

## Effect of Table Water Packaging on Consumer Buying Behavior in Port Harcourt, Nigeria

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### Abstract

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This study was aimed precisely to contribute to the body of literature in the area of the attributes of packaging on consumer buying behavior and to determine the degree of relationship between purchase decision and packaging design element of table water labels in Port Harcourt. The study was exploratory in nature and the identified dependent variables were brand loyalty, product liking, repeat purchase, product preference, positive word of mouth and consumer eagerness; while packaging color, Background Image, Packaging Material, Font Style, Design of wrapper, Printed Information, and Innovation are the independent variables. Although, this study was only a meta-analysis involving the systematic survey of existing literature and the synthesizing of evidence applied. Thus, the study relied on empirically supported arguments and hypotheses already supported by previous studies. Therefore we have sought to contribute further to the body of knowledge concerning the effect of packaging on table water sale in Port Harcourt. The result of the study showed that further development of table water packaging will be underpinned by population growth, rising disposable incomes and rising health awareness among consumers. It was also found that the combinations of the variables identified as: Brand Name, Color blend of blue and green, Packaging Material, Label Information, Innovation, Label Design, Endorsement Evidence, and Trademark has a significant influence on consumer purchase decision. It was then recommended that the color blend of blue and green be adopted for table water firms sequel to its relation to life, nature, purity and water.

**Keywords:** *Buying behavior, Consumer, Color, Labels, and Packaging*

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## **Background to the Study**

Consumer's life style is changing daily and the role of product packaging and label is also changing. Product labels are specially made to attract consumers' attention in order to communicate a message that will motivate consumption (Wells, Farley, & Armstrong, 2007). Considerable effort and resources are allocated to product packaging and labeling in a manner that will attract consumer attention and promote product consumption (Ulrich, Campana, and Malkewitz, 2010; Gonzalez, Thorhsbury & Twede, 2007). However, little research exists on how consumers actually process and use the information on product labels (Grundvag & Østli, 2009). Colors have meanings and, as such, they are fundamental tools in corporate marketing strategies and communications. These underlying meanings are often used for the purpose of product and brand differentiation (Rundh, 2005); and as the basis for molding consumer perceptions (Muhammad, Sehrish, Narmeen, Shamaila and Ayesha, 2013). Shapes are an essential feature of marketing strategies as well, but little research has been published to date on whether shapes also have meanings of their own or when interacted with colors and how combinations of shape and color are perceived as quality signals by consumers. Interest in how label design can be used as a marketing device stems from ever-growing competition in world markets. In 2012 Coca-Cola had the leading bottled water, claiming an off-trade volume share of 12% with its Eva brand. Eva has an early mover advantage and a high quality reputation in the category. Moreover, like other soft drinks brands offered by Coca-Cola, Eva is widely distributed and benefits from continuously strong label color choice and advertising support. Cway was the second leading player overall, claiming an off-trade volume share of 8% with its brand, while Nestlé Nigeria Plc rounded out the top three with a 5% share, kudos to its Nestlé Pure Life brand (Akanbi & Adewoye, 2012). Other prominent players and competitors in this highly fragmented category included Joshua Water Ltd, Spring Waters Nigeria Ltd, KRS Investment Ltd, Warm Spring Waters Nigeria Ltd and Voltic Nigeria Ltd.

In this setting, the assessment of quality signals that go beyond the traditional label compositions becomes increasingly important. Sharma, (2008) and Rocchi and Stefani (2005) observed that labels provide a quality cue that consumers use to assess alternative products with respect to their own values following a set of subjective rules. The contribution of this study may include several parts. First, the use of physical features (packaging, labels) as quality signals has not been studied as thoroughly as other signals, for example brand, price, warranty, and store name. Thus the need for thorough research using color and shape combinations in labels to assess consumers' quality perception is eminent. Second, little empirical research has been published on the use of color and shape, as well as their associations, in label design. To a certain extent, the absence of published empirical work on these issues is due to competitive concerns (Deliya and Parmar, 2012). Further research is needed to examine the meaning of color and shape compositions and complementarities on products and brand evaluations. Third, this study shall open up new opportunities for marketing research and the use of colors and shapes to extract information regarding consumer behavior. Finally, this area of research also has direct managerial implications. A better understanding of color and shape compositions can be used as a tool for creating labels that are recognizable, durable and evoke brand and corporate images, thus changing consumers' behavior.

