

**IMPACT OF PRODUCT PACKAGING ON SALES
VOLUME OF AN ORGANIZATION
(A CASE STUDY OF DE-KUUL WATER ILORIN)**

BY

ATOBA ISLAMIA AYOMIDE

ND/23/BAM/PT/0841

**RESEARCH PROJECT SUBMITTED TO THE
DEPARTMENT OF BUSINESS ADMINISTRATION
AND MANAGEMENT, INSTITUTE OF FINANCE
AND MANAGEMENT STUDIES, (IFMS), KWARA
STATE POLYTECHNIC ILORIN.**

**IN PARTIAL FULFILLMENT OF THE
REQUIREMENT
FOR THE AWARD OF NATIONAL DIPLOMA (ND)
IN BUSINESS ADMINISTRATION AND
MANAGEMENT**

JUNE, 2025

CERTIFICATION

This project has been read and approved as meeting the requirements for the award of National Diploma (ND) Business Administration and Management, Institute of Finance and Management Studies, Kwara State Polytechnic Ilorin, Kwara State.

.....
MR. ADAM M.N
(Project Supervisor)

.....
DATE

.....
MR. KUDABO, M.I
(Project Coordinator)

.....
DATE

.....
MR. ALAKOSO, I,K
(Head of Department)

.....
DATE

.....
EXTERNAL EXAMINER

.....
DATE

DEDICATION

This project is dedicated to Almighty Allah for his uncommon favour and privilege bestowed upon me before, and after this project work. My knowledge, understanding and insight wisdom come from him alone, the most beneficent, he who knows all, who teaches pen how to write and who teaches man what he knows not, praise, honour and adoration to your name.

I also dedicate this project to my loving parents **Mr.** and **Mrs. Atoba** for their support, concern, guidance and provision towards my life. I pray the lord grant you long life and prosperity to eat the fruit of your labour.

ACKNOWLEDGEMENT

My profound gratitude goes to Almighty Allah, he who makes it possible and realistic for me to attain a height makes me academic pursuit and career. I give thanks to him who makes me to withstand the odds of the academic rigors in the process of the course of my study.

I sincerely acknowledge the parental care, love guide and assistance extended to me by my adorable parents, **MR. AND MRS.ATOBA** right from my infancy up to this very time and even making it possible for me to get into an higher institution with their unquantifiable financial and moral support to see me through my course period. I pray that they shall live long to eat the fruit of their labour (Amin).

My profound gratitude also goes to my project supervisor in person of **MR. ADAM MOHAMMED**, for sparing his precious time in going through this research work and his efforts to make this project successful, I pray God will always intervene into your matters. .

My gratitude and appreciation to one in a million people who has in one way or the other contributed to the success of my ND programme I pray Almighty Allah will reward you abundantly and crown your efforts with success (Amen).

I also appreciate the love given to me by my good friends and well wishers in school and at home see you all at the top.

TABLE OF CONTENT

	Pages
Title page	i
Certification	ii
Dedication	iii
Acknowledgement	iv
Proposal	v
Table of content	vi

CHAPTER ONE: INTRODUCTION

1.1	Background to the study	1
1.2	Statement of the problem	3
1.3	Research question	4
1.4.	Objectives of the study	5
1.5	Research hypothesis	6
1.6	Significance of the study	6
1.7	Scope of the study	7
1.8	Definition of terms	7

CHAPTER TWO: LITERATURE REVIEW

2.1.	Introduction	9
2.2.	Conceptual framework	11
2.2	Theoretical framework	14

CHAPTER THREE: METHODOLOGY

3.1.	Introduction	22
3.2.	Research design	23
3.3.	Population of the study	24
3.4.	Sample size and sampling techniques	25
3.5.	Methods of data collection	26
3.6.	Instrument of data collection	27
3.7.	Method of data collection	27

3.8.	Historical background of the case study	28
CHAPTER FOUR: PRESENTATION AND ANALYSIS OF DATA		
4.1.	Introduction	30
4.2.	Data presentation, analysis and interpretation	31
4.3.	Discussion of findings	40
4.4.	Testing of hypothesis	41
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS		
5.1.	Summary of findings	42
5.2.	Conclusion	44
5.3.	Recommendations	44
	Reference	47
	Questionnaire	48

CHAPTER ONE

INTRODUCTION

1.1. BACKGROUND TO THE STUDY

In today's competitive environment, the role of packaging has changed due to increasing self- service and changing consumer's lifestyle. Firm's interest in the package as a total of sales promotion is growing increasingly. The package becomes an ultimate selling preposition stimulating impulsive buying behavior, increasing market share and reducing promotional costs. Packaging can be defined as the container which is necessary to convey a product to the ultimate consumer, as contrasted with packing (cartons, crates, etc.) that is required for bulk shipment. Taiye, (2015). Packaging is a very important marketing strategy to glamorize product in order to attract the consumer's attention. Also, packaging is the art of enclosing or protecting products for distribution, storage, sale which is bought by the consumer. Pilditch(1973) has defined packaging as the silent salesman in the store and it was the only communication between a product and the final consumer at the point of sales, most consumers are moved by the products package, that is by the color of the design used, barrier protection, the image used, information transmission that is how to use the product and mostly containing the expiry date for the product. Sometimes packaging is so important that it cost more than the product itself in order to lure the consumers to buy it. Packaging should definitely be included in the 4 major P's of marketing (product, place, promotion and price) (Soroka, 2002). Diana, (2005) believe that most consumers judge a product by its packaging before buying. So it is logical to say attractive packaging is crucial in order to get the first time buyers to buy your products. Without attractive packaging, nobody will buy it in order to try it. The first step to enter the market is crushed if the packaging is ugly (Soroka, 2002). The basic function of packaging is to "preserve product integrity" by protecting the actual food product against potential damage from "climatic, bacteriological and transit hazards" (Stewart, 1995).

However, the first to define packs as the "silent salesman" was Pilditch in 1957, who argued that the pack must come alive at the point of purchase, in order to represent the salesman (Vazquez et al., 2003). About 30 years later, Lewis (1991) expanded further on Pilditch's views, stating that "good packaging is far more than a salesman; it is a flag of recognition and a symbol of values". Given that only a small minority of packaging are strong enough to justify the investment that national advertising requires, for the rest, packaging represents one of the most important vehicles for communicating the packaging message directly to the target consumer (Nancarrow et al., 1998). As the retail environment becomes saturated with competitors vying for consumers' attention, packaging has to work harder than ever if the product is to be noticed through the congestion of competitive products (Milton, 1991). Alongside this challenge, retailers are faced with the realization that consumers not only differ in how they perceive packagings but also in how they relate to these packagings (Fournier, 1998; Muniz and O' Guinn, 2001).

Olayinka and Aminu (2006) see packaging as all activities of designing and producing the container or wrapper for a product. Kottler (2003) defines packaging as all materials products used for the containment, protection, hard delivery and presentation of goods. Packaging is the protecting products for distribution, storage, sale and use, packaging also refers to the process into government business, institutional, industry, and personal use (Diana, 2005)

Packaging can play an important role in reducing the security risks of shipment. Packages can be made with improved tamper resistance to deter tampering and also can have tamper-evident (Severin, 2007) features to help indicate tampering. Packages can be engineered to help reduce the risks of package pilferage: Some package constructions are more resistant to pilferage and some have pilfered indicating seals. Packages may include authentication seals and use security printing to help indicate that the package and contents are not counterfeit. Packages also can include anti-theft devices, such as dye-packs, tags, or electronic article surveillance (Zabaniotou, 2004) tags that can be activated or detected by devices at exit points and

require specialized tools to deactivate. Using packaging in this way is a means of loss prevention. It on this premises that this research wishes to examine the impact of product packaging on organizational sales turnover with special reference to De-kuul I water Company.

