

EFFICIENCY OF PACKAGING DESIGN AS A MARKETING TOOL:
A CASE STUDY OF ELITE BAKERY LIMITED
KABALE BRANCH

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JULY 2019



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DECLARATION

, declare that this work is my original work and it has never been presented to any University or institution for any award.

Signature_____

Date.....26th July 2019.....

MUHWEEZI MOSES

e)

APPROVAL

This research has been submitted for examination with my approval as the candidate's

University supervisor.

Date:26/07/2019

Signature

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SUPERVISOR

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DEDICATION

dedicate this research to the entire family for their moral and financial support towards the success of my education.

ACKNOWLEDGEMENT

I a credible way am proud to say that my supervisor Dr. Kayamba William deserves credit for his excellent sense and his avid interest in my work which helped me keep on the right track. For sure his guidance has made my work a reality.

To my dear brothers and sisters, I say thank you from my innermost part. I am greatly sorry for the exhaustion I would transfer to you after hectic lectures and field work. I believe in that scenario I was in one way or another playing a role model for your future education career.

Last but not the least I must say thank you to my respondents the Elite Bakery Staff and consumers for the vital information given to me free of suspicion and for accepting me in your company.

I also thank my colleagues and true friends whom we shared a vision of undertaking studies. I particularly thank my friend and course mates who helped me in this struggle.

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ABSTRACT

the study was carried out regarding the efficiency of packaging design as a marketing tool of products. A study of Elite Bakery Limited, was guided by the following objectives; to identify the forms of packaging used by Elite Bakery limited in promoting their sales, to examine the role played by packaging design towards the marketing of their product, to identify the challenges faced in the design of packaging their products with aim of improving their sales momentum and to find the relationship between packaging design and marketing in the Baking Industry. The researcher used descriptive, cross-sectional and explanatory research designs. Data was collected using questionnaires, interview guide. Data was collected from two sources; primary and secondary source using a sample size of 50 respondents.

It was discovered that Elite Bakery Company widely used various forms of packaging for which they received well over 100% respondents. Whereby they had various types of packages including; plastic, plastic paunches, plastics bottles, Automatic pouch making, Elite bakery filling & pouch sealing machines with a printing provision.

The findings of the study concluded that apart from the packaging which affects the market volume, but there are other factors such as research and development, good customer care, price reduction, good after sales service and wide coverage which also influence consumption behavior of customers in the market.

The researcher recommended that Elite bakery needed to develop a profound packaging design that will suit the marketing of their products with the focus to identify which media to use while communicating to their consumers. It is paramount to put emphasize in planning promotional programs and goals whereas set out strategies aimed at ensuring proper evaluations, control of packaging and make adjustments where possible.

CHAPTER ONE

INTRODUCTION

L.1Background of the study

The term "packaging" encompasses a variety of characteristics. Characteristics that influence packaging design such as package shape, product type, size, whether or not it is environmentally friendly, legal requirements, color, among many others (Kyle Valdillez 2012). Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use.

Tua Kuvykaite (2009) has descriptive research. According to Rita package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also package imparts unique value to products (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004), works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behavior (Wells, Farley & Armstrong, 2007). Thus package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase of package, its elements and their impact on consumer's buying behavior became a relevant issue. He basing on theoretical analysis of package elements and their impact on consumer 's purchase decision empirically reveals the elements having the ultimate effect on consumer choice. Research methods that Rita used are systematic and comparative analysis of scientific literature; empirical researches there are six variables that must be taken into Consideration by producer and designers when creating efficient package: form, size, color, graphics, Material and flavor. Similarly, Kotler (2003) distinguishes six elements that according to him must be evaluated when employing packaging decisions: size, form, material, color, text and brand. The research result of Rita shows the impact of package elements on consumers purchase decisions can be stronger. He concludes that Package could be treated as one of most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior. The impact of package and its elements on consumer's purchase decision can be revealed by analyzing an importance of its separate elements for consumer's choice. Packaging is a very important marketing strategy to

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iaorize product in order to attract the consumer's attention. Sometimes packaging is so portant that it cost more than the product itself in order to lure the consumers to buy it.

rlaging should definitely be included in the 4major P's of marketing (product, place, r0motion and price) (Soroka, 2002). Diana, (2005) believe that most consumers judge a product by its packaging before buying. So it is logical to say attractive packaging is crucial .=. order to get the first time buyers to buy your products. Without attractive packaging, who would buy it in order to try it? Your first step to enter the market is crushed if the packaging is ugly (Soroka, 2002). The basic function of packaging is to "preserve product integrity" by protecting the actual food product against potential damage from "climatic, bacteriological and transit hazards" (Stewart, 1995)

