
**PACKAGING ATTRIBUTES AND CONSUMER PATRONAGE OF BEVERAGES IN
AKWA IBOM STATE, NIGERIA**

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ABSTRACT: *The study was carried out to determine the relationship between packaging attributes and consumer patronage of beverages in Akwa Ibom State. The survey research design was used for this study. Data for the study were obtained through questionnaire administered to 385 respondents across the three senatorial districts in Akwa Ibom State. A multi-stage sampling technique - stratified and simple random sampling techniques were used to select the respondents for this study. A total of 376 copies of questionnaire were retrieved and used for the analysis. Five hypotheses were formulated and tested at the 0.05 level of significance. Data obtained for the study were analyzed using tables, frequency and percentage while hypotheses were tested using multiple linear regression. The findings revealed that there is significant positive relationship between design of wrapper, printed information, packaging size, packaging innovation and consumer patronage of beverages in Akwa Ibom State. This implies that when there is an improvement in design of wrapper, printed information, packaging size and packaging innovation, there will be significant positive influence on consumer patronage of beverages. It was concluded that packaging plays an important role in the marketing of beverages and can be treated as one of the vital components of product that influence consumer patronage. Based on the findings of the study, it was recommended among others that attention should be given to the overall improvement of design of wrapper, printed information, packaging size and packaging innovation by beverage manufacturing firms in offering their products to the target market.*

KEYWORDS: Packaging, design of wrapper, printed information, packaging size, packaging innovation, consumer patronage of beverages

INTRODUCTION

Packaging as a marketing tool, has become increasingly important to manufacturers and marketers. As a product component, it is one of the means used by firms to showcase and attract consumers to their products. Thus, packaging has a crucial role to play in influencing consumers' purchase decision as well as patronage and can also be a determining factor in the success or failure of a firm's product. According to Harsha and Amulya (2017), packaging can play an attention catching role in the success or failure of a product in the market. The authors opined that its success depends a lot on how it is designed by its creator. Kotler and Armstrong (2016) described packaging as involving the process of designing and producing the container or wrapper for a product. Packaging can also be described as all the activities of preparing goods for transportation, storage

and sale. It consists of different types of materials such as plastic, paper, metal, glass, wood and so forth.

Traditionally, packages provide functional benefits such as containment, preservation, protection, convenience, handling, promotion and storage. However, the function of a product package has changed with the increased importance placed on self-service marketing by many stores and the fact that more and more buying decisions are made at the point of purchase (Belch, Belch and Purani, 2011). The changing consumer buying behaviour has also placed product package as an important marketing tool to stimulate impulsive buying behaviour, increase market share, project corporate image and promote sales (Harsha and Amulya, 2017).

Different types of packaging are available to beverages manufacturing firms - the primary, secondary and tertiary packaging. Packaging being the first thing the consumer sees before making the final decision to buy a product can play an important role in influencing consumer purchase decision. It must make a favourable first impression to attract consumer's attention and interest.

The beverages industry has witnessed huge investments in packaging due to technological advancements. Organizations depend a lot on the creative and innovative ideas of packaging experts to stand out among their competitors. Thus, beverages manufacturing firms require the development and implementation of good packaging strategies that can have a positive influence on consumers' patronage and the performance of the firms' products. According to Hutchinson (2010), as the beverage market continues to grow, the need to differentiate a product from its competitors in the market also increases and one way to achieve this is through various packaging techniques. The role of packaging in the beverage industry cannot be underestimated. It builds, maintains, and projects their corporate images. Thus, the package becomes a very important component of a product that can influence the consumer's purchase decision as well as patronage positively or negatively.

In highly competitive industry such as beverages, satisfying the consumers should be the primary focus of firms that wish to sustain patronage. Consumer patronage can be described as the act of the consumer being a regular customer to a particular product brand or shop (Nwulu and Asiegbu, 2015). According to Kotler and Keller (2012), understanding how the consumer chooses products can help manufacturers gain a competitive advantage in the market. Beverages companies in order to create the packaging for their products must understand the consumer buying process and the packaging attributes that can influence patronage. Zekiri and Hasani (2015) also stated that understanding what packaging features are most important to the consumer help companies to make the right decisions about packaging and their products.

In designing a package or wrapper for a product, firms must consider the packaging attributes that will elicit favourable response towards their products. According to Silayoi and Speece (2007), packaging as a powerful marketing tool has the following attributes – shape, design, material, colour, label, symbol, graphics, pattern, pictures and size that should be kept in mind. Adam and Ali (2014) opined that packaging attributes are divided into two categories, the visual attributes (material, design, graphics, size, colour) and the verbal attributes (product information (label), brand name, country of origin) which may have positive or negative influence on consumer patronage. Therefore a good packaging layout with commensurate product quality enables a product stand out and differentiates it from competing products. Hence, this study is basically to

determine the relationship between packaging attributes and consumer patronage of beverages in Akwa Ibom State, Nigeria.

Objectives of the Study

The main objective of this study was to determine the relationship between packaging attributes and consumer patronage of beverages in Akwa Ibom State. The specific objectives were to:

- i. Examine the relationship between design of wrapper and consumer patronage of beverages in Akwa Ibom State.
- ii. Investigate the relationship between printed information and consumer patronage of beverages in Akwa Ibom State.
- iii. Assess the relationship between packaging size and consumer patronage of beverages in Akwa Ibom State.
- iv. Ascertain the relationship between packaging innovation and consumer patronage of beverages in Akwa Ibom State.
- v. Determine the joint relationship between design of wrapper, printed information, packaging size, packaging innovation and consumer patronage of beverages in Akwa Ibom State.