Successful organisations engage in several action which is aimed at satisfying the consumers and profit making. Manufacturing industries tends to make sure that their products are differentiated from other products in a unique way.

Nowadays, the manufacturing organisation of most developing and developed countries produces products of high quality to satisfy their customers. Most of those products has competing products being produced by other companies.

All manufacturing companies (which produces goods and services) now see the importance of packaging their products and the benefits they are going to derive from effective and efficient packaging. Therefore manufacturing companies have their products named and uses patent or trademark to protect it due to the competitiveness of the economy so that their customers can identify and differentiate their products from other competing products.

1.2 STATEMENT OF THE PROBLEMS

Several researchers have opined that new package can become the major factor in a new marketing strategy by significantly improving the total product sales and turnover. A better box, wrapper, can or bottle, may even enable a relatively small, unknown firm to compete successfully with the established competitors. A new package change often, creates a (new) product by giving either the regular customers or new target markets the existing product in a new form or quantity that is more satisfactory which in turn increases sales. However, the researcher is examining the role of packaging in the marketing of consumable product De-kuul I water Company.

1.3 RESEARCH QUESTIONS

- i. What is the role of packaging in the marketing of consumable product in De-kuul water Company?

- ii. What is the strategic importance of packaging in De-kuul l water Company?
- iii. What is the role of packaging in the marketing of consumable product in De-kuul water Company?

1.4 OBJECTIVES OF THE STUDY

The following are the objectives of this study:

- i. To examine the role of packaging in the marketing of consumable production De-kuul water Company.
- ii. To examine the strategic importance of packaging in De-kuul water Company.
- iii. To examine the impact of packaging on organizational profitability in De-kuul l water Company.

1.5 HYPOTHESIS

H₀: There is no significant relationship between packaging and organizational sale turnover in De-kuul l water Company.

H₁: There is significant relationship between packaging and organizational sale turnover in De-kuul l water Company.

1.6 SIGNIFICANCE OF THE STUDY

The following are the significance of this study:

- i. The results from this study will educate business managers and the general public on the importance of product packaging especially as it relates with organizational sales turnover.
- ii. This research will be a contribution to the body of literature in the area of the effect of personality trait on student's academic performance, thereby constituting the empirical literature for future research in the subject area.

1.7 SCOPE OF THE STUDY

This study is limited to De-kuul water Company. This study will also *cover* the role of packaging in the marketing of consumable product. Financial constraint-Insufficient fund tends to impede the efficiency of the researcher in sourcing for the relevant materials, literature or information and in the process of data collection (internet, questionnaire and interview).

Time constraint- The researcher will simultaneously engage in this study with other academic work. This consequently will cut down on the time devoted for the research work

1.8 DEFINITION OF TERMS

Product: A product is anything that can be offered to a market for attention, acquisition or consumption: it includes physical objects, services, personality, place, organizations and idea.

Promotion: This can be viewed as the communication process of informing customers of the other variables (product, place, price) of the marketing mix.

Branding: This is an intimate aspect of product strategy and can add value to a product. It is the use of symbols, sign, colour and names to differentiate the goods and services offer by an organization from those of the competitors.

Sales Promotion: This can be defined as any marketing activities outside personal selling, advertising and publicity.

Marketing: As a matching process based on goods and capabilities, by which a producer provides a marketing mix (Product, Price, Place, and Promotion) that meets consumer needs within the limits of the society.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter is a review of relevant literature for the research work. It is the account of library work for this research. Literatures on various aspects of the research area were collected and were analysed here to enhance the content of the work. The chapter is grouped in sections and sub-sections which are linked with one another to make sense out of the various issues involved in this work. The chapter is concluded with a conceptual framework derived from various issues, concepts and theories that are relevant to the research work.

2.1 CONCEPTUAL FRAMEWORK

2.1.1. Concept of packaging

According to Panwar (2004) Packaging is the act of containing, protecting and presenting the contents through the long chain of production, handling and transportation to their destinations in as good a state, as they were, at the time of production. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company (Sajuyigbe, et. Al., 2013) “Packaging is the container for a product – encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used”

Packaging has a huge role to play in the positioning of products. Package design shapes consumer perceptions and can be the determining factor in point-of-purchase decisions which characterize the majority of shopping occasions.

Alice louw (2006) says that packaging is also important in the marketing environment. According to him the best packaging leaves the good image of the product in the consumer mind.

Harcxham(1989)notes that package is the shopper’s avenue to the product because it often projects the initial impression he/she forms about a brand, its quality, or value. For products that are not purchased in their final form, such as many food items, the

shopper frequently relies on the package to develop an impression of the product in its prepared state. This shows that there is a difference between package and packaging.

Lewis (1991) extended Pilditch's (1961) views, describing good packaging as far more than a salesman, but a flag of recognition and a symbol of values. Underwood (2003) claimed that packages were having intrinsic or extrinsic attributes based on certain features they possess. Vazquez, Bruce and Studd (2003) further stated that today, the pack must come alive at the point of purchase, in order to represent the salesman.

Today packages are designed to appeal different occasions, demand to different social groups and even distinguish between different brands. A number of experts have reviewed the concept of packaging design in connection with impulsive buying. In essence, the combination between physical packaging and written communication regarding product content are the basics of current packaging designs (Klimchuk&Krasovec, 2007).

Nilsson &Ostrom (2005) state that packaging design contains three constitutive elements: shape, color, and graphic. Later Ampuero& Vila (2006) state that packaging design has two dimensions: graphic and structure.

According to the three cited sources (Nilsson and Ostrom, 2005; Ampuero and Vila, 2006; and Klimchuk and Krasovec, 2007), the packaging design variable has the following constructive dimensions: graphic design, with brand name, color, typography, and image as sub-dimensions; structure design, with shape, size, and material as sub-dimensions; and product information. Packaging design consists of various elements, or constructive dimensions whose function is to influence consumers in their purchasing decisions.

Prior to this research, several others have been conducted in regard to packaging design and purchase decision. In their research, titled Packaging and Purchase Decision: An Exploratory Study on the Impact of Involvement Level and Time Pressure, Silayoi and Speece (2004) state the importance of packaging design as an emerging communication and branding device in the competitive packaged food

market. The study found that the elements of packaging are the main factors in the assessment and decision of household product purchases. Nilsson and Ostrom (2005), in their study titled Packaging as a brand communication vehicle, state that in regard to packaging design there are no perceptual differences between men and women.

2.1.2. Objectives of Packaging

- i. Physical protection: protection of the objects enclosed in the package from shock, vibration, compression, temperature etc.
- ii. Barrier protection: A barrier from oxygen, water vapours, dusts etc.
- iii. Containment or agglomeration: small objects are typically grouped together in one package for transport and handling efficiency. Alternatively, bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households
- iv. Information Transmission information on how to use, transport, recycle, or dispose of the package or product is often contained on the package or label.
- v. Reducing theft; packaging that cannot be re-closed or gets physically damaged. It is helpful in the prevention of theft. Packages also provide opportunities to include anti-theft devices.
- vi. Marketing: The packaging and label can be used by marketers to encourage potential buyers to purchase the product.
- vii. Convenience: Features which add convenience in distribution, handling, display, sale, opening re-closing, use, and re-use of branding mentioned previously, especially shopping efficiency aiding to product differentiation.