However, the first to define packs as the "silent salesman" was Pilditch in 1957, who argued that the pack must come alive at the point of purchase, in order to represent the salesman 'Vazquez et al., 2003). About 30 years later, Lewis (1991) expanded further on Pilditch's views, stating that "good packaging is far more than a salesman, it is a flag of recognition and a symbol of values". Given that only a small minority of brands are strong enough to justify the investment that national advertising requires, for the rest, packaging represents one of the most important vehicles for communicating the brand message directly to the target consumer (Nancarrow et al., 1998).

As the retail environment becomes saturated with competitors vaying for consumers' attention, packaging has to work harder than ever if the product is to be noticed through the congestion of competitive products (Milton, 1991). Alongside this challenge, retailers are faced with the realisation that consumers not only differ in how they perceive brands but also in how they relate to these brands (Fournier, 1998; Muniz and O'Guinn, 2001).

Packaging is carried out to increase consumption levels for example in Kampala the dairy corporation monopolized its formal markets through standardizing their packages, pasteurizing their milk and other dairy products for a longer period of time thus leading to substantial growth and increased levels of consumption Manzi (1996). However, the continuous quest by mankind to find new methods of packaging and conserving food to increase on the consumption levels of customers there are still low levels of consumption, Kotler Philip (2013).

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rs upon this background that the researcher tends to find out the effects of packaging on tie consumption levels of customers. Product Packaging is now generally regarded as an essential component of our modern life style and the way business is organized. Packaging is tie enclosing of a physical object, typically a product that will be offered for sale. It is the arcess of preparing items of equipment for transportation and storage and which embraces reservation, identification and packaging of products. Packing is recognized as an integral :=...of modern marketing operation, which embraces all phases of activities involved in the -zifer of goods and services from the manufacturer to the consumer. Packaging is an iportant part of the branding process as it plays a role in communicating the image and identity of a company.

Recent researches show two-thirds of consumers' buying decisions are made on the actual site of purchasing (Schoormans and Robben, 1997; Rettie, 2000), making products stand out :=is become the common goal sought by marketing personnel and package designers. Packaging" plays the important role of a "silent salesman", it's a self-promoting marketing **tool** that attracts consumers' attention (Sara, 1990), and has proven to be stimulating sales volume. Examples can be seen from Dr. Bronner's shampoo, which did not undergo any advertising, yet its sales volume and market share continues to grow, all because of its packaging (Godin, 2003).

Packaging is the most immediate stimulation that consumers come across. Consumers are selective of how different package designs stimulate them, the level of attention they pay to those packages are possibly different, furthermore, so are the level of information comprehended and retained. Even if the same product package was shown before the consumers, they could each have different interpretations during the comprehension stage. For example, when consumers see the "Coca-Cola" package design, some would register in the product by its brand: "Coca-Cola"; while some would register in the "Red color and the shape of the bottle". Designers thus combine different design elements to convey messages through product packaging, on the other hand, consumers would interpret these stimuli based on their actual requirements and attitudes, different consumers would have comprehended differently.

Saghir (2002) suggests the following definition of Packaging Logistics: "The process of planning, implementing and controlling the coordinated Packaging system of preparing goods for safe, secure, efficient and effective handling, transport, distribution, storage, retailing,

consumption and recovery, reuse or disposal and related information combined with *irritating* consumer value, sales and hence profit."

Lester defines packaging as "all the activities of designing and producing the container for a product."

Packaging can be defined as the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote, and otherwise make the product marketable and keep it clean. Packaging is the outer wrapping of a product. It is the primary purpose of the packaging to make a product readily sellable as well as to protect it

from physical damage and prevent it from deterioration while storing. Furthermore, the packaging is **one** of the most relevant elements of a trademark and conduces to advertising or communication, (Kotler Philip, 1999).

Packaging is now generally regarded as an essential component in modern life style and the way business is organized. Packaging is the enclosing of a physical object, typically a product that will be offered for sale.