Research Questions

Based on the objectives of the study, the following research questions were raised.

- i. What is the relationship between design of wrapper and consumer patronage of beverages in Akwa Ibom State?
- ii. To what extent does printed information relate with consumer patronage of beverages in Akwa Ibom State?
- iii. What is the relationship between packaging size and consumer patronage of beverages in Akwa Ibom State?
- iv. To what extent does packaging innovation relate with consumer patronage of beverages in Akwa Ibom State?
- v. What is the joint relationship between design of wrapper, printed information, packaging size, packaging innovation and consumer patronage of beverages in Akwa Ibom State?

Research Hypotheses

Based on the objectives of the study, the following hypotheses were formulated:

- Ho₁: There is no significant relationship between design of wrapper and consumer patronage of beverages in Akwa Ibom State.
- Ho₂: There is no significant relationship between printed information and consumer patronage of beverages in Akwa Ibom State.
- Ho₃: There is no significant relationship between packaging size and consumer patronage of beverages in Akwa Ibom State.
- Ho₄: There is no significant relationship between packaging innovation and consumer patronage of beverages in Akwa Ibom State.
- Ho₅: There is no significant joint relationship between design of wrapper, printed information, packaging size, packaging innovation and consumer patronage of beverages in Akwa Ibom State.

Significance of the Study

The findings of this study will be useful to manufacturers, marketers and consumers of beverage products. It will assist the manufacturers of beverages to use better packaging approaches. This study will also give the marketers of beverage products the knowledge of what attributes of packaging are more marketable and favourable to elicit a positive consumer response towards their products. The findings will add to the existing body of knowledge on packaging and consumer patronage. It will also serve as a reference material for researchers who wish to carry out a study on similar or related topics.

Scope of the Study

This study was restricted to determining the relationship between packaging attributes and consumer patronage of beverage products (tea, coffee, liquor, beer, soft drink, milk, juice and wine). This study focused only on four attributes of packaging, which are design of wrapper, printed information, packaging size and packaging innovation which served as independent variables and consumer patronage as dependent variable. Geographically, this study was limited to Akwa Ibom State, Nigeria. The State has 31 Local Government Areas with three (3) Senatorial Districts – Uyo, Eket, and Ikot Ekpene. The unit of analysis considered in the study was the consumers of beverages.

LITERATURE REVIEW

This section covers the conceptual framework and empirical review of literature.

Concept of Packaging

Packaging can be described in different ways. According to Kotler and Armstrong (2016), packaging is the process of designing and producing the container or wrapper for a product. Agariya, Johari, Sharma, Chandraul and Singh (2012) described packaging as a container for a product including the physical appearance of the container such as the design, colour, shape, labeling and material. According to Department of Environment, Northern Ireland (2010), packaging is referred to all products produced through material of nature to be used for the containment, protection, handling, delivery and preservation of goods from the producer to the user or consumer. Kotler and Keller (2012) asserted that a well-designed package can build brand equity and drive sales. They opined that product choice is encouraged and consumers' attentions are drawn by a good package. Harsha and Amulya (2017) defined packaging as the wrapper of product that holds the information regarding the product and the manufacturer of a product. They established that packaging is an essential element that influences the consumer buying decision and it has a great influence on the company's success in an environment that is competitive.

Packaging Attributes

Some packaging attributes are as follows:

Design of Wrapper: Design of wrapper is the general arrangement of a wrapper in the form of prototype and it comprises the shape, visual appearance and aesthetic (en.wikipedia.org/wiki/design). The design of wrapper attracts and performs a major role in getting

the consumer's interest (Deliya and Parmar, 2012). According to Dunmade (2015), the design of the product's wrapper has a long way to attract or distract product's consumers. The author stated that consumers are more sensitive to attributes or features that constitute design of wrapper, since consumers especially children are always attracted to the product design. Ahmadi, Bahrami and Ahani (2013) opined that the design of wrapper would normally provide attraction leading to the consumer's buying a product. Therefore, producers often try their best to develop a wrapper or container that has attractive influence on consumer to gain a competitive advantage over others companies.

Packaging Innovation: Innovation in packaging might result in value added to the product if it meets a consumers needs like non – breakability, tamper proofing, child-proofing, easy-open, portion control and recycling (Ashaduzzaman and Mahbub, 2016)). Producers often seek to have a wrapper or container that maintains the brand equities that stand the test of time, with less costs of production. A consumer may decide to accept a product due to its innovative packaging that shows the association between innovation of packaging and consumer purchase decision (Deliya and Parmar, 2012). According to Dunmade (2015), using the right innovation when a product is designed often adds value to the product in the minds of consumers or buyers. It depicts a clear indication that the manufacturer is both dynamic and sensitive to consumer's needs compared with the competitors.

Packaging material: As noted by Ahmed, Parmar and Amin (2014), packaging material has an influence on consumers' purchasing behaviour. Packaging as a visual element communicates as it influences the perceived quality associated with products (Lynsey, 2013). Deliya and Parmar (2012) asserted that consumers are influenced with product that has a high quality of packaging material compared with low quality material. Farooq, Habib and Aslam (2015) stated that packaging material is an essential component that prevents and protects products against losses.

