

Product Brand Package and Consumer Purchase Behaviour in Food and Beverages Industry of Lagos State Nigeria

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Abstract: Packaging is any container or wrapping in which a product is offered for sale and can consist of a variety of materials such as glass, paper, metal or plastic depending on what is to be contained. The study investigates the relationship between product package and consumer purchase behaviour in the Food and Beverages markets of Lagos State, Nigeria. The descriptive survey design was adopted to examine 17,552,940 consumers of packaged food products in Lagos State (Lagos State Bureau of Statistics, 2005). The proportionate sampling technique (a variant of stratified sampling method) was used to draw a sample of 2,500 consumers across the 20 local government areas of Lagos State. Questionnaire was the main instrument for data collection rated on a 6 – point Likert scale. 2374 copies of questionnaire were successfully returned representing a response rate of 94.96%. Data were analysed using the descriptive statistical techniques of Pearson Product moment correlation (r) and Simple Regression Analysis. The results of the study reveals that product package significantly affect consumer purchase behaviour of a brand ($R=0.535$; $R^2 = 0.286$; $p<0.05$) which can be achieved through effective choice of label information, logo, brand size and shape which are all ingredients and attributes of good package design for a brand. The study recommends that aesthetic components of the product package should be soothing for the eyes of the consumers to enhance good point – of – purchase appearance.

Keywords: Packaging, Branding, Product package, Purchase behaviour.

1. INTRODUCTION

In a modern retail store, consumers directly face a meeting point where various brands are displayed on shelves. Dhar (2007) reveals that packaging plays an important role at this meeting point (also known as the point of purchase), as this is the most important point of interaction between brands and consumers; it is at this stage that consumers decide which brands to purchase. Duncan (2005) also confirms that the packaging is the main instrument of communication with which companies can deliver brand messages. Accordingly, the packaging needs to be perceived as a highly important marketing communication tool in communicating the brand message, and has to be utilized to the fullest at the point of purchase in order to attract consumer attention. As a current marketing communication tool, the packaging has to be able to deliver the brand message to consumers by way of its design. According to Klimchuck and Krasovec (2007), the packaging design's function is to visually communicate product differences. In the competitive market of today, packaging design becomes a brand's promotional vehicle, highlighting its position on the shelf (Klimchuck and Krasovec, 2007). Packaging design is also required to be as unique and attractive as possible, as it is the final advertisement seen by the consumer before they decide which brand to purchase (Wells, Moriarty and Burnett, 2006). Therefore, packaging design has to attract consumer attention with its unique components and deliver the brand message in accordance with the company's purposes.

Pickton and Broderick (2001) add that, although shopping is often a planned activity, at least 50% of purchases are unplanned or impulsive buying – in this case caused by the interest in the packaging design at the point of purchase. To trigger impulsive buying, marketers can create unique and attractive packaging designs. Kolter and Armstrong(2008) state

that, in the current competitive environment, packaging design is the producers' last chance to affect buyers, especially in regard to consumer goods, where most purchasing decisions are made when the consumer is in the store. In essence, the combination between physical packaging and written communication regarding product content are the basics of current packaging designs (Klimchuk and Krasovec, 2007).

2. LITERATURE REVIEW

Brosekhan and Velayutham (2013) in consumer buying behaviour: a literature review, investigated a set of dimensions identified in literature, which can be used to characterize and differentiate the various perspectives on consumer research. Conditions of competition are changing rapidly today and companies that strategize and react to these changes promptly and quickly are the most successful. Overall, it is argued that the study of consumer behaviour is rapidly evolving as researchers recognise and implement new techniques and trans-disciplinary perspectives to understand the nature of purchase and consumption behaviour.

In particular, the buying process of consumers is of more importance to marketing practitioners than the consumption process. From a practitioner's perspective, consumer research is pertinent so as to enable him understand changing consumer needs, wants and motivations and thereby devise the most appropriate mix for his market. Then, to the marketer, the dynamic nature of the consumer behaviour implies rapid product development, changing communications and distribution strategies in order to be more effective.

Furaiji et al. (2012) contributed to a deeper understanding of the impact of different factors on consumer buying behaviour. It analysed the relationship between several independent variables such as cultural, social, personal, psychological and marketing mix factors and consumer behaviour (as dependent variable) in the electric appliances market. However, the main purpose of their study is to determine the factors affecting consumer preferences and behaviour in the electric appliances market in Iraq. The major findings indicated that, overall, the set of independent variables are weakly associated with the dependent variable. Nevertheless, the in depth analysis found that social factors, physical factors and marketing mix elements are strongly associated with consumer buying behaviour. These analyses make it possible to discover consumer decision-making rules. The results may assist producers and retailers in understanding consumer behaviour and improving consumer satisfaction.