The dangers of brand proliferation are only realized when the differences between brands are either marginal or are not meaningful to the consumer and yet, the supplier continues to support the brand rather than let market forces dictate that it ought to be deleted from the organization's product portfolio.

2.1.3. Packaging Strategies Innovation Packaging

Jugger (1999) argues that the best way to obtain competitive advantage in an overloaded consumer goods market is through innovation in packaging innovative

packaging is thought to change product perceptions and create new market positions (Rundh, 2005). Innovation can arise due to a real concern for pharmaceuticals (Armstrong and Koler, 2005) or from the development of new materials and processes. As an example of successful pack innovation for a tobacco product, tobacco company Gallaher attributed a substantial rise in sales (46.5%) for Benson and Hedges Silver in 2006 to an innovative side opening sliding pack. Other recent examples of innovation in tobacco packaging include new pack shapes such as slim perform packs new seal technology for roll your own (Ryo) tobacco (Walker 2009), and also textured packaging, such as the silk cut touch pack going beyond the visual appearance of packaging, tactility is a creative way of adding to the sensory experience elements such as embossments, strategically placed indents and tactile ink (Collente, 2010).

2.1.3.1. Value Packaging

Packaging can also be used to communicate value. Price marked packs (PMPs), increasingly being offered in convenience stores, is a promotional strategy which sends out a clear value for money signal (pictured). In a survey conducted at the POP 48% of shoppers said that PMPs encouraged them to purchase their chosen product (The Grocer, 2011). As an example of the successful use of PMPs for tobacco products, market share for cigarette brand sterling increased from 5.0% to 1.6% within the four months following a PMP promotion (The Grocer, 2009) the reason for this appears to be that many smokers believe that PMPs indicate a special promotional price, even when the price shown is the recommended retail price, because of the style and prominence of the message (Levy, 1996).

2.1.4. Packaging Strategies Target Specific Consumer Groups

Packaging strategies enable marketers to align brands with target groups of consumers. Brand values are inferred from packaging design and this has an impact on purchase intent, particularly when brand values are congruent with personal values (Liman, 2009). As personal values stem from membership of cultural and peer groups, careful attention is paid to which values are important to the target group (De

Chernatony, 2006). Tobacco industry documents show clear segmentation with regards to groups such as young people and lower social classes (Lowe 1997). The value of such groups are monitored to allow packaging strategies to fit in with any changes. For instance, value packaging becomes more prominent in times of economic pressure (Spink, 1996). In respect to innovative packaging, it is more likely to appeal to individuals who place greater significance on the visual aesthetics of design, and this innate sense of design has been shown to have a strong effect on the perceived alternativeness of the packaging and pack innovations are often appealing to youth, who are drawn to novelty and the desire for something new. (Wakefield et al, 2002). Packaging, therefore has the potential to increase product sales by tailoring its design to consumer preferences. On a psychological level. Growing academic attention has been paid to how the use of visual design factors or peripheral cues (Wansink, 2003), such as colour, shape and size of packaging, can inherent meaning for consumers (Bottomly, 2006) and also affect their perceptions, brand impressions, and purchase and consumption behaviour.

2.1.5. Packaging and Branding Policies and Strategies Branding Policies

First question is whether to brand or not to brand. Homogenous products are difficult to brand, branding policies are:

- i. Individual branding: Naming each product differently P &G, facilitates market segmentation and no overlap.
- ii. Overall family Branding: All products are branded with the same name, or part of a name, i.e. Kraft, promotion of one item also promotes other items.
- iii. Line family Branding: Within one product line, I.E P&Gs ivory line,
- iv. Brand extension branding: Use one of its existing brand names as part of a brand for an improved or new product; usually in the same product category 75% new products are branded extensions.

2.1.6. The Influence Of Packaging Design Features

- i. **Colour:** Colour psychology has shown that people attach meanings and emotionally respect and to colour. For sample, cross cultural blue, green and white are associated

with gentleness and calmness, while black and red are strong, potent colours Adams and Osgood,(1973). Because of its universal effect, packaging designers often consider colour to be the most influential aspect of packaging design (Lubliner 1998). It is a key element of brand identity (Keller 2008). There is an element of colour congruity among consumer product packaging and colour is routinely used to differentiate product attributes such as flavour. Packaging colour is also routinely used to portray brand imagery (Madden, 2000) gender suitability (Sara 1990) and, in the case of tobacco, product strength (Itammond 2009).

ii. **Shape:** Packaging shape has been found to be important for three main reasons.

1. It can result in strong volume perception biases among consumers (Yang 2005).
2. Consumers report shape as one of the aspects of packaging most likely to encourage them to buy the product (Silayoi, 2007).
3. Product and symbolic values are thought to be inferred from package shape and form (Cruesene 2005).

iii. **Size:** Package size has been shown to have an impact on consumption behaviour (Park, 2001). In a study exploring different packaging sizes for spaghetti and oil, consumers were found to use more of the product when it was presented to them in a larger package (Wansiki, 1996). This is explained in part by the consumer being less concerned about running out of the product. This has important implications for the larger tobacco pack sizes on offer, such as the increasingly availability of 50g rather than 25g RYO tobacco packs and they have repercussions for tobacco consumptions. Offering products in different pack sizes, an additional value strategy can also impact upon purchase behaviour.

2.1.7. Problems of Packaging and Branding

According to Shimp (2003) in packaging there are four aspects that involve ethical issues.

a. Label Information Sometimes marketers use label information to mislead consumers by providing untrue information or to exaggerate their product attributes.

As examples, nutrition's information like low fat, cholesterol free and 100% pure juice.

b. Packaging Graphics: There are many cases that marketers use pictures to for the packaging that do not represent the actual product. For instance, the packaging of a certain product looks nice and attractive. But when consumers open the packaging, the actual product is not as good as it appears on the packaging's graphic in addition, some store brands or other small brands try to imitate the way big brands package their products. This leads to confusion among consumers.

c. Packaging Safety Consumers nowadays are concern with the packaging safety issues especially when it comes to children's product. Unsafe packaging that uses high ingredients of chemicals that are not suitable for young children and not tamper-proof should be avoided by marketers.

d. Environmental Issues

Environmental issues related to the misleading label information. Some marketers tend to label their products as environmental friendly product, green product, and so on. However, the products actually do not have that kind of attributes for example, degradable trash bag which actually will remain intact for decades in the landfill.