Packaging colour: The colour of an item performs an essential function in the buying decision making process of a consumer. Some colours influence moods and draws consumer attention to the product (Ahmed, Parmar and Amin, 2014). Harper and Miller (2012) posited that colour seems to be one of the most powerful visual elements that can change people's moods quickly. Colour performs an essential function in product packaging with the effect of communicating and signaling some promotional messages, which ultimately evoke certain emotions to consumers (Grundey, 2010). Pride and Ferrel (2010) asserted that blue colour is related with wealth, trust and security and it is soothing, while grey colour is related with strength. Orange colour is related with success, red colour symbolizes excitement and stimulation and purple colour signifies dignity, stateliness, cheerfulness and masterfulness while yellow shows cheerfulness.

Shah, Ahmad and Ahmad (2013) opined that colour has an essential role in differentiating a company's goods from that of others. It has been established that colours positively influence perception, attractiveness and attention of the consumers and therefore colour of packaging can be an essential element in establishing an impression needed to persuade product selection (Gofman, Moskowitz and Mets, 2010). Poturak (2014) stated that selecting a colour is a necessary step to produce a good package design for a product. The colour of packaging always draws consumer attention to the product. Based on the perception of consumer, every colour would create a unique meaning. Poturak (2014) asserted that white and black colours are used to establish power as red is for energy, blue represents trust and green symbolizes balance.

Printed Information: Printed information gives the consumer first line information about a product and it is essential to attract consumer attention to the product. It informs the consumer about the nature of the product and helps the consumers to take a decision (Borishade, Olalekeoluseye, Favour and Prosper, 2015). According to White (2015), printed information is essential because it conveys important information like marketing messages with the materials or ingredients used to produce the product. White (2015) asserted that the printed information on packaging creates brand identity and enhances recognition of product name.

Deliya and Parmar (2012) stated that the printed information on packages is an essential element of marketing mix and can support advertising claims as well as enhance name recognition, establish brand identity and can optimally allocate shelf space. The authors also pointed out that the customer can change his decision based on information on the package. Generally, in Fast Moving Consumer Goods (FMCG), the buyer can assess product based on printed information about the product. If the consumer is buying the product for the time, printed information can help the individual to establish product identity. It also provides brand description because the consumer can easily acquire more knowledge concerning goods or services offered by the company. Therefore, the information acquired concerning the product can influence consumer buying behaviour (White, 2015).

Packaging Graphic: Graphic is the visual images or designs of items. It includes layout, pictorial and colour combination, topography and photography, all of which create image (en.wikipedia.org/wiki/graphics). Lynsey (2013) opined that graphic images on a package can establish interest and also increase consumer curiosity for a specific product. The author established that packaging image is different and it has the capacity to establish interest for that product. Smith and Taylor (2003) opined that graphics can communicate on diverse levels, meaning that it can also create uniqueness to reinforce a brand image or name, help in shelf appearance and reposition. The authors further established that graphics add value to the product through aesthetic quality. Tobias (2013) observed that pictorial elements are noticeable, if is placed on the right side, while textual elements of packaging are observed, when it is placed on left side. This implies that for proper placement of graphics both pictorial and textual elements are very important in product packaging.

Packaging Size: Consumer purchase decision can be enhanced through packaging size. It plays a crucial role in determining the consumer buying decision, because different packaging sizes are attractive to consumers with various involvement levels (Silayoi and Speece, 2007). Hoyer and MacInnis (2010) opined that packaging size attracts consumers' attention and enhance consumer buying behaviour. Thus, when choices are made among competitive products, consumers tend to purchase a product that has larger pack than the smaller one. Furthermore, they recognize that packaging with attention grabbing shapes contain much of goods. Kotler (2008) observed that consumption or regularly use of a product may increase if packaging is redesigned.

Silayoi and Speece (2004) asserted that the size of packaging that is smaller may be considered by smaller family and that the bigger size of the product packaging is a waste. Rundh (2013) opined that when the size of the family changes, the product purchased by the family will also change. Silayoi and Speece (2004) in their study established that consumers that have small family do not focus on large size of product packaging and that small family buys in small packages. This implies that buying from the larger size will be waste for a small size family.

Concept of Consumer Patronage

Consumer patronage is a support or approval given by a customer in regards to a specific brand (Simons, 2016). The author opined that consumer patronage provides the framework to grow market share. According to Nwulu and Asiegbu (2015), consumer patronage can be defined as the act of being a regular customer to a brand or shop. The authors observed that terminal values, lifestyles, social class and media habits are antecedents of patronage. Bear (2003) defined consumer patronage as the way individuals choose a product among competing products. The author stated that product choice and patronage patterns are based on consumer's perception, image and attitude formed from experience, information and need.

Empirical Review of Literature

Ashaduzzaman and Mahbub (2016) examined the role of elements of packaging on buying detergent power in Dhaka city, Bangladesh. The research design adopted was survey method and purposive sampling technique which was used to select 230 sample sizes for the study. The study's population consisted of citizens of Bangladesh who used detergent powders. The data obtained were analyzed using structure equation modeling for the test of hypothesis. The findings showed that up to six elements of packaging colour, background image, front style, package innovation, printed information and wrapper design have positive impact on consumer detergent powder buying decision in the context of Bangladeshi. It was concluded that package might be treated as the most valuable tool that influence consumers buying behaviour of powder detergent in Bangladeshi.

