

IMPLICATIONS OF PRODUCT PACKAGING ON CUSTOMER PATRONAGE OF LOCALLY PROCESSED OASIS BREAD IN KANO METROPOLIS

Iweama Vincent Okwudili, PhD

Department of Economics and Management Science,
Nigeria Police Academy, Wudil-Kano

Ifediba Emmanvitalis Emeka, PhD

Department of Marketing, Madonna University Okija

Abstract

The study focused on the implications of product packaging on customer patronage of locally processed Oasis Bread in Kano Metropolis. It examined the effects of product packaging design on customer patronage; determine the effects of colour of product packaging on customer patronage among others. Survey research design was adopted for the study. A structured questionnaire of 5 points likert scale was used. The reliability of the instrument was analyzed using Cronbach Alpha and Spearman rank order correlation coefficients at 0.825 and 0.782 respectively. The paper concludes that product packaging forms such as product design, colour of product packaging, quality of product content and product material all have significant positive correlations on customer patronage of locally processed Oasis bread in Kano metropolis. It recommends attractive, sparkling design and high quality products among others.

Keywords: Consumer patronage; Packaging; Product

JEL Classification: MOO; O14

1. Introduction

Consumers nowadays are bombarded with too many marketing stimulus, in order to be attracted to different companies. In this line Keller (2009) states that consumers are exposed to more than 20,000 products choices within a 30-minutes shopping session. The primary purpose of packaging is to protect the product, but packaging can be used by companies as an instrument for promoting their marketing offer, and for boosting their sales. A good packaging helps to identify and differentiate products to the consumers; Packaging is used for easy delivery and safety purposes. Packaging helps companies differentiate their products from other brand.

Companies must understand what influences consumers in their consumer patronage process. They must also understand what factors influences the patronage behaviour and the role of the packaging elements toward patronage decision process of consumers during their purchase decision. Market research helps companies to create the 'right' packaging for a product, as well as the packaging elements that might be of importance to consumers. According to Alvarez and Casielles (2005) organizations' intentions are developing brands in order to attract and retain the existing consumers. Packaging appeals to consumer's consideration towards a certain brand increase its image, and stimulates consumer's perception about a product (Rundh, 2011).

Scholars have recognized the importance of having loyal customers, because loyal customers tend to buy more frequently, and are less likely to be influenced by competitors' promotion and communication strategies. Companies can use this understanding in a very strategic way in order to offer the right products and services to the right customer at the right time. Consumers respond to packaging based on previous information, learned reactions and individual preferences (Aaker, 2011). So, packaging elements, shapes, colours, sizes and labels might influence consumers to respond positively.

Packaging itself plays an important part in marketing mix as it differentiates company's product from its competitors and is also the way to communicate with its consumers. According to (Ahmed, Billo & Lakhan, 2012), Packaging is the last impression for consumers and they make purchasing decisions on the basis of product packaging which built a perception in the consumers mind, therefore it is very important that packaging is working hard to secure the sale, this may be in the form of brand image, brand values, product quality and innovations. Packaging performs multi-tasks and function which describes the product and its features communicate 2008 with the consumers and also safeguard the product (Silayoi & Speece, 2008). Packaging of the product tells about different ingredients, usage of the product and some precautions if the product has any side effects. The packaging sometimes includes

different features like attractive colours, pictures, symbols that will enhance the attractiveness of any product.

Product packaging has become in itself, sales promotion tool for organizations. The consumer's patronage behavior is stimulated by the packaging quality, colour, wrapper, and other characteristics of packaging. Packaging becomes an ultimate selling proposition, which stimulates impulse patronage behavior.

Packaging increases sales and market share and reduces market and promotional costs. According to Rundh (2005) package appeals consumer's attentiveness towards a certain brand, increases its image, and stimulates consumer's perceptions about products. Furthermore, packaging conveys distinctive value to products (Underwood, 2003; Silayoi, and Speece, 2008), packaging works as an instrument for differentiation, and helps consumers to decide the product from wide range of parallel products, packaging also stimulates customer's buying behavior (Wells, Farley & Armstrong, 2007).

Previous researches show that there is no agreement on overall classification of packaging material and package elements. There is also disagreement regarding the methods of package impact on consumer's buying behavior decision. Several researchers attempt to examine all potential elements of packaging and their effect on consumer's buying decision (Butkeviciene, Stravinskiene, & Rutelione, 2008), however others focus on distinct elements of packaging and their influence on consumer purchasing behavior (Ampuero & Vila, 2006; Madden, Hewett & Roth, M, 2000; Underwood, Klein, & Burke, 2001; Bloch, 1995).

