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Product Packaging and Consumer Purchase Decision: A Study of FMCG in Osogbo, Nigeria

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Abstract

In the 21st century marketers have adopted packaging as a marketing tool to attract consumers to increase sales volume and profitability of the organisation. The study investigated the influences of product packaging on consumer purchase decision of fast-moving consumer goods in Osogbo, Nigeria. The attributes of product packaging used in the study include package design, package shape, and package color. Primary data was collected using questionnaire as part of a survey study. Multiple regression analysis was used to test the hypotheses at the 0.05 level of confidence. Descriptive and inferential statistics were employed to facilitate data analyses. The population of the study is infinite (Unknown), Krejcie and Morgan sample size determination table posited that when population of a given study is above 75,000, a sample size of 382 can be used as such the sample size of the study taken was 382 respondents. Findings revealed that (R=.301, R2 =.295; p<.05) package design, package shape and package color have positive impact on consumer purchase decision. Based on the findings, the study concluded that product packaging has significant positive impact on consumer purchase decision. The study recommended that manufacturers of fast-moving consumer goods should improve the package design by engaging the services of professional graphic designer. It further recommended that package shape should be attractive to draw the attention of customer/consumer at the point of purchase. Lastly, it recommended that manufacturers should create eye catching color that would trigger and impact consumer purchase decision.

Introduction

Product packaging presents brands with the best potential to engage consumers and tell their narrative in an engaging way that will improve positioning and recall value. Packaging is a container that turns into a unique selling point that encourages impulse purchase. Ahmed et al. (2014) affirmed that businesses use packaging as a strategy for sales promotion. Packaging reduces market and promotion expenses while increasing sales and market share. The claims are supported by the evidence that consumer

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purchase decisions are influenced by the quality, color, and other features of packaging.

The business environment is dynamic by nature, so producers and manufacturers must be dynamic in the packaging and repackaging of their products while taking into consideration the consumers' lifestyles (Olawepo & Ibojo, 2015). They also noted that this has increased the effectiveness of role of packaging in projecting the attractiveness and nature of consumer purchase decision. As one of the ways businesses may get customers to notice their products, Samreenlodhi (2015) argued that role of packaging in marketing has grown significantly. It's a clear marketing strategy.

Rundh (2005) asserted that packaging of a product attracts consumers' attention, strengthens its reputation, and shapes their perceptions about it. Furthermore, packaging adds a distinctive value to goods (Underwood, 2003; Silayoi & Speece, 2007). Also, it helps buyers to choose a product from a wide range of rival brands by acting as a distinguishing tool. Wells et al. (2007) affirmed that product packaging also promotes sales. Deliya and Parmar (2012) stated that packaging design is viewed as a tool for branding and communication. Kuvykaite et al. (2009) stated that container design acts as a silent salesman, influencing buyer perception and ultimately influencing the point of purchase.

The world has become a globalized village, so it is now essential for manufacturers to showcase their goods in an appealing way to stand out from the competition and draw customers' attention (Olawepo & Ibojo, 2015). In addition to being necessary, packaging makes it necessary to have a competitive advantage when offering goods to customers (Olawepo & Ibojo, 2015). In addition, they acknowledged that the business environment's competitiveness has quickly enhanced packaging's effectiveness in forecasting the type and attractiveness of consumer purchase decision. Abdullah et al. (2013) opined that packaging can become an ultimate selling proposition by encouraging impulse purchase, growing market share, and cutting promotional expenses. Organizations are currently repackaging and attractively packaging their products to accomplish the aforementioned goals, which makes it harder for customers to choose between many rival brands (Borishade et al. 2015). These days, businesses spend a significant amount of money on packaging in the hopes of gaining market share, while they cut back on advertising. It hasn't been demonstrated or taken into consideration that problems with packaging, for example, improve market share and lower promotional expenditures, as claimed by the literature above in improving consumers' assessments of the product. For example, if the information on the container does not match what the customer expected, it could act as a deterrent to buying the product.

