



## PRODUCT PACKAGING AND ADVERTISING AS CORRELATES OF CONSUMER BUYING BEHAVIOUR IN AWKA URBAN, ANAMBRA STATE, NIGERIA

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### **Abstract**

*The study examined the relationship between product packaging, advertising and consumer buying behaviour. Packaging of fast moving consumer goods and advertising as correlates of consumers buying behaviour have not received adequate research efforts. Two hundred and fifty participants drawn from Eke-Awka which is the major urban market in Awka, capital of Anambra state, served in the study. They have a mean age of 31 years and standard deviation of 7.34 with a minimum and maximum educational qualification of first school leaving certificate and higher national diploma or degree respectively. Questionnaire was the only instrument employed to obtain data. Both Pearson product moment correlation and multiple regression statistics were used to analyze the data. The three hypotheses formulated for the study were confirmed. For instance, for the first hypothesis,  $r = .75$  and the second hypothesis,  $r = .76$ . The multiple regression analysis confirmed the third hypothesis  $R^2 = .425$ ,  $R^2_{(adj)} = .181$ ,  $F(3,247) = 36.46$ ,  $PL.01$ ; The implication of the results was discussed.*

**Keywords:** *advertising, consumer, consumer purchasing behavior, product packaging, social factors*

### **Introduction**

Buying behaviour of individuals vary along different dimensions. It also depends on varying factors such as age, gender, socio- economic status, social class, income, political class, emotional disposition and possible alternatives available to the person or persons concerned. The importance of cultural and psychological factors over people's or individuals buying behaviour is obvious. Consumers are the ultimate target of both products oriented and service based organizations. For this single reason, such organizations in order to remain viable in the competitive business environment tailor their products or services towards satisfaction of either their known or unknown consumers. Adegoke (2015) thinks along the same vein when he observed that organizations see consumers as one of their essential stakeholders and success of



such organizations rests on the consumers. Adegoke (2015) defined consumer behaviour as the behaviour exhibited by consumer while searching for, purchasing, using evaluating and disposing of products and services that they expect will satisfy their needs. In other words, consumer behaviour is that behaviour manifested by the consumer in an effort to obtain the ultimate satisfaction materially and psychologically from a product or service he/ she invested his money and energy to procure.

Advertising of goods and services of organizations ensures creation of awareness among the public and intended customers or consumers. Perreault and McCarthy (1996) defined advertisement as a paid form of non-personal presentation, ideas, goods and services by an identified sponsor. This as a matter fact, suggests creating awareness of the availability of a product or service in a particular place or places/ location to the public, organization, families or individuals. According to Ehigie and Babalola (1995), advertising assumes the form of visual, oral or audio- visual communication about goods or services in which the sender attempts to motivate the receiver into purchase action, as favourable response or feedback. Traditionally, advertising is done through town crier, community assembly or gathering and during kindred meeting. With technological advance and information communication technology (ICT) a lot of avenues or channels exist for advertising. For examples, print media, radio, television set, bill boards, using vehicles and even social media.

Packaging to a reasonable extent influences consumers' behaviour towards goods and services. Packaging may be explained as the outlook of a product based on the material it is used to wrap or save the good so that it will be appealing or attractive to the potential buyer/ consumer.

Packaging of a good may assume or confer such good characteristics as sizes, features, brand image, brand name or quality. Moreover, product packaging will confer attractive attributes such as colour, designs, shapes, and different sizes to the good. This will enable potential consumers to differentiate brands from the competing ones and making satisfactory choice according to personal needs and heart desire. Underwood, Klein and Burke (2001); Silayoi and Speece (2004) observed that packaging imparts peculiar value to goods. Others such as Wells, Farley and Armstrong (2007) argue that it enables consumers to select goods from appreciable range of similar goods/ products and equally stimulate their buying behaviour.



Packaging and advertising have not been sufficiently seen as influencing consumers behaviour particularly in urban area. Moreover, packing of fast moving consumer goods (FMCG) and advertising as correlates of consumers buying behaviour have not received adequate research efforts. This study therefore attempted to establish the extent of relationship between packaging of fast moving food, advertising and buying behavior of consumers resident in Awka urban.