Furthermore, some researchers explore the impact of packaging and its features on consumer's whole purchase decision (Underwood, Klein, & Burke, 2001), whereas, some others - on each step of consumer's decision making process (Butkeviciene, Stravinskiene, & Rutelione, 2008). Brand image and advertisement have strong positive influence and significant relationship with Consumer's buying behavior. People perceive the brand image with positive attitude. Study depicted that teenagers in Gujranwala are more conscious about their social status so they prefer branded products and advertisement affects on their Consumer Buying Behaviour positively (Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman, & Ahmed, 2013). The study uncovers the features, influencing consumers choice, when multiple and different choices are available.

1.2. Statement of the Problem

Now, packaging has become a sales promotion tool for organizations. The consumer's patronage also is

stimulated by the packaging quality, colour, wrapper, and other characteristics of packaging. Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behavior. Packaging increases sales and market share and reduces market and promotional costs. According to Rundh (2005) package appeals consumer's attentiveness towards a certain brand, increases its image, and stimulates consumer's perceptions about products. Furthermore, packaging conveys distinctive value to products (Underwood, 2003; Silayoi, & Speece, 2007), packaging works as an instrument for differentiation, and helps consumers to decide the product from wide range of parallel products, packaging also stimulates customer's buying behavior (Wells, Farley & Armstrong, 2007).

Despite the importance of packaging in the promotion of goods and services, one cannot help but agree that there are areas that need to be studied especially in the bakery industry. Baker's should be aware that consumers are there source of living, thereby must ensure to produce products of good quality, size, design, and label and at affordable prices.

Some research has been carried out on product packaging and consumer patronage on locally processed products in Nigeria. From these studies, three important variables have been isolated that influence consumer's patronage of a second-order retail outlet and the purchase of used merchandise. These three variables are: store image, socio-economic situation, and risk aversion. While the purchase of goods has been explored by a few researchers in the past, previous research in the sale of used consumer goods is even scarce. It is based on this gaps that this study examined product packaging and customers patronage on locally processed bread in Kano metropolis Nigeria.

1.3 Objectives of the Study

The aim of this study is to assess the implications of product packaging on customer patronage of locally processed oasis bread in Kano metropolis. The specific objectives are as follows:

- i. To determine the effects of product packaging design on customer patronage of locally processed Oasis bread in Kano metropolis.
- ii. To assess the effects of colour of product packaging on customer patronage of locally processed oasis bread in Kano metropolis.
- iii. To determine the effects of quality of product content on customer patronage of locally processed Oasis bread in Kano metropolis.
- iv. To assess the effect of quality of packaging material on customer patronage of locally processed Oasis bread in Kano metropolis.

1.4 Research Questions

- i. Does product packaging design influence customer patronage of locally processed Oasis bread in Kano metropolis?
- ii. Does colour of product packaging influence customer patronage of locally processed Oasis bread in Kano metropolis?
- iii. Does quality of product content influence customer patronage of locally processed Oasis bread in Kano metropolis?
- iv. Does quality of packaging material influence customer patronage of locally processed Oasis bread in Kano metropolis?

1.5 Hypotheses of the Study

H1. Design of product packaging does not influence customer patronage of locally processed Oasis bread in Kano metropolis.

H2. Color of product packaging does not influence customer patronage of locally processed Oasis bread in Kano metropolis.

H3. Quality of product content does not influence customer patronage of locally processed Oasis bread in Kano metropolis.

H4. Quality of packaging material does not influence customer of locally processed Oasis bread in Kano metropolis.

2.0 Literature Review

2.1 Concept of Product Packaging

Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. (Morris 1997).

Furthermore, Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells, in many countries it is fully integrated into government, business and institutional, industrial, and personal use.

Packing means packing or wrapping goods to look attractive as well as secure safety i.e. (a) holding together the contents (b) protecting product while passing through distribution channels. Again packaging refers to "all the activities involved in designing and producing the container or wrapper for a product" (Madden, Hewelt & Rath, 2013).

Recently, term packaging is being used interchangeably to mean both 'packing' proper as well as 'packaging'. Traditionally, 'packaging' referred to retail or consumer container and 'packing' to transport container. Consumer packaging has significant marketing implications while transport containers are more important from logistics standpoint.