### **Objectives of the Study**

The general objective of this paper is to contribute to the body of literature in the area of attributes of packaging on consumer buying behavior. Specifically, it sets out:

- i. To examine the effect of color of table water label on actual purchase of the existing table water;
- ii. To examine the context of their implications of water label color on consumer buying behavior; and
- iii. To develop an adjusted framework and label color considered more appropriate for table water firms in Port Harcourt, Rivers State- Nigeria.

### **Statement of the Problem**

Interest in how label design could be used as a marketing device is phenomenal. Perhaps this is linked to the ever growing competition in world markets. The general problem of this study is how consumers utilize color of product labels to make purchase decisions while receiving information about the product from the packaging that helps the decision-making process. Marketers have difficulty convincing potential consumers to purchase products in the growing world marketplace because consumers have developed a habit of using color as a means of gathering information (Peter and Olson, 2008). Wells, Farley and Armstrong, (2007) stated that approximately 80% of purchase decisions are made at the point of sale. Sharma, (2008) corroborated to state that over 73% of consumers agreed utilizing packaging to assist in their purchase decision. Kuvykaite, Dovaliene, and Navickiene, (2009) said that impulse purchasing makes up almost 75 % of the consumer spending, and if the package fails to project the right message, it might be left sitting alone on the shelf. Nigerian products with quality packages have increase in revenue (Akanbi and Adewoye, 2012). Thus, it is observable that most table water brands are unable to convey messages that are capable of motivating consumers to prefer them in the midst of competing brands. The focus of this study is to explore the effects of label color of table water on consumer purchasing behavior in Rivers State. Thus, the dependent Variable in this study is the consumer purchase behavior; while packaging color, Background Image, Packaging Material, Font Style, Design of wrapper, Printed Information, and Innovation are the independent variables.

### **Significance of the Study**

It is believed that this study shall be of immense value to Nigerians but primarily it is hoped that this study shall be of benefit to manufacturers, marketing firms, investors, ultimate consumers and scholars. Also, by the knowledge divulged in this study, the table water firms shall know the best way of meeting up characteristic features expected of their products by the potential customers. It is also hoped that this study shall be of immense value to scholars in the nearest future as it will serve as a research base or form part of researches for future studies on product packaging. Furthermore, the study will bring into fore the key requirements and the necessary steps to be taken by interested entrepreneurs who desire to invest on packaging, advertising and marketing company. Thus, this study is significant as the outcomes will contribute to a better understanding of sponsorship effects on consumer behavior and provide managers with the means to develop more effective branding strategies and promotions.

## **Review of Related Literature**

The academic review of this paper is discussed based on the following headings: The Evolution and components of packaging; color and shape adoption; Consumer behavior studies and consumer purchasing behaviour literature.

### **Evolution and Components of Packaging**

According to Muhammad, Sehrish, Narmeen, Shamaila, and Ayesha (2013), the first packages used the natural materials available at the time: Baskets of reeds, wineskins (Bota bags), wooden boxes, pottery vases, ceramic amphorae, wooden barrels, woven bags, etc. Processed materials were used to form packages as they were developed: for example, early glass and bronze vessels. The study of old packages is an important aspect of archaeology. Iron and tin plated steel were used to make cans in the early 19th century. Paperboard cartons and corrugated fiberboard boxes were first introduced in the late 19th century. Packaging advancements in the early 20th century included Bakelite closures on bottles, transparent cellophane over wraps and panels on cartons, increased processing efficiency and improved food safety (Rettie, and Brewer, 2000). As additional materials such as aluminum and several types of plastic were developed, they were incorporated into packages to improve performance and functionality (Silayoi, and Speece, 2007).