Poorly packaged fast moving consumer goods (FMCG) irrespective of the premium qualities would practically decrease firms' market share, sales volume and many funds are expended on promotional tools. It is discovered that some manufacturing outfits and entrepreneurs fail to project the value of their premium goods through modern methods of packaging which in turn will have adverse effects on their sales volume and inability to sustain competitive advantage. A lukewarm attitude towards adhering to proper packaging has sent many firms into oblivion because of low patronage from customers. Poorly packaged fast moving consumers' goods dissuades consumer purchase decision no matter the price and has a negative effect on sales. Besides, poorly packaged fast moving consumer goods poses serious problem since it will

require enough explanation by the sale force to convince and persuade the buyer in order to find answers to these problems as stated above, this study is out to sensitise manufacturers and entrepreneurs of fast moving consumer goods on the importance of adhering to attractive packaging which will influence consumer purchase decision and to create awareness on the need for periodic assessment and appraisal of packaging elements. As the society develops and technology advances, packaging elements become obsolete overtime and the need to upgrade them periodically becomes necessary to conform to current customer preference. The study has selected fast moving consumer goods of any kind such as *Peak milk, Three crown, Cowbell, Holandia, Dano milk, Jago milk, Milo, Bourvita, Overtin, Dove soap, Eva soap, Dubic malt, Beta malt, Chivita, Pando yam, wheat, semolina, Close up, Sensodyne, Lacasera, Maclean, Nutri milk, Detergent, Cabin biscuit, margarine, chocolate, Lucozade boost* and among others.

Packaging is a silent salesman because it carries a lot of information which is nothing but a type of promotion for the product. Product packaging is a marketing tool in any manufacturing industries because proper packaging of organisational products attracts consumers, increase sales volume and profitability of the organisation. However, several research had been conducted on product packaging and consumer purchase decision from different perspectives. For instance, Chinedu et al. (2023); Dibie and Olannye (2022); Lomayani (2021); Singh (2018); Chukwu and Enudu (2018); Hussain et al. (2015) research was conducted from different perspectives, therefore the results of these findings cannot be adopted. Hence, the need for empirical evidence on product packaging and consumer purchase decision with reference to fast moving consumer goods (FMCG).

It is based on the above premise that the research is out to investigate the relevance of product packaging and its effects on consumer purchase decision with reference to fast moving consumer goods in Osogbo, Osun State, Nigeria. The following research questions were designed to attempt the objectives of this study:

i. What is the effect of package design on consumer purchase decision?
ii. How does Package shape affect consumer purchase decision?
iii. What effects would package color have on consumer purchase decision?

Literature Review

Product Packaging

Designing and creating a product's wrapper or container is a part of packaging. Keller (2003) argues that, like other components, packaging has to accomplish a number of goals from the standpoint of the company and the customer, including establishing the brand's identity; communicating persuasive and evocative information; facilitating the transportation and protection of the product; supporting at-home storage; and promoting product consumption. Kotler (2008) opined that packaging encompasses all tasks performed up until the finished product is opened. An additional characteristic of the finished product is the packaging. Arens (1996) stated that packaging serves as a container for the manufactured goods and eventually improves it using materials, color, form, and labeling.

Customers frequently focus their purchase decision on product's appearance whether they are shopping for common meals or beverages like wine, lemon yoghurt, or low-calorie cola (Fenko et al. 2010). Furthermore, it's assumed that 73% of purchase

decisions are decided upon at the point of sale. At the point of sale, when scanning packs, perception happens quickly, and prompt recognition is crucial for inclusion in the decision-making process (Rettie & Brewer, 2000). Becker et al. (2010) affirmed that package appearance may be deliberately created to convey specific symbolic meanings that influence future taste assessments and affect the overall judgment of the product. For example, recent research indicates that the material and shape of the package affect the taste sensation (Becker et al. 2010; Schifferstein, 2009).

Package design

One key component of marketing is product design. Moreover, Rundh (2009) asserted that it is a crucial instrument in modern consumer product marketing strategies. For a product to be successful in today's very competitive market, consumer preferences should be incorporated into the product design, or style (Creusen et al. 2010). Silayoi and Speece (2007) stated that packaging provides a visually appealing means of informing and communicating with customers about the attributes of the product. Products that have packaging in complementary colors may attract the attention of customers. Customers who are drawn to and favor unusual or unique colors may be those who love novelty (Kappinen-Räisänen et al, 2010). To create the kind of impression that would influence consumers' decisions regarding brands and products. Gofman et al. (2010) stated that choosing the right colors is essential. Orth and Malkewitz (2008) viewed Package design, as a combination of features intended to elicit a specific sensory response. Bruce and Daly (2007) opined that design raises the value of products and their organizations. According to the experts, container designs enhance a company's inventiveness, intellectual property, and proficiency. Package design is a very important medium since it greatly influences consumers' decision-making. The consumer makes his or her purchase decision based on what they see on the packaging. Based on the designs of their packaging, marketers and designers may trigger different types of behavior from customers. The packaging's goal is to persuade the customer to purchase the goods (Orth & Malkewitz, 2008).

