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INFLUENCE OF PRODUCTS' PACKAGING AND BRANDING ON CONSUMERS' BUYING DECISION IN SABON GARI MARKET

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Abstract

This study has been conducted on influence of packaging and branding of goods and services as a marketing strategy. The study formulated two hypotheses on packaging and branding are independent variables and consumers buying decision is dependent variable. The method used to carry out this study was survey research by administered questionnaire to wholesalers and retailers in Sabon Gari market. The questionnaire was divided into three parts. Part A questions on packaging, part B questions on branding and part C questions on consumer buying decision respectively. The method used for data analysis was multiple regressions by the used of SPSS. And the results indicated that packaging and branding positively influence the consumers buying decision by consumers selecting goods and services from wholesalers and retailers.

Keywords: Packaging, Branding, Marketing, Strategy

Introduction

Packaging is one of the importance components of the "marketing mix" for a product. It is the "simple means of creating awareness and differentiating product from others competitors" and is of particular importance at the point of sale, as the package is the manufacturer's last chance to convince the customer to purchase the product (Anonymous, 2006). Packaging plays a major role in promoting products to customers. The package serves as a strong image identifier among residents of townships. Blem (1995) expresses that customers expect goods and services for sale should be in package and presented conveniently. Attractive packaging, before purchase, is help to selling. The customer needs packaging that is suitable for transporting and storage and that is easy to

remove. Perhaps the most distinctive skill of professional marketers is their ability to create, maintain, protect, and enhance brands. The American Marketing Association defines a brand as a name, term, sign, symbol, or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

In essence, a brand identifies the seller or maker. Whether it is a name, trade-mark, logo, or another symbol, a brand is essentially a seller's promise to deliver a specific set of features, benefits, and services consistently to the buyers. The best brands convey a warranty of quality. But a brand is an even more complex symbol.

James and Msafiri (2020) on their study confirmed that packaging is important on the consumer buying decision. As usual, producers are not made their goods and services available for sales without packaging and brand that is used to differentiate their products from others competitors for competitive advantage. Therefore, this study investigate the roles playing by packaging and brand on the customers buying decision in Sabon Gari main market.

Ahmed, Parmar and Amin (2014), studied the impact of product packaging on customer buying behaviour, they observed that the packaging is the most important factor. It is further that the packaging elements like its Colour, Packaging material, Design of Wrapper and innovation are more important factors when consumers making any buying decision. Finally it has also been concluded that the Packaging is one of the most important and powerful factor, which influences consumer's purchase decision.

James and Msafiri (2020), in their study confirmed that the label of the package is important in the decision buying process, the quality of the packaging material is important during the buying process, and packaging color impacts consumer behavior during the buying process. Society culture, business culture, customer's family culture, and customer's lifestyle culture were important factors towards customers buying behavior. Also, the study indicated the existence of the relationship between the small-scale entrepreneurs packaging practices and the buying behavior of consumers in Arusha City were the factor for small-scale entrepreneurs to compete with other products from outside the country.

Rana (2013), Study consumers buying decision and discovered that consumers purchase more quantity of the products, after looking a well-labeled product as a component of packaging. Therefore the study confirmed that labeling influences the consumer buying behavior,

Melissa, Universidad and Puerto (2017), the research provides evidence about existing relationships between graphic elements and the generational cohorts, as well as statistical differences between these cohorts in terms of informational elements. The article exposes

theoretical and empirical evidence, with the objective to support companies' managers to explore and combine elements to achieve and project positioning and equity at the moment of choosing or transforming their package designs according to their target market.

Statement of the Problem

The importance of product packaging and product branding strategy on the impact of any company cannot be over emphasized irrespective of its size and type of business that is operating. Because, no company in the globe that operate in the blue ocean strategy, means to produce product or service that no any company produce or perform service similar to original company. Therefore, the study confirmed, it is the packaging and branding that the company use to differentiate its product from competitors for competitive advantage.

In Nigeria, the study on product packaging and product branding strategy on the consumers buying decision has received no or little attention. Studies conducted on product packaging and product branding are from others countries. Among these studies are Ahmed, Parmar and Amin (2014), James and Msafiri (2020), Melissa, Universidad, Puerto (2017), Saeed, and Ahmad (2011). Therefore, this study has been conducted in Kaduna state to investigate the level in which product Packaging and product Branding affect consumers buying decision.

Objective of the Study

The objectives of this study are to:

- i. Assess the extent to which product packaging strategy affect the consumers buying decision
- ii. Examine the extent to which product branding strategy affect the consumers buying decision

Research Hypotheses

The following null hypotheses were considered in this study:

Ho1 Product packaging strategy does not significantly affect consumers buying decision

Ho2 Product branding strategy does not significantly affect consumers buying decision

Methodology

The method of data collection was likert scale type of questionnaire. And the questionnaire was divided based on independences and dependence variables. The questionnaire was administered to 213 wholesalers and retailers in Sabon Gari market and only 196 was returned and analyzed. The method used to administered the questionnaire was simple random sampling used to select respondents and their responses had been treated

equally. And the method of data analysis was multiple regressions by the used of SPSS.