2.1.8. Packaging Facilitation of recycling and reducing environmental damage

The topic of consumer use of environmental product information (EPI) is considered in various disciplines. Whereas much available literature takes the type of information system or product group as a starting point, few studies combine the context and other relevant factors such as consumer attitudes and understanding, which all determine consumer's uptake of environmental product information. Yet other studies describe consumer's characteristics, mainly in so called consumer's segmentation models developed to analyze environmental loyalty and preference of consumers, and their use of EPI (Szatek, 2003; Hansen et al, 2001).The proliferation of "green products" and "green advertising" suggests that at least some firms believes that consumers are willing to pay a price premium for environmentally friendly products. There are also examples of companies whose sales dropped precipitously as a result of being labeled

environmentally unfriendly. Kadlec's study (1991), indicated that 78% of consumers in the United States have showed their willingness to pay higher prices for access to environmentally-friendly goods, and stressed the importance of focusing on advertising for the promotion of these products. But this finding contradicts with Neff and Halliday's study (2000), who found that consumers in the United States are not willing to pay a higher price for access to green products (environmentally friendly). According to Stevenson (2007), recycling is an important consideration for designers. Recycling means recovering materials for future use, companies recycle for a variety of reasons: Cost saving, Environmental concerns and environmental regulations.

a. Brand awareness

Brand awareness is an important indicator of consumers' knowledge about a brand, the strength of a brand's presence in the consumers' minds and how easily that knowledge can be retrieved from memory (O'Guinn, Allen & Semenik 2009). It is the probability that consumers will easily recognise the existence and availability of a company's product or service (Mowen & Minor 2001). There are two main types of brand awareness, namely 'aided awareness' and 'top of the mind awareness' (Farris *et al.* 2010). Aided awareness occurs when a consumer is provided with a list of brand names and they recognise the brand from the given set whereas 'top of the mind awareness' occurs when the name of the brand is automatically recollected because the consumer very promptly associates the brand with the product category (Keller 2008). Despite their inherent differences, both types of brand awareness are useful in their respective domains of application. Moreover, brand awareness also comprises brand recognition, which is the ability of consumers to confirm that they have previously been exposed to a particular brand, and brand recall, which reflects the ability of consumers to name a particular brand when given the product category, category need or some other similar cue such as brand logos (Liu, Liston-Heyes & Ko 2010).

Brand awareness influences consumer decision-making in various ways. For instance, consumers may use brand awareness as a nominal anchor in their purchase decisions

(Hoyer & Brown 1990). When consumers know a certain brand, they tend to include that name in their personal consideration set (MacDonald & Sharp 2000). It aids a consumer to understand which product or service category a particular brand belongs to and what products and services are sold under the brand name (De Chernatony & Segal-Horn 2003). This suggests that a well-known brand is likely to perform better in the marketplace than a lesser-known brand (Yoo, Donthu & Lee 2000). Brand awareness therefore has the effect of increasing brand market performance (Huang & Sarigöllü 2012). These insights demonstrate that brand awareness is also an important contributor to the purchase decisions of consumers. Based on the foregoing insights, a positive and predictive association between brand awareness and brand loyalty can be envisaged. Therefore, the following hypothesis is suggested:

b. Brand loyalty

Brand loyalty is a measure of the extent to which consumers are loyal to a particular brand over a period of time, which emphasises a consistent repurchase of the same brand (Sheth & Mittal 2004). Brand loyalty results in an emotional attachment to the brand, which is driven primarily by commitment and affection (Hawkins, Best & Coney 2001; Seetharaman, Nadzir & Gunalan 2001). The consumer develops affection for the brand in a manner similar to a friendship (Ball, Coelho & Machas 2004). Brand loyalty can develop through identification: the consumer believes the brand reflects and reinforces some aspects of the consumer's self-concept (Petrocelli, Morrison & Million 2002). It can also be conceptualised from a behavioural dimension and as a function of psychological processes (Tepeci 1999). Consumers exhibit behavioural brand loyalty when a consumer buys a brand simply out of habit or convenience without thinking much about it (Sheth & Mittal *ibid*). If consumers primarily use the products of a particular company in preference to the products of competing companies, they are absolutely brand loyal (Keller 2008). If they use a product most of the time but occasionally use a competitors' product, they are moderately brand loyal (Allender & Richards 2012). Low brand loyalty exists if brand or product switching occurs regularly with products (Hawkins *et al. ibid*).

There are three major contributors to brand loyalty, namely perceived brand-performance fit, social and emotional identification with the brand and habit combined with a long history of using the brand (Sheth, Mittal & Newman 1999). If consumers have a positive brand performance experience, they may seek that reward again through repeated usage (McKee 2010). Brands also acquire certain social images through marketing communications or by real-world observations by consumers (Zhang, Gangwar & Seetharaman 2008). In addition, marketers often design emotional communication so that it can create a positive affective response (Cant, Brink & Brijball 2006). Consumers also often enjoy using certain brands in such a way that they psychologically begin to see those brands as part of themselves (Melo & Galan 2011; Sheth & Mittal 2004). Brand loyalty arises from habit and long history of brand usage (Chaudhuri 1995; Neslin 2002). For example, a consumer who used a particular brand five years ago and had a good experience with it in terms of quality and performance is more likely to use the same brand today and in the future (Briesch, Chintagunta & Fox 2009). Furthermore, if consumers saw a brand being used in their parental home as they were growing up, they are likely to view this long history of use by parents as testimony to the brand's goodness and are likely to maintain its usage (Sheth & Mittal *ibid*). Positive word-of-mouth communications from a committed customer increases both the probability of the recipient becoming a customer and of the recipient sharing the positive comment with a third person (Hawkins *et al.* 2001).

Even when loyal customers purchase a different brand to take advantage of a promotional deal, they generally return to their original brand for their next purchase (Chaudhuri & Holbrook 2001). The development and maintenance of consumer loyalty is placed at the heart of companies' marketing plans, especially in the face of highly competitive markets with increasing unpredictability and decreasing product differentiation (Delgado-Ballester & Munuera- Aleman *ibid*). Marketers are conscious of this fact because customers may demonstrate their loyalty in any number of ways. For instance, they may choose to stay with the provider, whether this continuance is defined as a relationship or not, or they may increase the number of purchases or the

frequency of their purchases (Rowley 2005). Therefore, brand loyalty is one of the ways with which consumers express satisfaction with the performance of the product or service received (Delgado-Ballester & Munuera-Aleman 2001).

2.1.9. The Role of Packaging on Consumer Behaviour

Ayu (2012) defined consumer behaviour as the consumer's decision with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by human decision-making units. Thus, the company needs to understand the products or service which consumer needs and wants, which consumer must do to purchase and consume it, and what influences purchase and consumption. There are some factors that offered the factor that influences on consumer behaviour, which are cultural, social, personal, and psychological

Furthermore, Mutil (2012) opined that in nowadays competitive environment, the role of packaging has changed due to increasing self-service and changing consumers' lifestyle. Firms' interest in package as a tool of sales promotion is growing increasingly. Package becomes an ultimate selling proposition stimulating impulsive buying behaviour, increasing market share and reducing promotional costs.

According to Rundh (2005), package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also package imparts unique value to products.

However, Underwood, Klein Burke (2001) and Silayoi (2004) posited that, packaging works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behaviour (Wells, Farley Armstrong, 2007).

Thus package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase decision. More so, Rita (2009), explained package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about the product.

In addition, (Underwood, Klein Burke, 2001; Silayoi Speece, 2004), asserted that packaging works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behaviour. Thus package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase of package, its elements and their impact on consumer's buying behaviour became a relevant issue.

Finally, basing on theoretical analysis of package elements and their impact on consumer's purchase decision empirically reveal the elements having the ultimate effect on consumer choice.

2.1.10 Impact of Packaging on Consumers' Purchase Intention

Paul (2012) opined that shopping under time pressure and making unplanned purchases preclude consumers giving detailed consideration to package elements and the number of comparisons that can be made. Consumers do not tend to search extensively for information about the brands when purchasing products (with some exceptions), carefully evaluate product features and then make a conscious decision on which brand to buy.

Instead purchases of products are characterised by a large proportion of people who make routine purchases. How consumers perceive the subjective entity of products, as presented through communication elements in the package, influences their choice and is the key to success for many products' marketing strategies.