Kaze (2010) analysed consumer value dynamics and related purchasing behaviour in Latvian insurance market over the last years applying consumer values approach, estimated anticipated future trends and provided suggestions to industry players for successful improved competitiveness. However, the study provided interesting insights and empirical evidence on values being determinant for consumer choice and suggested priority areas of development for insurance market players in order to adapt to changing customer preferences and gain competitive advantages.

Oncioiu (2014) investigated how the message content and involvement in an online forum influenced the tourism consumers' purchase intention and conducted online experiments involving 534 subjects. According to the research results, negative messages have stronger effects than positive messages, which may lead to stronger disasters on e-small and medium tourism enterprise or tourism products. This finding, however, offers potentials for finding better ways for sellers (travel agencies) or managers of small and medium-sized tourism enterprises in a virtual community. Finally, the results of the study also demonstrated positive relationships between the tourism consumers' online feedback and their purchase decision.

3. METHODOLOGY

This study adopted a survey design to enhance a comprehensive review of the active variables of Brand Package and Purchase Behaviour. The packaging attributes that guided respondents' responses included package design, communication. The target population comprised 17,552,940 consumers of packaged products in Lagos State (Lagos State Bureau of Statistics, 2005) which is one of the biggest economic and commercial nerve centres in Nigeria. The sample frame for the study was the forty-two (42) Food and Beverages companies registered in the state. The stratified sampling method was used to select sample from the target population while its variant, proportionate sampling technique was used to obtain sample of 2500 from the twenty (20) Local Government Areas of Lagos State. The main instrument for data collection was a structured questionnaire with two parts A and B. Part A covered respondents demographic data while Part B contained instruments for the measurement of the independent variable (product package), the dependent variable (purchase behaviour). The questionnaire items were measured on a 6-point Likert Scale of Very Low (VL) = 1; Low (L) = 2; Average (A) = 3; High (H) = 4; Very High (VH) = 5 and Extremely High (EH) = 6.

4. RESULTS AND ANALYSIS

Table 1: Summary of respondents' responses on product package and purchase behaviour

Product package							Customer purchase behaviour					
	Extremely High	Very High	High	Ave.	Low	Very Low	Extremely High	Very High	high	Ave.	Low	Very Low
Value	16320	17017	11683	5662	1957	885	8966	10473	7111	2890	860	560
%	30.5	31.8	21.8	10.6	3.7	1.7	29.1	33.9	23.04	9.4	2.8	1.8

Source: Statistical Analysis, 2016.

Table 1 reveals the customer purchase behaviour with full knowledge of the features of package design of brand. 29.1% of the customers' rate patronage of product brand extremely high, 33.9% rate if very high and 23.04% rate if high. However, very few percentages responded averagely, low and very low. This implies that product package design has significant effect on customer purchase behaviour. The result reveals that excellent packaging image design could have positive impact on consumers' intention to purchase. This suggests that manufacturers and retailers should develop and design unique packages to easily attract customers' attention and provide a sense of excitement at the point of purchase.

Table 2: Model summary of the relationship between package design and customer purchase behaviour

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.535 ^a	.286	.279	1.104

Table 3: Summary showing the Analysis of Variance (ANOVA) on the relationship between package design and customer purchase behaviour

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1143.697	22	51.986	42.624	.000 ^b
Residual	2853.986	2340	1.220		
Total	3997.683	2362			

a. Dependent Variable: value is the quality i get from the price i pay

Table 4: Summary of the relationship between package design and customer purchase behaviour

Variable constant	R	R ²	Unstandardized Coefficients	Sig
X ₁			0.053	0.011
X ₂			0.163	0.000
X ₃	0.535	0.286	0.107	0.000
X ₄			0.017	0.552
X ₅			0.026	0.288
X ₆			0.183	0.000
X ₇			-0.047	0.037
X ₈			-0.050	0.037
X ₉			0.081	0.000
X ₁₀			0.165	0.000
X ₁₁			0.072	0.001
X ₁₂			0.005	0.795
X ₁₃			-0.013	0.592
X ₁₄			-0.011	0.600
X ₁₅			-0.057	0.013
X ₁₆			-0.089	0.000
X ₁₇			0.090	0.000
X ₁₈			0.163	0.000
X ₁₉			-0.090	0.000
X ₂₀			-0.072	0.002
X ₂₁			0.040	0.113
X ₂₂			0.189	0.000

Source: Statistical Analysis, 2016.