### **Review of Related Literature**

This section is organized under six themes as follows;

- (a) Variables Relevant to Explaining Consumer Behaviour
- (b) Approaches to the Study of Consumer Behaviour
- (c) Role of Advertising in Consumer Behaviour
- (d) Role of Product Packaging in Consumer Behaviour
- (e) Relevant Models/ Theories for the Study of Consumer Behaviour
- (f) Review of Empirical Literature on Consumer behavior

#### **(a) Variables Relevant to Explaining Consumer Behaviour**

Katona (1954) suggested five sets of variables that form the basis for explaining consumer behaviour. They are:

- (a) First, enabling conditions that place bar or limit to the consumers discretion or choice of action. Such things as income, assets, and access to credit facilities may be considered here.
- (b) Second, consumers economic behaviour is guided by overweighing situations or unexpected events such as increase or decrease in the financial ability to buy goods or services, favourable/ unfavourable change in family status, securing a new residential building or house.
- (c) Third, habit of the consumer. This is more obvious in buying such things as foods and cloth.
- (d) The fourth variable is contractual obligations such as rent, taxes, life insurance premiums, installmental payments for automobiles or electronic gadgets.
- (e) Lastly, the consumers psychological state, in other words, whether the consumer is psychologically sound or not.



Nevertheless, McCormick and Tiffin (1974) appear to differ by arguing that consumer behaviour is a function of motivation, perception and learning. In motivation for instance, and succinctly put, goods and services which people purchase; serve as incentives to them because they believe they are capable of satisfying their needs. Maslow's (1970) hierarchy of needs may be used to explain this variable better. That is, consumer behaviour is influenced largely by the kind of goods and services people look for that are in the main tied to this hierarchy.

In perception, it is obvious that the way people view or assess themselves and others, goods and services that are available to them have overwhelming impact on their behaviour as consumers. Moreover, consumers perception of whether certain goods or services will or will not fulfill his needs determine approach or avoidance behaviour towards such goods or services. Furthermore, people learn or consumers at that learn about the potential of goods and services they want to consume. According to McCormic and Tiffin (1974) as far as people buy products or avail themselves of these goods and services based on habit, their behaviour is learned. Learning also influences individuals and enables them to remember the experiences they have with various products or services.

Consumer behaviour may evoke two different kinds of approaches namely at personal or organization levels. For instance, at personal level, individual consumers buy goods and services for their own use, for family use or as a gift for a friend (Adegoke, 2015). At organization level, it includes government agencies, local government, state government and federal government. Private organizations which are primarily profit oriented are also cases in point. This study is concerned with individual consumers.

### **(b) Approaches to the Study of Consumer Behaviour**

There are known approaches to the study of consumer behaviour. Some of such approaches are managerial and holistic approach. In the former, attention tends to be focused on consumer behaviour from the perspective of micro and cognitive dimensions. The micro dimensions, according to Adegoke(2015) emphasizes the individual consumers attitudes, perceptions, lifestyle and demographic characteristics, environmental impact on consumers, reference groups, the family, culture and even the socio- economic status and income. In addition,



relevant information must be obtained about consumer's needs, that is, the importance of the product to him/ her, consumers perception and perhaps attitudes to such goods and services, his/her demography and lifestyle. These variables will enable the organization to take a firm decision to produce goods/ services that will satisfy the consumers. The weakness of managerial approach or perspective is overbloated regard on the rationality of consumers and failure of the organization to understand the dynamic nature of the environment and even the society. Holistic approach assumes macro dimension approach in viewing consumer behaviour. It appears to be concerned with the nature of consumers experience derived from the use of a good/ service than of buying even though subsequent consumption of a product or service results from past experience. The emphasis is on a wide and cultural basis of consumption. That is, it is something that is in vogue for the reference group or social group: it therefore has a kind of symbolic function, social and even anti- social function; it is a normal way of life and common belief of the society or culture concerned. According to Adegoke(2015), whereas managerial dimension is interested in predicting what the individual does, the holistic dimension is concerned with the environmental influence on the consumer action. The shortcoming of holistic approach and the outcome in respect of studying consumer behaviour using cultural framework and the consequent meaning or result obtained may not be very relevant to a marketer (Adegoke, 2015).

### © **Role of Advertising in Consumer Behaviour**

Advertisement is a very essential factor that helps to create knowledge, awareness of the existence of a product/ products, or service/ services to potential consumers, and where the consumers can obtain the product or service, that is, the organizations, firms, or their agents and where they can be located. Ehigie and Babalola (1995) defined advertisement or advertising as a form of presentation of ideas about products, or goods and services in which the sponsor spends for making use of advertising media. Anastasi (1964) stated that advertising is a form of communication with a message the advertiser intends to communicate, with explicit appeals, feeling tones and atmosphere or environment conducive or friendly to product acceptance, brand images, and corporate images. Anastasi (1964) suggested further that advertising communications should be presented in such a way they would be noticed, understood, retained, and accepted. Advertising practitioners' council of Nigeria (APCON) (2005) defined advertising as "a form of communication, through media, about products,



services or ideas paid for by an identifiable sponsor”. Bovee (1992) defined advertising as “the non- personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media. Almost all the definitions tend to accept or point to the fact that it is a sort of creation of conscious/ unconscious awareness of the availability of the goods or services that will satisfy the consumer’s material and psychological needs.