Academic studies on the influence of packaging on the purchase decision and its effect on brand and product perceptions have provided empirical evidence on the following key aspects:

- **Identification:** The appearance of the package has an impact on consumers concerning the identification of brands. For example, consumers identify more easily those brands whose new packages are designed with colours that are similar to the original packages. Attention: Packages attract attention primarily through colours and

shape, with pictures on packages attracting attention particularly in cases when consumers are less familiar with a brand.

- **Communication:** Package appearance can also influence the evaluation of the core product.

For instance, while pictures of the core products on packages are not found to have an improved impact on the evaluation of the brand, pictures (including overall graphics of the packaging design) can have a positive impact on brand beliefs and attitudes towards the package supporting the view that brand identity and image can be enhanced if not created through packages.

- **Impact on attitudes:** Appearances have an impact on attitudes concerning brands and packages as well as purchase intentions. Consumers are influenced by non-verbal signs (e.g. colour) when they are under time pressure. In these purchase situations consumers process the appearance of the package instead of evaluating verbal information on the package. Overall, in regard to non-verbal signs, no significant evidence is found that pictures (and other important non-verbal signs in the form of colors, size and shape, and layout) result in improved brand evaluations.

2.2 THEORETICAL FRAMEWORK

2.2.1. THE THEORY OF ATTRACTIVE QUALITY

Inspired by Herzberg's Motivator-Hygiene Theory (M-H Theory) in behavioral science,

Professor Kano and his co-workers developed The Theory of Attractive Quality. A distinction between satisfaction and dissatisfaction was first introduced in the two-factor theory of job satisfaction by Herzberg, Bernard, and Snyderman (1959). In essence, the theory posits that the factors that cause job dissatisfaction are different from the factors that cause job satisfaction. The Theory of Attractive Quality is useful to better understand different aspects of how customers evaluate a product or offering (Gustafsson, 1998). Over the past two decades this theory has gained increasing exposure and acceptance and it has been applied in strategic thinking, business

planning, and product development to demonstrate lessons learned in innovation, competitiveness, and product compliance (Watson, 2003).

According to Kano (2001), The Theory of Attractive Quality originated because of the lack of explanatory power of a one-dimensional recognition of quality. For instance, people are satisfied if a package of milk extends the expiry date of milk and dissatisfied if the package shortens the expiry date of milk. For a quality attribute such as leakage, people are not satisfied if the package does not leak, but are very dissatisfied if it does. The one dimensional view of quality can explain the role of expiry dates but not leakage. To understand the role of quality attributes, Kano et al., (1984) present a model that evaluates patterns of quality, based on customers' satisfaction with specific quality attributes and their degree of sufficiency. On the horizontal axis in the Kano diagram (see Figure 1) the physical sufficiency of a certain quality attribute is displayed and the vertical axis shows the satisfaction with a certain quality attribute (Kano, et al., 1984). The theory explains how the relationship between the degree of sufficiency, and customer satisfaction with a quality attribute, can be classified into five categories of perceived quality: 'attractive quality', 'one dimensional quality', 'must-be quality', 'indifferent quality' and 'reverse quality'. According to Kano et al., (1984) their ideas are similar to quality theories suggested by Mizuno and Ishikawa,

2.3 Empirical Literature Review

The intentions of consumer for procuring anything depend upon the intensity of his desires to satisfy his needs. Consumers have expectations that anything he is buying will satisfy his needs (Kupiec and Revell, 2001). The basic purpose is to fulfill consumer's needs instead of product name consequently consumer makes buying decision at the moment they encounter different objects rather making prior decisions. Consumer's purchase decision depends the way he is communicated for anything at store. The packaging becomes a major cause of the consumers decision to buy anything because it is the first introduction of the product which communicates the consumer that whether a product may (or may not) fulfill his requirements. The

product which appears more suitable to a customer a nearest match for his needs is found, whereas others are left. The key factor to convince a customer is to know his needs and to make him understand that a particular thing is a perfect match of his requirements (Kupiec and Revell, 2001).

Marketing experts believe that success is based upon the marketing strategy which should be used as an appropriate product positioning strategy. It has also been observed that sometimes quite beneficial products could not get proper attentions of the customers because of wrong market positioning strategy or weak planning (Ramsay, 1983). As the world is rapidly turning into global village and with the passage of time business is being expanded, the importance of using correct type of packaging material is the first introduction of any product to the consumers. Packaging materials especially for edible goods used to be wasted because of insufficient packaging materials now days, edible goods in bulk quantities are manufactured and stored for a long time which leads to maintain timely supply as well as reduces products cost (Gardner, 1967). In other term, packaging is where the product is secure, and where it can be identified, where as it preserves the facilitating of the product (Giovannetti, 1995). Packaging is also a source to provide information about ingredients to the customers and instruction to use the product, for which there are some legal requirements customers make final choice on the basis of these information for instance there are some products inappropriate for diabetics patients because of having high calories. Hence, instructions on packaging can save diabetic patients on contrary. There are some ingredients which are prohibited for some specific religion (as pork is banned in Islamic and Jews preaching) hence through instructions and ingredients list, Muslims and Jews can avoid such forbidden food. Packaging is a mean of communication (Gardner, 1967).

CHAPTER THREE

METHODOLOGY

3.1 Introduction

The focus of this chapter is the research methodology. It highlights the following subunits; research design, research hypothesis, data specification, sampling including sampling frame, methods of data collection and analysis, and limitation of the study.

The problem under research determines the appropriate methodology for any research. The main focus of this research is the role of packaging in the marketing of consumable product with emphasis on De-kuul water Ilorin. As a case study.

3.2 Research Design

The research aims of finding out the role of packaging in the marketing of consumable product and to know whether customers benefit from the modern day goods in the societies and other sources of information. To do this, the questionnaire will focus mainly on the role of impacts and its effectiveness with the organization.

Interviews will also be conducted orally among this group including executives and their subordinates and junior staff.

Observation of the nature of works the person and the environment were made to supplement the questionnaires that was administered.

3.3 Population Of The Study

The population of the study is the wholesalers of De-kuul water Ilorin. in Kwara State and exploratory research design is used to obtain vital information from the respondents.

3.4 Sample Techniques And Sample Size.

The selection of population sample for this project was made by selecting or level executive and subordinates. Those interviewed were all qualified customers. Most of them hold either first or second degree.

- **SAMPLE TECHNIQUE:** This occurs when a number of sampling units (fewer than aggregate) is drawn from a population and examined in detail this information is then considered as applying in the whole universes. In this research however the rule of

thumb was applied in determine out sample size our decision is to sample size people out of ten Hence, the number of respondents required for this study is calculated as follow:

$$\frac{60 \times 100}{100}$$

100

It is believed that 60% total population will enable .the researcher to drawn on interference from the entire universe.

- **SAMPLING TECHNIQUE:** The sampling technique to be employed in this study is a simple random sampling method. This is to ensure that every department and staff in the company has equal chance of being selected and used in the study.

The sampling data used for the analysis is this study were obtained entirely from annual report and accounting of the individual marketing used for the past five years (1999) having their fiscal year ending 31th December to narrow the discrepancies that could inevitable result, the research used only (a case study of De-kuul l water Ilorin, Kwara state) .

3.5 METHODS OF DATA COLLECTION.

The purpose of data collection is to get data for the problem defined. Data collection consists of presenting a stimulus to the respondents or subjects and decoding his or her response

- **DATA COLLECTION:**

There are basically two types of instruments used in the project work. They are:

Primary data

Secondary data

- **Primary data:** These are gathered for the purpose of this research work. They are data which the researcher collects from the sources and make for the first time it can include data gathered from the company staff customers knowledgeable people and other sources of information there are method used, is collection and questionnaires.

