



INFLUENCE OF PACKAGING ON CHOICE OF FAST MOVING CONSUMER GOODS AT THE POINT OF PURCHASE AMONG SHOPPERS IN SOUTHWEST, NIGERIA

Hezekiah Olufemi ADETAYO 

Department of Business Administration
Ekiti State University, Ado-Ekiti, Nigeria
oluwafemi.adetayo@eksu.edu.ng

Adedayo Mathias OPELE

Department of Business Administration,
Bells University of Technology, Ota, Ogun State, Nigeria
amopele@bellsuniversity.edu.ng

Sunday Adeniyi OLASEHINDE

Department of Business Administration
Federal University, Oye-Ekiti, Nigeria
sunday.olasehinde@fuoye.edu.ng

Abstract

The study intended to identify package attributes influencing customer choice at the point of purchase and assessed the relationship among graphic design, structure design, product information and consumer purchase intention of FMCG. For this, using multi-stage sampling technique three states in south west Nigeria were randomly selected using table of random number (TRN). Data collected through questionnaire were analyzed using frequency table and Logit. The result revealed a significant relationship among brand name, product image, typography (text font), visual appeal and consumer purchase intention. Also the results showed that package shape, size, ease-of-use, ease-of-handle, post-purchase-use significantly influenced consumer choice of FMCG. In addition, findings revealed that list of contents or

ingredients used, expiration date, producer name and country of origin which are informative aspect of packaging have significant effects on choice of FMCG at the point of purchase. Based on the empirical findings from the study, it was concluded that increased packaging features (design, structure and information) led to increased consumer purchase intention.

Keywords: Packaging, Graphic Design, Structure Design, Product Information, Consumer Decision Making

INTRODUCTION

In recent years Fast Moving Consumer Goods (FMCG) marketing environment has become complex and highly competitive. In view of high level of poverty in Nigeria and the movement towards self-employment, many cottage and small businesses have sprang up, manufacturing competitively priced products which provides substitution to those produced by giant and international companies. This development has made Nigerian market to be filled with lots of fake, substandard and imitated products thereby leaving consumers not only unprotected but highly confused.

Fast Moving Consumer Goods (FMCG) are products that are sold quickly at relatively low cost. These cheap products include toiletries, soap, cosmetics, and tooth cleaning products, air fresheners, stationeries, insecticides, shaving products, detergents, sachet/table water, confectioneries, breads, glassware, light bulbs, batteries, paper products, plastic goods, paints and small size food items in bags. The brands of these products come in different package shapes, designs, colours and styles and sometimes similar thereby leaving the customers more confused. Also most of these brands are not advertised by their manufacturers thereby creating problems for customers on attributes to use in evaluating the products.

In addition to advertising and other promotion tools, product packaging remains the only product evaluating tool for customers. According to Deliya (2012) packaging is the container for a product. Packaging describes the physical appearance of the container of a product which which may include the design, the colour, the shape, the labeling and the materials used. which helps in brand identification. Packaging contains product information and this may include instructions for use, contents, ingredients or raw materials used, manufacture date, expiration date, approval by relevant government agencies and care of the product. To Rita (2009), package attracts consumer attention to a particular brand, enhances product's image and influences consumers' perceptions of the product. Also Underwood, Klein and Burke, 2001; Silayoi&Speece, 2004), were of opinion that package conveys unique value to products and

serves as a tool for product differentiation. This implies that packaging assists consumers to choose from wide array of similar products and enhances customer buying behaviour (Wells, Farley & Armstrong, 2007). Most of the time, customers have idea of what they wanted to buy but the final decision to buy a particular brand is usually made while the buyer is in the store. At this point packaging comes to play by influencing customer buying decisions. Dickson and Sawyer in Puccinelli, Goodstein, Grewal, Price, Raghubir and Stewart (2009) were of opinion that on the average, shoppers spent about 10 to 12 seconds viewing brands on the shelf before making a final choice. This means that package design is an important aspect of marketing strategy which has capacity to influence shoppers' behaviour at the point-of-purchase. In addition, packaging enriches product image, helps in product identification and enhances producer's status in the industry. A good package should draw attention of shoppers to the brand, communicates product features and has a compelling effect on customer with a feeling to buy now.

Though several studies (Folkes&Matta, 2004; Yang &Raghubir 2005; Krishna 2006; Raghubir& Greenleaf 2006, Grundey2010; Borishade, Ogunnaike, Dirisu&Onochie, 2015) had been conducted on packaging and different aspects of consumer behaviour, most of these studies had concentrated on labeling, product cataloguing, and protective function of packaging and impulse buying behaviour of consumers in food and beverage, and cosmetics firms especially in Nigeria. However, researchers seem to have ignored the possible effects packaging may have on choice of fast moving consumer goods especially at the point of purchase in Nigeria.

In view of the above, this study assessed the possible effects graphic design, structure design and product information may have on choice of fast moving consumer goods (FMCG) at the point of purchase among shoppers in south west, Nigeria.