It is the process of preparing items of equipment for transportation and storage and which embraces preservation, identification and packaging of products. Packing is recognized as an integral part of modern marketing operation, which embraces all phases of activities involved in the transfer of goods and services from the manufacturer to the consumer, (Cavusgil, 1993). Packaging is an important part of the branding process as it plays a role in communicating the image and identifying of a company name, (Cavusgil, 1993). However, packaging also differs in two types namely; Transport packing: The product entering into the trade needs to be packed well enough to protect against loss damage during handling, transport and storage. For example; fiberboard, wooden crate and Consumer Packing: This packaging holds the required volume of the product for ultimate consumption and is more relevant in marketing such as; beverages, tobacco. Noted is that these two types contribute differently towards sales volume of a business company. Therefore, the significance of packaging has come to be increasingly recognized in export as well as in marketing of a wide range of consumer goods and industrial products within the country. Packaging has a crucial role to play in the fetching higher unit values for our consumer goods (like tea and cashew) through the substitution of the bulk packs by consumer packs. Effort should be there to understand the importance of packaging there by to avoid the loss and damage cost incurred during transport and delivery. Keep in mind that a conscious effort on the part of marketing managers can increase the volume of sales and there by improve the reputation of the product and the organization as well, (Bell, J. 2001).

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ugh packaging is recognized as having a significant impact on the efficiency of logistical systems (1995) and activities such as manufacturing, distribution, storage and **ailing** throughout the supply chain, many packaging dependent costs in the logistical

sem are frequently overlooked by packaging designers (Twede, 1992). Packaging specifications directly

influence the time required for completing packaging operations which ultimately affects product lead time and due date performance (delivery) to the customer (Lockamy, 1995).

Oayinka and Aminu (2006) see packaging as all activities of designing and producing the container or wrapper for a product. Kottler (2003) defines packaging as all materials products used for the containment, protection, hard delivery and presentation of goods. Packaging is the protecting products for distribution, storage, sale and use, packaging also refers to the process of design evaluation and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing information and sell. **It** is fully integrated into government business, institutional, industry, and personal use (Diana, 2005). The evolution of packaging is determined by demographic and social changes, by the convenience tendency and by using complex materials. The way of life and consuming habits **Jed** to a spectacular development of packaging. Adapting packaging to the product in the context of the above mentioned facts constitutes a complex process where the need of identifying the functions of packaging becomes obvious, (Engel, et al., 1995).

Putting the viewpoints into practice needs knowledge of consumer, trader and producer's requirements in order to properly design the packaging. Growing global competition led to spectacular progress regarding the product-packaging relation in accordance with the continuous growth of society and clients' expectations. Consequently, the production of packaging has become a very important activity both economically and technically, (Engel, et al., 1995).

Olayinka and Aminu (2006) see packaging as all activities of designing and producing the container or wrapper for a product. Kottler (2003) defines packaging as all materials products used for the containment, protection, hard delivery and presentation of goods. Packaging is the protecting products for distribution, storage, sale and use, packaging also refers to the process of design evaluation and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing information and sell. **It** is

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egrated into government business, institutional, industry, and personal use (Diana,

The evolution of functions for packaging is determined by the changes occurred at the level - products and hence of the respective packaging as a consequence of social and geographical changes, the "convenience" trend and the properties of plastic materials **per** for packaging products.

In order to maintain the integrity of the product and its qualitative characteristics along the entire producer distributor-consumer circuit a package for each specific food product is a requirement. Packaging specifications directly influence the time required for completing packaging operations which ultimately affects product lead time and due date performance to the customer, (Twede & Parsons, 1997).

A badly presented product can be an eye sore and no customer would care to buy such a product even if it is a quality product. In order to make the products find their way from the store shelves to the baskets of the customers, a lot of attention should be given to the packaging. Today thousands of products from hundreds of brands greet shoppers through advertisements and billboards. The Elite Bakery limited inclusive spend millions on advertisements and other marketing campaigns to grab the attention of the customers. However, the fact of the matter is that once inside the store it is not the advertisement but the packaging that acts as the final trigger, (Kotler Philip, 2013).

Packaging is a silent salesperson that helps the shopper in understanding what the product is all about in split second. And if the packaging of the product fails to make an impression then it loses out in the race of gaining customer attention. Today's shoppers are more time pressured and therefore do not have time to pick and choose. As they navigate through the store with hundreds of products staring at them waiting to be picked, their attention falls only on those products that stand out from the rest. Although packaging has always been emphasized by many as the most ingredients of products in terms of protection during storage and transportation, many still underestimate its role in promotional image of the products. It is widely accepted that the main aim of packaging, during the mass-production age, was to avoid damage and deterioration of products. This type of protection is still a necessity; however, packaging should also be emphasized in promoting sales, (Kotler Philip (2013).

