



An analysis of packaging as a promotional tool for enhancing consumer preference for Coca-Cola products in Enugu metropolis, Nigeria

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Abstract

The growth of competition has made it necessary for packaging to extend its traditional functions of containing and protecting to drawing attention to a particular brand, breaking through distinctive shape and design, variant sizes and labelling, thereby highlighting brand features and benefits. Hence, the main aim of this study was to analyze packaging as a promotional tool for enhancing consumer preference for Coca-Cola products. However, the specific objectives were to: examine the extent to which distinctive shape and design enhance consumer preference for Coca-Cola products; examine the extent to which variant sizes enhance consumer preference for Coca-Cola products; and examine the extent to which labelling enhances consumer preference for Coca-Cola products. Three null hypotheses were formulated in line with the research objectives. The study was conducted in Enugu metropolis. The study population was unknown, and which sample size of 384 was determined using Yamane formula for an infinite population. The instrument used for data collection was primarily a questionnaire. Statistical package for social sciences (SPSS) was used to aid the data analysis descriptively using frequency and percentage tables and mean scores while logistic regression analysis was used to test the hypotheses. The findings show that packaging- distinctive shape, variant sizes and labelling- significantly enhances consumer preference for Coca-Cola products. The study recommended that firms should enhance packaging to enhance consumer preference for their products.

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Introduction

During these past few decades, packaging has witnessed an increased shift in its impact as an element of the integrated marketing mix. This has been hastened by increased competition, the move towards self-service and a change in the way in which consumers make buying decisions. Recently, competition evolution has made it necessary for packaging to extend its traditional functions of containing and protecting to drawing attention to a particular brand, breaking through competing clutter during purchase, justify the price charged against the perceived value, highlight brand features and benefits, convey emotionally to the end-users and influence brand choice. Noted that the attraction of product packaging has moved consumers' attention to a particular brand which intensifies the company image and influences consumer buying preference for that company product.

Due to the essence of packaging, it has successfully helped customers to be able to properly choose the particular product that they prefer from a wide range of similar products and stimulates consumer buying preference. Though the primary purpose of packaging is to protect a brand product from potential or future damage when transporting, storing, selling and utilizing the product and proving the assurance of the packaging on these products during the performance of these activities, Wells, Farley & Armstrong, (2007) ^[36] noted that package performs an additional role.

This is in terms of marketing communications. Hence, packaging should be regarded as one of the important tools of promotion for effective sales purposes (Wells, Farley & Armstrong, 2007) ^[36]. Packaging as a tool of communication was examined by Gonzalez *et al.*, (2007) ^[8]. They conserved that packaging should be considered as the only means of communication between a product and the final consumer. Subsequently, the package as a marketing communication tool influences consumer preference at the point of purchase. Characterizes packaging as all the recreations of designing and attaining the compartment for a product. Since packaging gives an inkling to the product content, therefore packaging can be a tool in enlightening the customers.

Packaging has been regarded as a brand's silent salesmen who directly or vigorously influence consumers at the point of purchase in consumer buying decision because of the key elements which include packaging shape, size and design. Most companies engage in packaging principally to attain a profitable competitive goal by exploring the benefits of packages to convey a satisfactory image of the product. Packaging is a significant technique component for brand differentiation and identity because this helps the consumer preference to appropriately differentiate products which gain attention for brands that are less intimate and that provide experiential functions.

Packaging influences a consumer preference for a product gazing from young individuals. Hence, most young people who are conscious of how a product should gain brand selection take cognizance of the design, shape, labelling and size which are the elements of packaging, therefore it contributes to giving the manufacturer or companies the option of persuading prospective and actual buyers initial to the brand selection because customers are exposed to packaging just as other forms of promotion. Furthermore, consumers can effortlessly conquer the challenge of visually assessing the gap of selecting a variety of shapes because most product labels provide the information via packaging, (Ampuero & Villa (2006) ^[22].