Packaging means the wrapping or bottling of products to make them safe from damages during transportation and storage. It keeps a product safe and marketable and helps in identifying, describing, and promoting the product. Different kinds of products need different kinds of packaging, for example, liquid products are packed in barrels and bottles; whereas, solid products are wrapped. The organizations use special containers for fragile products, such as glassware. The terms packing and packaging are used synonymously but there is a certain amount of difference between the two. Packaging means covering the product itself so that it is protected from damage, leakage, dust, pollution, contamination etc. Examples – Chocolates packaged in thin sheet, milk packaged in sachets etc. Packing means putting all the packages in a big box, container, chest, crate etc. for the purposes of storage, transportation, handling etc. Moreover, the functions of packing and packaging, in the present context have gone beyond the basic expectations of protection of the product. "Packing is the preparation of product or commodity for proper storage and/or transportation. It may entail blocking, bracing, cushioning, marking, sealing, strapping, weather proofing, wrapping, etc." (Morris, 2013)

"Packing is the activity of putting your possessions into bags, cases, or boxes so that you can take or send them somewhere". "Packaging refers to the processes (such as cleaning, drying, and preserving) and materials (such as glass, metal, paper or paperboard, plastic) employed to contain, handle, protect, and/or transport an article. Role of packaging is broadening and may include functions such as to attract attention, assist in promotion, provide machine identification (barcodes, etc.), impart essential or additional information, and help in utilization". "Packaging is the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean". "Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use." (Baridam, 2002)

2.2 Overview of Product Packaging

Many packaging elements are factors that influence the buying behavior of customers such as, packaging colour, printed information, and packaging material, design of wrapper, printed information, brand image, innovation and practicality. Colours used in packaging can help draw consumer attention. Colour of packaging is important because it is used by companies to differentiate its product from other competitors. Therefore, colours play an important role in a potential customer's decision-making process. Companies use different colours for emphasizing a different mood, like, black is used for power, blue for trust, red for energy, green for balance or organic and fresh. Colour is an essential component of packaging because consumers expect certain type of colours for particular products (Keller, 2009).

Different colours also symbolize different meanings to consumers. For example, orange, yellow, purple they have different meanings according to the consumer perception and culture. According to Singh (2006) colour perceptions vary across cultures and most of the religions are believed to have their sacred colours.

In the view of Deliya and Parker (2012), packaging can be defined as an extrinsic element of the product. They stress further that it can be defined as a container product. Silayoi and Sleeve (2005) See packaging as the overall features that underline the uniqueness and originality of the product. In the view of Ahmed, Parmar and Amin (2014), packaging is described as a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behavior.

The studies of Gilaninia, Ganjinia, and Moradi (2013) on important of product packaging and its impact on consumer purchasing process in Iran showed that packaging was considered as having a huge impact on customer decision at every stage of its process.

According to Lamb and Charles, (2011), packaging has four distinct marketing functions. It contains and protects the product. It promotes the product. It helps consumers use the product and finally, packaging facilitates recycling and reduces environmental damage; therefore packaging does more than just protecting the company's products. It also helps in developing the image of the product in consumer mind. So, failing to pay attention to the design of the packaging can decrease the chances of being visible and attractive, which can result in losing sales. Labeling provides information regarding the product category, products ingredients, and product instructions. Consumers when making their mind whether to buy or not to buy a product they are guided not just by the taste, but also some other extrinsic factors such as, brand awareness, labeling, price and origin.

According to Morris (1997) product labels help consumer to differentiate a product more easily.

Labeling helps consumers spend less time needed while searching for products that are decided to be bought by them. Consumers' decisions are influenced when the package comes with a distinctive appearance that contains simple and accurate information (Silayoi & Speece, 2004). Nowadays, there are consumers that pay more attention to label information since they are more concerned with health and nutrition issues (Coulson, 2000). The materials used in packaging is an important element which prevents the product from any damage or loss.

