0
Total	125	100.0	100.0	

Source:Author's Fieldwork, (2022).

The relevance of packing size and shape on undergraduates' purchasing behaviour of peanuts is seen in Table 5.0 above.Two objectives were met as a result of this, and they are as follows:44 persons agreed, 16 dsagreed, 7 strongly disagreed, 35 strongly agreed, and 21 unsure. The variables listed above are for Fig 5.0,which depicts the impact of packaging size and shape on undergraduates' purchasing behaviour of peanuts.

4.3 DISCUSSION OF FINDINGS

The findings revealed that respondents considered that the packaging and undergraduates buying behaviour of peanut among undergradutes is substantially larger than the expected amount,which has a major effect on both their perception of the above objectives,which were met and followed up on. All questionnaire items were presented and examined in an open manner, for evidence-based information in determining packaging and undergraduates'purchasing behaviour of peanuts,this discussion would be based on the study questions' fact finding.

Based on the research question "How do undergraduates view the packaging aspects of peanuts?"it was discovered that the majority of respondents in table 4.4 & 4.4.1 agreed that the measure of undergraduates'perception of packaging elements of peanuts is higher than the disagreed.The second research question,"What is the relationship between informational packaging elements and undergraduates' buying behaviour of peanuts?"revealed that the majority of respondents in tables 4.5 and 4.5.1 agreed that the relationship between informational packaging elements and undergraduates'(consumers') buying behaviour of peanuts.

CHAPTER FIVE

SUMMARY OF MAJOR FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Discussion.

This chapter includes a summary of research findings, an exposition of the findings, conclusions, policy recommendations based on the findings, and various methodologies for future research on peanut packaging and student purchasing behavior. The findings are summarized in accordance with the study objectives, as outlined in chapter one of this research project.

5.2 Conclusion.

The purpose of this study was to determine the significance of packaging and students 'purchasing behavior of peanuts. The first chapter of the study provided background information on the topic and stated the problem. The study's objectives and research questions were stated and asked to provide or discover the cause for the investigation. The investigation was conducted using a descriptive survey. A judgmental sampling procedure was utilized to choose a total of 150 samples, of which 125 were ultimately chosen as samples. A close or structured form questionnaire was utilized as the study's instrument. Data was collected via questionnaires, and descriptive statistics were used to analyses the data. The data was computed

and analyzed in relation to the study questions. The findings were explained and supported by

citing relevant literature.

5.3 Recommendation

Based on the findings of the research, the researcher makes the following recommendations: Firms should review their branding and packaging methods and develop fine packaging in order to sell their products to consumers because good branding and packaging sells the company;

Firms should implement policies for branding and packaging of their products in order to attract their targeted audience; Provision should be made for effective branding and packaging of any firm's products in order to increase profits.

5.4 Contribution to Knowledge

This research work can be used as secondary data for other research projects in this field in the future. It is also envisaged that enterprises and manufacturing organizations will find it valuable in developing their product branding and packaging strategies in order to achieve maximum efficiency in productivity, performance, and profitability.

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