

Influence of Product Packaging on Customer's Choice of Consumable Products in Nigeria

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A b s t r a c t

This paper examines influence of product packaging on consumer's choice of consumable products in Nigeria. Packaging is a powerful tool utilized by manufacturing firms of consumable products to fascinate prospects and consumers to make purchase. A well packaged product is expected to promote, inform, protect and fascinate. The problem is that some manufacturing firms do not prominently exhibit adequate information on the package. Concept of product package is likely to influence an individual because of the desire to enhance one's ego. The study adopted "VIEW" theory. Survey research design was applied, sampling plan, analysis of Likert questions and percentage of each analysis was stated. One hundred and fifty respondents duly filled their copies of the questionnaire, and majority strongly agreed to the Likert questions asked. The paper recommended that National Agency for Food and Drug Administration and Control (NAFDAC) should conduct symposium for manufacturing firms and make strict warning to place adequate information on product package among others. The paper concluded by directing the end users of product to always insist on information written on the product package, and to be mindful of how to make use or dispose of the product wrapper afterwards.

Keywords: *Informative, Protective, Promotional and Attractive.*

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Background to the Study

This paper scrutinizes influence of product packaging on consumer's choice of consumable products in Nigeria. Packaging is usually a customer's first point of contact with a product. Packaging consists of all the activities of designing and producing the container or wrapper for a product. A product that is well packaged influences a prospect to make a purchase. It can even motivate a consumer to embark on retrials of a product. There are factors which a tangible product will posses; once a prospect sees and touches the well packaged product an order for the product is likely to take place.

A well colour combined products package can influence a prospect or customer. Adequate information required from the firm can influence a prospect to make a purchase. The promotional features of the packaged products are very essential to prospects and customers. Recent works and writings on the promotional roles of packaging includes Underwood (2003), Young (2010), laforet (2011), Fontaine (2011), Fashion marketing (2011), Chaneta (2013),

The "View" theory of packaging will be applied as adopted by Akabogu (2013) from Twedt (1968). The four criteria as cited in Engel, Warsaw, and Kinnear (1979) are "V" which is visibility; this fascinates the prospect for consumers. The visibility seems to make a product noticeable on the retail outlet shelf. "I" stands for information, which seems to mean that a well packaged product will divulge every information required of the firm. It seems to inform the consumers about all the benefits or appeals expected. "E" stands for emotional, a well packaged product is likely to project emotion in the consumer's mind. "W" means workability; it signifies that a well packaged product should possess these features such as protective, informative, and promotional.

Packaging is a powerful tool utilized by manufacturing firms of consumable products to fascinate prospects and consumers to make purchase. The first purchase might lead to a repeat purchase or a retrials thereby establishing a brand loyalty. One of the critical elements in the marketing of any product is packaging. Marketers consider packaging as an integral aspect of the total marketing strategy as well as a vital factor in product planning and development. The way in which a product is perceived by the market by merely seeing the package may be a good determinant of the product's success or failure.

Sogn-Grundrag and Østli (2009) indicated the importance of packaging in the case of grocery, when consumers buy unbranded product. A well made consumable product if not "dressed" in a functional package often remains on the shelf of the seller. This seems to confirm that the eye catches bright colour packages on display in shops and stores fast, thereby promoting sales at jet speed. Ampuero and Vila (2006) stated that food packaging must be attractive or eye catching with regard to colour, typography, graphical shapes and images, text, designs, logo and illustrations.

Maznah, Mohd, and Mohd (2011) quoted James and Mindy (2003) who specified that packaging should have children pictures and information about the children if the product is aimed to the children. Effective packaging involves more than simply putting products

in containers and covering them with wrappers. Pride and Ferrel (1985) observed that product tampering recently has become a problem for marketers of many types of products, and several packaging techniques are being used to counter such activity. Fluids such as milk, orange juice and hair spray, need packages to preserve and protect them.

Statement of the Problem

As long as product packaging is involved there is a problem or challenges militating against product packaging. This problem exists by some manufacturing firms. Some manufacturing firms do not obtain the National Agency for Food and Drug Administration and Control (NAFDAC) number, batch number, manufacturing date, and expiry date. Some product packaging are poorly designed in such a way that the product packaging could not attract, or convert a prospect to become a customer. Some product packaging get damaged mainly on transit, while being conveyed from point of production to the point of consumption. Spiner (2013) opined that the practice of purchasing product online has affected packaging appearance, structure, messaging and more.