Kuvykaite, and et al, (2009) found that package attracts consumer's attention to particular brand, enhances its image, and influences Consumer's perceptions about the product. Underwood, and Klein, (2002); Silayoi & Speece, (2007) in their studies opined that package works as a tool for differentiation and shows unique value of products, thereby helping consumers to make choice amongst variety of similar products. In the works of Wells, Farley & Armstrong (2007) it was found that packaging performs an important function in communicating product attributes and influencing consumer's purchasing decision. The empirical research of Wells et al, (2007) showed that size, color, graphics, material and flavor are the five variables that must be taken into consideration by producers and designers when creating efficient package. Similarly, Kotler and Keller (2007) distinguished six elements that according to them must be evaluated when employing packaging decisions: size, form, material, color, text and brand. Kuvykaite, et al. (2009) in their descriptive research study concluded that package could be treated as the most valuable tool in today's marketing communications, precipitating a detailed analysis of its elements and an impact of those elements on consumers buying behavior.

Kuvykaite, et al (2009) further stated that the impact of package and its elements on consumer's purchase decision can be revealed by analyzing the importance of its separate elements for consumer's choice. In another development, Sharma, (2008) studied New Consumer Products Branding, Packaging and Labeling in Nepal. The focus of the paper was on prevailing practice of branding, packaging and labeling of new products in consumer product manufacturing units. The study method was descriptive and data collected through questionnaire survey were concerned with different section of consumers of new products (drinks, soap, noodles, biscuit, cigarettes and noodles). The study further investigated the new consumer product packaging and labeling status in manufacturing units. Results indicated that consumers are aware of the value of packaging and labeling. Majority of the consumer products 84.37% (27 out of 32 responses) are using product label as a simple tag attached to the product or an elaborately designed graphic that is part of the package.

Louw, (2006) carried out experimental study on the power of packaging on the people between the age of 20-30 years old in New York. The respondents were asked to rank 5 water bottles in terms of their overall appeal. Sequel to this, they were asked to rate each of the bottles on 20 statements related to their packaging. For the remaining 20 respondents, the order of the process was switched: they rated the bottles first and then ranked them. The statements ranged from functional attributes such as: easy to drink from, right size; to more emotive, non-functional attributes, (e.g. I like the colors, high quality). For both groups there was a clear winner and a clear loser in terms of the rankings. However, although the top brand chosen was consistent in both groups, the worst brands were different. The group that ranked the bottles first showed more variance in terms of their responses (Variance 1.33) than the second group who rated the attributes first (variance 0.89). Thus Packaging plays an important role in the marketing context. His research results revealed that right packaging can help a brand carve a unique position in the marketplace and in the minds on consumers.

In a recent research by Abdalkrim and AL-Hrezat, (2013) on the role of packaging in Jordanian consumer's perception of product quality at the point of purchase, four independent variables were identified: Protection of products and consumer, Promotion of products, facilitation of storage, use, and convenience of products, facilitation of recycling and reducing environmental damage and the dependent variable is Jordanian consumer's perceptions of product quality at the Point of purchase. Descriptive statistical measures were used to describe the study's sample characteristics. It was found in this study that all the independent variables had significant effect on Jordanian consumer's perception of product quality at the point of purchase.

### **Consumer Behaviour Studies**

Gersen, (2000) studied Ethical Consumer, Moral Norms and Packaging Choice. In this study it was found that a majority of Danish consumers have developed personal norms about choosing environment-friendly packaging and the personal norm which was a significant predictor of their (self-reported) propensity to choose environment-friendly packaging in the supermarket. In another development, Renaud (2007) studied the Influence of Eco-Labeling on Consumer Behavior. The main objective of the study was to assess the relative importance of labeling in packaging compared to other product attributes (like brand, price, color, etc.) for consumers' buying decisions. The methodological approach chosen was discrete choice analysis. This study further attempted to analyze if labeling and packaging differs between product groups. A total of 302 customers were surveyed; more than half of the interviews were conducted in the German-speaking area. The variables chosen were within present mood, time, buying purpose with regard to sustainability marketing. The most important result of the study analysis was the significant willingness to pay for packaging energy of efficient products.