According to MSG, Experts (2014) as cited in Shenge (2015), there are many types of advertising, they include print, broadcast, outdoor, covert, and public service advertising. In brief, print advertising or media are among the earliest methods of advertising. They include newspapers, magazines, posters, fliers, bulletin and brochures. Broadcast advertising is done through radio, television and internet, while outdoor advertising includes billboards, kiosks, events and trade shows (Shenge, 2015) or trade fares. Covert and public service advertising, according to Shenge (2015), involves in the case of the former a situation whereby the message about the product is subtly displayed in a movie or television serial. While in the latter, it is directed at the masses or public to create awareness of the existence of certain problem in the society; for examples, the existence and menace of cancer, HIV/AIDS, polio, illiteracy, desert encroachment, threat of natural disaster etc.

#### **(d) Role of Product Packaging in Consumer Behaviour**

Packing involves all the activities involved in developing and giving a container with graphics or design for product. It makes the products of special appeal, attractive, sometimes safe and protection for use. This then influences potential customers’ disposition to patronize or susceptible to positive purchasing decision. Some of the purposes of packaging is the protection of the product and enhances its functional form and helps the product storage. Some firms sometimes develop re-usable packages in order to make their products desirable. Lamb, Hair, and Mcdaniel (2004) suggested four dimensions of the functions of packages. These include: protection of products and consumer, promotion of products, facilitation of storage, use, and convenience of products, and facilitation of recycling and reducing environmental damage. In protection of products and consumer, the package protects the contents because while in use the products pass through marketing channels. Packaging makes the shelf life of the product to endure, and encourages the middlemen and the consumers.



According to Tse (1999) a product can be perceived as need satisfying hence, the notion of “product quality” For instance, delicious food product can be tolerable for acceptable quality, but could contain artificial additives that are injurious to consumers. Finally, one of the essential functions of packages is that products are protected from breakage, evaporation, spillage, spoilage, light, heat, cold and some adverse weather or temperature conditions.

Promotion of products: it is used to attract customers’ interest or attention, and enables them to examine the product critically before purchase. Lamb et al. (2004) stated that packages make use of various designs, colours, shapes, and pictures to influence customers buying behaviour and perhaps perception of such products.

Facilitation of storage, use, and convenience of products consumers frequently look for or show interest in products that can be handled with easy, easily openable and perhaps reclosed. Also, they show attraction for products that are tamper, proof, childproof, reusable and disposable. Packaging as explained by Hogan (2007) “starts with a package that is easy to open as well as easy to close”. Convenience, according to Hogan (2007), guides consumers at the nick of decision to purchase a product or engage for service.

Hogan (2007) proposed three ways package could facilitate consumers’ convenience:

(1) It offers the good/ product in various forms for use by different customers or users, (2) This is called convenience of quality, which means displaying the good/ product in different pack sizes, and (3) Convenience of time, that is providing consumers with goods for a long time (availability of goods). (4) Facilitation of recycling and reducing environmental damage. Recycling, in other words, stands for retrieval of materials for further or future use. When firms recycle, they do so mainly to minimize or save cost, environmental concern and regulation of the environment. Environmental product information(EPI) provokes interest across discipline, for this reason, some view it as the type of information system or product group, while some consider it from the perspective of consumer attitudes and understanding. However, they all boil down to consumers concern for environmental product information. The notion of “green products” and “green advertising” is an indication that some product based organizations believes the consumers are disposed or ready to spend their money for environmental friendly goods/products. All these variables influence and determine packaging.



### **(e) Relevant Models/ Theories for the Study of Consumer Behaviour**

Consumer behaviour may be studied through some models and or theories. Two models are considered in this study: **Traditional models and contemporary models** (Loudon & Britta, 2002; Adegoke, 2015). Traditional models of consumer behaviour were propounded by economists in an attempt to unravel economic systems. The two well-known sub-fields of economics, microeconomics and macroeconomics, have attempted to explain in their respective peculiar views about consumer behaviour. Microeconomic model/view was developed about 19<sup>th</sup> century ago, and is concerned with the nature of goods and prices of such goods in the whole society. It made a series of assumption as regards the disposition of average consumer. It builds a theory that could be used to explain how economy that comprises a lot of people works. The theory made a number of assumptions about consumers. (a) Consumers are rational in decision making (b) consumers preferences determine their choices and (c) consumers taste is a vital factor in purchasing behaviour.