According to Cateora a poorly packaged product transports an impression of poor quality. Supermarkets have many products displayed on the shelves each containing many items of information and there are very few salespeople in a supermarket. Hence, most selling is done through packaging beyond its traditional role of holding contents together now perceived as a promotion and communication tool for its products which is the purpose of this research. The progressive social change and macro environmental trends in the food and beverage industry prompt manufacturers to take an interest in the possibilities of attracting consumer preference for a product. Therefore, the information and promotional function of beverage packaging is better and more important when it is properly designed and labelled. A poor design of beverage packaging is an integral part of a marketing strategy; which can also contribute to enhancing its competitive advantage to the interest of companies and customers.

Research has shown the evaluation of packaging importance and more specifically the visual dimension of packaging for symbolic communication and how it shapes consumers' purchase decisions for beverage products. Using symbolic communication, for instance, packaging can be comprehended as a set of symbols which are properly designed and developed as an image of the product or brand; affecting the perception and attitude towards the

product/brand, which shows the features and attributes of packaged beverage products. Hence, this study is poised to analyze packaging as a promotional tool for enhancing consumer preference for Coca-Cola products.

Previous studies have suggested that packaging can extensively affect a brand's perceived meaning (Underwood, 2003) ^[35] and that if thoughtfully designed, it can be a significant tool for establishing and conveying product/ brand identity. Packaging, according to various research is tagged to sales without considering its competitive advantage among other competing products like Pepsi and Biggie in the aspect of labeling, product design, shape and size. However, in our contemporary society, Coca-Cola is seen as the biggest and largest soft drink company in Africa because of their large package ratio. Coca-Cola products come in different sizes such as 60cl, 45cl, and 1 litre among others; differences in shapes and package materials such as bottles, cans and plastic. Also, size and shape as a dimension of packaging have the ultimate effect on consumer purchase decisions. Despite this competitive edge packaging gives, previous studies like Semenici (2002) ^[30] did not identify these aspects of beverage products. Hence, this study is set to bridge that gap in the literature. The major objective of this study, therefore, is to analyze packaging as a promotional tool for enhancing consumer preference for Coca-Cola products. The specific objectives include to: examine the extent to which distinctive shape and design enhance consumer preference for Coca-Cola products; examine the extent to which variant sizes enhance consumer preference for Coca-Cola products; and examine the extent to which labelling enhances consumer preference for Coca-Cola products. Three (3) research hypotheses that align with the objectives are stated in the null form to guide the study:

H₀₁: Distinctive shape and design of packaging does not significantly enhance consumer preference for Coca-Cola products.

H₀₂: Variant sizes of packaging do not significantly enhance consumer preference for Coca-Cola products.

H₀₃: Labeling of packaging does not significantly enhance consumer preference for Coca-Cola products.

Literature Review

Packaging

Recently, Packaging has been regarded as a vital factor in promoting and designing brands in our modern lifestyle and the strategy of the way business should be organized. Defined Packaging as the act of containing, protecting and presenting the contents through the long chain of production, handling and transportation to their destinations in a good state, as they were, at the duration of production. Packaging is considered important in the branding process as it plays a role in communicating the brand image and identifying a company. Defined packaging as all the activities involved in designing and producing the container for a product, however, these packages include the primary container, like the tube and the bottle of perfume; the secondary package is thrown away when the product is used, like wrapping product; and the shopping package which is utilized for transporting products to store. Packaging certainly influences the buying behaviour of individuals, for instance, looking at young people. Hence, a manufacturer uses packages to persuade prospective buyers and maintain actual consumers to ensure preference on brand selection, because these consumers are exposed to packaging to be a part of a promotional tool just as other forms of

communication tool. Also, consumers can easily overcome the challenge of visually accessing volumes contained within a variety of shapes because most product labels provide the information via packaging (Ampuero and Villa 2006) ^[22]. Nowadays, the packaging is considered an integral part of a product. Stated how successful marketers understand that from the consumer's point of view. Packaging is sometimes referred to as the fifth 'P' of the marketing mix alongside product, price, place and promotion, or as the silent salesman. Yet, its importance seems to be slightly underestimated within the mainstream marketing literature. However, Packaging can be referred to as the process of designing the package such as containers, wrappers etc. Packaging is more significant in marketing of product it can either be a success or failure for non-durable consumer products. It not only provides protection to the product but also acts as a promotional tool sometimes, customers assess the quality of the product from its packaging. Packaging has played an important role in the success of many products. It has been described as a silent salesman. Earlier, packaging was considered a major expense in the marketing of products. Marketing Scholars consider packaging to be an integral part of the "product" component of the 4 P's of marketing: product, price, place and promotion. Some argued that packaging should serve as a means of promoting a product rather than merely an extension of the product: Considers packaging to be a feature that is not compared to the product. For Keller, Packaging should be identified as one of the five elements of the brand – jointly with the brand name, the logo and/or graphic symbol, the personality and the slogans.