Package shape

Package shape can influence consumer purchase decision, research published in trade journals indicates that a package's shape is an important approach for a brand to differentiate itself (Sherwood, 1999). It is anticipated that when a shape is chosen that people view as healthy, the product will be rated as relatively healthier by the respondents than when a shape chosen that people perceive as harmful is used. Westerman et al. (2013) asserted that people tend to choose larger shape on average. According to the study, shape is more aesthetically pleasing, less irritating, and increase the likelihood that a product will be purchased. Three key factors have been identified as the importance of package shape: (1). It may lead to significant volume perception biases in customers; (2). According to consumers, one of the packaging elements most likely to persuade people to purchase the product is its shape (Silayoi, 2007); (3) It is believed that package shape and form imply product and symbolic values (Cruesene, 2005).

Package Color

Humans are strongly affected by color (Spence, 2010). Color is one of the most powerful elements in product package design for food business. Consumers frequently don't read the information on packaging; instead, they focus on identifying what they need or desire to make a snap selection (Delica et al, 2003)

Purchase Decision

Consumers must make decisions about purchases daily. Not every purchase decision is handled the same way because some need more work from the consumer than others due to their complexity. However, certain decisions are standard and don't take much work (Schiffman et al, 2008). Deciding involves choosing one option from at least two different brand options. The categories apply to these elements are internal (perception, attitude, knowledge, personality, lifestyle, involvement, and roles) and external (culture, subculture, groups, situation, social class, and family). Product, distribution, price, promotion, packaging design, and service are all included in marketing (Mutsikiwa & Marumbwa, 2013). Osuagwu (2002) affirmed that a consumer's preference for a certain brand within the choice set is formed as a result of the decision assessment step. The buyer decides which brand to buy while making a transaction. They added that throughout the brand evaluation phase, consumers rank brands and decide which ones to buy, with the most favored brand ultimately winning out in the end (Kotler & Armstrong, 2011).

Theoretical Review

Kano's Theory

The theory of attractive quality was created as a response to the limitations of a one-dimensional quality assessment as an explanatory tool. Consumers like it when milk packaging prolongs the milk's shelf life; they dislike it when the milk's shelf life is reduced. When a quality issue like leaking happens, customers are neither thrilled nor furious. The meaning of expiration dates can be understood in terms of the one-dimensional concept of quality, but leakage cannot. To shed additional light on the importance of these elements (Kano, 2001). Kano et al. (1984) offer a model that evaluates patterns of quality based on consumers' satisfaction with quality attributes and their degree of sufficiency. The horizontal axis of the Kano diagram represents physical sufficiency of a quality attribute, and the vertical axis represents contentment with a quality attribute (Kano, et al., 1984). According to the theory, perceived quality can be categorized into five main groups: "attractive quality," "must-be quality," "reverse quality," "indifferent quality," and "one dimensional quality." These divisions are predicated on the correlation between the level of a quality attribute's sufficiency and customer satisfaction. Kano et al. (1984) provide us with theory and a useful technique, although claiming that their concepts are similar to the quality theories published by Mizuno and Ishikawa. The theory is applicable to the study because it emphasizes the quality of product packaging.

Empirical Review

Chinedu et al. (2023) assessed the relationship between product packaging and consumers' perceptions of made in Nigeria goods. The study aimed to investigate the relationship between the personality and lifestyle of consumer of made in Nigerian goods and the color and design of their packaging. The target population of the study is infinite (Unknown). The sample size determination table by Krejcie and Morgan yielded a sample size of 384 respondents. According to the results of findings, personality and lifestyle (i.e., measures of customer perception) are favorably and strongly correlated with package design and color**.** It has been found that factors related to purchase decision could impact customer loyalty. The study suggested that in order to increase sales, the packaging of the made in Nigeria goods should be made more aesthetically pleasing. Also, it is advisable to use qualified packaging experts to investigate and create the most eye-catching package color for the goods.