Research Questions

Arising from the above, the following questions will be answered in this study:

- i) What are the packages attributes influencing customer choice FMCG at the point of purchase?
- ii) What influence would graphic design have on choice of FMCG at the point of purchase in Nigeria?
- iii) Would structure design have influence on choice of FMCG at the point of purchase in Nigeria?
- iv)What influence would product information have on choice of FMCG at the point of purchase in Nigeria?

LITERATURE REVIEW

Packaging

The critical role of packaging in product evaluation at the point of purchase had been well established. In view of the shared perception of the critical roles of packaging, many producers and marketers now invest more in product packaging, realizing that customers have more contact with a product than with the manufacturer. It is worthy of note that customers' first point of contact with a manufacturer's product is through packaging. Packaging in the opinion of Panwar (2004) is the activities involved in the provision of container for a product with a view to protecting and presenting it to the customer in good condition, as it was, at the time of production. To Gómez, Martín-Consuegra and Molina (2015), packaging is defined as product identification, brand identity and value. This means that packaging enhances product or brand identity and communicates value to customers.

The essence of product packaging can better be understood by 'VIEW' model of package design developed by Twedt in 1968. According to the model, the design of a good package should depict these four dimensions: visibility; information; emotion and workability. Visibility describes the ability of the package to draw customer attention, catch their eyes and stand out on the retail shelf. Information deals with series of information written on the package which may include brand name, usage instructions, product benefits, content/ingredient used, date of manufacture, expiration date, and approval number by relevant agencies, labeling and other information. Emotion is concerned with the ability of a package to arouse a desired feeling from customers. Such feeling may be positive thereby generating a relaxing mood for shopping. Workable is the protection, preservation and storage functions provided by the package.

According to Pilditch in Borishade, Ogunnaike, Dirisu and Onochie(2015)packaging is a silent salesman in the store. As a silent salesman, it is directed towards influencing customer to make point of purchase buying decision. This is largely influenced by package design, colour, style, etc. A good packaging assists the producer to gain non-price competitive advantage. This is done by improvingthe image of the product. It also helps in product differentiation and identity. To Underwood (2003) packaging is perceived as having intrinsic or extrinsic attributes. These attributes are based on specific features possessed by packaging. In the views of Nilsson and Ostrom (2005), Ampuero and Vila (2006), and Klimchuk and Krasovec (2007), package design should possess the following attributes namely graphic and structure designs. To the authors, graphic design comprises brand name, colour, typography and image while structure design includes shape, material used and size as well as product information. According to Gómez, Martín-Consuegra and Molina (2015) the established elements of

packaging are technical, functional and informative qualities. These were perceived to influence consumer satisfaction.

Emphasising the role of packaging in consumer purchase decision, Rentie and Brewer (2000) stressed that about 73 percent of purchase decisions take place in the selling place at supermarkets. Also, the assessment of brands alternatives by consumers takes place majorly in the selling places. The authors asserted that consumers spent approximately 20 minutes in the shop inspecting about 20 products a second. This shows the importance of communication between the product and consumer through packaging at the point of purchase. In view of this, packaging is perceived as performing an important role in marketing communications, most especially at the point of purchase. Packaging can be view as one of the major influencing factors of consumer purchase decision (Deliya, 2012). Packaging is perceived as one of the marketing communication tools, and this necessitates a more detail analysis of its possible effects on consumers buying behaviour especially at the point of purchase. Rita (2009) suggested that the influence of the elements of packaging on consumer's purchase decision can better be understood by carrying out critical anaysis of its elements on consumer's choice

Schemes for classifying elements of package differ as there are many authors. For instance, Smith & Taylor (2004) opined that six variables must be taken into consideration by producer and designers of packages. These are form, size, colour, graphics, material and flavour. Kotler (2003) suggested six elements that must be assessed when packaging decisions are to be taking and these are text, size, material, colour, form and brand. Rentie and Brewer (2000) divided the elements of packaging into two groups which are verbal (brand slogans) and visual (visual appeal, picture, etc.). In their own view Butkeviciene, Stravinskiene and Rutelione, (2008) distinguished between non-verbal elements of package which are colour, form, size, imageries, graphics, materials and smell;and verbal elements of package which includes product name, brand, producer/ country, information, special offers, instruction of usage. To Keller (2003) packaging features should include brand name, graphic symbol, logo, personality and the slogans.

Consumer Decision Making

Consumer decision making in the view of Lysonski, Durvasula and Zotos in De Mooij (2019), can be explain as a mental orientation which describes consumers' approach to making a choice most importantly at the point of purchase. This mental orientation was assumed to be influenced by perceived product quality, packaging, price, benefits, information, and interaction with relations, experience and consumer's attitude. The link among attitude, intention and behaviour implies that people usually act in agreement with their intentions. Also purchase intention

explains the feelings, thoughts, experience and other factors customers put into considered before purchasing a specific product (Ajzen & Fishbein, 1975; 1980).