Furthermore, the purpose of packaging is to be considered as a means of protecting containers, moreover, packaging fulfils a key role because it provides consumers with a recognizable logo, or packaging, so that we instantly know what the goods contain. From the consumer perspective, packaging plays a vital function when products are purchased – as both a signal and as a source of information. Packaging is required therefore it is the first thing that the public sees before making their final decision to buy.

Packaging is considered to involve all those activities that involve designing, evaluating and producing the container for a product. Simply put the box, for example, a container, wherein the product is stored to protect it from any physical damage and at the same time fascinates the customer through appeal is called Packaging.

In today's scenario, most of the companies use packaging as an important marketing tool because of the following factors:

1. The packaging enables self-service, as in the case of purchases done in supermarkets and retail marts, where the customers select the products on their own without any assistance from the retailers. Thus, companies should consider designing their product package exceptionally in a way that it should be capable well enough to draw customer's attention toward it.
2. It boosts enhancing consumer affluence, which means the customer is willing to pay even more for the convenience, appearance, and trustworthiness of the better packages.
3. The packages help in increasing Brand Recognition, among the customers, that once customers see the packages, they can instantly relate to the company or brand.
4. Innovative Packaging also helps in bringing huge profits and benefits for the firm. Here, the company gives a

distinctive design to its product package intending to attract customer's attention. Thus, the packaging is eligible to influence a buyer to instigate sales since the buyer comes in contact with the package first and then after with the product.

There are numerous types of packaging but some of them are as follow

1. **Consumer packaging:** Consumer packaging holds the required volume of a product for ultimate consumption. It is the means of buying a household. In other words, the consumer has the option to purchase the pack size which he/she considers adequate for the consumption of his/ her family over a length of time.
2. **Transit packaging:** Transit packaging is another type of packaging. It is either for the industrial consumer's use. The consumer package itself very often requires an outside package in which it is sometimes referred to a bulk package or an outer container.
3. **Industrial packaging:** An industrial packaging can either describe a bulk package or the package for durable consumer goods. These are the basic package types although many subdivisions can be listed which can be broadly listed under these basic headings.
4. **Dual use packaging:** A dual packaging is one which has an inferior effectiveness after its contents have been consumed. The examples of dual use packaging are Drinking glasses, boxes of jewelry, waste baskets, refrigerator dishes, etc.

According to Smith & Taylor (2004) ^[32], there are six variables that must be taken into consideration by producer and designers when creating efficient package: form, size, colour, graphics, material and flavour. Similarly, Kotler (2003) ^[13] distinguishes six elements that according to him must be evaluated when employing packaging decisions: size, form, material, colour, text and brand. Similar to Underwood (2003) ^[35] distinguished two blocks of package elements: graphic elements (colour, typography, shapes used, and images) and structural elements (form, size of the containers, and materials). It should be noticed that these two blocks, similar to classification of Smith & Taylor (2004) ^[32] do not include verbal elements of package. Rettie & Brewer (2000) ^[25] emphasise the importance of proper positioning of elements of package, dividing the elements into two groups: verbal (for example, brand slogans) and visual (visual appeal, picture, etc.) elements. In the similar way package elements were classified by Butkeviciene, Stravinskiene & Rutelione (2008) ^[2]. Analyzing consumer's decision making process they distinguish between non-verbal elements of package (colour, form, size, imageries, graphics, materials and smell) and verbal elements of package (product name, brand, producer/ country, information, special offers, instruction of usage). Their classification includes brand as a verbal component, whereas for example, considers packaging as one of the five elements of the brand, together with name, logo, graphic symbol, personality, and the slogans. Silayoi & Speece (2004) ^[28] divide package into two categories of elements: visual elements (graphics, colour, shape, and size) and informational elements (information provided and technology). According to Silayoi & Speece (2004) ^[28] visual elements are related with affective aspect of consumer's decision making process, while informational elements are related with cognitive one. Summarizing, two main blocks of

package's elements could be identified: visual and verbal elements. Relying on literature analyzed graphic, colour, size, form, and material are considered as visual elements, while product information, producer, country-of-origin and brand are considered as verbal ones.