Conceptual Framework

Park and Lessing (2007) stated that product package effectiveness is likely to influence an individual because of the desire to enhance one's ego. Etzel, Walker, and Stanton (1997) said that packaging is consisting of all the activities of designing and producing the container or wrapper for a product.

Jefkins (1985) opined that a good package or container is a major aid to successful marketing. Onuoha (2009) posited that there is need to recognize the power of a well developed package which can contribute to instant consumer recognition of the company and the brand. Ume (2009) said that package colours have an important impact on consumers affect, behavior and recognition.

Theoretical Framework

This paper adopted "VIEW" theory of packaging as postulated by Twedt (1968) and used in recent works by Akabogu (2013 a, b, c, d, e). Moreover, it was stated that the "VIEW" theory scrutinizes how Packaging influences the consumers purchase decision.

The "VIEW" theory explains that "V" which stands for visibility seems to project the product packaging prominently. Visibility states that among other brands of product, a product with visibility will be eye catching. Visibility is likely to aid a product to stand out in any array of products display, it means that a product will be noticed on the shelf of retail outlet. "I" stands for information, a well packaged product is supposed to possess adequate information about the product. For instance in Nigeria, information required are manufactured date, expiry date, NAFDAC number and batch number.

Product in Nigeria with NAFDAC number is believed to be certified for consumption. Information should also bear the basic product appeals, attributes or benefits. "E" is for emotional appeal, this emotion will alert the consumer that that product is modern based on the image of the product. The consumer will also have the intention of deriving luxury,

etc and “W” stands for workability of the package. This in terms of package functions of protecting and preserving the freshness of the contents after opening.

Materials and Methods

Survey research design was used to be able to generate data on the opinions of the respondents. The sample unit consisted of consumers of products packaged with plastic materials in Igbariam Town. The sample size of one hundred and sixty (160) was used. The method utilized was the distribution of questionnaires. The procedure applied was the non probability sampling and the type applied was the convenience or accidental sampling procedure.

Results and Discussion

On collection of the copies of questionnaire, it was discovered that out of the 160 copies, only 150 copies were found to be in a usable conditions.

Table 1: Gender of respondents

Sex	Frequency	Percentage
Female	115	77
Male	35	23
Total	150	100

Source: field survey, 2017.

From the study findings, 115 (77%), females and thirty five (23%) males responded to the questionnaire, giving a total of one hundred and fifty (150) respondents.

Table 2: Age Distribution of Respondents

Age	Frequency	Percentage
18-24	15	10
25-34	37	25
35-44	52	35
45-54	46	30
Total	150	100

Source: Field survey, 2017.

Fifteen (10%) respondents were aged between eighteen (18) to twenty four (24) years. Thirty seven (25%) respondents were aged between twenty five (25) to thirty four (34) years. 52 (35%) respondents were aged between thirty five (35) to forty four (44), forty six (46) respondents were between the age of forty five (45) to fifty four (54) which resulted to (30%)

Table 3: Occupational level

Occupation	Frequency	Percentage
Students	56	37
House wives	52	35
Traders	42	28
Total	150	100

Source: Field survey, 2017.

Table 3: divulges the numbers of respondents based on their occupation. From the table, fifty six students (37%). Fifty two house wives (35%). Traders were forty two (28%). The questionnaires retrieved were dully filled.

Table 4: analysis of Attitude Questions

S/N	Questions	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
1	Does packaging seem to be considered by prospects?	67 (45%)	62 (41%)	2 (1%)	14 (10%)	5 (3%)
2	Does a well packaged product seem to be effective in the sense that it will be visible, informative, emotional and workable?	72 (48%)	61 (40%)	-	10 (7%)	7 (5%)
3	A product that divulges adequate information seems to attract high patronage?	82 (55%)	54 (36%)	4 (3%)	5 (3%)	5 (3%)
4	End users are likely to use product container to store other items like kerosene, palm oil, groundnut oil etc?	91 (61%)	52 (35%)	-	5 (3%)	2 (1%)
5	It seems that a product that lacks adequate information creates room for brand switching?	86 (57%)	54 (36%)	3 (2%)	5 (3%)	2 (1%)