### **Consumer Buying Behavior Studies**

Broadbridge and Morgan (2007) studied consumer buying behavior and perception toward retail and brand baby products. A mixed method (qualitative and quantitative) research techniques was adopted in this study. This research investigated consumer perceptions and

buying behavior of baby care products. The results of the primary research showed that consumers need to feel confident with the product in terms of quality, performance and packaging.

Hysen and Mensur (2008) researched on analysis of consumer buying behavior with regard to dairy products in Kosovo. This study was a survey and 304 respondents interviewed in 677 super-markets and 397 minimarkets. Perception of consumers about dairy products was assessed using different variables namely: habits, trust, price, quality, package, age of consumer, origin of product, type of shop, brand and gender of consumer and it was found after analysis that the packaging has great effect on the purchase of dairy products. In another development, Prathiraja and A.Ariyawardana (2003) studied the impact of Nutritional labeling on Consumer Purchasing Behavior. This study showed that consumers use nutritional labeling when making a purchasing decision and it was shown that it was because of health consciousness. However, majority of the respondents revealed that they are willing to pay something additional for the nutritional information provided on food items.

Haque, Khatibi, and Rahman (2009) studied the Factors Influencing Consumer Purchasing Behavior of Piracy Impact to Malaysian used a structured questionnaire to elicit data from respondents. It was found that these factors could influence consumers' perception on piracy thereby showing off the dependent variable. It was shown that Social influence would include susceptibility, which means an individual might purchase a pirated product merely because his/ her friend or family members bought the product and introduced it to them.

### **The Relationship between color and Shape Adoption**

The literature is mostly silent on how individuals respond to label shape variations and color compositions. De Mello and Pires Gonçalves (2008) found that there are strong preferences for selected combinations of colors and shapes in the composition design of wine labels. There is nevertheless a rich body of research on reactions to colors, which can be innate/instinctive or learned/associative. According to Garber, Hyatt, and Starr (2000), if colors are instinctive, color signals trigger affective reactions in the brain. But, if they are learned, preferences over colors are learned over time as shared affective meanings or as result of past experiences and/or conscious associations in language, literature and myths. Colors can be associated with objects on different dimensions.

Osgood, Suci and Tannenbaum., (2007) show empirically that there is an association between color and objects at least on the basis of an evaluative scale of preferences. On an activity scale of preferences, the ordering of colors generally follows the hue dimension: "hot" colors, such as red and yellow, lean towards activity, black and white are by and large neutral and "cold" colors, such as green and blue, are closer to the passive end of the spectrum. Colors can also be ordered along a saturation dimension on potency scales: the more saturated the color, the more potent the object being judged is perceived. It appears that the evaluative effect of color interacts with the nature of an object, whereas the effects of color upon judged activity and the potency of objects with which they are associated are systematic and consistent with the hue and saturation dimensions, respectively (Kauppinen,