Macroeconomic approach is concerned with the total or aggregate flows in the economy. That is, the financial or monetary value of goods and resources, where they are channeled into, and the changes that take place over them overtime. Based on these variables, the macroeconomist will have no doubt in believing about the consumer behaviour since they influence the economy.

The fallout of this approach to consumer behaviour is that it enables us to understand that consumers as a matter of necessity divide their income in terms of saving some and using others as disposable income. It may imply that high income families spend less as disposable, but more on savings probably resulting in establishing costly projects such as building house, owning expensive vehicles and trips overseas. The relative income hypothesis argues that consumption standards of people are to a very large extent influenced by their peers and social groups instead of their real income levels. It is consequently argued that the amount of family income may only change if the latest change in the income level places the family concerned in a new entirely different social status. Macroeconomist, moreover, contend that consumption attitudes/patterns can equally be influenced by the consumers previous income experiences, accumulated liquid assets and variations in taxes or credits. The major flaw of this perspective is that only economic variables to the exclusion of psychological variables are considered.





Contemporary models about consumer behaviour differ to some extent from traditional models because contemporary models emphasize decision process that the consumer passes through before settling on a product or service, while traditional models are guided more or less by assumptions about consumer behaviour. In the contemporary models as observed by Adegoke (2015), focus is laid on mental activity that takes place before, and at the end of buying the product/service; that the models took or depended a lot on materials developed by behavioural science. But, even economics and humanities are part of behavioural science since they are concerned with human beings. According to Loudon and Bitta (2002) many contemporary models of consumer behaviour are available although they differ in the depth of their views, thrust and area of interest. One of the contemporary models very relevant to this study is reviewed. This model, called the Nicosia model, was developed by Francesco Nicosia in 1966 as cited in Adegoke (2015). The model explains consumer behaviour or buyer behaviour in terms of connection between the producing organization and its potential consumers or customers. The model believes that advertisement or message from the product or service oriented organization influences the behaviour of the would-be consumers either in a positive or negative direction. If in the former, it will result in the consumers patronizing the product or service.

Furthermore, the Nicosia model subdivided this consumer positive response into four stages with the first stage further broken into two. The two sub-stages for the first stage includes: the consumers characteristics or attributes and that of the organization. The second stage is concerned with the consumer's evaluation or assessment of the advertisement made by the organization about the product or service and weighs the possible alternatives perhaps. The third stage is the actual purchase of the product or service based probably on the third stage. Final or fourth stage is putting the purchased goods or services into use. This stage can also be said to be a feedback, because the goods/ services satisfy the purpose or the motive the consumer he/she will continue to patronize it or discontinue if otherwise.

Another relevant theory about consumer behaviour considered important in this study is **humanist theory**. Perhaps, the approach takes care of shortcomings of economic and contemporary models which believed to a reasonable extent that a consumer is rational. Humanistic theory is very much concerned with emotional factors that pilot consumer



behaviour because they invariably influence his/ her decision making also. This approach is committed according to Chowwen (2015) and Stewart (1994) to “exploring concepts introspective to the individual consumer rather than describe generic processes”. Following this viewpoint, Nataraajan and Bagozzi (1999) suggested three important dimensions for research. They include (a) need to balance the rational, cognitive component of marketing thought and practice the new ideas and carryout research on the emotional basis of marketing behaviour. (b) Make effort to understand and find out the difference between the claim intention of consumers to buy and the actual eventual buying behaviour and (c) effort to understand the free will stages of decision making and assessment of the influence of selfless interest or motives on consumer behaviour.

**Theory of Advertising Process** with its emphasis on ‘Attention, Interest, Desire and Action’ represents a psychological dimension a consumer must go through before he/she makes a purchase according to (Bovee and Thrill, 1992) as cited in Shenge (2015). Karlsson (2007) and Strong (1925) developed Attention, Interest, Desire and Action (AIDA) model of advertising. Shenge (2015) stated that this behavioural model is intended to make advertisement create awareness, motivate interest and make the consumer to develop strong desire and later take appropriate action. Hackley (2005), Karlsson (2007) and Strong (1925) believed strongly that advertisement makes potential consumers subtly susceptible to patronize the product or the service. According to Strong (1925) AIDA model contends that effective advertisement must possess any of or some of the following characteristics: (a) creates attention (b) leads to interest in the product (c) desire to purchase the product and (d) provokes or elicits action. The model has some shortcoming. For instance, some contend that the model overlooks the relevant role context, environment and mediation facts play to make the advertisement effective. Again, consumers do not behave in a rational way as the theory tends to portray.