- **Secondary data:** these are information already in existence which has been gathered for specific research objectives.

They are data already published and collected for the purpose of research needs. They are accessible data and a merely have to be looked for.

Sources of secondary data include:

- internal source
- external source

The internal secondary data originated from the company for which the research is being conducted. These can be gathered in the company magazines, e.t.c.

The external secondary data are gathered outside the company.

They originated from report periodical news papers government publication and host of other.

3.6 Methods Of Data Analysis

In this chapter, the researcher made an attempt to analyze present and interpret the primary and secondary data together with questionnaires and interview

The data was collected from the data collection instrument used such as questionnaires and personal interview were to be analyzed by the users of simple percentage, regressions method and descriptive statistic methods.

- Interview Techniques

This is the method of interviewing with the objectives of research (the company used as a case study in order to obtain necessary information) the techniques is used at finding act the fact from the target evidence

The target evidence in the organization, the sales department helps in the case of interviewing with the help of assistant manager who has been working with the company organization since 2007

Some questions were asked with the view of knowing the role of packaging in the marketing of consumable product. An interview could be structured in which case, the interviewer has a planned series of question or it could be unstructured, very informal talks on topic decided by the interviewer. It is recommended that the

interview question be of closed form, where open ended are needed they should be few and reflect the precise aim of the study.

- **Questionnaire Technique**

A questionnaire is a set of questions which are often elaborate. They are designed so as to investigate a given subject (Nolmon 1973).

Questionnaires are extremely used by investigators event, condition and practice , and to make enquiries concerning attribute and options (van Dalen 1974).

Questionnaire can be presented to the respondent in two ways:

- By mails
- Face to face , direct contact with the respondents when administering a questionnaires
- **Observation Technique**

In business research, and observation techniques may be defined as a process where individuals or groups of people are recommended to watch and record the happening event or even study behavior pattern in setting of interest.

Observation may be direct or inferential. When observations are set to be direct the observer is involved in the first hand experience of the happening event of a given situation.

But an observation is described as inferential when a researcher draws inference on the basis of the observational report by another person or group of persons.

3.7 Methods of Data Collection

Data is a collection of facts, figures, objects, symbols and events gathered from different sources. Organizations collect data to make better decisions. Without data, it would be difficult for organizations to make appropriate decisions, and so data is collected at various points in time from different audiences. For instance, before launching a new product, an organization needs to collect data on product demand, customer preferences, competitors, etc. in case data is not collected before hand, the organizations newly launched product may lead to failure for many reasons, such as less demand and inability to meet customer needs.

You can categorize data collection methods into primary methods of data collection and secondary methods of data collections.

1. Primary Data Collection Methods:

Primary data is collected from the first hand experience and is not used in the past. The data gathered by primary data collection methods are specific to the research's motive and highly accurate.

Primary data collection methods can be divided into two categories quantitative methods and qualitative methods

- **Quantitative Method:** Quantitative techniques for market research and demand forecasting usually make use of statistical tools. In these techniques demand is forecast based on historical data. These methods of primary data collection are generally used to make long term forecasts. Statistical methods are highly reliable as the element of subjectivity is minimum in these methods.
 - i. Smoothing techniques
 - ii. Barometric method
 - iii. Time series analysis
- **Qualitative Method:** Qualitative methods are especially useful in situations when historical data is not available. Qualitative research is closely associated with words, sounds, feeling, emotions, colors, and other elements that are non-qualitative. These techniques are based on experience, judgment, intuition, conjecture, emotion, etc.

2. Secondary Data Collection Method:

Secondary data is the data that has been used in the past. The researcher can obtain data from the sources, both internal and external, to the organization.

- **Internal Sources of Secondary Data:**
 - i. Organization's health and safety records
 - ii. Missions and vision statements
 - iii. Financial statements
 - iv. Magazines

- v. Sales report
- vi. CRM software
- vii. Executive summaries
- External Source of secondary data
 - i. Governments reports
 - ii. Press releases
 - iii. Business journals
 - iv. Libraries
 - v. Internet

The Secondary data collection methods, too, can involve both quantitative and qualitative techniques. Secondary data is easily available and hence, less time consuming and expensive as compared to the primary data. However, with the secondary data collection methods, the authenticity of the data gathered cannot be verified.

3.8 Historical Background of the case study (De-Kuul Water Ilorin)

De-Kuul water, a privately owned business, was established on the 1st of May, 1996 in Ilorin, Kwara State, at No 22 stadium road, Ilorin Kwara State. It is a production company that manufactures potable table water and sachet water. Due to its rapid expansion in production activities, the company moved to its permit site at No 10 new Yidi road, Ilorin Kwara State on the 27 of June, 2005 and was commissioned by the former director of NAFDAC, Late Prof. Dora Akuyil as special guest.

De-Kuul water is a company in Nigeria (Ilorin) that has the sole right to bottled and distributes their products. One of the most perspective multi-national companies, De-Kuul water is fully known as one of the best water produces in Ilorin.

Packaging played an important role in the increase of sales volume of this company. it is through packaging and other marketing activities that people get to know about De-Kuul water. The packaging was done in over (s) five different language in Ilorin. It was as a result of this that there is an increase in sale volume of

De-Kuul water product. the company also devoted much importance on packaging of their product and this recorded much profile yield for the company.

De-Kuul water has also made some impact in the sponsorship in qualified candidate in primary, secondary and also institution of higher learning. The relevance of this sector relates to the fact that as early as the foundation of the company, De-Kuul water has attended and created a reputable image for itself through packaging.

De-Kuul is an indigenous company owned by divet (Dr) Amodu Salami. The First General manager of the hotel was Mr. Ibrahim Balogun who commenced operation from scratch. He handed over to the preset group general manager, Mr. Qodri Afolabi in August 10, 2007,. The company since then has made tremendous progress with its expansion projects. In 2007 the company commissioned one of its Abuja projects and commenced operation on 17 October 2007 with additional 15 rooms for producing. The MD is poised to create employment and give host communities a sense of belonging by buying off and ungrading De-Kuul water company or build new ones where need be.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, INTERPRETATION

This chapter deals with analysis and interpretation of data collected through the data collection instruments i.e. questionnaire. It covers the history of De-kuul 1 water Ilorin. It analysis the data collected through the questionnaires that were sent out and lastly the hypothesis that were formulated in the preceding chapter were tested to know their acceptability.

4.1. Data Presentation

This is to present the data to be processed to become refined information. In this study 100 questionnaires were distributed, out of which only 80 were filled and returned, the returned questionnaire will now be presented and analyzed. The 80 returned questionnaire will now form the population that will be presented

ANALYSIS OF DATA

Personal data response table.

Table 1: Sex of Respondents

Variable	frequency	Percentage of variable
Male	60	75%
Female	20	25%
Total	80	100%

Source: Field Report 2025

75% of the respondents were male while 25% of the respondents were female.

Findings: The field report gathered with the questionnaires distributed shows that male was greater than female in this market.

Table 2: Age range of the respondents

Variable	Frequency	Percentage of variable
21-25 years	10	12.5%
26-30 years	10	12.5%
31-39 years	0	25%
40 and above	40	50%
Total	80	100

Source: Field report 2025

From the analysis, 12.5% of the respondents were between 21-25 years age range, 12.5% were between 26-30 years age range, 25% were between 31-39 years age range while 50% were 40 and above.