Dibie and Olannye (2022) investigated how product packaging affected consumers' decisions to purchase cosmetic brands. In the study, a cross-sectional survey research design technique and the stratified random sample method were employed. Using the sample size determination formula developed by Krejcie and Morgan, the sample size was established. The statistical techniques employed were multinomial logistic regression and descriptive statistics. Results indicated that product information, packaging materials, and package graphical design are all aspects of product packaging that positively influence consumer purchase decision. The study found that consumers' decisions to purchase cosmetic brands at Asaba, Delta State Supermarkets are positively influenced by product packaging. To increase their market share, cosmetic producers should focus more on the packaging of their products. Proper and eye-catching graphic design is essential for buyers to instantly identify and differentiate a company's products from competitors.

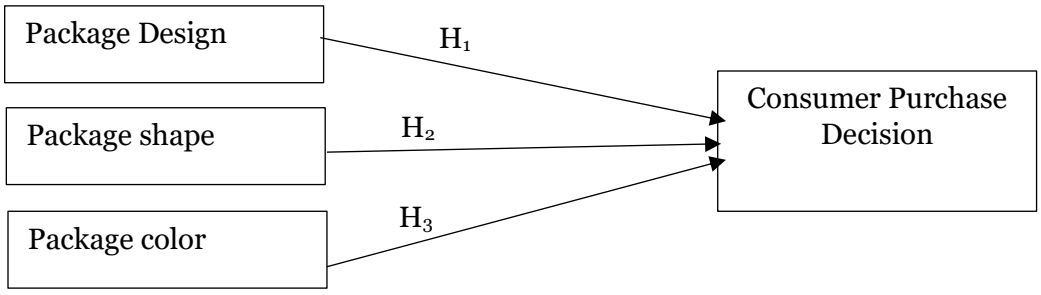
Lomayani (2021) studied how small-scale business owners' purchase decisions are influenced by packaging. A quantitative methodology was employed in the study to gather and examine data from 219 participants. To gather information, closed-ended questionnaires were employed. The results showed that while making a purchase, consumers pay attention to the label on the package and the quality of the packing materials. The study found that one reason small-scale entrepreneurs in the study area had to compete with other items from outside the nation was the relationship between their packaging techniques and the purchase habits of consumers in Arusha City. The study concluded that Arusha City's small business owners should use originality and creativity when it comes to packaging. Singh (2018) investigated how packaging influence consumers perceive products. The objective of the study was to assess how packaging influence consumers' perceptions before analyzing their propensity to make purchases. It was found that package color aids consumer differentiation of favored brands and aids in companies capturing the interest and attention of consumers. Also, package design aids in keeping customers' memories of the product's characteristics. This aids in classifying their preferred products as well.

Furthermore, it is advised that businesses and marketers pay due attention to superior packaging. As a result, marketing managers need to concentrate on packaging standards and develop a plan that considers product packaging in addition to other aspects and elements related to marketing. Chukwu and Enudu (2018) investigated the impact of product packaging on consumer purchase decision. The study employed survey research designed. Multiple regression and percentages were used to examine the data obtained from the questionnaire. The conclusions demonstrated a strong and positive correlation between the dependent variable—consumer buying behavior—and the independent variables—attractive packaging, packaging value and quality, and impulse purchases. The dependent variable, consumer purchase behavior, and the independent variable, shoddy packing, have a negative association. It has been found that appealing packaging impacts consumer purchase decision, enhances the product value and quality, draws in customers, and encourages impulse buying. It suggests that for businesses to survive in the cutthroat, technologically advanced era, they must be able to strike a balance between quality and packaging in order to keep costs down and win over new customer trust and loyalty.
Hussain et al. (2015) studied the effect of product packaging on consumers' perceptions and intentions. The aim of this study is to identify the factors that contribute to the success of product packaging. Students, professionals, businesspeople, and others were the target population for the research. The sample

size of the study was 140, but only 120 questionnaires were received. Information was collected from many locations in Pakistan using social media, spot filling, email, posting, and sources of friends.
The findings revealed the significance of packaging in shaping consumer decision and communicating product details. The various findings of this study demonstrate that perception and purchase intention have a direct impact on consumer behavior. Quality of the packaging material has impact on elements of the product, including preservation, attractiveness, preference, and positive perception. In addition, it is advised that businesses and marketers pay attention to luxury packaging.