Two other theories relevant to this study on product packaging are also reviewed. They are **product packaging theory, colour theory and packaging design**. Product packaging theory uses classical conditioning theory developed by Pavlov as a springboard. Consumers are regarded as being exposed to the product on shelf and the packaging of such products serve as stimuli to the consumers. The stimuli here are designed or cultured/ intended to influence response in order to obtain desired consumer behaviour. The theory suggests that the way a



product is packaged influences the way consumer perceives it, the value he/she places on such product and the consequent buying behaviour of the consumer.

The value he/she has for the product leads to eventual assessment of the utility of it in terms of its quality against its price. Although consumers go through a myriad of cognitive and affective mental processes or stages before eventual settling on a decision to buy or not, they look around in order to have dependable information across numerous channels available to them. This theory assumes that consumers more often than not are in a state of dilemma about the product, but packaging minimizes confusion and enhances consumer buying behaviour. The theory overlooks or is silent over the fact that a consumer has a choice, and may not be emotionally most of the time in deciding to purchase a product. Moreover, the meaning and perception of a product may be affected by individual difference and also by the quality of the product under consideration.

Another theory called colour theory and package design is very relevant to the study. Some of the proponents of the theory state that colour is very important for any product and commonly evoke sensory reactions and emotions as regards branding and packaging. It enables consumers to make correct assessments of brands, and can equally differentiate products from competitors. Managers good understanding of the importance of colour, help them to influence attitude of consumers buying behaviour in a positive direction. The theory believes that symbolic relationship between brands and colour can simultaneously influence an individual positively and negatively. Again, the theory sees a subtle relationship between colours and the products they stand the theory suggests, for examples, that yellow is often used to provoke hunger probably because of the fact starches and breads are often yellow and brown in most situations; that blue is quiet or subdued, and suppresses appetite. It is uncommon to come across blues and greens used in food packaging and design. As a matter of fact, there are no set parameters or rules for choosing a brand colour and packaging colour paradigm.

The theory presumes that consumers are bundle of emotions, consequently colours and designs of products always manipulate them. This, of course, reduces consumers to robots which have little or no mental apparatus that will enable them see products objectively or rationally

#### **(f) Review of Empirical Literature on Consumer behaviour**



Trudel, Argo and Meng (2016) hypothesized that consumers' identities influence purchasing decisions and that people form strong identity connections or links with products and brands. Trudel et al (2016) carried out, several studies in which they found that when everyday products such as paper, cups, aluminum and cans are linked to consumers' identity, they are unlikely to be thrown away or trashed, but are recycled. They concluded that consumers are motivated to accept goods that tend to be connected with their self-identity because throwing them away as wastes threaten or amount to trashing or underestimating their self-image.

Vlasceanu (2013) as cited in Shenagel (2015) investigated consumer's buying behaviour and advertising, using a group of participants in an experiment. He found that a number of factors were responsible for consumers buying and response to advertisement; he also found that consumers buying behaviour rests upon the following; cognitive dissonance; impulse; family, friends, peer group, pressure and emotions.

Cognitive dissonance: the buyer/ consumer has to buy the good/ product in question in order to reduce cognitive dissonance between his/ her buying behaviour, emotion and motivation with his/ her perception and evaluation of the product or service. Being impulsive in buying a product/ good is seen as a way of bringing solution to numerous problems confronting them, as a result, no serious consideration before taking action. Influence of family, friends, peer pressure and emotions on consumers buying behaviour is inestimable. It is sometimes possible that consumers buying behaviour is influenced by his/ her family or peer pressure.

Oghojafor, Ladipo and Rahim (2012) investigated the influence of product attributes on consumer purchase decision on food and beverages in one of Nigerian food industry. Four hundred customers served as participants in two chosen companies. Questionnaires were used to collect data. The result revealed a positive correlation between product attribute and consumer purchase decision. The implication is that the way, a consumer perceives a product in terms of its social importance/ relevance and perhaps personal satisfaction will motivate and facilitate favourable or positive attitude towards the product. Similarly, Kristin (1991) and Adegoke (2015) contended that multiple factor influence consumer behaviour, they include economic status, beliefs and values, culture, personality, age and education.