2001; Underwood, Klein and Burke, 2001; Vani, Babu, and Panchanatham, 2010). Because of its powerful underlying interpretations, color is an important marketing tool, including for the creation of brand images (Madden Hewitt, and Roth, 2000). There appear to be universal patterns in reactions to colors, which makes it possible to construct international color codes. The country-culture clusters identified by Aslam (2006) and Ahasanul, (2009) in their separate studies are based on language and communication similarities and indicate the meanings and associations of colors in selected clusters. Reactions to labels are more complex. Labels provide important extrinsic cues (*i.e.*, attributes that are not part of the physical product) to be used by consumers to assess quality (Verdú Jover, Lloréns Montes, & Fuentes, 2004; Rocchi & Stefani, 2005 and Sogn-Grundvag & Østli, 2009). Akanbi and Adewoye, (2012) studied the impact of information and communication technology (ICT) investment on the productivity of selected sachet water companies. This study was necessitated by the high level of (ICT) investment in business enterprise and its effects on companies' productivity. The study was carried out on 60 randomly selected sachet water companies that registered with National Agency for Food and Drug Administration and Control (NAFDAC) and Association of Table Water Producers (ATWP). Both primary and secondary data were used in the study. The data was analyzed using both descriptive (percentages and tables) and inferential statistic that includes Cobb-Douglas production function to measure productivity. The study revealed amongst others that to evaluate the effects of ICT investment on companies' productivity, the three variables that were found to have significant effect on companies' performance were ICT capital, non-ICT capital and ICT labour while non-ICT labour does not have any significant effect on companies' performance. The study concluded that ICT investment had positive effects on the performance of selected sachet water companies in Nigeria.

### **Packaging Color**

Color plays an important role in a potential customer's decision making process (Aslam, 2006). One good example of successful use of color psychology is in the Apple iPod advertisements. They use simple tri tone color schemes of black, white and a bright background color. The bright background color is to give the advertisement a fun feel and the contrasting white on black is to focus attention (Beneke, 2008).

### **Meaning of the Color Blue**

Blue is the most common favorite color and is liked by both genders. Blue is seen as a trustworthy, peaceful and calm color and is often related to the sky or water. Blue is usually cool and quiet but more electric shades can give a dynamic feel (Broad bridge and Morgan, 2001). Although blue has the benefits of gender indifference and being the most common favorite color, the overuse of blue can seem cold or uncaring. Blue is often used because it is the designer's favorite color but after considering the meaning of other colors, another color may be a better choice (Grossman and Wisenblit, 1999).

### **Meaning of the Color Green**

Green is related to life and nature. If you want to give your product a natural feel, use green. Green is the second most popular color and the most popular shades of green are the blue-greens, which should be expected when blue and green are the two most popular colors.

Yellow-greens should be avoided around food products as the color will act as an appetite-depressant (Grossman and Wisenblit, 1999; Aslam, 2006).

### **Meaning of the Color Yellow**

Yellow is a very useful color because it is the most easily noticed. It will grab the attention of a person so can be a good choice for things such as magazine advertisements which may usually be ignored due to ad blindness. Yellow signifies happiness, optimism and warmth but also caution. The main advantage of yellow is its attention grabbing feature so a combination of blue and yellow can be a successful color scheme which could create a cool and calm mood from the blue but still draw attention because of the yellow (Griffin, 2009).

### **Theoretical Framework**

**The Social Judgment Theory (SJT)** is considered relevant to the arguments raised in this work. This is a persuasion theory proposed by Carl Hovland and Muzafer Sherif in 1980. This theory viewed how people weigh every new idea presented to them by comparing it with a present point of view. SJT is a theory that focuses on the internal processes of an individual's judgment with relation to a communicated message to the consumer in relation to form, material, color, text and brand. SJT was intended to be an explanatory method designed to detail when persuasive messages are most likely to succeed. Attitude change is the fundamental objective of persuasive communication. SJT seeks to specify the conditions under which this change takes place and predict the direction and extent of the attitude change (Hovland and Sherif, 1980). In sum, the researchers strove to develop a theory that addressed the following: a person's likelihood to change his/her position, the likely direction of his/her attitude change, a person's tolerance of other positions, and the level of commitment to his/her own position (Leon and Leslie, 2007). The SJT researchers claimed expectations regarding attitude change could be based on the message receiver's level of involvement, the structure of the stimulus (and how many alternatives it allows), and the value (credibility) of the source. This theory arose from social psychology and was based on laboratory findings resulting from experiments. These experiments studied the mental assessment of physical objects, referred to at the time as psychophysical research. Subjects were asked to compare some aspect of an object, such as weight or color, to another, differing object. The researchers discovered that when a standard was provided for comparison, the participants categorized the objects relative to the aspects of the standard. Social attitudes are not cumulative, especially regarding issues where the attitude is extreme (Sherif; Sherif; and Nebergall, 1965). This means a person may not agree with less extreme stands relative to his/her position, even though they may be in the same direction. Furthermore, even though two people may seem to hold identical attitudes, their "most preferred" and "least preferred" alternatives may differ. Thus, a person's full attitude can only be understood in terms of what other positions he/she finds acceptable (or not) in addition to his/her own stand (Griffin, 2009). This continuum illustrates a crucial point of SJT, referred to as the "latitudes of acceptance, rejection, and no commitment". These latitudes compose, respectively, a range of preferred, offensive, and indifferent attitudes. The placement of positions along the