The attitude of consumers toward a FMCG can be a major deciding factor for the choice of such a product. Consumers with positive attitude towards FMCG is expected to have a favourable purchase behaviour. This positive attitude is expected to result in a stronger intention to purchase (Ahmad & Juhdi, 2010; Zakersalehi & Zakersalehi, 2012). In this study, packaging is defined as the process of designing, developing and producing the container or wrapper for a product with a view to storing, protecting, handling, transporting, identifying, promoting and presenting it to consumers in the condition it was at the time of production.

Empirical Review

Studies on packaging and different dimensions of marketing abound. For instance, the result of the study conducted by Alice (2006) revealed that right packaging can boost brand image in the in the minds of consumers. Lunardo and Guerinet (2007) conducted a research on the influence of label on wine consumption. The result showed a significant relationship between authenticity provided by the label of bottles and consumer behaviour. Also Borishade, Ogunnaike, Dirisuand Onochie (2015) conducted an empirical study on packaging with a view to determining its effects on consumer purchase decision in a food and beverages firm in Nigeria. The result obtained revealed that labeling can create consumer awareness. Product cataloguing and tagging can draw the attention of consumers to the product. Furthermore, the result revealed that consumers are attracted to buy a product because of the shape, colour and design of the product package. Also Suhaini and Noor (2018) investigated impact of packaging on relationship quality formation in Malaysia. The result showed that packaging has a positive impact on relationship quality. Similarly, Mai and Nguyen (2018) assessed the impacts of product packaging elements on brand image and purchase intention of Phuc Long's packaged tea products in Vietnam. The results showed that packaging shape, picture, font and colour have direct and indirect association with purchase intention while product information, ease of use and handle had indirect ones. Conversely, the result showed a negative correlation between material and size of package and purchase intention.

Theoretical Framework

The theory of trying provides the theoretical underpinning of this study. The theory of trying as proposed by Bagozzi and Warsaw (1990) holds that an attitude towards a reasoned action is replaced by an attitude toward trying. Also an intention is restricted to an intention to try (Brannback & Carsrud, 2009). The theory focuses on assessment of customers' trying to act.

The theory divided goals into two categories. That is, intermediate and end-state goals. Reviewing this theory, Gould, Houston and Mundt (1997) identified two main reasons why consumers may fail to try to consume a product. The authors opined that consumers may fail to consider various product options available to them or may deliberately desist from buying a particular product for various reasons. The theory of trying provides the basis for which consumer may or may not try to choose a particular FMCG at the point of purchase based on his or her evaluation of the product as influenced by the package features.

Conceptual Framework

Independent Variable

Product Packaging

- GRAPHIC DESIGN
 - Brand Name
 - Colour
 - Image
 - Material Used
 - Typography
 - visual appeal

- STRUCTURE DESIGN
 - Shape
 - Size
 - Ease-of-Use
 - Ease-of-Handle
 - Post-Purchase-Use

- PRODUCT INFORMATION
 - Usage Instruction
 - Ingredient Used
 - Expiration Date
 - Producer Name
 - Country of Origin