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1.2 Problem statement

companies that have grown successfully have taken packaging seriously for example dney of Berlin, the Marian packaging company in Pennsylvania boosted sales of its brand praro chips by 20% simply by adding an attention to a package thus increasing the output Severin (2007). Every businessman today wants to increase their sales and this has led them

adopt several ways for the purposes of promoting their products and attract more ,c;;omers. All these measures normally are done to motivate the customers to buy more of ...:- promoted product thus; it becomes more applicable to make a company to succeed in the competitive market. Despite of the increasing promotions that Bakery Businesses are putting ---:- for their products such as wrapping products with bright colors, still there are increasingly competitive forces in the market environment and many customers have not turned up for their bakery products. Therefore, the study was on the efficiency of packaging design as a marketing tool.

1.3 Purpose of the study

The purpose of the study was to assess the role of packaging design towards the market volume of Elite Bakery limited.

1.4 Objectives of the study

This study was based on the following objectives;

- a) To identify the forms of packaging design used by Elite Bakery limited in promoting their products.
- b) To identify the challenges faced in the design of packaging their products with the aim of improving their sales momentum.
- s)To find the relationship between packaging design and marketing in the Baking Industry.

1.5 Research Questions

This research was set to answer the following research questions:

- a) What are the forms of packaging design used by the Elite Bakery limited in promoting their products?
- a) What are the challenges faced in the design of packaging their products with the aim of improving their sales momentum?
- b) What is the relationship between packaging design and marketing in the baking industry?

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Scope of the study

Content scope of the study

The study was carried out on the efficiency of packaging design as a marketing tool in Elite Bakery in Kabale district. It was guided by the objectives; to identify the forms of packaging used by Elite Bakery in promoting their products, to identify the challenges faced in the design of packaging their products with the aim of improving their sales momentum and to establish the relationship between packaging design and marketing in the Baking Industry.

16.2. Geographical scope of the study

This study was confined to Elite Bakery in Kabale town which is located in Kabale Municipality, Kabale district. This particular business organization was chosen for this study because it produces various products which are also packed differently in order to attract more customers and this helped to give information required to accomplish this study hence reliable and valid data was obtained at the end of the study.

16.3. Time scope of the study

These studies were confined to a time period of one year that is 2018-2019 August. It was because from this time many products have been produced by this company and there are packed differently to increase their marketing volume and compete favorably in the market environment.

1.7 Significance of the study ::

It is hoped that

The study findings will be useful to the company helped them make substantial marketing strategy geared towards meeting customer needs, to better their packaging like Hot Loaf Bakery.

The study findings will help to improve perceptions of the company's product(s) for example designing packages that are more elaborate than their competitors in the segment of interest, thereby generating more value as perceived by the consumer, motivating purchasing decisions.

The study will have a profound effect on the marketing of packaging design business and therefore, could easily draw interest from other organizations aiming for a pilot project.

The study will be relevant to other scholars who will be interested in the relevance of packaging design as a marketing tool.

CHAPTER TWO LITERATURE REVIEW Introduction

part of the study tackle the review of literature related to packaging design and eting. The sub themes that form this section were developed and arranged basing on the o to identify the forms of packaging design used by Elite Bakery limited in promoting er products, to identify the challenges faced in the design of packaging their products with te aim of improving their sales momentum and to find the relationship between packaging esign and marketing in the Baking Industry.

...: Forms of packaging

Marketers have long realized the importance of packaging in influencing consumer purchasing decisions. For example, Kotler and Armstrong (2013) recognize the role of ackaging in helping to attain marketing objectives. When the package is designed in consonant with the product's advertising, pricing, distribution, and other marketing strategies, ::e marketer is assured of its ability to attract attention, to describe the product, and to make the sale.

Packaging is now generally regarded as an essential component of our modern life style and the way business is organized. Packaging is the enclosing of a physical object, typically a product that will be offered for sale. It is the process of preparing items of equipment for transportation and storage and which embraces preservation, identification and packaging of products. Packing is recognized as an integral part of modern marketing operation, which embraces all phases of activities involved in the transfer of goods and services from the manufacturer to the consumer. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company (Kotler and Armstrong, 2013).