Findings: These shows that adult were majorly in the market

Table 3: Class status of respondents

Variable	Frequency	Percentage of variable
Students	10	12.5%
Applicant	20	25%
Employed	10	12.5%
Privately engage	40	50%
Total	80	100

Source: Field report 2025

The analysis shows that 12.5% were students, 25% were applicant, and 12.5% were privately engaged while 50% were employed

Findings: From the above presentation, it was gathered that employed people were majority in the market.

Table 4: Marital status of respondents

Variable	Frequency	Percentage of variable
Single	20	25%
Married	60	75%
Total	80	100%

Source: Field report 2025

From the analysis above, it shows that 25% of respondent were single and 75% were married.

Findings: It can be concluded that the majority users were married people.

SECTION B: Consumer's questionnaire

Table 5: You have always make use of any De-kuul l water Product.

Variable	Frequency	Percentage of variable
Yes	40	50%
Likely	20	25%
Unlikely	10	12.5%
No	10	12.5%
Total	80	100%

Source: Field survey 2025

From the data above, it shows that 50% of the respondents have been using Unilever products, 25% were likely, 12.5% were unlikely while 12.5% have not been using it.

Finding: therefore, it shows that the percentage of those using their product is more than those who did not use it.

Table 6: You agree that packaging positioning activities lead to increase in price of good.

Variable	Frequency	Percentage of variable
Yes	45	56.25%
Likely	15	18.75%
Unlikely	10	12.5%
No	10	12.5%
Total	80	100%

Source: Field survey 2025

From the above data, it shows that 56.25% agreed that packaging positioning activities lead to increase in price of goods, 18.75% were likely, 12.5% were unlikely while 12.5%disagree.

Finding: Therefore, it is concluded that packaging positioning activities lead to increase in price of goods.

Table 7: You would agree to the suggestion that the company should change some of name and colour of its product.

Variable	Frequency	Percentage of variable
Yes	40	50%
Likely	20	25%
Unlikely	10	12.5%
No	10	12.5%
Total	80	100%

Source: Field survey 2025

From the data in the table above, it shows that 50% of the respondent agree, 25% were likely, 12.5% were unlikely while 12.5% disagree.

Finding: we can therefore say that majority of the respondent agree to the suggestion.

TABLE 8: Packaging names do have effect on marketing of the products.

Variable	Frequency	Percentage of variable
Yes	40	50%
Likely	20	25.5%
Unlikely	10	12.5%
No	10	12.5%
Total	80	100%

Source: field report 2025

From the table above, it could be seen that 50% of the respondent made it clear that packaging name have effect on marketing of the product while others disagree.

Findings: it can be concluded that majority agree that packaging name have effect on marketing of the product.

Table 9: Packaging of product do influence increase in the consumption of De-kuul water

Variable	Frequency	Percentage of variable
Yes	50	62.5%
Likely	10	12.5%
Unlikely	10	12.5%
No	10	12.5%
Total	80	100%

Source: field survey 2025

From the data gathered above, it is clear that 62.5% agree that packaging of product do influence increase in the consumption of close-up, 12.5% were likely, 12.5% also were unlikely while 12.5% respondent disagreed.

Findings: therefore, it can be concluded that majority agree with the statement.

Table 10: You have always derived any facility provided by the company that is Unilever Nig. Plc.

Variable	Frequency	Percentage of variable
Yes	80	100%
No	-	-
Total	80	100%

Source: field survey 2025

The data above shows that 100% of the respondent derives facility provided by the company.

Table 11: Packaging positioning does not significantly reduce consumer satisfaction.

Variable	Frequency	Percentage of variable
Yes	40	50%
Likely	20	25%
Unlikely	10	12.5%
No	10	12.5%
Total	80	100

Source: Field survey 2025

From the data gathered above, it is shows that 50% of respondent agree that packaging positioning does not reduced consumer satisfaction, 25°% respondent were likely, 12.5⁰/'6 were unlikely while 12.5% respondent disagreed.

Findings: it shows that majority agree.

Table 12: Packaging positioning significantly influence acceptability of company by immediate community.

Variable	Frequency	Percentage of variable
Yes	30	37.5%
Likely	30	37.5%
Unlikely	10	12.5%
No	10	12.5%
Total	80	100%

Source: Field survey 2025

From the analysis above, it shows that 37.5% of the respondents agree that packaging positioning influence acceptability of company, 37.5% were likely, 12.5% were unlikely and 12.5°, % disagree.

Findings: therefore, the above analysis shows that packaging positioning influence acceptability of company by immediate community.

HYPOTHESIS TESTING

Having analyzed the various items individually, the questionnaire will be examined in relation to the hypothesis. This is to show the workings of the hypothesis which were formulated and were to be tested through the analysis of questionnaire obtained.

HYPOTHESIS 1:

Ho: Packaging does not significantly reduce consumer satisfaction

Hi: Packaging significantly reduced consumer satisfaction.

However, before the hypothesis is tested, here is the decision rule below

Decision rule:

If the chi-square calculated is greater or equal to chi-square table, the null hypothesis (Ho) will be rejected and the alternative hypothesis (Hi) will be accepted.

However, if the calculated is less than the chi-square table, the null hypothesis (Ho) will be accepted and the alternative hypothesis will be rejected.

Data in the table served as the observed frequency and was used for the chi-square test which is as follows:

$$X_2 = \sum \frac{(o-e)^2}{e}$$

E

Where X_2 = chi-square

\sum = Summation of values

O = Observed of frequency

e = Expected frequency

The expected frequency (e) is obtained by dividing the total number of observed frequency by the number of the alternatives

Variable	Yes	No	Total
Male	140	25	165
Female	70	15	85
Total	210	40	250

Chi-square $\sum (o-e)$

The level of significance (x) = 5% = 0.05 (1- 0.05) degree of freedom = -3

(r⁻¹) (c⁻¹)

(4-1) (2-1)

3 x 1

R = Number of row in the contingency table

C = Number of column in the contingency table expected value.

1. $\frac{140 \times 250}{210} = 166.7$

210

2. $\frac{70 \times 250}{210} = 83.3$

210

$$3. \quad \frac{25 \times 250}{210} = 156.3$$

210

$$4. \quad \frac{15 \times 250}{210} = 193.7$$

210

HYPOTHESIS 2:

Ho: Packaging does not significantly influence acceptability of a company by the immediate community

H1: Packaging significantly influence acceptability of a company by the immediate community.

DECISION:

Since the calculated chi-square (X^2) 39.4 is greater than the tabulated chi-square (X^2) at 0.05 level of significance (7.81), the null hypothesis (Ho) will be rejected and the alternative hypothesis (Hi) will be accepted, which means that of social responsibility has significant influence on the acceptability of company by immediate community.

Variable	Yes	No	Total
Male	140	25	165
Female	60	15	75
Total	200	40	240

Chi-square $\chi^2(o-e)$

The level of significance (α) = 5% = 0.05 (1-0.05) degree of freedom = -3

(r-1) (c-1)

(4-1) (2-1)

= 3x1

R = Number of row in the contingency table

C = Number of column in the contingency table expected value expected.

$$1. \quad \frac{140 \times 240}{200} = 168$$

$$2. \quad \frac{60 \times 240}{200} = 72$$

$$3. \quad \frac{35 \times 240}{200} = 30$$

4. $\frac{15 \times 240}{200} = 18$

RESULT OF FINDINGS

From the data analyzed above, several finding were deduced. For the purpose of simplicity and clarity, the questions in the questionnaire were presented in a tabular form and the findings deduced from the data presented were as follows:

From the data presented, it shows that male were greater than female in the market of close-up product, this is because male were the most purchaser of specialty product of which close-up product can be classified into this category because it has a unique characteristics and the buyer already know the product.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of the Findings

The research work focused on “the role of packaging in the marketing of consumable product”. Growth and development of products deals with creating products with new or different characteristics that offer new and additional benefits to the consumer. It may involve modification of an existing product or its presentation, or formulation of an entirely new product that satisfies a newly defined customer want or market niche (Business dictionary.com 2010).