Results and Discussion

The result explained descriptive statistics on independents and dependent variables, correlation of variables and regression model to find out the level in which packaging and branding influence customer buying decision

Table 1.Descriptive Statistics on the influence of packaging on customers buying decision

	No	Mean	Std Deviation
Consumers are paying attention to the Packaging materials' carbon footprint, reusability and recyclability before making buying behaviour	196	4.51	.559
Packaging attract and promotes the product	196	4.60	.474
Packaging differentiates the product from competitors	196	3.86	.023
Packaging should contain important information of the products and its safety	196	4.39	.548

Sources: Field survey 2021

The table 1 above is descriptive statistics on the influence of product packaging on consumer buying decision. The finding justify that packaging has the positive impact on consumer buying decision making.

The essence of product packaging is to achieve the objective by measuring consumers' decision making base on attractiveness of the packaging.

Table 2. Descriptive Statistics of Branding on customers buying decision

	No	Mean	Std Deviation
A good Branding create customer loyalty	196	4.48	.501
People are more attached to companies with a brand than companies that does not	196	3.93	.886
Branding gives company a chance to let customers see the business for who we really are	196	4.19	.725
Branding protect you from competitors who want your success	196	4.36	.660
Branding will create sales and revenue for your business	196	4.18	.735

Sources: Field Survey, 2021

The tables 2 above of the descriptive statistic shows that product branding significantly influence the decision making base on the result shown in the table above

Table 3 Descriptive Statistics on customers buying decision

	No	Mean	Std deviatio
Consumers are given priority on packaging and branding before buying	196	4.50	.559
Consumers are loyal to a particular products' brand	196	4.64	.480
understanding of consumer choice guide the wholesaler and retailers goods they will buy	196	3.84	1.030
Consumers neglect the price to buy product base on its packaging And branding	196	3.38	.546

Sources: Field Survey, 2021

The table above is also descriptive statistics on decision making as a measurement which is being determined by product packaging and branding. In the table above the arithmetical mean and standard deviation result indicated that consumers buying decision was based product packaging and branding of goods and services.

Table 4: Correlation of variables

Customers B. D	Packaging	Branding		
Customers B. D.	Pearson Correlation	1		
	Sig. (1- tail)			
Packaging	Pearson Correlation	448***	1	
	Sig. (1- tail)			
Branding	Pearson Correlation	468***	426***	1
	Sig. (1- tail)			
	Correlation			
Sig. (1- tail)	.000	.000	.000	

Source: Field Survey, 2021

*** Correlation is significant at the 0.1 level (1-tailed)

The table above correlation analysis between packaging, branding and customers buying decision, this relationship was investigated using pearson correlation coefficient. The procedure was subjected to one-tailed test of statistical significance at one level: significant ($P < .01$).

Overall result indicates that the relationship between all the variables: consumers buying decision, packaging and branding were statistically significant. The correlation coefficients are 0.448, 0.468, 0.426 which shows that

there is 4.48%, 4.68% and 4.26% positive impact of packaging and Branding on customers buying decision.

Table 5 Regression Model of Summary of Packaging, Branding and customers B.D.

R	R ²	Adjusted R ²	Std. Error of the Estimate	F	Sig	Durbin-Watson
.014	.000	.010	.41120	.020	.980	1.685

Source: Field Survey, 2021

The multiple regression R² and adjusted R² indicates how well the combination of independent variables predicts the dependent variable. The multiples regression results indicated that the regression equation with predict

packaging, branding were significantly affected at R = .014, R² = .000, F= .020, P< 0.1. Two predictors' variables were found to have significantly affected the customers buying decision.

Table 6 Regression of packaging, branding and customers B.D

	Unstandardized Coefficients β	Std. Error Coefficient	Standardize t β	Sig
Constant	4.259	.382		.000
Packaging	-.013	.072	-.014	.858
Branding	.013	.086	.012	.879

Source: Field Survey, 2021

Dependent Variable: customers buying decision

The two variables were packaging, (Beta =-.014, P= .858), Branding (Beta =.012, P= .879) Packaging and Branding significantly affect the customers buying decision of wholesalers and retailers in Sabon Gari market.

buying decision in Sabon Gari Market was rejected. The results of the study indicated that packaging and branding of goods and services positively affected the customers buying decision of wholesalers and retailers in Sabon Gari market

Conclusion

In conclusion the two null hypotheses which stated that packaging, branding do not significantly affect customers

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