The paper, sought to enquire about the respondents' opinion if packaging seems to be considered by prospects. Out of one hundred and fifty respondents 67 (45%) strongly agreed, 62 (41%) respondents agreed, 2 (1%) respondent were undecided, 14 (10%) respondents disagreed as 5 (3%) respondents strongly disagreed. when questioned if a well packaged product seem to be effective in the sense that it will be visible, informative, emotional, and workable; 72 (48%) respondents strongly agreed, 61 (40%) respondents agreed, where as no respondent was recorded to be undecided, 10(7%) respondents disagreed, and 7 (5%) respondents were strongly disagreed. The paper wanted to know whether if a product that divulges adequate information seems to attract high patronage; 82 (55%) respondents strongly agreed, 54 (36%) respondents agreed, 4 (3%) respondents undecided, 5 (3%) respondents disagreed while 5 (3%) respondents strongly disagreed.

As a matter of fact the paper as well eagers to know if end users are likely to use product container to store other items, like kerosene, palm oil, groundnut oil, etc 91 (61%) respondents strongly agreed, 52 (35%) agreed, no respondent was recorded for undecided, 5 (3%) respondents disagreed, and 2 (1%) respondents strongly disagreed.

The need to find out if a product that lacks adequate information creates room for brand switching was made, 86 (57%) respondents strongly agreed, 54 (36%) respondents agreed, 3 (2%) respondents undecided, 5 (3%) respondents disagreed and 2 (1%) respondents strongly disagreed.

Findings

The finding of this paper identified that a well packaged product, will protect the product content against adverse weather and on transit against damage by heavy objects, at least to an extent. A well packaged product has some promotional values, by way of colour combination, that will make it unique against competitors product. A well packaged product should provide adequate information for prospects and consumers to go through. A well packaged product will fascinate at all times, that is why firms should embark on innovation.

Conclusion

This paper, titled Influence of product packaging on consumer's choice of consumable product in Nigeria, concluded by directing the end users of product to always insists on information written on the product package, and to be mindful of how to make use or dispose of the product wrapper afterwards. Firms produce their package in such a way that it becomes useful for the end users.

A consumer decides on what to do after making use of the product content. The wrapper or container will be decided if it will be disposed by any of these three options: (1) keep the items; (2) temporary dispose of it or (3) permanently dispose of it. (The disposal options was formulated by Solomon 2002) We live in a throwaway society, which creates problem for the environment and also results in a great deal of unfortunate waste. This paper, acknowledged that some consumers, who keep the product wrapper helps to check the environmental degradation. Moreover, the items or wrapper kept can be used by the consumer instead of littering the wrapper, the wrapper can be used in keeping items like kerosene, palm oil, groundnut oil, even water, etc by making use of the container or wrapper, the container has been converted to serve a new purpose and by so doing it has been stored. This is acceptable because the wrapper is not littered.

Some consumers get rid of items permanently, by way of throwing it away, giving it away, or trading it. Nigerian consumers had not identified how to throw wrappers away properly. They litter the wrappers at will and thereby de-greening the environment. Some Nigerian consumers do not hand over some product containers to some citizens who will make use of it. For instance, a local drink called Zobo, is being put into plastic water container, some consumers as well do not trade or sell to some firms that will recycle the product wrapper. Such product wrappers can be sold directly to the consumer, that is the firm that can recycle. At times the sales of the product wrappers go through middle men. Some consumers get rid of packages temporarily. This is so because product containers like paint buckets or Jerry cans are being rented or loaned to the local palm oil producing firms. However, if Nigerian consumer should adhere to any of these options the high degree of environmental degradation will be reduced to the barest minimum.

Recommendations

This paper examined on influence of packaging on consumer's choice of consumable products in Nigeria. These recommendations were made:

1. National Agency for Food and Drug Administration Agency (NAFDAC) should conduct symposium from time to time for manufacturing firms and make strict warnings to place adequate information on product packaging.
2. Product packaging should be ensured by the manufacturing firms to protect the content against weather and while on transit.
3. Manufacturing firms should ensure that the product package is attractive.
4. Manufacturing firms should embark on innovation of product package when the value has been exhausted.
5. Manufacturing firms should insist on unique packaging in order to have a brink among competitors.

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