The notion of packaging includes "all products made of any materials of any nature to be used for the containment, protection, handling, delivery and presentation of goods" (European Community, 1993). Basically, it is possible to distinguish among primary, secondary, and tertiary packaging. Primary packaging is the main package that holds the product. Secondary packaging combines the primary packages into one box for easier handling as well as for commercial purposes. Tertiary packaging combines several secondary packages, e.g. into one pallet load, basically for logistic reasons. Marketing personnel and designers manipulate package design elements to convey product messages, those messages

to be crystal clear to the consumers, whether they'd be concrete or abstract messages. Consumers come across a certain product in a very swift product-searching process; they need to have an understanding on the product based on some comprehensive messages. Therefore, product package designs must visually communicate what needs to be known

at a glance. Generally, consumers would search for information they deemed helpful in fulfilling their own goals. They each favor different forms of visual communication types, format and ways of appearance. Some only focus on the price information, while some rely on the visual communication of product appearance, and some pay more attention to the after service, quality assurance and easy-to-use information (Best and Coney, 2004). In other words, consumers decide by themselves what forms of information they would see and associate certain meanings to these messages. Obviously, when marketing personnel and designers wish to convey product messages to consumers through packaging design, they would have to grab potential customers' attention by coming up with comprehensive designs.

Basically, consumers' perceptual process can be divided into three phases: exposure, attention and comprehension. Marketing personnel and designers display products by means of package designs, hoping to grab consumers' attention. Through visual messages conveyed by the combination of package design elements, consumers were stimulated to comprehend the actual product. Hence, if the product packaging can effectively expose the product, consumers can then proceed with the information processing. Once consumers were stimulated by the messages conveyed through package design elements, they would organize and categorize the information, to then elaborate on it and form an interpretation on the product, thus taking them to the comprehension phase (Kotler Philip, 2013).

Package design can stimulate consumers' attention, giving them a chance to comprehend the product. Consumers comprehend a product by taking the visual messages conveyed through packaging design elements and "interpret" them. This interpretation process involves three basic procedures: organizing, categorizing and elaboration. Only through these three procedures, would the interpretation process be completed (Kotler Philip, 2013).

When package design (a) has been exposed (b), thus attracting attention (c), consumers would take the visual stimulation gained from specific design elements or combinations of these elements, organize the information and categorize it. Then, they would base on their personal experiences and elaborate on some certain characteristics of stimuli (d), to thus help them in comprehending the product (Hawkins, Best and Coney, 2004). Furthermore, while

--~_es can influence the information we're exposed and attracted to, as well as our ire zeration on the information received, the information we received would also generate emories (e) (Hawkins, Best and Coney, 2004). This can prove that the interpretation **CESS** stimulated by the messages is highly related to the memory function, when sumers receive the messages and formulated them to form impressions, this impression ' also help to interpret further information or be used for making purchase decisions (f)

4-er,2013).

aging is a coordinated *system* of preparing goods for safe, secure, efficient and effective adling, transport, distribution, storage, retailing, consumption and recovery, reuse or **disposal** combined with maximizing consumer value, sales and hence profit (Saghir, 2002).

;;;ave its fundamental function of protecting, containing and preserving the product, the inctions of packaging are manifold and complex and the definition here can be related toee main categories i.e. logistics, marketing and environment (Kotler, 2013).

Dominic *et al.* (2000) define Packaging Logistics as "An approach which aims at developing ~ckages and packaging systems in order to support the logistical process and to meet customer/user demands." This definition reflects a traditional point of view that considers packaging as a *part* of the logistical system, and addresses only a one-sided relation where packaging adapts to the logistical system.

The packaging system is considered as one of other logistical sub-systems as the transport system, inventory management system, order-processing system and warehousing system.

Packaging is also considered as "an important warehousing and materials management concern" (Lambert *et al.* 1998). Ballou (1998) considers packaging as a supportive activity to Business Logistics, where he calls it "protective packaging". This gives some examples efforts to recognize the role of packaging on various levels, but fails to stretch its influence beyond traditional limited thinking.

Packaging forms in the Elite Bakery business is used for both logistics and marketing reasons. On the one hand, it helps in transporting the goods more easily and safely, and they help prevent damages and thefts (logistic purpose). On the other hand, an appealing packaging plays an important role in attracting the consumer and thus in boosting the sales (marketing purpose). It is clear that marketing focuses mostly on the primary packaging, while logistics is more concerned about secondary and tertiary packaging. However, the interconnections are strong and both perspectives should be considered when a primary,

Primary or tertiary packaging re-design is under evaluation. While a re-design of the **secondary** packaging can be directly done by the producer, a secondary or primary packaging **re-design** may require involving also packaging suppliers.