Gupta and Kumar (2016) examined packaging role in impacting consumers buying behaviour in India. The research design adopted was survey method and non-probability convenience sampling technique was employed to select 70 respondents. Primary sources of information were used and questionnaire was used to obtain data for the study. The data obtained for the study were analyzed using descriptive statistics and multiple regression analysis. The findings revealed that background; front style, printed information, shape, innovation, wrapper design, packaging colour and package material and appropriate picture significantly and positively influenced consumer buying behaviour. All the components influence positively to catch consumer interest and attention. It was concluded among many other things that packaging is one of the most powerful strategies in marketing communication that influence buying behaviour of consumers.

Samreenlodhi (2015) examined the brand packaging and consumer buying behaviour: A case of FMCG products in Pakistan. The descriptive survey research was used in the study and simple random sampling was used to obtain a sample size of 250 respondents. Primary data were sourced via questionnaire, which was administered on the product users, deciders and buyers of FMCG, that had different ages and levels of education. The data obtained for the study were analyzed using linear regression. The findings showed a positive impact on packaging elements (colour, attractive packaging shape, brand image, size and labeling and consumer buying pattern. Also, it discovered that dimension changes or minor packaging material for the FMCG items did not affect consumer purchase pattern significantly. It was concluded that packaging plays basic role and serve as a tool to provide shelf influence and also specifying the new product characteristics.

Olawepo and Ibojo (2015) examined the link that exist between consumers purchase intention and packaging in the case of Nestle Nigeria Plc products. The research design used was survey method

and simple random sampling technique was used to get 325 respondents. Data were collected through primary sources with the use of questionnaire. Hypotheses for the study were analyzed using multiple regression analysis and t-test at 0.01 level of significance. The findings of the study showed that picture quality and intention to purchase by a consumer were significantly related. The study revealed that labeling, picture quality and colour combination can both independently and jointly determine the purchase intention of consumers. It was concluded that packaging is vehicle which propel product uniqueness in the market and help other attributes of product quality to draw consumer attention basically with a product that has similar brands.

Borishade, Favour, Ogunnaike and Prosper (2015) examined packaging and its effect on purchase decision of consumers in a food and beverages company in Nigeria. The survey research design was used for the study and a sample size of 250 respondents of Unilever products consumers were drawn using simple random sampling technique. The hypotheses for the study were tested using simple and multiple linear regression analysis. The findings of the study showed that labeling can create consumer awareness. Tagging and product cataloging always draw consumers' attention. It was concluded that packaging was crucial in consumer buying decision.

Sultan (2016) investigated packaging influence on the purchase behaviour of consumers. A comparative study of Cadbury dairy milk and Cadbury perk milk in Karachi, Pakistan. The research design used was survey method with a sample of 456, which was drawn through the use of convenience sampling. The hypotheses were tested with chi-square and multiple regression analysis. The findings showed that packaging material, packaging size, packaging graphics, product information and product colour have positive and significant effect on purchasing behaviour of consumers. The findings further revealed that packaging design and nutritional information significantly impacted the buying behaviour of consumers. It was concluded that packaging performs crucial function in influencing consumer purchasing behaviour in Cadbury dairy and Cadbury diary perk.

Deo and Hosee (2017) examined the product packaging innovation and buying behaviour of consumer in Rwanda. The study made use of survey research design. The sample size of 95 respondents was drawn using stratified random sampling technique. Primary source of information was used to collect data and were analyzed using descriptive statistics and correlation. The findings showed significant positive relationship between consumer buying behaviour and product packaging innovation. It was concluded that product packaging innovation has significant relationship with consumer buying behaviour and that good packaging can influence the purchasing decision of a consumer.

Harsha and Amulya (2017) investigated the verbal impact of packaging on buying behaviour of consumers as it concerns ready –to-serve fruit beverage in Bangalore and Mysore, India. The descriptive research design was used in the study and the simple random sampling technique was utilized in selecting 300 customers who used the food beverage in Bangalore and Mysore. The primary source of information was obtained through questionnaire administered to the respondents. Data obtained for the study were analyzed using chi-square statistical tool. The findings showed that the elements of packaging like brand name, nutritional information, product information, country of origin, foundation image and shape of wrapper have significant relationship with consumer purchasing decision. It was concluded that packaging plays major role in influencing consumer purchasing chance.

Karedza (2017) examined the impact of packaging designs on consumer purchasing behaviour of FMCG in Zimbabwe. The survey research design was used for the study. The sample size of 49 respondents from the retail sector was selected using stratified and convenience sampling technique. The data for the study were obtained through an in-depth interview and a structured questionnaire. Data obtained for the study were analyzed using simple and multiple regression analysis. The findings revealed that packaging elements have a significant relationship with consumer buying decision. It was concluded that product information was the major verbal element on consumer purchasing decision and the five elements of packaging plays crucial role in influencing consumer purchasing choice in Zimbabwe.