This research work has been able to examine the term packaging management and all that is involved in it as a tool for product growth and development.

The result of the study indicates that sales and consumer satisfaction ranks first as the priority area of manufacturers. Products are manufactured to satisfy the needs of consumer. This will prompt consumers to purchase which will increase the sales for such product. The level by which product satisfy customers and increase in sale indicates the level at which the product is growing and developing.

The second most important parameter for product growth and development is the distinctiveness of the product and its ability to represent the company’s image, characteristics and competencies. When products are packaging in such a way that consumers or prospects can identify them, it will enhance purchase and repurchase which will lead to the growth and development of such product.

Next, the third most important parameter is competitiveness. Packaging a product well makes it distinctive and also to survive in the competitive market environment. It is the product offered by the company that will make it gain way into the competitive market and also to gain large market share.

Lastly on the findings is that wholesalers of De-kuul 1 water Company are predominantly female, married with low income level, low educational background. In other words, wholesalers of De-kuul 1 water Company are semi literate females who sell as a means of employment in order to earn a living.

5.2 Conclusion

Based on the research findings, the role of packaging in the marketing of consumable product. Packaging management involves series of component aimed at satisfying the consumer needs with a view of making profit. If products are effectively packaging, it will make the company's product distinctive among other competing products that satisfy the same want. This will make such product to gain large market share for the company and also increase the company's productivity.

From the findings of the research, packaging increases the sales of the product in the market. When products are well packaging, it makes consumers purchase it. Well packaging product satisfies one of the objectives of establishing a business which is increased sales.

Furthermore, the research shows that price has no effect on the consumption of well packaging products. Effective packaging tends to increase the price of such product. From the research, consumers only consume products not because of the price but because of the satisfaction they derive from such product. Gaining satisfaction is a key to keeping existing customers and attracting prospects. Satisfaction depends on how well a purchase performs and how well the products satisfy consumers. Marketers should focus on reducing the gap between expectation and performance thereby working towards consumer satisfaction. By so doing, the business aim of increased profit and market share can be achieved.

Continuous research about customers and close monitoring of competitive products could bring about repackaging and repackaging of products where necessary.

Products are expected to grow, expand and develop, both in size, quality and profitability if the packaging of the product is based on customers' need.

5.3 Recommendations

It is a known fact that companies are concerned about their market share and by implication their profit margins. Packaging is typically a task of making the company's product unique, distinct and being able to be differentiated.

Manufacturing companies must assist their wholesalers to raise their scope of operation so that they can see their work as a permanent means of employment. The assistance can be in the area of loans, training / technical support and advice. This is because, if they remain just wholesalers, other opportunities may occur that will increase their earnings which can make them seize to be the wholesaler to the company by learning the business. Thus the first strategy is to retain the existing wholesalers and the next is to manage their value for packaging.

On quality, since the study had advised that management concentrate their strategy on the services of wholesalers and consumers, government should do more on the code of operation of companies to achieve a good conformance quality. Consumers and customers needs to be protected. Already established agencies like National Agency for Drug Administration and Control (NAFDAC), Standard Organization of Nigeria (SON) and other health related institutions should be encouraged and empowered to be more dedicated, sincere and committed. There is need for these agencies to enforce compliance in order to protect the customers.

Competition should be encouraged because it would lead to greater innovation and the growth and development of the economy.

Conclusively, considering the services offered, companies must give attention to the demographic factors. Initiatives must be centered on married women and men with equal economic profile, particularly with small holdings since their job mobility is inelastic and when encouraged with the proper service offerings, their commitment to the company will be guaranteed.

Firms should also study well, the stages of product life cycle to ensure that appropriate strategy is applied to each stage in order to eliminate sudden decline of its products.

References

- Aaker A.D. (1996) *Managing Packaging Equity* (New York Press).
- Aaker A.D. (1996), *Building Packaging Equity* (New York Press).
- Bennett P. 1995, *Dictionary of Marketing Terms* (Chicago: American Marketing Association).
- [Http://www.Business dictionary.com](http://www.Businessdictionary.com) (updated 2010) accessed on sat. 13th February, 2010.
- Interpackaging Group (2010), *World greatest packagings- An International Review* Newyork
- Keller K.L. (2008), *Strategic Packaging Management*, 2nd ed. (upper saddle river, New Jersey :Prentice Hall,).
- Kotler P. and Keller K.L. (2007), “*Marketing Management*, 12th ed. Prentice Hall. Hall of India private limited, new Delhi (2007).
- Olujide J.O. (2009) *Research Methodology*, lecture note AMT 307 and AMT 407, unpublished.
- Oxford advanced learner English Dictionary 5th ed. (2005). Statistical “F” table.
- T. Randall, Ulrich K. and Reibstein D. (1998) *Packaging Equity and Vertical product line extent*, “Marketing Science” pg. 356-359
- Tulin E. (1998), “*Packagings Equity as a Signaling Phenomenon*”, *Journal of consumer psychology*. Pg. 131 – 157.
- www.unilever.com (updated 2010) accessed on Sat. 13th February, 2010.

APPENDIX

Kwara State Polytechnic, Ilorin
Institute of Finance and Management
Studies,
Department of Business Administration and
Management,
Ilorin. Nigeria

Dear Sir

APPLICATION FOR COMPLETION OF QUESTIONNAIRE

I am a final year student of the Department of Business Administration and Management, Institute of Finance and Management Studies, Kwara State Polytechnic Ilorin. I am conducting a research work on “The Impact of Product packaging on sale volume of an organization” (A case study of De-Kun water, for the Award of National Diploma in Business Administration and Management)”.

The information received here is purely for academic purpose and will be confidentially treated.

Thank for your understanding.

Yours Faithfully,

ATOBA ISLAMIA OLAYINKA

ND/23/BAM/PT/0841

QUESTIONNAIRE

INSTRUCTION: please tick (✓) the answer you consider appropriate you may provide your answer while necessary

SECTION A

1. Sex of respondent: Male () Female ()
2. Age: 19-30 () 31-40 () 41-50 () Other ()
3. Marital status: Single () Married () Divorced ()
4. Academic qualification: FSLC () SSCE () NCE/OND () HND/BSC ()
5. How long have you being in this department: 1-5years () 6-10years () 11-15 year()

SECTION B

1. Packaging is important in the marketing environment. Yes () No ()
2. Same product are always branded with the same name. Yes () No ()
3. Packaging shape can result in strong volume perception bases among consumers
Yes () No ()
4. Did distribution strategies adopted by De-Kuul water lead to easy availability of the services?
Yes () No ()
5. Did purchasing strategic adopted by De-Kuul water impact positively on their profile Yes () No ()
6. Does the company normally have any shortage Yes () No ()
7. Naming each product differently facilitate market segmentation. Yes () No ()
8. Package ssize also show an impact on consumption behavior? Yes () No ()
9. Does the incensement of size of the products lead to increase customers patronages? Yes () No ()
10. Did communication have any effect on the system? Yes () No ()