Dependent Variable

Purchase Intention

- Product Quality
- Product Price
- Benefits
- Experience
- Attitude

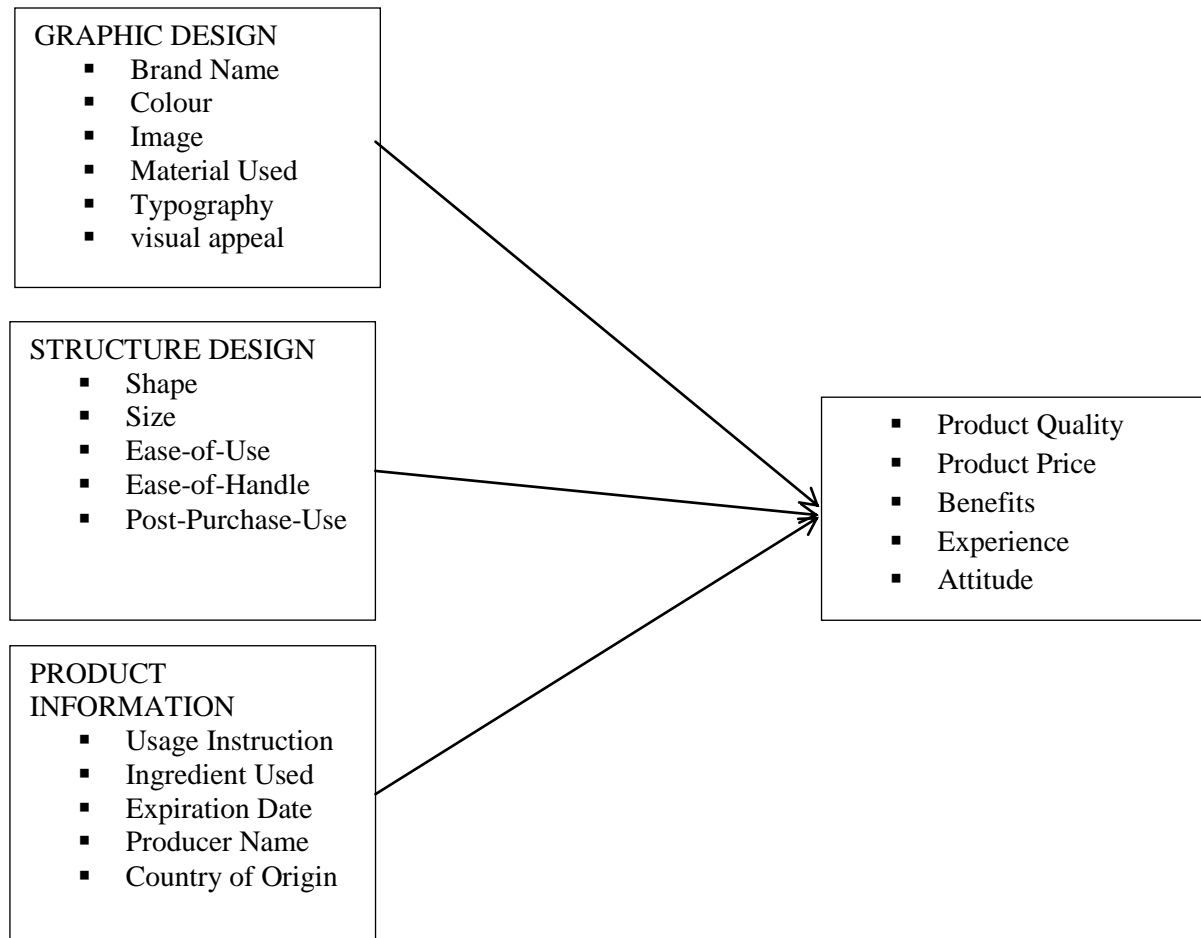


Figure 1: Conceptual model showing relationship between packaging and purchase intention and direction of hypotheses

Source: Adapted from Klimchuk and Krasovec (2007); Butkeviciene, Stravinskiene and Rutelione, (2008); Holmes and Paswan (2012)

Fig 1 depicts the conceptual model showing relationship between packaging (independent variable) and purchase intention (dependent variable) and direction of the hypotheses. In this study purchase intention was conceptualised as a function of product packaging which in turn is a function of graphic design, structure design and product information. By extension, graphic design was proxied by brand name, colour, image, picture, material used and typography after the work of Ampuero and Vila (2006), Klimchuk and Krasovec (2007), and Bhakar, Bhakar and Dubey (2015). Structure design was proxied by shape, size, ease-of-use, ease-of-handle and post purchase use, after the work of (Holmes & Paswan, 2012). Product information is proxied by usage instruction, special offer, ingredient used, expiration date, producer and country of origin after the work of Butkeviciene, Stravinskiene & Rutelione, (2008). Also consumer purchase intention was proxied by product quality, product price, relation interact experience and attitude. A positive relationship is expected between the independent variable (product packaging) and dependent variable (consumer purchase intention).

METHODS

The research was descriptive in nature. Data were gathered through the use of questionnaire and observation methods. Using multi-stage sampling technique three states in south west Nigeria were selected through random sampling technique. The second stage involved purposive selection of two retail stores that specialized in sales of fast moving consumer goods and was perceived to have greater number of customers from each state. The last stage involved selection of 43 customers from each of the six retail stores using convenient sampling technique; bringing the total sample to 258. Data collected were analyzed using frequency table and Logit.

To determine the relationship between graphic design and purchase intention (hypothesis i), purchase intention was specified as a function of brand name, colour, image, material used and typography and visual appeal. Mathematically, the logistic regression model equation could be developed as:

$$PI = \beta_0 + \beta_1 BRN + \beta_2 CLR + \beta_3 IMG + \beta_4 MTU + \beta_5 TGY + VAP \beta_6 + \epsilon \dots \dots \dots (1)$$

Where, (PI) is Purchase Intention and it is the dependent variable and BRN, CLR, IMG, MTU and TGY are the column vectors of the independent variables (graphic design).

β_0 = intercept

$\beta_1 - \beta_6$ = Parameter estimates

BRN = Brand Name

CLR = Colour

IMG= Image

MTU = Material Used

TYG = Typography

VAP= Visual Appeal

ϵ = Error term

The explanation logistics function will be inform of

$$F(z) = \frac{ea+bx}{1+ ea+bx} \dots\dots\dots(2)$$

Where, the input is z and output is f(z)

e stands for exponential function

a is the intercept

β is the parameter

x is Graphic Design.