Sammers and Barnes (2007) as cited in Shenge (2015) found that advertising creates positive image of the advertising organization, the product or brand in the eyes of the customers, would



be customers and other people who constitute its environment. Similarly, Bovee and Thrill (1992) argued that “Attention, interest, desire and action (AIDA)” model represents the psychological processes a customer must go through while making a decision to purchase a product or service as a result of advertisement.

Belch (1981) in a study exposed participants to a repeated commercial advertisement. He found that participants who were exposed to repeated commercials scored much higher in recall and liking of product than participants who were not. He found no significant difference between those exposed to repeated commercials and participants who were not exposed to repeated commercials in respect of attitude towards advertised products or attempt to patronize advertised product. A study to establish the most frequent or prevalent patterns adopted in representing gender in media, particularly television, video games, advertising and magazine content quality was carried out by Scharrer (2013). He found and also confirmed the general belief that gender plays a very important role in advertising with the implication for advertising company to recognize or consider its relevance in advertisement effort.

Shenge (1996) as cited in Shenge (2015) experimentally assessed influence of “persuasive mechanisms, presentation frequency, and information source credibility on television commercial efficiency”. The results indicate that presentation frequency, familiar persons and images and dependable sources of information were more efficacious or potent than infrequent presentation, unfamiliar persons and images, and non-credible sources of information. Furthermore, he found that interaction effects were significant among presentation and type of stimulus, type of stimulus and information source. It implies, according to Shenge (2015) that multiple employment of persuasive mechanisms is very important in television advertising but was skeptical of assuming unquestionable predictor of choice behaviour.

Another important variable in this study is product packaging. Oluwapo and Ibojo (2015) carried out a study on the relationship between product packaging and consumers purchase intention in a Nestle company in Oyo state, Nigeria. The objectives of their study were to assess the extent of influence of packaging on purchase intention of consumers; to establish the extent or rate at which packaging creates awareness or attention; and ability of packaging to draw consumers to a choice of particular brand product. Three hundred and twenty five respondents served as participants for the study and also multiple regression analysis and t- test statistics

were used to analyse the data obtained. The results of the study revealed that only 1% change or shift in packaging resulted in 88.9% shift in intention to purchase by consumers. Moreover, a significant relationship was similarly found between the quality of package picture and a customer's intention to buy. Again, labelling colour combination and picture quality independently and jointly predict purchase intention of a customer.

Underwood, Klein and Burke (2001) Silayoi and Speece (2004) argued vehemently that besides imparting unusual value to products, draws consumers attention to a particular brand, reinforces consumer's image and determines consumers' perception of a product.

Consumer behaviour, product characteristics and quality perception was investigated by Pires (2008). The investigation was done experimentally, with the objective to evaluate how customers assess quality perception in respect of specific product characteristics, such as colours, shapes and product labels. Data were collected from Spain high school students who served as participants. The results showed that consistent colours and shapes combinations enhance customers' product quality perception, while inconsistent combinations lead to decrease in consumers' product quality perception.

The importance of packaging attributes, using a conjoint perspective was investigated by Silayoi and Speece (2007). The purpose of the study was to establish the role of packaging as vehicle for consumer communication. Participants were consumers who have knack for package food products in Thailand. The outcome of the study indicated that perceptions of packaging technology play important overall role in consumer tendency or intention to buy.

Jan (2012) as cited in Shenge (2015) studied the impact of product packaging on consumer decision making process in regard of namkeen product. Three hundred and twenty participants served as participants. Questionnaires were used to collect the data. Results of the study indicated that style of packaging influenced the sales of namkeen when such factors as prices, content and ingredients were taken into consideration. Similarly, Rahem, Parmar and Amin(2014) as cited in Ehigie, Alarape and Chine (2015)investigated the impact of product packaging on consumers buying behaviour. They examined what they felt was important factor behind the successes of a brand of a product. One hundred and fifty participants served as respondents. Questionnaires were used to collect the data. They found that packaging was an essential factor that influences consumers' behaviour in positive dimension towards the brand



of the product. Moreover, they found that the colour of the packaging material, design of wrapper and innovation play a very significant role in influencing consumers when making buying decision concerning the product/ brand.

Similarly, Oghojafor, Idipo and Rahim (2012) studied the influence of product attributes on the consumer purchase decision on food and beverages in one of Nigerian food industry. Four hundred customers served as participants in two chosen companies. Questionnaires were used to collect data. The results revealed positive correlation between product attribute and consumer purchase decision. The implication is that the way a consumer perceives a product in terms of its social importance and perhaps personal situation will motivate and facilitate favourable attitude towards the product. However, consumers studied were not qualified in terms of place of residence/ environment.