Features of Good Packaging

A good package indicates originality of a product in an impressive and effortlessly recognized way. The features of good packaging can be briefly shown below:

1. **Convenience:** Convenience is one of the good characteristics of packaging. The packaging includes size options and it facilitates the provisions for the easy opening of the products. The package should neither be huge in weight nor substantial in size.
2. **Security:** The packaging provides security of the products and it protects the products from dust, light, spoilage, damage, evaporation, etc. It ensures the preservation of the quality and quantity of the products.
3. **Status or prestige:** Packaging establishes assurance among the customers and it creates significance and prestige of the products. It helps in the increment of significance and significance to the consumers. The product is also known by its packaging.
4. **Adaptability:** The package should be having moderate size so that it can be kept in proper place. It should be modified in different places. Adaptability is very essential in packaging.
5. **Dependability:** Packaging is considered dependable. However, the dependability demonstrates a positive idea of a company product which a customer identifies. It is very important to have dependability in the products.
6. **Handsome design:** A packaged product should have handsome design. This handsome design attracts consumers to buy the products. To get touch with the taste and fashion of the brand product a continual revitalization of design is compelled. It is very necessary to design the products for making the consumers attracted towards it.

Influence of Packaging on consumer preference for products.

It is common for a consumer not to recognize a good due to its dull mode of packaging. This reduces the selling rates of the product and if the firm is not careful then it may run into losses. It is therefore necessary to have a bright and attractive package for a product. Packaging is an essential element in helping a consumer to decide whether to purchase a product or not. That is why dairy products have cows on their packages and cereals have cartoons on theirs which first of all attracts a customer and due to its appealing nature makes the customer to have the need of purchasing the product.

As stated in the works of Pringle and Bitnet people's background and their environmental beliefs can have an effect in the consumers' choice making process while purchasing a product. For instance, research has shown that Hindus view cows as sacred animals thus the chances of the ignoring a product because it has the drawing of a cow on the side is high. Christians on the other hand will have a higher chance of purchasing the product because they do not have any negative attitudes towards cows. The same case applies to Muslims in relation to pigs. Books and magazines on the other hand have pictures of attractive men and women on the cover to attract a specific target group of consumers.

Packaging of goods has a much more important impact than what majority of the people realizes. The essentiality of packaging has made many businesses to spend a lot of time and money to package their products in an excellent way. That is why they use expensive packaging materials for their product. The product therefore sells as a result of good representation. There are many circumstances that people have purchased a product without knowing its quality because of the mere fact that the cover or the packaging of the product was interesting.

Consumers all over the world have bought many commodities as a result of this behaviour which relies on the power of packaging. This behaviour may even be more extreme when we consider foodstuff. Many foodstuffs have got an attractive packaging which is so tempting to consumers. Quite often do people purchase frozen food as a mere result of only considering the graphics which appear on the sides of the package? Very few of them actually do try to investigate whether the product inside the package resembles the one which is on the cover. According to Schiff man and on one occasion you pay money for a product and are pleased with it, there is no notice paid to the wrapping.

There are also those products which we know that their quality is not that good but we end up buying them because of their attractive packaging, now what about the consumers who are seeing the product for the first time? It is definite that the consumer will pay money for this product.

On the other hand, if the product had poor packaging and the consumer does not know its quality, there are high chances that he will ignore this product and purchase a product which has got a superior packaging quality. Packaging is approximately the whole thing when it gets to getting purchaser to buy the manufactured goods.

Another important consideration of consumer is the form which manufactured goods come in. Most packages are designed in such a way to portray an impression that the products contained within them are of a superior quality. An example is putting a small sized product in a box that is ten times its size which has got a lot of attractive graphics. Once the product has been purchased, the consumer is surprised to see a small sized commodity inside, something which he/she did not expect.