For a multiple independent variables as the case in the hypothesis 1 of this study, the logistics model is given as:

$$F(z) = \frac{ea+ \beta_1BRN+\beta_2CLR+\beta_3IMG+\beta_4MTU+\beta_5TYG+\beta_6VAP}{1+ea+ \beta_1BRN+\beta_2CLR+\beta_3IMG+\beta_4MTU+\beta_5TYG+\beta_6VAP} \dots\dots\dots(3)$$

The predicted logit(PI=1) = a+ $\beta_1BRN+\beta_2CLR+\beta_3IMG+\beta_4MTU+\beta_5TYG+\beta_6VAP$

Also, the relationship between Structure Design and Purchase Intention (Hypothesis ii) was analyzed with the aid of logistic regression equation model:

$$F(z) = \frac{ea+ \beta_1SHP+ \beta_2SIZ+ \beta_3EOU + \beta_4EOH + \beta_5PP}{1+ ea+ \beta_1SHP+ \beta_2SIZ+ \beta_3EOU + \beta_4EOH + \beta_5PPU} \dots\dots\dots (4)$$

The predicted logit(PI=1)= a+ $\beta_1SHP+ \beta_2SIZ+ \beta_3EOU + \beta_4EOH + \beta_5PPU$

Where,

SHP= Shape

SIZ= Size

EOU= Ease-of-Use

EOH= Ease-of-Handle

PPU = Post-Purchase-Use

$\beta_1- \beta_5$ = Parameter estimates

ANALYSIS AND RESULTS

Analysis of Package Attributes Influencing customer Choice of FMCG

Table 1 shows the descriptive analysis of package attributes influencing consumer choice of Fast Moving Consumer Goods. The standard deviation which shows level of dispersion from the mean revealed that nine of the identified attributes namely; environmental friendliness, colour,

size of package, material, product information, producer, shape, design and visual appeal with mean scores (3.038, 1.170, 2.085, 1.775, 1.717, 3.028, 1.576, 2.217 and 1.576) respectively influenced consumer choice of FMCG. In addition, product information with factor loading (0.791) was the most important package attribute influencing consumer choice.

Table 1: Descriptive Analysis of Package Attributes Influencing customer Choice of FMCG

Package Attribute	Mean Score	Standard Deviation	Factor Loading
Environment Friendliness	3.038	0.59	0.749
Colour	1.170	0.37	0.698
Size of Package	2.085	0.95	0.474
Material	1.775	0.71	0.675
Product Information	1.717	0.74	0.791
Producer	3.028	0.74	0.637
Country-of-Origin	1.567	1.22	0.599
Text Font	2.217	1.37	0.552
Shape	1.576	0.88	0.731
Design	2.217	0.84	0.475
Visual Appeal	1.576	0.49	0.242
Convenience	2.726	1.27	0.754
Brand Name	2.887	1.20	0.661

Test of Hypotheses

Hypothesis One

H_0 : *There is no significant relationship between graphic design and consumer purchase intention of FMCG at the point of purchase*

Binary Logistic regression was used to predict the relationship between graphic design and consumer purchase intention of FMCG at the point of purchase

Binary logistic regression predicting consumer purchase intention of FMCG at the point of purchase through graphic design

This section examined the predictors of consumer purchase intention of FMCG at the point of purchase through graphic design. Table 2 suggested that customers that certainly considered product brand name (OR=6.986;p<0.05) were 7 times more likely than those that did not considered product brand name to be influenced by graphic design in their choice of FMCG at the point of purchase.

Contrarily, there was less chance ($OR=0.960;p>0.05$) for customers that highly considered colour to be influenced by graphic design in their choice of FMCG at the point of purchase than those who did not. Indication from the analysis further revealed that customers that certainly considered product image in their choice of FMCG at the point of purchase ($OR=3.065;p<0.05$) were three times more likely to be influenced by graphic design than those who were not bothered by product image. High quality material used for packaging was six times more likely to influence customers in their choice of FMCG at the point of purchase than low quality materials ($OR=5.939;p<0.05$).

Customers who attached importance to typography while shopping ($OR=5.235;p<0.05$) were five times more likely to be influenced by graphic design in their choice of FMCG at the point of purchase than customers who reported less importance. In addition, packaging with high visual appeal ($OR=7.897;P<0.05$) was eight times more likely to influence customers' choice of FMCG at the point of purchase than packaging with less visual appeal.

Table 2 Binary logistic regression predicting consumer purchase intention of FMCG at the point of purchase through graphic design

Graphic Design	Odds ratio	p-value	Remark
Brand Name			
Certainly	RC		
Not certain	6.986	0.006**	Hypothesis Rejected
Colour			
Certainly	RC		
Not certain	0.960	0.869	Hypothesis Accepted
Product Image			
Certainly	RC		
Not certain	3.065	0.010**	Hypothesis Rejected
Material Used			
Certainly	RC		
Not certain	5.939	0.047**	Hypothesis Rejected
Typography			
Certainly	RC		
Not certain	5.235	0.003**	Hypothesis Rejected
Visual Appeal			
Certainly	RC		
Not certain	7.897	0.032**	Hypothesis Rejected

Note: RC= Reference Category ** significant at 0.05 level

Hypothesis Two

H_0 : Structure design has no significant effect on consumer purchase intention of FMCG at the point of purchase.