### **Hypotheses**

The following hypotheses were put forward and tested in the course of the study:

1. Product packaging would have significant relationship with consumer buying behaviour in respect of fast moving consumer goods among traders in Awka urban market.
2. Advertising would have significant relationship with consumers buying behaviour in respect of fast moving consumer goods among traders in Awka urban market.
3. Product packaging and advertising would jointly and significantly predict consumer buying behaviour in respect of fast moving consumer goods among traders in Awka urban market

### **Method**

**Participants:** Two hundred and fifty (250) participants were drawn among the traders from the only big market in Awka urban and lock up stalls or shops within a kilometer of the market. The participants were made up of 150 males (60%) and 100 females (40%). Their ages range from 20 years to 50 years, with a mean age of 31 years and standard deviation of 7.34. The minimum educational qualification was first school leaving certificate and maximum of first degree or Higher National Diploma and above. There were all married men and women with a marriage experience of at least five years (5 years)



### **Instruments**

Three instruments or scales were employed to collect data for this study. First, is brand packaging evaluation scale developed by Elisan and Sumeeladhi (2014). The scale has seven items and uses five response categories of definitely not= 1, probably not= 2, probably= 3, probably yes=4, and definitely yes= 5; All were forwardly scored. The second scale, called Advertisement effect scale, was developed by Chine and Nnedum (2013). The scale has 18 items with five response categories of strongly disagree= 1; disagree= 2; neutral= 3; agree= 4; and strongly agree= 5.

The 18 items are subsumed into five sub-scales of necessity 6 items; pleasure 3 items; dominance 2 items, brand recall 4 items; and stimulation, 3 items. They are scored in the forward direction only. The third scale, the consumer buying behaviour inventory, was constructed for the purpose of this study. It initially had 25 items that contained statements of the extent consumers of fast moving consumers goods (FMCGS) particularly toothpaste and advertisement of the product influence their consumption or patronage of the production of the brand they choose to use. These items were given to some psychologists and mass communication lecturers of at least the rank of senior lecturer as experts for content validation. The experts were requested to indicate whether or not they considered each item or statement as measuring consumer behaviour. They were requested to give a “Yes” or “No” response. Twenty items that received 80% support from the experts were retained.

The 20 items were passed through item- total correlation analysis and 15 of them were accepted because they had correlation coefficient of .45. They were later subjected to factor analysis with one factor emerging. The 15 items obtained by item analysis were found to be significantly loaded on this one factor, while five items were not significantly loaded and were therefore discarded.

The 15 items measuring consumer buying behaviour were subjected to reliability test. It showed a Cronbach Alpha coefficient of .89 and a split half reliability of .80. The Spearman Brown prophecy for the entire scale was .84. The validity of the first scale, brand packaging evaluation has content validity of .72 and reliability Cronbach alpha coefficient of .77. Advertisement effect scale has content validity of .79 and Cronbach alpha reliability of .81.





## **Procedure**

Two hundred and sixty questionnaires were administered to the participants in their various places of business. Purposive method was adopted in the distribution of the questionnaires. Ten of them were later discarded because they were not properly filled.

## **Design and Statistics**

Cross-sectional survey design method was used to administer instruments. Statistics employed for the analysis of the data was Pearson Product Moment Correlation and multiple regression analysis.

## **Results**

The hypothesis that product packaging would have significant relationship with consumer buying behaviour in respect of fast moving consumer goods was confirmed using Pearson product moment correlation method. A correlation coefficient of  $r = .75$  was obtained. It suggests a relationship between product packaging of fast moving goods and consumers buying behaviour. Similarly, the hypothesis that advertising would have significant relationship with consumer buying behaviour in respect of fast moving consumer goods was confirmed using Person product- moment correlation method. A correlation coefficient of  $r = .76$  was obtained. This also reveals a strong association between advertising and consumers buying behaviour as regards fast moving consumer goods.

However, for further information, multiple regression analysis was employed. For third hypothesis, it showed that product packaging and advertisement significantly predict consumer buying behaviour,  $R^2 = .425$ ,  $R^2_{Adj} = .181$ ,  $F(3,247) = 36.46$ ,  $P < .01$ . Beta weights showed that product packaging,  $\beta = .156$ ,  $t(247) = .172$ ,  $P < .05$ ; and advertisement,  $\beta = .149$ ,  $t(247) = 1.65$ ,  $P < .05$  have significant relationships with consumer buying behaviour. The findings suggest that product packaging and advertisement of fast moving consumer goods can predict and also have strong relationship with consumers buying behaviour.