Methodology

This study employed survey research design approach to examine the impact of product packaging on consumer purchase decision. The demographic under investigation are consumers of fast-moving consumer goods in Osogbo. The target population of the study is infinite (Unknown). Since the population of the study is unknown, Krejcie and Morgan proposed in Chinedu et al. (2023) that a sample size of 382 can be utilized when the population of the study is greater than 75,000. As a result, the sample size would be 382 respondents. The individuals in the sample ranged in age, therefore it was not restricted to any age range. The participants came from different educational, socio-cultural, and economic backgrounds. Data were collected through social media from different locations in Osogbo metropolis. Osogbo was chosen as a study area because: it's the state capital and majority of the residence came from different states and ethnic nationality in Nigeria. The data for the study was collected through primary source. For this investigation, multiple regression analysis was the analytical method employed for objectives one, two and three. The instrument for the study was structured questionnaire with two sections for personal data and questions about product packaging and consumer purchase decision with five-point Likert rating scale from SA=Strongly Agree (5), A=Agree (4), U=Undecided (3), Disagree (2), and Strongly Disagree (1). Online administration of the questionnaire was used.



Source: Researcher's Compilation, (2024**)**

Results

Table 1 showed that 243 respondents were female with 63.6 percent while 139 respondents were male with 36.4 percent. This implies that the female respondents are more than the male in this study. It also revealed that 134 (35.1%) of the respondents were single, 248 (64.9%) of the respondents were married. This means the single and married were respondents used in this research. This implies that the married are more than others. Furthermore, the respondents' age distribution, 143

(37.4%) were between 18 and 30, 34 (8.9%) were between 31 and 40 years old, 151 (39.5%) were between 41 and 50 years old, and 54 (14.1%) were 51 years of age or older. This suggests that the majority of responders were thriving in their professions and engaged in active service. Finally, the respondents' occupation, 89 (23.3%) were students, 35 (9.2%) were business owner, 125 (32.7%) were civil servants, and 133 (34.9%) were public servants. This suggests that the majority of responders were working class.

Table 1 Demographic characteristic of respondents

Characteristics	Variable	Frequency	Percentage
Sex	Male	139	36.4
	Female	243	63.6
	Total	382	100
Marital Status	Single	134	35.1
	Married	248	64.9
	Divorced	Nil	Nil
	Total	382	100
Age	18-30	143	37.4
	31-40	34	8.9
	41-50	151	39.5
	51 and above	54	14.1
	Total	382	100
Occupation of Respondents	Students	89	23.3
	Business Owners	35	9.2
	Civil Servants	125	32.7
	Public Servants	133	34.9
	Total	382	100

Source: Field Survey, 2024

Test of Hypotheses

Multiple regression analysis was employed to investigate the impact of independent variables on the dependent variable. The essence is to examine the impact of product packaging on consumer Purchase decision.

The result from Table 2 showed how closely the independent and dependent variables were related. R square displays how well the model forecasts the data was observed. This demonstrates that the correlation between the factors and the consumer purchase decision is 54.9% for the dependent variable. R^2 is the percentage of variation in the outcome variables that the model can explain. In respect to the dependent variables, 30.1% of the independent variables are represented by the model. Consequently, 69.9% of the variation in the dependent variable cannot be explained by the model; the remaining amount can be explained by other factors. This implies that there is 30.1% of variation and that the packing may account for about 30.1% of the dependent variable's explanation in implementation of consumer purchase decision.

Table 3 displays an F-Statistic of F (3,378) = 54.221, accompanied by a P-value of 0.000, less than n 0.05 (5%), signifying a 95% significant at the confidence level. Thus, the hypothesis was accepted, and it was shown that organisations should continue to maintain its product packaging to impact consumer purchase decision. The results were sufficient to support the idea that product packaging influence consumer

purchase decision, suggesting that product packaging statistically had significant effects on consumer purchase decision.