continuum hinges on the anchor point, usually determined by the individual's own stand (Hovland and Sherif, 1980). Therefore, one's attitude on a social issue cannot be summed up with a single point but instead consists of varying degrees of acceptability for discrepant positions.

These degrees together create the full spectrum of an individual's attitude. Sherif and Hovland (1980) defined the latitude of acceptance:

*...as the range of positions on an issue ... an individual considers acceptable to him (including the one 'most acceptable' to him). On the opposite of the continuum lies the latitude of rejection: This is defined as including the "positions he finds objectionable (including the one 'most objectionable' to him)" (p. 129).*

*This latitude of rejection was deemed essential by the SJT developers in determining an individual's level of involvement and thus his/her propensity to an attitude change. The greater the rejection latitude, the more involved the individual is in the issue and thus is harder to persuade. In the middle of these opposites lies the latitude of no commitment, a range of viewpoints where one feels primarily indifferent. These latitudes impose the likelihood of assimilation and contrast. When a discrepant viewpoint is expressed in a communication message within the person's latitude of acceptance, the message is more likely to be assimilated or viewed as being closer to a person's anchor, or own viewpoint, than it actually is. When the message is perceived as being very different from one's anchor and thus falling within the latitude of rejection, persuasion is unlikely due to a contrast effect. The contrast effect is what happens when the message is viewed as being further away than it actually is from the anchor. Messages falling within the latitude of no commitment, however, are the ones most likely to achieve the desired attitude change. Therefore, the more extreme stand an individual has, the greater his/her latitude of rejection and thus the harder he/she is to persuade (Griffin, 2009).*

### **The Stated Theoretical Framework in terms of Strength and Weakness**

Packaging is considered as an integral part of the product. Along with basic objectives (protection and preservation, containment, convenience and communication) packaging serves as a promotional tool which is seen as the strength. Suffice to say that, packaging is an important part of the branding process as it plays a vital role in communicating the image and identity of an organization (Agarwa and Teas, 2002). Product design is a broad term that includes a considerable range of engineering related attributes such as economics, production-efficiency, strength, recyclability, and distribution ease as well as aesthetics (Bloch, 1995; Aslam, 2006). Silayoi and Speece, (2004) opined that marketers and designers should consider consumers' experiences, needs, and wants; understand how packaging design elements get customers attention to the product and get them to notice message on the package; and evaluate packaging design and labeling their effectiveness in the communications effort (Silayoi and Speece, 2007).

In consumer behavior studies the decision making process in accordance with packaging elements is one of the main issues which could be seen here as the weakness hence Packaging that fails to fully protect the product has the potential to result in excess damage