Ghosh (2016) examined packaging impact on the purchasing behaviour of consumers in a study of Mother Dairy in India. Survey research design was used. The sample size of 150 respondents was randomly selected for the study. The data obtained were analyzed using chi-square and Pearson Product Moment Correlation tests. The findings of the study showed that the predictor variables like background image, wrapper design, packaging colour and packaging innovation have significant relationship with the dependent variable (consumer purchase behaviour). It was concluded that packaging is seen as the basic marketing weapon in terms of communication between consumers and organization.

METHODOLOGY

This section covers the research design, population of the study, sample size, sampling technique, conceptual specification of model, empirical specification of model, source and nature of data, instrument for data collection and methods of data analysis.

Research Design

The survey research design was used for this study. This involved gathering data from the sample of respondents by the use of questionnaire. The survey design was an appropriate method to elicit detail consumers' opinions on the subject matter, based on the objectives of the study.

Population of the Study

The population of this study comprised all the consumers of beverage products (tea, coffee, liquor, beer, soft drink, milk, juice and wine) in Akwa Ibom State, Nigeria.

Sample Size

The sample size of the consumers of beverages in Akwa Ibom State was determined using the formula for infinite population by Walpole (1974) as follows:

$$n = \frac{(Z/a/2)^2}{4e^2}$$

Where: n = Sample size

$$(Z/a/2) = 1.96$$

$$E = \text{error margin} = 0.05$$

$$\text{Sample (n)} = \frac{(1.96)^2}{4 (0.05)}$$

$$= \frac{(1.96)^2}{4 (2.5)}$$

$$= \frac{(1.96)^2}{0.01}$$

$$= \frac{3.8416}{0.01}$$

$$= 384.6$$

$$= 385$$

The sample size was allocated to the three senatorial districts of Uyo, Eket and Ikot Ekpene in Akwa Ibom State. The sample size of each of the senatorial districts was determined using Bowley (1937) allocation formula n_{th} as follows:

$$n_{th} = \frac{n \times N_{th}}{N}$$

Where:

- n_{th} = sample size for stratum h
- N_{th} = population of the stratum
- N = population size
- n = sample size

Population of Uyo senatorial district = 1,829,660

Population of Eket senatorial district = 1,648,402

Population of Ikot Ekpene senatorial district = 1,793,957

N = 5,272,019

Source: NPC (2015) projected population report

$$n_{th} = \frac{n \times N_{th}}{N}$$

N = 5,272,019

n = 385

For Uyo senatorial district, N_{th} = 1,829,660

$$n_{th} = \frac{385 \times 1,829,660}{5,272,019}$$

= 134

For Eket senatorial district, N_{th} = 1,648,402

$$n_{th} = \frac{385 \times 1,648,402}{5,272,019}$$

= 120

For Ikot Ekpene senatorial district, N_{th} = 1,793,957

$$n_{th} = \frac{385 \times 1,793,957}{5,272,019}$$

= 131

Sampling Technique

Sample sizes of 385 consumers of beverages were selected using multi - stage sampling technique. At the first stage of sampling, the population of the study was stratified (divided) into three senatorial districts in Akwa Ibom State - Uyo, Eket and Ikot Ekpene. At the second stage of sampling, simple random sampling technique was used to select a sample size of 134 consumers of beverages in Uyo senatorial district, 120 in Eket senatorial district and 131 in Ikot Ekpene senatorial district respectively to give the required 385 consumers of beverages.

Conceptual Specification of Model

In line with hypotheses of the study, model was developed conceptually to determine relationship between independent variables (packaging attributes) and dependent variable (consumer patronage) of beverages. The model specifies that consumer patronage of beverage is a function of design of wrapper, printed information, packaging size and packaging innovation.

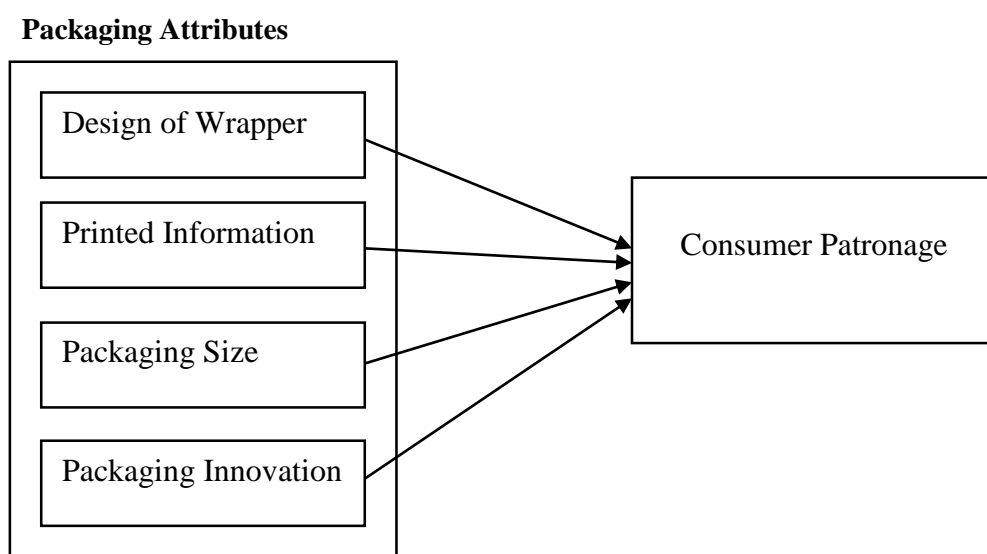


Figure 1: Conceptual model

Source: Researcher's conceptual model (2020)

Figure 1 indicates that consumer patronage as dependent variable could be influenced by independent variables - design of wrapper, printed information, packaging size and packaging innovation.