## **Discussion and Conclusion**

The first hypothesis stated that product packaging would have significantly relationship with consumers buying behaviour in respect of fast moving consumer goods among traders in Awka

urban market was confirmed. It suggests that the way fast moving consumer goods are packaged influences consumer buying behaviour towards such products. This is in line with Rahem, Parmar and Amin (2014), Ehigie, Alarape and Chine (2015) findings which conclusively revealed that product packaging has essential impact on consumers behaviour. It implies product packaging attracts consumers to patronizing such consumer goods of their various brands. Moreover, they found that colour of the packaging material, design of the wrapper and innovation play indispensable role in influencing consumers' decision on choice of a product or brand. Jan (2012) as cited in Shenge (2015) findings that style of packaging influenced the sales of namkeen when prices, content and ingredients were taken into consideration are not at variance with the findings of this study.

The findings of this study also agree with Pires (2008) findings that consistent colours and shapes combinations enhance consumers' product quality perception, while inconsistent combinations lead to decrease in consumers' product quality perception. It suggests that appropriate combinations of colours and shapes in packaging of fast moving consumer goods or any good for that matter will invariably attract and sustain consumers' positive perception of the product and ultimately lead to effective patronage. The findings of Oluwapo and Ibojo (2015) in their study of relationship between product packaging and consumers purchase intention in a Nestle company in Oyo state, Nigeria are corroborated by the findings of this study. For instance, Oluwapo and Ibojo (2015) found that 1% change or shift in packaging resulted in 88.9% shift in intention to purchase by a consumer and quality of package picture on consumers intention to buy.

The hypothesis that stated that advertising would have significant relationship with consumers buying behaviour in respect of fast moving consumer goods among traders in Awka urban market was confirmed. The study lend credence to Sommers and Barners (2007) as cited in Shenge (2015) who found that advertising created positive image of the advertising organization, the product or brand in the eyes of the customers, will- be customers and other people who constitute its environment.

Bovee and Thrill (1992) contention on the significance of advertisement on consumers buying behaviour is apt to the findings of this study. For instance, they argued and held that "Attention,



Interest, Desire and Action (AIDA)” model represents the psychological processes a customer must go through while making a decision to purchase a product or service as a result of advertisement. Similarly, Underwood, Klein and Burke (2001) contention that besides advertisement imparting unusual value to products, it draws consumers attention to a particular brand, reinforces consumers image and determines consumers perception of products is apparently in line with the outcome of this study.

A study of repeated exposure to commercial advertisement by Belch (1981) found that people who were exposed to repeated commercials scored much higher in recall and liking of a product than people who were not is corroborated by the findings of this study. Advertisement especially when one is repeatedly exposed to a particular brand of a product, raises ones anxiety to want to purchase the product probably to confirm the veracity of what is said about the product.

The third hypothesis held that product packaging and advertising would jointly predict consumer disposition towards fast moving consumer goods were substantially influenced by the way these products are packaged and advertising that make them familiar to potential consumers. This is in line with Ehigie, Alarape and Chine (2013) findings that strongly revealed that product packaging and advertising contribute significantly to attracting consumers patronize product and good services. The findings also agree with Bovee and Thrill (1992) model in which attention, interest, desire and Action (ATDA) indicate psychological processes customer must experience in the event of making a decision to purchase a product or service base on packaging and advertisements and attractive packaging of a product and frequent advertisement of the product is likely to create awareness in the public of the existence and the importance of such product or service.

The constant change of packing of products and frequent advertisement of such products suggest that they are effective and efficient strategies in creating awareness and attracting consumers in order to remain viable in the business. This lends credence to Adegoke (2015), who observed that organizations see consumers as one of their essential stakeholders and success of such organizations rests on the consumers.

The implications of the findings of this study are that product packaging and advertisement are important attraction for consumers buying behaviour. Moreover, the survival, progress and



financial profit of manufacture/ service organizations rest on their skillful combination of product packaging and advertisement of the goods or services to attract and sustain consumers' positive buying behaviour.

In conclusion, product packaging and advertisement of product are variable that are very relevant and play no mean role in boosting the image of the organization and create a sense of pride in the consumers of such products or services. It is very important that modern manufacturing and service organizations direct a large chunk of their efforts and financial means into packaging of product that consumers would admire and ultimately patronize. Again, advertisement takes centre stage in market strategy in order to remain successful in whatever venture an organization pursues; advertising of its products becomes a sine qua non for its success and sustainability in the environment.

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