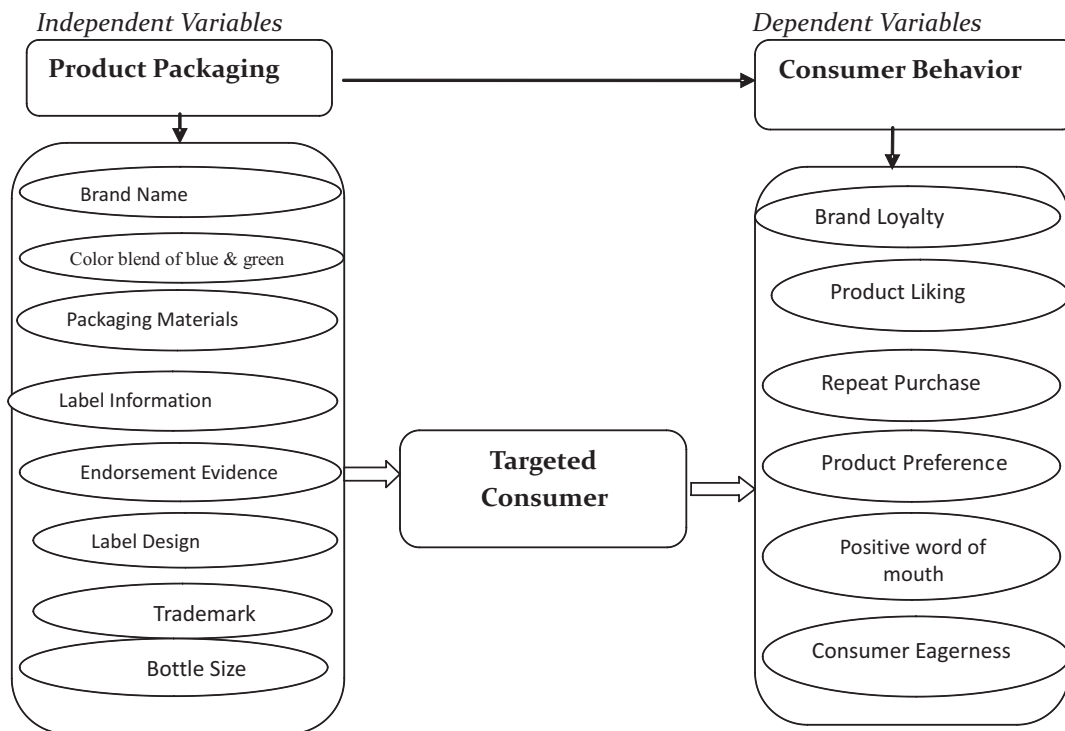
and waste, diminished shelf life, and loss of flavor or efficacy. Problems associated with insufficient protection are likely to lead to customer dissatisfaction (Scott, 2008; Bix, Rifon, Lockhart, and Fuente, 2002). According to Kuvykaite et al., (2009), the consumer purchase decision-making process can be explained by an information processing approach. Consumers find the information, evaluate it and make a choice (Aslam, 2006). Various models have been developed in order to describe this behavior. The purchase decision-making process is constructive and is shaped by the consumer and the context of decision making (Bettman, 1998). According to Kuvykaite et al., (2009) the interest in package as a tool of sales promotion and stimulator of impulsive purchase behaviour is growing increasingly sequel to increasing self-service and changing consumers' lifestyle. So package performs an important role in marketing communications, especially in the point of sale and could be treated as one of the most important factors influencing consumer's purchase decision (Topoyan and Bulut, 2008; Rettie and Brewer, 2000).

### **Gaps in Literature**

The result of the review in chapter two of this study has highlighted that previous researches stressed that packages have impact on consumers' choice. As a matter of fact, packages are suggested to have great impact as a means of direct communication (Peter and Olson, 2008). A package is acknowledged as a marketing communication tool as packages convey meanings directly to consumers when the decision to purchase is being made (De Mello and Pires Gonçalves, 2008). As such, it is commonly accepted that packages convey meanings about the product and its features, benefits and usage (Garber et al., 2000). Even though the fact that packages convey meanings is well acknowledged, it seems that there are few scholarly studies focusing on packages as means of communication (Underwood, and Klein, 2002; Garber, 1995). The reason for the few studies on packages may be that marketing communication is traditionally connected with planned activities such as advertising, personal selling, sales promotion, and publicity. However, it can be opined that the scholarly interest in packages will enhance as it appears that the role of packages as a marketplace phenomenon is changing (Lifu, 2012; Kauppinen, 2001). Given these observations; it is the opinion of this paper that Packaging color, Background Image, Packaging Material, Font Style, design of wrapper and Printed Information be given adequate and enlarged thought for table water firms and that the color blend of blue and green be adopted sequel to its relation to life, nature, purity, sky and water. The paper also believes that the time is ripe for a thorough empirical study to be done in this direction for authentication.