It is more likely that the high quality material might attract customer more than low quality material. So, packaging material has strong impact on buying behavior. According to Smith and Taylor (2004) consumers link the packaging materials associated by consumers with certain essential values of the product. In addition, consumer perceptions regarding certain materials could change the perceived quality of a product. Hollywood et al., (2013) carried a study on milk packaging. They tried to find out the impact of the three packaging materials, glass, plastic, and cardboard. Most of respondents in that study agreed that the use of plastic containers were better than cardboard and glass packaging. Ulrich (2009), packaging is used for identification of the product. Play an important role in attracting the consumer. Children are likely more sensitive in case of wrapper design. So company has to make a wrapper design which attracts the children as well. Good and well planned designs are eye-catching and can differentiate products on the shelves and can attract consumers more easily. So, attractive design, graphics, colours, printed lines, different signs and symbols as well as combinations of various materials can encourage consumers to notice and touch our product, thereby inspiring them to try and eventually buy the product. Printed information contain all the information related to the product quality, price, description which help to identify the brand. According to Shah et al., (2013) labeling is one of the most visible parts of product and an important element of the marketing mix. The information on packaging is an important component since it can support marketing communication strategies of companies; establish brand image and identity. There is a big consent among many scholars and practitioners about the importance of brand image with products. An image can create value to consumers by helping to process information; differentiate their preferred brands, facilitating buying, giving positive feelings, and providing a basis for product extensions (Aaker, 1991). Moreover, brand image can be defined as a unique

bundle of associations within the minds of target customers.

According to Goldberg (1999) the image on the product is important because it increases the attention and familiarity with that given product. The background image is the image in the mind of the customer which helps to identify the brand of the product from different brands. Brand image can be assumed as a set of brand associations that are collected in the minds of consumers (Mowen & Minor, 2001).

Brand image refers to the framing of memory about a brand, which contains the results of interpretation by consumer to the messages, attributes, benefits and advantages of the product (Wijaya, 2013). Brand image represents what consumers think and feel about a brand identity. Thus, the image of a brand represents the perception that can reflect objective or subjective reality. According to Aaker (1991), consumers often buy products that have famous brand because they feel more comfortable with things that are already known. The assumption that the well-known brand is more reliable, always available and easy to find, and has a quality that no doubt make a familiar brand is more potential to be chosen by consumers than a brand that is not familiar. Bringing innovation in the packaging design also increase the value of the product in the consumers mind.

Novel packaging can attract consumers, but practicality is equally important. Innovative packaging may actually add value to the product if it meets a consumer needs. But its practicality is also very important for creating the added value, like easily opening, easily stored, recyclable, etc. Nowadays, manufacturers try to design packaging that maintains the key equities of the brand in order to appeal to customers' needs and preferences.

2.3 Empirical Investigation

Mousavi and Jahromi (2014) studies on examining the relationship between packaging and consumer buying in Shiraz city showed that packaging elements like colour, packaging material design and innovation have positive significant relationship with consumer buying behavior. Methods employed included, structured questionnaire for collecting data and descriptive and inferential statistics for analysis. Mohebbi (2014) on a study of the art of packaging: an investigation into the role of colour in packaging, marketing and branding in Iran showed that graphic and colour play key roles in promoting product sales.

Ahmed, Parmer and Amin (2014), in the study; impact of product packaging on consumer's buying behaviour in Karachi, noted that packaging is considered as the most important factor that influenced customer buying

behavior. It was concluded that elements such as colour, packaging material, design of wrapper and innovation were found to be important factors when consumers were making any buying decision. Also Hess, Sing, Metcalf and Danes (2014) in a study on the impact of consumer product packaging on consumer satisfaction, brand perceptions and behavior in California, showed their packaging characteristics were indivisible component of the product and important to evaluation of the overall consumption experiences. Hence, packaging has a critical role to play in building profitable consumer-brand relationships.

Deliya and Parmer (2012) carried a study in Parani District, Gujarat, India about the roles of packaging in stimulating the behavior of the consumers. The study revealed that packaging is the greatest factor in consumer decision making process. The study concluded their package could be treated as one of the most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumer buying behavior.

Chukwu and Enudu (2018) investigated the impact of product packaging on consumer buying behavior. Poor packaging can dissuade consumers from buying products. In addition, a poorly packaged product poses serious problem to salesmen, since it will require a lot of explanations to persuade customers to buy the product. Customers dislike shabbily packaged products. Good and attractive product packaging influence consumer buying behaviour by making them to buy product and always patronize product.