Empirical Specification of Model

To determine the relationship between independent variables (packaging attributes) and dependent variable (consumer patronage) of beverages, the multiple regression model was developed.

The model is expressed mathematically as follows: $CP = \beta_0 + \beta_1(DOW) + \beta_2(PI) + \beta_3(PS) + \beta_4(PIN) + e$ — — — — — Equation 1

Where:

CP = Consumer Patronage

DOW = Design of Wrapper

PI	=	Printed Information
PS	=	Packaging Size
PIN	=	Packaging Innovation
β_0	=	Intercept
$\beta_1 - \beta_4$	=	Regression coefficients
e	=	<i>error term</i>

Source and Nature of Data

Data for this study were collected through primary source. The primary data were obtained through a structured questionnaire administered to respondents.

Instrument for Data Collection

The research instrument for this study was a structured questionnaire. The questionnaire has two sections. Section A consisted of items on demographic data of respondents. Section B contained items based on the research questions. The questionnaire contained 24 items and was measured on a four - point Likert scale. Items included in the instrument ranged from strongly agree 4, agree 3, disagree 2 and strongly disagree 1.

Methods of Data Analysis

Data obtained from the respondents were analyzed using tables, frequency and percentage. Descriptive statistics were computed for each of the research variables and multiple linear regression was used to test hypotheses. All hypotheses were tested at the 0.05 level of significance with $p < 0.05$ indicating statistical significance. To enhance data analysis, Statistical Package for the Social Sciences (SPSS, version 22.0) was used to analyze the data.

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF RESULTS

This section focuses on data presentation and analysis, test of hypotheses and discussion of results.

Data Presentation and Analysis

The data obtained for this study were presented and analyzed using tables, frequency and percentage specifying relevance information on the numbers of questionnaire administered and retrieved from the respondents. Out of 385 copies of the questionnaire administered, 376 copies representing 97.7 % of the administered copies of the questionnaire were retrieved. The number of questionnaire administered and retrieved from each of the three Senatorial Districts in Akwa Ibom State is presented in Table 1

Table 1: Administration and retrieval of the questionnaire

Senatorial District	Total No. of Questionnaire Administered	Total No. of Questionnaire Retrieved n(%)	Total No. of Questionnaire not Retrieved n(%)	Total Percentage
Uyo Senatorial District	134	130(97.0)	4(3.0)	100
Ikot Ekpene Senatorial District	131	129(98.5)	2(1.5)	100
Eket Senatorial District	120	117(97.5)	3(2.5)	100
Total	385	376(97.7)	9(2.3)	100

Source: Field data (2020).

Result presented in Table 1 reveals that 97.0% of the questionnaire administered in Uyo Senatorial District of Akwa Ibom State were retrieved, 98.5% in Ikot Ekpene Senatorial District were retrieved while 97.5% of the questionnaire administered were retrieved in Eket Senatorial District. Generally, 97.7% of the administered questionnaires were retrieved while 2.3% were not retrieved from the respondents.

Data Analysis

Table 2: descriptive Statistics for the Research Variables

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis				
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error	
Design of Wrapper	376	13.00	16.00	14.65	0.05	0.99	-0.38	0.13	-0.87	0.25	
Printed information	376	12.00	16.00	14.17	0.07	1.29	-0.03	0.13	-1.00	0.25	
Packaging size	376	11.00	16.00	13.44	0.07	1.41	-0.07	0.13	-1.07	0.25	
Packaging innovation	376	10.00	16.00	12.30	0.09	1.75	0.52	0.13	-0.50	0.25	
Consumers' patronage	376	12.00	16.00	14.11	0.07	1.43	-0.05	0.13	-1.22	0.25	

Source: Researcher's computation (2020)

Result in Table 2 presents the descriptive statistics for the research variables. The mean scores of 14.65, 14.17, 13.44, 12.30 and 14.11 were obtained for design of wrapper, printed information, packaging size, packaging innovation and consumer patronage with standard deviations of 0.99, 1.29, 1.41, 1.75 and 1.43 respectively. The design of wrapper gave the highest mean score compared with printed information, packaging size and packaging innovation. This implies that the design of wrapper was rated higher than other packaging attributes. The result also yielded skewness of -0.38, -0.03, -0.07 and 0.52 for design of wrapper, printed information, packaging size and packaging innovation respectively. The result shows that three of the packaging attributes (design of wrapper, printed information and packaging size) were negatively skewed meaning skewed to the left while packaging innovation was skewed to the right or positively skewed. The dependent variable has negative skewness meaning skewed to the left. The kurtosis of -0.87, -1.00, -1.07, -0.50 and -1.22 were obtained for design of wrapper, printed information, packaging size, packaging innovation and consumer patronage respectively. All the research variables had kurtosis less than 3.00 which is the kurtosis of a normal distribution which indicates possible departure of the scores from that of the normal distribution. The relationship among the variables was presented in Table 3.