### **The Suggested Framework**

A key objective of this paper is the development of an adjusted framework for table water firms. Having considered the relevant factors and the implications of these factors, an eight-component framework is hereby proposed. In this Consumer Product Preference (CPP) framework, ideas were included partly from the early works of Wells and et al (2007) and Kotler and Keller (2007); and partly from ideas synthesized from other related studies. The variables are depicted in figure 2, and explained thereafter in the order they ought to be implemented:



**Fig. 2: The CPP Framework**

**Source:** Author's Conceptualization, 2016

Given the various sources of the ideas that make up the Consumer Product Preference model, one would expect a long list of elements. The eight independent variables of the proposed CPP model are: (i) Brand Name, (ii) Color blend of blue and green, (iii) Packaging Material, (iv) Label Information, (v) Endorsement Evidence, (vi) Label Design, (vii) Trademark and (viii) Bottle Size. While Consumer Purchasing Behavior remains the Dependent variable that also affect other variables such as: Brand loyalty, Product liking, repeat purchase, product preference, Positive word of mouth and Consumer Eagerness.

**Brand Name**

This is a word or group of words or letters that the product is made known to the consumers. Examples are: Eva, Ritmore, Aquafina, Ragolis, EverGood, Aquazan, Nestle water etc.

**Color Blend of Blue and Green**

This is a concept proposed in this study for prospective table water brands in Rivers State. This combination is believed to have its relationship to life, sky, nature, purity and water. Blue is the most common favorite color and loved by both genders while green is related to life and nature. Green is the second most popular color and the most popular shades of green are the blue-green (Deliya and Parmar, 2012).

### **Packaging Material**

This can be seen as any material used to protect something or carry things that are purchased. It has an influence on the consumers in making choices. Therefore it has to be of high quality for it to be effective and attractive.

*Label information:* This has to do with all product information which consumers use in forming purchase decisions. Information on how to use, transport, handle, recycle or dispose of the package or product is usually contained on the label.

### **Innovations**

This is the development and spread of new ideas and products to meet customers' needs (Perreault and McCarthy, 2002). Innovative packaging may actually add value to the product if it meets consumers need. The customer can adopt product on the basis of its innovative packaging which shows the relationship between buying behavior and innovation packaging.

### **Label Design**

This is the overall shape, size and nature of the label that seem appealing.

### **Endorsement Evidence**

This is an authority or approval given by constituted government agencies basically on health ground, protection of consumers, content and packaging to improve product quality and reduce negative effect.

### **Trademarks**

These are those words, symbols, or marks that are legally registered for use by a single company (Perreault and McCarthy, 2002).

### **Consumer Buying Behavior**

This according to Deliya and Parmar, (2012) is a process by which individuals search for, select, purchase, use and dispose of goods and services in satisfaction of their needs and wants

### **Summary and Recommendations**

This paper therefore has sought to contribute further to the knowledge concerning the effect of color of label on table water sale in Port Harcourt. The fact that tap water in many parts of Nigeria is not safe for drinking will continue to support robust growth in bottled water consumption. At the same time, the further development of the category will be underpinned by population growth, rising disposable incomes and rising health awareness among consumers. It may also be observed that the combinations of the variables identified as: Brand Name, Color blend of blue and green, Packaging Material, Label Information, Innovation, Label Design, Endorsement Evidence, and Trademark has a significant influence on consumer purchase decision and other variables. As earlier mentioned, it is the opinion of this paper that the color blend of blue and green be adopted for table water firms' sequel to its relation to life, sky, nature, purity and water.

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