Adeola (2017) determined the effect of product packaging on Nigerian consumers. The study revealed that marketers should know and understand the importance of product packaging because of its benefits as Nigerian consumers consider the packaging of products at the time of purchase. Oladcle, Olowookere, Okulogbo and Adegbola (2015) investigate product packaging as a predictive factor for consumer patronage of toothpaste in Ado-Ekiti, Nigeria. The study showed positive nexus between visual elements of packaging such as colour, quality and quantity and customer patronage. Olawepo and Ibojo (2015) worked on the relationship between packaging and consumer purchase intention. A study of Nestle Nigeria product showed positive nexus between packaging and consumer purchase intention. Also Borishade, Oluseye, Favour and Prosper (2015) on empirical study of packaging and its effect on consumer purchase decision in a food and beverage firm in Nigeria concluded that packaging plays a positive role in the purchase decision. Additionally, Rasheed, Olanipekun and Adetunji (2015) in a study, product package and consumer brand commitment in

food and beverages markets in Lagos Nigeria, concluded that there is a strong positive relationship between product package and consumer brand commitment.

Lilu (2012) in his research on the effects of packaging on buying choice, showed that majority of respondents used in the study believed that the choice of buying a product is determined by the product packaging. He argued that the perceptions of respondents towards the value added to packaging vary as majority of the consumers believe that good and attractive packaging adds values and quality to the product.

Wright (2010) reported that the food and drink industry accounted for more than half of the world's packaging market ahead of sectors such as cosmetics, pharmaceuticals and healthcare/medicine. Sharma (2008) focused on existing practice of branding, packaging and labeling of new product in consumer-product manufacturing units. The study concluded that consumers are aware of the value of packaging and labeling. The majority of the consumer products (84.37%) use product labels as a simple tag attached to the product or an elaborately designed graphic that is part of the package.

Adam and Ali (2014) investigated the impact of packaging of packaged milk on consumer buying behavior in Karachi. The result shows a nexus between nutritional information, product information and country of origin and consumer buying behavior.

Gilaninia, Ganjinia, Moradi (2013) on importance of product packaging and its impact on consumer purchasing process in Iran, which focused on foods products in chain stores, the report showed that package components have different impacts during the various processes of consumer behavior.

Farouq, Habib and Aslam (2015) worked on the influence of product packaging on consumer purchase intention in Punjab. Results showed that there is a positive association between the product packaging and customer purchase intention. Also Hussain, Ali, Ibrahim, Noreen and Ahmad (2015) worked on impact of product packaging on consumer perception and purchase intention in Pakistan. It was revealed that packaging inspired consumer to have good perception and intention.

3. Methodology

The research design adopted for this study was survey research design. The study was conducted in Kano metropolis in Kano State. Kano State is one of the 36 states in Nigeria and located in the North West geopolitical zone of the country. The state is the most populated in Nigeria with nine million, four hundred and one thousand, two hundred and eighty eight people (9,401,288) in 2006 census. A sample size of 150 respondents participated in the study. This was based on convenient sampling technique from three different localities in Kano metropolis as follows: New Road, Sabon-Gari, Hadija Road and Zoo Road respectively. A modified 5 pointlikert-scale, showing the respondents opinion of agree, strongly agree, neutral, disagree and strongly disagree. The likert scale was used because of it allows the respondents to place themselves along a feeling for each item in the inventory since feeling cannot be isolated (Nisbet & Entwistle, 2007).

4. Data Presentation, Analysis and Interpretation

4.1 Answering Research Questions

Question One: Does product packaging design influence customer patronage of locally processed Oasis bread in Kano metropolis?

Table 4.1 Correlation statistics on influence of Design of product packaging on customer patronage of locally processed Oasis bread in Kano metropolis.

Variables	N	Mean	STD	Df	Correlation index r	Remarks
CUSTOMER_PATROBAGE	150	73.773	4.109	148	0.452**	Design of Product packaging influences customer patronage at correlation index r level of 0.452
Design of Product Packaging	150	18.506	2.916			

Results of the Correlation statistics showed that Design of product packaging has huge influence on customer patronage of locally processed Oasis bread in Kano metropolis at a correlation index r level of 0.452. The positive correlation index r value indicates a positive or

direct relationship between the two. This implies that the higher and better the design of product packaging the higher the level of customer patronage of locally processed Oasis bread in Kano metropolis and vice versa.

Question Two: Does colour of product packaging influence customer patronage of locally processed Oasis bread in Kano metropolis?

Table 4.2: Correlation statistics on influence of Colour of product packaging on customer patronage of locally processed Oasis bread in Kano metropolis.