Table 3: Relationship between the research variables

Variables	1	2	3	4	5
1. Design of wrapper	1				
2. Printed information	0.739** (0.000)	1			
3. Packaging size	0.727** (0.000)	0.829** (0.000)	1		
4. Packaging innovation	0.727** (0.000)	0.831** (0.000)	0.925** (0.000)	1	
5. Consumer Patronage	0.763** (0.000)	0.854** (0.000)	0.929** (0.000)	0.989** (0.000)	1

Source: Researcher's computation (2020) using SPSS version 20.0, **correlation is significant at 1% ($p < 0.01$)

Result in Table 3 reveals that design of wrapper has significant positive relationship with consumer patronage (r -value = 0.763, P -value = 0.000, $P < 0.05$). Result also reveals that printed information (r -value = 0.854, P -value = 0.000, $p < 0.05$) and packaging size (r -value = 0.929, P -value = 0.000) and packaging innovation (r -value = 0.989, r -value = 0.989, P -value = 0.000, $P < 0.05$) have significant positive relationship with consumer patronage. Result also reveals that among the four packaging attributes considered, packaging innovation has the most significant positive relationship with consumer patronage.

Table 4: ANOVA result summary showing the relationship between design of wrapper, printed information, packaging size, packaging innovation and consumers' patronage.

Model	Sum of Squares	Df	Mean Square	F-calc.	F-crit.	P-value
Regression	739.588	4	184.897	3049.44	2.40	0.0000
Residual	22.495	371	.061			
Total	762.082	375				

Source: Researcher's computation (2020)

From Table 4, the F-calculated of 3049.44 was obtained with P-value of 0.000 as against the F-critical of 2.40 at the 0.05 level of significance. Result shows that the F-calculated (3049.44) is greater than F-critical (2.40) which means that there is a significant regression relationship between the independent variables (design of wrapper, printed information, packaging size, packaging innovation) and the dependent variable (consumers patronage in terms of sales volume, market share and so forth). This result also indicates that design of wrapper; printed information, packaging size and packaging innovation jointly significantly predict consumers' patronage. Result obtained from the ANOVA shows that the four independent variables (design of wrapper, printed information, packaging size and packaging innovation) accounted for significant variation in consumers' patronage for beverages. Parameter estimates of the multiple regression model is presented in Table 5.

Table 5: Parameters estimates of the multiple regression result showing the relationship between design of wrapper, printed information, packaging size, packaging innovation and consumer patronage.

Model	Unstandardized Coefficients		Standardized Coefficients	t-value	P-value
	B	Std. Error	Beta		
1 (Constant)	-0.031	0.196		-.156	0.876
Design of wrapper	0.315	0.020	0.219	15.75	0.000*
Printed information	0.122	0.019	0.110	6.421	0.000*
Packaging size	0.099	0.023	0.097	4.304	0.000*
Packaging innovation	0.526	0.016	0.645	32.875	0.000*

*significant at 5% (P<0.05). t-critical = 1.97,

Source: Researcher's computation (2020)

From Table 5, design of wrapper, printed information, packaging size, and packaging innovation gave unstandardized regression coefficients of 0.315, 0.122, 0.099 and 0.526 respectively. This means that the four predictor variables have significant positive relationship with consumer patronage for beverage. The estimated regression equation based on the unstandardized regression coefficient is shown below:

$$CP = -0.031 + 0.315DOW + 0.122PI + 0.099PS + 0.526PIN$$

Where: CP = consumer patronage, DOW = design of wrapper, PI = printed information,

PS = packaging size while PIN = packaging innovation.

Test of Hypotheses

Hypothesis 1

Ho₁: There is no significant relationship between design of wrapper and consumer patronage of beverage in Akwa Ibom State.

Result in Table 5 shows that design of wrapper ($\beta = 0.315$, S E = 0.020, t-calc. = 15.75, P-value = 0.000, P-value<0.05) has significant positive relationship with consumer patronage of beverages in Akwa Ibom State. This significant positive regression coefficient of 0.315 reveals that the design of wrapper has positive contribution to consumer patronage of beverage. The standardized beta of 0.219 was obtained which means that if other variables are held constant, for every 1 unit improvement in design of the wrapper, consumer patronage for beverages will increase by 0.219. Result also shows t-calculated of 15.75 and t-critical of 1.97 at the 0.05 level of significance. The t-calculated (15.75) is greater than the t-critical (1.97) at the 0.05 level of significance. The null hypothesis is rejected. Therefore, there is a significant relationship between the design of the wrapper and consumer patronage for beverage in Akwa Ibom State. This result implies that when there is a significant improvement in the design of the wrapper, there will be a significant improvement in consumer patronage for beverage in Akwa Ibom State. This result also indicates that the design of wrapper enhances consumer patronage for beverage in Akwa Ibom State.

Hypothesis Two

Ho₂: There is no significant relationship between printed information and consumer patronage of beverage in Akwa Ibom State.

Result in Table 5 reveals that printed information ($\beta = 0.122$, S E = 0.019, t-calc. = 6.421, P-value = 0.000, P-value<0.05) has positive relationship with consumer patronage of beverage in Akwa Ibom State. Result yielded regression coefficient of 0.122 which implies that printed information contribute positively to consumer patronage. The standardized beta of 0.110 was obtained which means that if other variables are held constant, for every 1 unit improvement in printed information, consumer patronage for beverage will increase by 0.110. Result also shows t-calculated of 6.421 and t-critical of 1.97 at the 0.05 level of significance. The t-calculated (6.421) is greater than the t-critical (1.97) at the 0.05 level of significance. The null hypothesis is rejected. Therefore, there is a significant relationship between printed information and consumer patronage for beverage in Akwa Ibom State. This result implies that when there is a significant improvement in printed information, there will be a significant improvement in consumer patronage for beverage in Akwa Ibom State. This result also indicates that printed information enhances consumer patronage for beverage in Akwa Ibom State.