Tables show the R and R-square value to be 0.535 and 0.286. This indicates that there is a moderate positive relationship between “value means quality” and other variables classified as product label, product logo, product shape, product size and product colour (independent variables). Only 28.6% change in opinion of customers on value as quality is caused by joint effect of the independent variables. The adjusted R – square indicates that if another independent variable is added or removed it will only cause 27.9% of customers change opinion on value as quality. Moreover, only sixteen of the independent variables used are significant i.e. contribute to change in opinion of customers opinion on “value as quality”. Only four of these variables contribute negatively but others contribute positive.

However, only significant variables were used in the model generation.

$$y_3 = 0.430 + 0.053X_1 + 0.163X_2 + 0.107X_3 + 0.183X_6 - 0.047X_7 - 0.050X_8 + 0.081X_9 + 0.165X_{10} + 0.092X_{11} - 0.057X_{15} - 0.089X_{16} + 0.090X_{17} + 0.163X_{18} - 0.090X_{19} - 0.072X_{20} + 0.189X_{22}.$$

On the general performance of the model, the tables reveal that the model is adequate and significant with P–value less than 0.05 (i.e. p-value = 0.000) hence the alternative hypothesis is accepted and we then conclude that package design significantly affect customer purchase behaviour.

5. DISCUSSION

The result reveals that there is significant relationship between product brand package design and customer purchase behaviour. Consumers have become more and more increasingly discerning and the constant variations in demand mainly involve healthier choices, convenient packaging and unique flavours (Rockwell Automation, 2008). The inclination for convenient packaging relates to the rise in awareness of environmental protection. Consumers are more concerned about whether products are environmentally-friendly and conveniently packaged to contribute to sustainable development (Sutherland, 2009).

As customers become better educated and more demanding, it is more difficult for manufacturers and retailers in the Food and Beverage industry to influence their purchasing behaviour through product innovation. In order to satisfy rapidly changing consumer needs and desires and enhance their purchasing behaviour, manufacturers and retailers need to engage in more product innovation and this necessitates a thorough understanding of consumers’ attitude towards different aspects of a product. Understanding consumers’ attitude and expectation is crucial for manufacturers and retailers to achieve product innovation in an accurate and effective manner and thus, enjoy the fruits of their product innovation in terms of increased sales, profits and growth.

The result of the study shows that changing the package design is crucial for consumers. The impact of different food and beverages product design is significantly related to consumers purchasing behaviour. The respondents indicated that a new design, especially in terms of packaging, could attract their attention to products compared to those of competitors and then may motivate their intention to purchase them. Therefore, changing the packaging design could stimulate consumers’ purchasing behaviour because packaging is a medium of attention, information, quality and aesthetics (Bech-Larsen, 1996).

Similarly, Ahmed, Ahmed and Salmaan (2005) and Beckeman (2011) indicate that, as visual cues, the size, shape and product information could affect consumers’ purchasing behaviour. Thus, it is deemed to be essential for marketers to understand consumers’ attitude toward the packaging of food and beverages products. According to a great deal of the previous work in this area of research, for example Cichon and Ucherek (1999), changing the size of the packaging could draw consumers’ attention to food products and interestingly most of the respondents in the present study paid attention to changes in packaging size. Any change of packaging such as size, is a novelty that could arouse consumers’ intention to purchase in order to classify the difference between the existing size and new size of packaging of food products. The greater consumers’ intention to purchase, the more likely they are to engage in purchasing behaviour, which is in line with the findings of Verbecke and Vackier (2005). In addition, convenience and health are connected with new packaging size in terms of a small size of packaging (Mintel, 2008).

Similarly, consumers believe that they are more likely to find new and unique shapes of packaging among common packaging shapes. These will easily attract their attention and provide a sense of excitement at the point of purchase. The pleasure they experience from finding new packaging will determine the likelihood that they will create an intention to purchase which is supported by the findings of Flaherty and Papps (2000). In other words, consumers may purchase products or brands with a new packaging shape due to a positive intention to purchase and several studies have also

indicated that consumers are more likely to purchase if they have a positive intention towards buying a particular product because of the shape of its packaging (Venkatesh and Davis, 2000; Venkatesh, Davis and Davis, 2003). This finding suggests that manufacturers and retailers should develop and design a unique packaging shape for their products since this could become an attractive feature that affects consumers' purchasing behaviour.