Variables	N	Mean	STD	Df	Correlation index r	Remarks
CUSTOMER_PATROBAGE	150	73.773	4.109			Colour of Product Packaging influences customer patronage at correlation index r level of 0.673
Colour of Product Packaging	150	18.323	2.472	148	0.673**	

Results of the Correlation statistics showed that Colour of product packaging has significant influence on customer patronage of locally processed Oasis bread in Kano metropolis. The positive correlation index r value indicates a positive or direct relationship between the two variables. This implies that the higher and better the

Colour of product packaging the higher the level of customer patronage of locally processed Oasis bread in Kano metropolis and vice versa.

Question Three: Does quality of product content influence customer patronage of locally processed Oasis bread in Kano metropolis?

Table 4.3: Correlation statistics on influence of Quality of product content on customer patronage of locally processed Oasis bread in Kano metropolis.

Variables	N	Mean	STD	Df	Correlation index r	Remarks
CUSTOMER_PATROBAGE	150	73.773	4.109			Quality of product content influences customer patronage at correlation index r level of 0.617
Quality of product content	150	17.506	2.831	148	0.617**	

Results of the Correlation statistics showed that Quality of product content has positive influence on customer patronage of locally processed Oasis bread in Kano metropolis. The positive correlation index r value indicates a positive or direct relationship between the two variables. This implies that the higher and better the

Quality of product content the higher the level of customer patronage of locally processed Oasis bread in Kano metropolis and vice versa.

Question Four: Does Quality of packaging material influence customer patronage of locally processed Oasis bread in Kano metropolis?

Table 4.4: Correlation statistics on influence of Quality of packaging material on customer patronage of locally processed Oasis bread in Kano metropolis.

Variables	N	Mean	STD	Df	Correlation index r	Remarks
CUSTOMER_PATROBAGE	150	73.773	4.109			Quality of packaging material influences customer patronage at correlation index r level of 0.627
Quality of packaging material	150	19.011	2.496	148	0.627**	

The correlation statistics above showed that quality of packaging material has positive influence on customer patronage of locally processed Oasis bread in Kano metropolis. The positive correlation index r value indicates a positive or direct relationship between the two variables. This implies that the higher and better the Quality of packaging material the higher the level of

customer patronage of locally processed Oasis bread in Kano metropolis and vice versa.

4.2 Testing of Hypotheses

Hypothesis One: Design of product packaging does not influence customer patronage of locally processed Oasis bread in Kano metropolis.

Table 4.5: Pearson; product Moment Correlation statistics on influence of Design of product packaging on customer patronage of locally processed Oasis bread in Kano metropolis.

Variables	N	Mean	STD	Df	Correlation index r	P	Remarks
CUSTOMER_PATROBAGE	150	73.773	4.109	148	0.452**	0.002	
Design of Product Packaging	150	18.506	2.916				

$P < 0.05$ is significant at correlation index 0.452

Results of the Pearson ;product Moment Correlation statistics showed that Design of product packaging has significant influence on customer patronage of locally processed Oasis bread in Kano metropolis. This is because the calculated p value of 0.002 is lower than the 0.05 alpha level of significance at a correlation index r level of 0.452. The positive correlation index r value indicates a positive or direct relationship between the two. This implies that the higher and better the design of

product packaging the higher the level of customer patronage of locally processed Oasis bread in Kano metropolis and vice versa. Therefore, the null hypothesis which state that Design of product packaging does not influence customer patronage of locally processed Oasis bread in Kano metropolis, is hereby rejected

Hypothesis Two: Colour of product packaging does not influence customer patronage of locally processed Oasis bread in Kano metropolis.

Table 4.6: Pearson; product Moment Correlation statistics on influence of Colour of product packaging on customer patronage of locally processed Oasis bread in Kano metropolis.

Variables	N	Mean	STD	Df	Correlation index r	P	Remarks
CUSTOMER_PATROBAGE	150	73.773	4.109	148	0.673**	0.000	
Colour of Product Packaging	150	18.323	2.472				

$P < 0.05$ is significant at correlation index 0.673

Results of the Pearson ;product Moment Correlation statistics showed that Colour of product packaging has significant influence on customer patronage of locally processed Oasis bread in Kano metropolis. This is because the calculated p value of 0.000 is lower than the 0.05 alpha level of significance at a correlation index r level of 0.673. The positive correlation index r value indicates a positive or direct relationship between the two variables. This implies that the higher and better the Colour of product packaging the higher the level of

customer patronage of locally processed Oasis bread in Kano metropolis and vice versa. Therefore, the null hypothesis which state that Colour of product packaging does not influence customer patronage of locally processed Oasis bread in Kano metropolis, is hereby rejected

Hypothesis Three: Quality of product content does not influence customer patronage of locally processed Oasis bread in Kano metropolis.