Hypothesis Three

Ho₃: There is no significant relationship between packaging size and consumer patronage of beverage in Akwa Ibom State.

Result in Table 5 reveals that packaging size ($\beta = 0.099$, S E = 0.023, t-calc. = 4.304, P-value = 0.000, P-value<0.05) has positive relationship with consumer patronage of beverage in Akwa Ibom State. Result yielded regression coefficient of 0.097 which indicates that packaging size has positive contribution to consumer patronage. Result also yielded standardized beta of 0.097 was

obtained which means that if other variables are held constant, for every 1 unit improvement in packaging size, consumer patronage for beverage will increase by 0.097. Result also reveals t-calculated of 4.304 and t-critical of 1.97 at the 0.05 level of significance. The t-calculated (4.304) is greater than the t-critical (1.97) at the 0.05 level of significance. The null hypothesis is rejected. Therefore, there is a significant relationship between the packaging size and consumers' patronage for beverage in Akwa Ibom State. This result implies that when there is a significant improvement in packaging size, there will be a significant improvement in consumer patronage for beverage in Akwa Ibom State.

Hypothesis Four

Ho4: There is no significant relationship between packaging innovation and consumer patronage of beverage in Akwa Ibom State.

Result in Table 5 reveals that packaging innovation ($\beta = 0.526$, S E = 0.016, t-calc. = 32.875, P-value = 0.000, P-value < 0.05) has positive relationship with consumer patronage of beverage in Akwa Ibom State. Result yielded regression coefficient of 0.526 which indicates that packaging innovation has positive contribution to consumer patronage. Result also yielded standardized beta of 0.645 was obtained which means that if other variables are held constant, for every 1 unit improvement in packaging innovation, consumer patronage for beverage will increase by 0.645. Result also reveals t-calculated of 32.875 and t-critical of 1.97 at the 0.05 level of significance. The t-calculated (32.875) is greater than the t-critical (1.97) at the 0.05 level of significance. The null hypothesis is rejected. Therefore, there is a significant relationship between the packaging innovation and consumer patronage for beverage in Akwa Ibom State. This result implies that when there is a significant improvement in packaging innovation, there will be a significant improvement in consumer patronage for beverage in Akwa Ibom State.

Hypothesis Five

Ho5: There is no significant joint relationship between packaging attributes (design of wrapper, printed information, packaging size and packaging innovation) and consumer patronage of beverage in Akwa Ibom State.

From Table 4, the F-calculated of 3049.44 and F-critical of 2.40 with P-value of 0.000 were obtained. The F-calculated of 3049.44 is greater than F-critical of 2.40 at the 0.05 level of significance. The null hypothesis is rejected. Hence, there is a significant joint relationship between packaging attributes (design of wrapper, printed information, packaging size and packaging innovation) and consumer patronage of beverage in Akwa Ibom State.

Business Implication of Findings

In this study, the relationship between packaging attributes (design of wrapper, printed information, packaging size packaging innovation) and consumer patronage of beverage were thoroughly investigated empirically. The findings of this study provided implications to business. In particular, it is hoped that these findings provide information that will enable beverage manufacturers to develop container or wrapper that is appropriate to showcase and attract consumers' attention and interest to their products. Thus, expanding the market for their products and also establishing long lasting relationship with consumers.

CONCLUSION

The study was on packaging attributes and consumer patronage of beverage in Akwa Ibom State. The results clearly showed that design of wrapper, printed information; packaging size and packaging innovation have significant positive relationship with consumer patronage of beverages. The results revealed that when there is an improvement in packaging attributes, there will be positive influence on consumer patronage of beverage. Therefore, it is concluded that packaging plays an important role in the marketing of beverages. It can be treated as one of the vital components of product that influence consumer patronage of beverage in Akwa Ibom State, Nigeria.

Recommendations

Based on the findings of the study, the following recommendations were made:

- i. More attention should be given by beverages manufacturing firms in the design of the product wrappers to encourage consumers' patronage to their products.
- ii. An improvement on information on the product packages by beverage firms, especially nutritional information is recommended to attract consumers' patronage to their products.
- iii. Different sizes of product packages should always be produced by beverages firms to capture the general market.
- iv. Innovative ideas in terms of major or minor modification in product packages should be given attention by beverages firms to attract consumers' patronage.
- v. Attention should be given to an overall improvement in the design of wrapper, printed information, packaging size and packaging innovation by beverages firms in offering their products to the target market.

Suggestions for Further Studies

The following suggestions were put forward for further studies:

- i. This study was carried out in Akwa Ibom State, Nigeria. Further studies can be extended to other States in the country with larger sample size to determine the relationship between packaging attributes and consumer patronage of beverages.
- ii. Further studies on packaging and consumers' patronage can be carried out to include more components such as packaging colour, graphics and material to determine their effects on consumer patronage.

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