Many businesses believe that having a well-designed package will enable them to sell their products at a higher price. Since some of these consumers have never used the product before there is a high chance that they will be satisfied with the initial quality of the product. The business therefore would have succeeded in selling their product, satisfy the consumer needs and earn consumer loyalty. All this is as a result of having a good design for the products package. The package should be environmental friendly, more preferably a bio-degradable that decomposes easily into the ground hence reducing the amount of waste in the environment.

The package should also have attractive features which will attract the consumer and at the same time portray the quality of the product to the consumer for the case of dairy products, a picture of a healthy cow and fresh milk or delicious cow will work. The cost of packaging should also be considered. Using expensive materials for packaging will lead to a high selling price of the commodity, a condition which should be avoided.

Furthermore, a poor quality package will make the consumer to assume that the product is of low quality although this might not be the case. Therefore, the packaging cost should

be moderate but the packaging team should ensure that the package is of the best standards as per the money spent.

Methodology

This study adopted the descriptive survey design. The survey is the most commonly used method of descriptive research in business and management sciences, majorly because it allows for collecting a large amount of data from a sizeable population in a highly economical way. The data for this study were obtained from the primary source by means of questionnaire. This study was conducted in Enugu metropolis, Nigeria. The sample size was estimated by using the formula for an infinite population by Rose, Spinks and the formula is stated thus:

$$n = \frac{z^2 X PQ}{d^2}$$

Therefore, with a confidence level of 95% (1.96), p-value of 0.5, q-value of 0.5 at 5% (0.05) margin of error, the sample size was estimated at 384. To ascertain reliability of the instrument, the researchers conducted a pilot study among 40 respondents in the study area. Data from the pilot study conducted were analyzed using Cronbach alpha. The alpha coefficient of 0.86 percent was obtained which is above the popularly acceptable minimum point of 0.7.

Data Analysis and Results

Descriptive statistics

Table 1: Gender of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	112	29.2	29.2	29.2
	Female	271	70.8	70.8	100.0
	Total	383	100.0	100.0	

Source: Field survey, 2024

From the table above indicate that 112(29.2%) of the respondents are Male while 271(70.8%) of the respondents

are female, therefore this shows that they are more female than male respondents.

Table 2: Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years	45	11.7	11.7	11.7
	20-30 years	315	82.2	82.2	94.0
	31-40 years	19	5.0	5.0	99.0
	Above 40 years	4	1.0	1.0	100.0
	Total	383	100.0	100.0	

Source: Field survey, 2024

The table above shows that 45(11.7%) of the respondents are below 20 years, 315(82.2%) of the respondents are between the age of 20_30 years, 19(5.0%) of the respondents are between the age of 31_40 years while 4(1.0%) of the

respondents are above the age of 40 years. This indicate that the majority of the respondents are students between the ages of 20_30years.

Table 3: Marital status of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	360	94.0	94.0	94.0
	Married	19	5.0	5.0	99.0
	Divorced	2	.5	.5	99.5
	Widowed	2	.5	.5	100.0
	Total	383	100.0	100.0	

Source: Field survey, 2024

The table above shows that 360(94.0%) of the respondents are single, 19(5.0%) of the respondents are married, 2(.5%) of the respondents are divorced while 2(.5%) of the

respondents are widowed. This indicates that the majority of the respondents are single students.

Table 4: Highest Educational qualifications of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSCE/GCE	191	49.9	49.9	49.9
	OND/NCE	18	4.7	4.7	54.6
	HND/Bachelor degree	167	43.6	43.6	98.2
	Masters	6	1.6	1.6	99.7
	Ph.D.	1	.3	.3	100.0
	Total	383	100.0	100.0	

Source: Field Survey, 2024

The table above shows that 191(49.9%) of the respondents are SSCE/GCE holders, 18(4.7%) of the respondents are OND/NCE holders, 167(43.6%) of the respondents are HND/Bachelor degree holders, 6(1.6%) of the respondents are Master's degree holders, while 1(.3%) of the respondents are Ph.D. holders. This indicate that majority of the respondents are SSCE/GCE holders.

Test of hypothesis

The three (3) hypotheses formulated to guide this research were tested using the logistic regression analysis.