Table 4.7: Pearson; product Moment Correlation statistics on influence of Quality of product content on customer patronage of locally processed Oasis bread in Kano metropolis.

Variables	N	Mean	STD	Df	Correlation index r	P	Remarks
CUSTOMER_PATROBAGE	150	73.773	4.109	148	0.617**	0.001	
Quality of product content	150	17.506	2.831				

P < 0.05 is significant at correlation index 0.617

Results of the Pearson ;product Moment Correlation statistics showed that Quality of product content has significant influence on customer patronage of locally processed Oasis bread in Kano metropolis. This is because the calculated p value of 0.001 is lower than the 0.05 alpha level of significance at a correlation index r level of 0.617. The positive correlation index r value indicate a positive or direct relationship between the two variables. This implies that the higher and better the Quality of product content the higher the level of

customer patronage of locally processed Oasis bread in Kano metropolis. And vice versa. Therefore, the null hypothesis which state that Quality of product content does not influence customer patronage of locally processed Oasis bread in Kano metropolis, is hereby rejected

Hypothesis Four: Quality of packaging material does not influence customer patronage of locally processed Oasis bread in Kano metropolis.

Table 4.8: Pearson; product Moment Correlation statistics on influence of Quality of packaging material on customer patronage of locally processed Oasis bread in Kano metropolis

Variables	N	Mean	STD	Df	Correlation index r	P	Remarks
CUSTOMER_PATROBAGE	150	73.773	4.109	148	0.627**	0.001	
Quality of packaging material	150	19.011	2.496				

P < 0.05 is significant at correlation index 0.617

Results of the Pearson ;product Moment Correlation statistics showed that Quality of packaging material has significant influence on customer patronage of locally processed Oasis bread in Kano metropolis. This is because the calculated p value of 0.001 is lower than the 0.05 alpha level of significance at a correlation index r level of 0.627. The positive correlation index r value indicates a positive or direct relationship between the two variables. This implies that the higher and better the Quality of packaging material the higher the level of customer patronage of locally processed Oasis bread in Kano metropolis. Therefore, the null hypothesis which state that Quality of packaging material does not influence customer patronage of locally processed Oasis bread in Kano metropolis, is hereby rejected

5. Summary, Conclusion and Recommendations

Design of product packaging has significant influence on customer patronage of locally processed Oasis bread in Kano metropolis at a correlation index r level of 0.452. . This implies that the higher and better the design of product packaging the higher the level of customer patronage of locally processed Oasis bread in Kano metropolis and vice versa.

Colour of product packaging has significant influence on customer patronage of locally processed Oasis bread in Kano metropolis at a correlation index r level of 0.673 This implies that the higher and better the Colour of product packaging the higher the level of customer patronage of locally processed Oasis bread in Kano metropolis and vice versa.

Quality of product content has significant influence on customer patronage of locally processed Oasis bread in Kano metropolis at a correlation index r level of 0.617 This implies that the higher and better the Quality of product content the higher the level of customer patronage of locally processed Oasis bread in Kano metropolis and vice versa.

Quality of packaging material has significant influence on customer patronage of locally processed Oasis bread in Kano metropolis at a correlation index r level of 0.627. This implies that the higher and better the Quality of packaging material the higher the level of customer patronage of locally processed Oasis bread in Kano metropolis. And vice versa

In conclusion product packaging forms such as product design, colour of product packaging, quality of product content and product packaging material all have significant positive influence on the customer patronage of locally process Oasis Bread in Kano metropolis, at correlation index r levels of 52, 0.673, 0.617 and 0.627 respectively

From the outcome of the study, the researcher put forward the listed recommendations below

- i. Product packaging design should be made very attractive and simple so that customers can easily be attracted to such materials

- ii.
- iii. Product should be designed with sparkling colours and colours that attract the customer to be curious to patronise the product
- iv. The content of the product should be of high quality so that customers can be motivated and encouraged to patronize the product even amidst other competitive brands in the market
- v. The product should packaging should be of god quality that is durable which will increase customer patronage

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