Another aspect of changing the packaging design is the display of information, such as the nutritional value and health chains. This finding however is supported by previous research (Bowilla, 2010 and Silayoi and Speece, 2004). Such information on the packaging design could influence consumers' purchasing behaviour. A clear introduction of the nutritional value and health chains on the packaging is a vital factor that could enable consumers to evaluate nutritional content packaged products. Additionally, a reasonable number of respondents perceived that they are also attracted by eye-catching labels on product brands. This fact may explain the relatively better correlation between the images on labels and purchasing behaviour. Designing eye-catching labels for product brands may give consumers a favourable impression of the product.

The results of this study show that a colourful image on the packaging could attract consumers' attention. Consumers' intention to purchase is increased by an attractive image and this is supported by Silayoi and Speece (2004) who found that an excellent packaging image design could have a positive impact on consumers' intention to purchase. Brosekhan and Velayuthan (2013) argue that the study of consumer behaviour is rapidly evolving as researchers recognise and implement new techniques and trans – disciplinary perspectives to understand the nature of purchase and consumption behaviour; in particular, the buying process of consumers is of more importance to marketing practitioners than the consumption process. Furaiji, et al. (2012) examined the factors affecting consumer preferences and behaviour in Iraq, found social and physical factors and marketing mix elements to be strongly associated with consumer buying behaviour.

Furthermore, the result of this study is consistent with the position of Silayoi and Speece (2004) where they found that customer quality judgements are highly influenced by product characteristics reflected by packaging and that if the package communicates high quality, consumers assume that the product is of high quality unless they have other negative information. It is however obvious that product packaging may be used to identify with the interests or needs of the consumers such as information needs, convenience needs and the need for product packaging to protect the product to ensure safe consumption. In another study, Shafiq, Raza and Zia-ur-Rehman (2011) measured the mediating effect of customer perceived value between customer purchase intentions. It was discovered that customer knowledge, celebrity endorsement and product packaging and design have significant relationship with purchase intention of customer but the mediating role of perceived value was not found significant. Similarly, Laforet (2011) found that brand category dominance influence consumer choice but corporate product and dual-brand names have little impact on purchase preference.

In their study Sehrawet et al. (2007) examined the impact of packaging on the buying behaviour of rural and urban consumers in India where it was revealed that rural residents consider the package more helpful in buying goods than their urban counterparts, that is, better packaging contains better products and ease of storing a package. The rural people feel that packaging is more helpful in buying and they have stronger opinions that better packages usually contain better products. The findings of Olbrich and Windbergs (2006) also support the approach of many trading companies of binding customers to their company through the placing of premium store brands in order to bring about a positive effect on performance. This has helped to make better contributions towards the determinants, the inter-linking of cause and effect and the profitability potentials of brand and store loyalty in the retail trade. Folks and Matta (2004) also examined the effect of package shape on consumers' judgements of product volume where it was discovered that containers that attract more attention are perceived to be larger even when the usual container was also taller. This has helped marketing practitioners to identify the boundary conditions and biases in visual judgements of package volume.

Underwood and Klein (2003) also discovered that package pictures had strong positive effect on attitudes towards product package and that package pictures do more than create a novel stimulus that capture attention. In other words, placing pictures on packages significantly improved brand beliefs but this effect does not automatically translate into improved brand evaluations. Habib and Aslam (2014) checked the factors affecting brand loyalty and repurchase intentions of consumers of Coca-Cola. The findings suggest that there is positive relationship between customer satisfaction, brand image and brand loyalty and that there is also positive relationship between brand loyalty and the repurchase intentions of Coca-Cola. Malik et al, (2013) investigated the effect if brand awareness and brand loyalty on purchase intention in importance of brand awareness and brand loyalty in assessing purchase intentions of consumers. The study revealed that brand awareness and brand loyalty have strong positive association with purchase intention.

6. CONCLUSION

Developing brand awareness and brand loyalty is a need of time. Managers all over the world should actively promote and improve the brand awareness and loyalty of the customers to enhance their purchase intentions. These efforts are more likely to be fruitful if these practices are accompanied by communication about the brand to the targeted customer.

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