Hypothesis one

H₀₁: Distinctive shape and design of packaging does not significantly enhance consumer preference for coca cola products.

Table 5: Parameter Estimates

		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[BPF1 = 1.00]	2.806	.566	24.620	1	.000	1.698	3.915
	[BPF1 = 2.00]	6.990	.617	128.459	1	.000	5.781	8.199
	[BPF1 = 3.00]	8.421	.664	161.030	1	.000	7.120	9.721
	[BPF1 = 4.00]	11.560	.775	222.288	1	.000	10.040	13.080
Location	SD	2.418	.178	185.072	1	.000	2.070	2.766
Link function: Logit.								

Source: Field survey, 2024

The table 1 shows that the p-value which is 0.000 is less than 0.05, hence we reject the null hypothesis one, therefore conclude that distinctive shapes and design of packaging significantly enhance consumer preference for coca cola products.

Hypothesis two

H₀₂: Variant sizes of packaging do not significantly enhance consumer preference for coca cola products.

Table 6: Parameter Estimates 2

		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[BPF2 = 1.00]	-1.695	.706	5.766	1	.016	-3.079	-.312
	[BPF2 = 2.00]	1.531	.578	7.008	1	.008	.397	2.664
	[BPF2 = 3.00]	2.285	.584	15.312	1	.000	1.141	3.430
	[BPF2 = 4.00]	4.120	.610	45.636	1	.000	2.924	5.315
Location	VS	.652	.138	22.145	1	.000	.380	.923
Link function: Logit.								

Source: Field Survey, 2024

Table 2 shows that the p-value which is 0.000 is less than 0.05, hence we reject null hypothesis two, and therefore conclude that variant sizes of packaging significantly enhance consumer preference for coca cola products.

Hypothesis three

H₀₃: Labeling does not significantly enhance consumer preference for coca cola products.

Table 7: Parameter Estimates 3

		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[BPF3 = 1.00]	.244	.480	.257	1	.612	-.698	1.185
	[BPF3 = 2.00]	3.359	.461	53.136	1	.000	2.456	4.262
	[BPF3 = 3.00]	4.600	.488	88.952	1	.000	3.644	5.556
	[BPF3 = 4.00]	6.677	.539	153.438	1	.000	5.620	7.733
Location	ML	1.162	.130	80.522	1	.000	.908	1.416
Link function: Logit.								

Source: Field Survey, 2024

Table 3 shows that the p-value which is 0.000 is less than 0.05, hence we reject null hypothesis three, and therefore conclude that labeling of packaging significantly enhance consumer preference for coca cola products.

Summary of Finding

The following findings were made based the data analysis:
Distinctive shapes and design of packaging significantly enhance consumer preference for coca cola products.
Variant sizes of packaging significantly enhance consumer preference for coca cola products.
Labeling of packaging significantly enhance consumer

preference for coca cola products.

Conclusion

Distinctive shapes and designs, variant sizes and labeling of packaging enhance brand preference.
Packaging distinguishes and promotes your product, and tells your brand's story which enhances consumer preference.

Recommendation

Since packaging is beneficial to companies, firms should always include packaging in their product decision to create good image of their product to consumers.

Since packaging enhances buying decision of consumers, firms should ensure packaging as a vital means of information and in building brand loyalty. Firms should ensure that their packaging includes information concerning product features, usage and the benefits attached to it. Beverage firms should always ensure labeling, variant size, shape and design are included in their packaging strategy to enhance brand preference. Firms should ensure that packaging serve as a promotional tool in enhancing consumer preference for them.

Managerial Implications

Your packaging is the gold star of your product—it can dictate how well your strategy is working. Attractive packaging creates impulse buying in consumers.

Packaging shape and design can improve image and brand of a product. Packaging enhances consumer preference for beverage products. Consumers attach their preference to a brand that has magnificent labeling. Most coca cola consumers attach their preference because of the variant sizes displayed which increases sales of the products. Marketers can use packaging to reach consumers who are no longer swayed by classic advertising and sales practices – signs and commercials which can easily be ignored, but your packaging simply cannot, therefore it is seen as a tool for communication. Packaging influences consumer preference at the point of purchase.

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