Binary Logistic regression was used to predict the relationship between structure design and consumer purchase intention of FMCG at the point of purchase.

Binary logistic regression predicting consumer purchase intention of FMCG at the point of purchase through structure design

The predictors of consumer purchase intention of FMCG at the point of purchase were examined through structure design. Table 3 suggested that customers that placed more priority on shape of package (OR=2.199;p<0.05) were two times more likely than those that did not to be influenced by package structure design in their choice of FMCG at the point of purchase.

The analysis further revealed that customers that placed more importance on package size in their choice of FMCG at the point of purchase (OR=5.001;p<0.05) were five times more likely to be influenced by structure design than those who placed less importance on package size.

Customers who almost always considered ease-of-use (OR=2.061;p<0.05) were two times more likely than those who do not always to be influenced by structure design in their choice of FMCG at the point of purchase. In addition, results revealed that ease-of-handle (OR=7.415;p<0.05) were seven times more likely to influence the choice of FMCG at the point of purchase.

Customers who attached priority to post-purchase use while shopping (OR=3.138;p<0.05) were three times more likely to be influenced by structure design in their choice of FMCG at the point of purchase than customers who reported less priority.

Table 4 Binary logistic regression predicting consumer purchase intention of FMCG at the point of purchase through structure design

Structure Design	Odds ratio	p-value	Remark
Package Shape			
Priority	RC		
Not Priority	2.199	0.013**	Hypothesis Rejected
Package size			
More Important	RC		
Less Important	5.001	0.024**	Hypothesis Rejected
Ease-of-Use			

Table 3...

Almost Always	RC		
Not Always	2.061	0.004**	Hypothesis Rejected
Ease-of-Handle			
Always Considered	RC		
Not Considered	7.415	0.031**	Hypothesis Rejected
Post-Purchase Use			
Priority	RC		
Not Priority	3.138	0.003**	Hypothesis Rejected

Note: RC= Reference Category ** significant at 0.05 level

Hypothesis Three

H_0 : Product information has no significant effect on consumer purchase intention of FMCG at the point of purchase.

Binary Logistic regression was used to predict the relationship between product information and consumer purchase intention of FMCG at the point of purchase.

Binary logistic regression predicting consumer purchase intention of FMCG at the point of purchase through product information

The parameters of consumer purchase intention of FMCG at the point of purchase were examined through product information. Table 4 suggested that customers were not likely to be influenced by usage instruction (OR=0.664; $p>0.05$) in their choice of FMCG at the point of purchase.

Customers that almost always check for ingredient used in their choice of FMCG at the point of purchase (OR=3.818; $p<0.05$) were four times more likely to be influenced by product information than those who not always check.

Customers who considered expiration date as important (OR=8.900; $p<0.05$) were eight times more likely to be influenced by product information than those who do not in their choice of FMCG at the point of purchase. Conversely, results revealed that producer name (OR=0.514; $p>0.05$) was not likely to influence the choice of FMCG at the point of purchase as it was not always considered important. Country of origin (OR=5.133; $p<0.05$) was five times more likely to influence customers in their choice of FMCG at the point of purchase.

Table 4 Binary Logistic Regression Predicting consumer purchase intention of

FMCG at the point of purchase through product information

Product Information	Odds ratio	p-value	Remark
Usage Instruction			
Always Considered	RC		
Not Considered	0.664	0.204	Hypothesis Accepted
Ingredient Used			
Priority	RC		
Not Priority	3.818	0.003**	Hypothesis Rejected
Expiration Date			
Important	RC		
Not Important	8.900	0.024**	Hypothesis Rejected
Producer Name			
Always Considered	RC		
Not Considered	0.514	0.064	Hypothesis Accepted
Country of Origin			
Important	RC		
Not Important	5.133	0.007**	Hypothesis Rejected

Note: RC= Reference Category ** significant at 0.05 level

DISCUSSION

The results of the study corroborated the findings of Borishade, Ogunnaike, Dirisuand Onochie (2015) who found that packaging shape, colour and design influences consumer purchase decision. Also the study supported the findings of Mai and Nguyen (2018) which revealed that packaging font, picture, shape and colour have direct and indirect association with purchase intention.

The findings of this study was in support of Chukwu and Enudu(2018) who found a significant and positive relationship among attractive packaging, value and quality of packaging, impulse purchasing and consumer buying behaviour. In addition, the study corroborated the work of Ampuero and Vila (2006) who found positive relationship between structure design and consumer behaviour.