Table 2 Model Summary[b]

					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.549[a]	.301	.295	1.45385	.301	54.221	3	378	.000

Source: Research data, 2024, SPSS version 23

a. Predictors: (Constant), PC, PD, PS

b. Dependent Variable: CPD4

Table 3 ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	343.817	3	114.606	54.221	.000[b]
	Residual	798.971	378	2.114		
	Total	1142.788	381			

a. Dependent Variable: CPD4

Predictors: (Constant), PC, PD, PS

Table 4 Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std error	Beta			Lower Band	Upper Band	Tolerance	VIF
(Constant)	1.717	869		1.977	.049	.009	3.425		
Package Design	.265	.045	.296	5.923	.000	.177	.354	.728	1.355
Package Shape	.166	.035	.257	4.681	.000	.096	.235	.612	1.638
Package Color	.093	.037	.125	2.518	.012	0.20	.166	.754	1.326

a *Dependent Variable: CPD4*

The hypothesis of package design has been accepted because the significance level is .000, which is less than 5%, and there is a positive relation between package design and consumer purchase decision. The hypothesis of package shape has been accepted because the significance level is .000 which is less than 5%, this shows that package shape has positive impact on consumer purchase decision. The hypothesis of package color has been accepted because the significance level is .012 which is less than 5%, this shows that package color has positive impact on consumer purchase decision.

Discussion of Result

In this study, the first hypothesis aimed to examine the impact of package design on consumer purchase decision of fast-moving consumer goods. The result from data analysis revealed that package design has significant effect on consumer purchase decision. This agrees with Dibie and Olannye (2022) assertion that the key justification a customer should buy the product is highlighted in the packaging graphics design. Therefore, the implication of this result is that package design will determine if an organization will improve in their customer patronage, repeat purchase or not. This further adds that with effective package design, there will surely be an increase in customer patronage of the company's product

The second hypothesis aims to know whether package shape does not significantly influence consumer purchase decision. This implies that package shape has significant impact consumer purchase decision. This is in line with Ruumpol (2014) finding that Package shape does not influence the perceived healthfulness, but it does affect the product credibility. Hypothesis two showed that package shape significantly influences consumer purchase decision. Package shape can influence consumer purchase decision, research published in trade journals indicates that a package's shape is an important approach for a brand to differentiate itself (Sherwood, 1999). Hypothesis two is in line with Silayoi (2007) that one of the packaging elements most likely to persuade people to purchase the product is its package shape.

The third hypothesis aims to understand if package color does not have significant impact on consumer purchase decision. This implies that package color has significant impact on customer purchase decision. This is line with Chinedu et al (2023) assertion that packaging color helps consumers to differentiate their favorite brands, and for companies it helps to catch consumers' attention and interest. The results recommend that attractive color could influence consumer purchase decision. Spence (2010) affirmed that humans are strongly affected by color. Color is one of the most powerful elements in package design for food business

Conclusion and Recommendations

The study concluded that product packaging has significant impact on consumer purchase decision. This supported the findings of Chinedu et al. (2023); Dibie and Olannye (2022); Lomayani (2021) which revealed the beneficial impact of product packaging on consumer purchase decision. Furthermore, product packaging is an acceptable means to generate above-average returns in a certain market since it encourages brand loyalty, repeat purchase, consumer preference, consumer switching, and buyers' perception. Packaging acts as a prominent salesman, influencing buyer perception and ultimately influencing consumers at the point of purchase. Based on this research, it clearly showed that product packaging strategies (distinct color that competing brand cannot opt easily and quality material for package design) increases the likelihood of higher profits since packaging is a silent salesman. The study concluded that organisations that employ product packaging enjoy better customer patronage.

Based on the research findings, the following recommendations were made for further improvement. First, the companies producing fast moving consumer goods should note that quality material for package design enhance brand patronage, buyers' perception of the brand. Therefore, management should improve the quality of package design from time to time. Second, the marketer should produce innovative

package shape that will draw the attention of customer/consumer at the point of purchase. Finally, it is also recommended that marketers should apply distinct color that competing brand cannot opt easily. This would trigger and impact consumer purchase decision and all the above recommendations would be achieved through research and development from time to time.

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