Furthermore, this study reinforced the findings of Gómez, Martín-Consuegra and Molina (2015) who demonstrated that the proven elements of packaging are technical, functional and informative qualities. The study was also in support of Suhaini and Noor (2018) that packaging has a positive impact on relationship quality

CONCLUSION AND RECOMMENDATIONS

The study provides a descriptive model of package attributes influencing customer choice of fast moving consumer goods at the point of purchase in Nigeria. Also the study explained the relationship among graphic design, structure design, product information and customer purchase intention. The understanding of this will serve as a guide to manufacturers, marketers and package designers on implications of package's graphic design, structure design and product information in formulating appropriate marketing strategies towards enhancing customer patronage of fast moving consumer goods especially at the point of purchase.

Findings from the study revealed that environmental friendliness, colour, size of package, material used, product information, producer name, shape, design and visual appeal influenced consumer choice of FMCG as indicated by the descriptive statistics (means and standard deviation). This implies that marketers, package designers and producers should pay special attention to improving colour mixture, type of material used, shape and visual appearance of the package. More importantly, sufficient information about the product should be given on the package. This is with a view to making the package more attractive, informative and appealing to customers because package provides the first point of contact between the customer and the product rather than the producer.

The result also revealed a significant relationship among brand name, product image, typography (text font), visual appeal and graphic design aspect of packaging. This implies that given a product a short, attractive and memorable name by customer in addition to product image, text font used and visual appeal of a package will enhance consumer purchase intention of FMCG especially at the point of purchase. Furthermore, the results suggested a significant relationship among package structure design, product information and consumer choice of FMCG. Therefore the manufacturers and marketers should pay special attention to package shape, size, ease-of-use, ease-of-handle, post-purchase use and product information during the process of designing, developing and production of packages for their products with a view to making the products identifiable and positively positioned in the minds of the customers. This is expected to assist customers in their evaluation and choice of FMCG particularly at the point of purchase.

Based on the results of the study, it was concluded that increased packaging features (design, structure and information) led to increased consumer purchase intention and choice of FMCG at the point of purchase in Nigeria.

LIMITATIONS OF THE CURRENT STUDY

The data used for this survey were collected from only six retail stores in three states in the South Western part of Nigeria. Care therefore must be taking in generalisation of the results of the study.

The study was conducted in a developing country (Nigeria) during economic recession and high level of inflation. This places restrictions on the generalisation of the study. A cross-national validation of the results of the study is therefore suggested. This is because cultural practices differ from one country to the other.

Also the study only considered the relationship among three parameters of product packaging (graphic design, structure design, product information) and customer purchase intention. Research on other aspects of packaging is necessary for comparative purpose.

REFERENCES

- Ahmad, S.N.B., &Juhdi, N. (2010) Organic Food: A Study on Demographic Characteristics and Factors Influencing Purchase Intentions among Consumers in Klang Valley, Malaysia. *International Journal of Business and Management*, 10(2), 12-21.
- Ajzen, I., &Fishbein, M. (1975). *Belief, attitude, intention, and behavior: an introduction to theory and research*, Reading, MA: Addison Wesley.
- Ajzen, I., &Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behaviour*. Englewood Cliffs. New Jersey. Prentice Hall..
- Alice, L. (2006). *The Power of Packaging*, United States of America, 186-216
- Ampuero, O., & Vila, N. (2006).Consumer perceptions of product packaging. *Journal of Consumer Marketing*, 23(2), 100-112.
- Bagozzi, R. P., &Warshaw, P. R. (1990).Trying to consume. *Journal of Consumer Research*, 17(2), 127-140.
- Bhakar, S., Bhakar, S., &Dubey, A. (2015). Analysis of the factors affecting customers purchase intention: the mediating role of customer knowledge and perceived value. *Advances in Social Sciences Research Journal*, 2(1), 34-43.
- Borishade, T.T., Ogunnaike, O.O., Dirisu, J. F., &Onochie. M. P. (2015). Empirical study of packaging and its effect on consumer purchase decision in a food and beverages firm in Nigeria. *European Journal of Business and Social Sciences*, 3(11), 44-53.
- Brännback, M., Carsrud, A. L., & Krueger, N. (2018).Theory of trying and" we-intentions". *A Research Agenda for Entrepreneurial Cognition and Intention*, 84.
- Butkeviciene, V., Stravinskiene, J., &Rutelione, A. (2008).Impact of consumer package communication on consumer decision making process, *InzinerineEkonomika-Engineering Economics* (1), 57-65.
- Chukwu, B.A., &Enudu, T. O. (2018).The impact of product packaging on consumers' purchasing behavior in Benin metropolis, Edo State, Nigeria. *International Journal of Economics, Commerce and Management*, 4(4), 708-725.
- Carsrud, A. L., &Brännback, M. (Eds.). (2009). *Understanding the entrepreneurial mind: Opening the black box*. Springer Science and Business Media, (24).
- De Mooij, M. (2019). *Consumer behavior and culture: Consequences for global marketing and advertising*. SAGE Publications Limited.
- Deliya, M. (2012). Consumer behaviour towards the new Packaging of FMCG Products, *ABHINAV, National Monthly Refereed Journal of Research in Commerce and Management*, 1(11), 199-211
- Folkes, V., & Matta, S. (2004). The Effect of Package Shape on Consumers' Judgments of Product Volume: Attention as a Mental Contaminant. *Journal of Consumer Research*, 31, 390–401.

- Gómez, M., Martín-Consuegra, D., & Molina, A. (2015). The Importance of Packaging in Purchase and Usage Behaviour. *International Journal of Consumer Studies*, 39(3), 203–211.
- Gould, S. J., Houston, F. S., & Mundt, J. (1997). Failing to try to consume: a reversal of the usual consumer research perspective. *ACR North American Advances*.
- Grundey, D. (2010). Functionality of Product Packaging: Surveying Consumers' Attitude Towards Selected Cosmetic Brands. *Journal of Economics and Sociology*, 3(1), 87-103.
- Holmes, G. R., & Paswan, A. (2012). Consumer reaction to new package design. *Journal of Product and Brand Management*, 21(2), 109-116.
- Keller, K. L. (2003). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, 2nd ed., Englewood Cliffs, NJ: Prentice-Hall.
- Klimchuk, M. R., & Krasovec, S. A. (2007). *Desain Kemasan: Perencanaan Merek Produk yang Berhasil Mulaidari Konsepsampai Penjualan*. Penerbit Erlangga
- Kotler, P. (2003). *Marketing Management*, 9th ed. Upper Saddle River: Prentice-Hall.
- Krishna, A. (2006). Interaction of Senses: The Effect of Vision versus Touch on the Elongation Bias. *Journal of Consumer Research*. 32 (March), 557–566.
- Lunardo, R., & Guerinot, R. (2007). The influence of label on wine consumption: its effects on young consumers' perception of authenticity and purchasing behavior. *International marketing and trade of quality food products*, 1, 279-291.
- Mai, N. K., & Nguyen, T.H.T. (2018). The impacts of product packaging elements on brand image and purchase intention-an empirical study of Phuc Long's packaged tea products. *International Journal of Trade, Economics and Finance*, 9(1), 8-13.
- Nilsson, J., & Ostrom, T. (2005). *Packaging as a Brand Communication Vehicle*. Thesis of Lulea University of Technology
- Panwar, J. S. (2004). *Beyond consumer marketing: sectoral marketing and emerging trends*. SAGE Publications India.
- Puccinelli, N. M., Goodstein, R. C., Grewal, D., Price, R., Raghurir, P., & Stewart, D. (2009). Customer experience management in retailing: understanding the buying process. *Journal of Retailing*, 85(1), 15-30.
- Raghurir, P., & Greenleaf, E. A. (2006). Ratios in Proportion: What Should the Shape of the Package Be? *Journal of Marketing*, 70, 95–107.
- Rentie, R., & Brewer, C. (2000). The Verbal and Visual Components of Package Design, *Journal of Product and Brand Management*. 9, 56-70.
- Rita, K. (2009). *Impact of Package Elements on Consumer Purchase*, Kauno Technologijos Universitetas, Lietuva, Ekonomika ir Vadyba.
- Shah, S., Ahmad, A., & Ahmad, N. (2013). Role of packaging in consumer buying behavior. *International Review of Basic and Applied Sciences*, 1(2), 35-41.
- Smith, P. R., & Taylor, J. (2004). *Marketing communications: an integrated approach*. KoganPage Publishers.
- Suhaini, B. M. D., & Noor, H. B. A. (2018). The impact of packaging on relationship quality formation: an empirical evidence. *International Journal of Economics, Business and Management Research*, 2(3), 47-56.
- Twedt, D. W. (1968). How Much Value Can Be Added Through Packaging, *Journal of Marketing*, 32, 61-65.
- Underwood, R. L. (2003). The communicative power of product packaging: creating brand identity via lived and mediated experience. *Journal of Marketing Theory and Practice*, Winter, 62-76.
- Underwood, R. L., Klein, N. M., & Burke, R. R. (2001). Packaging communication: attentional effects of product imagery. *Journal of Product and Brand Management*, 10 (7), 403-422.
- Wells, L. E., Farley, H., & Armstrong, G. A. (2007). The importance of packaging design for own-label food brands. *International Journal of Retail and Distribution Management*, 35 (9), 677-690.
- Yang, S., & Raghurir, P. (2005). Can bottles speak volumes? The effect of package shape on how much to buy. *Journal of Retailing*, 81(4), 269-281.
- Zakersalehi, M., & Zakersalehi, A (2012) Consumers' attitude and purchase intention toward green packaged food; A Malaysian perspective, *International Conference on economic Marketing and Management*, IPEDR. (28).