Lee et al. (2003) highlight objectives of packaging and labeling as follows:

Physical protection - The objects enclosed in the package may require protection from, **e.g.** other things, mechanical shock, vibration, electrostatic discharge, compression, **temperature** (Choi, 2007) etc.

Barrier protection - A barrier from oxygen, water vapor, dust, etc., is often required. **Keeping** the contents clean, fresh, sterile (Lee Ki-Eun et al, 1998) and safe for the intended **shelf** life is a primary function.

Containment or agglomeration - Small objects are typically grouped together in one package **for** reasons of efficiency. For example, a single box of 1000 pencils requires less physical **handling** than 1000 single pencils. Liquids, powders, and granular materials need **containment**. Information transmission - Packages and labels communicate how to use, **Carry**, **Store**, recycle, or dispose of the package or product. Some packages and labels also are **used** for track and trace purposes.

Marketing - The packaging and labels can be used by marketers to encourage potential **buyers** to purchase the product.

Security - Packaging can play an important role in reducing the security risks of shipment. Packages can be made with improved tamper resistance to deter tampering and also can have tamper-evident (Severin, 2007) features to help indicate tampering. Packages can be engineered to help reduce the risks of package pilferage: Some package constructions are more resistant to pilferage and some have pilfered indicating seals. Packages may include authentication seals and use security printing to help indicate that the package and contents are not counterfeit. Packages also can include anti-theft devices, such as dye-packs, tags, or electronic article surveillance (Zabaniotou, 2004) tags that can be activated or detected by devices at exit points and require specialized tools to deactivate. Using packaging in this way is a means of loss prevention.

Convenience- Packages can have features that add convenience in distribution, handling, stacking, display, sale, opening, reclosing, use, dispensing, reuse, recycling, and ease of disposal

Portion control - Single serving or single dosage packaging has a precise amount of contents to control usage. Bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households. It also aids the control of inventory: selling sealed one liter-bottles of milk, rather than having people bring their own bottles to fill themselves. Packaging now is regarded as an essential component of our modern lifestyle and the way business is organized. Packaging is the enclosing of a physical object, typically a product that will be offered for sale. It is the process of preparing items of equipment for transportation and storage and which embraces preservation, identification and packaging of products. According to Panwar (2004), packaging is the act of containing, protecting and presenting the contents through the long chain of production, handling and transportation to their destinations in as good a state, as they were, at the time of production. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company. Due to increasing self-service and changing consumers' lifestyle the interest in package as a tool of sales promotion and stimulator of impulsive buying behavior is growing increasingly. So packaging has an important role in marketing communications, especially from the point of sales and could be treated as one of the most important factors influencing Consumer's purchase decision. Consequently, the role of package in marketing communications increases: it must attract consumer's attention and transmit adequate value of product to consumer in the short period right in the place of sale. Therefore, there is a necessity to explore package and its elements in more detail, in order to understand which of these elements are the most important for consumer's purchase decision. On the other hand, Lamb et al, (2004), argue that there are four important functions for packaging, and the current study focuses on these functions, to study the role of packaging in Jordanian consumer's perception of product quality at the point of purchase. These four dimensions include all Kotler's dimensions but in other names, these dimensions are: Protection of products and consumer, Promotion of products, Facilitation of storage, use, and convenience of products and Facilitation of recycling and reducing environmental damage

Protection of products and consumer a package protects the contents as the product moves through its marketing channel and while it is in use. A packaging also prolongs the shelf life of a product, which is important to producers, middlemen, and final buyers. Increasing attention focused recently on package safety, especially for drugs, household cleaners, and other products that are potentially dangerous, particularly to children (Schoell, 1985). Product safety is an underlying dimension of perceived product quality, is composed of such a vast

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er of components that it would verge on vagueness to consider it only in general terms. ____ 7.
product can be perceived as being need satisfying, hence fulfilling part of the notion

Product quality", for example, a food product may be very delicious (generally accepted constituting quality), but may be thought to contain artificial additives that are harmful to a consumer (Tse, 1999). Protection of the product should be effective in reducing damage – could influence its usefulness and increase costs. Packages protect from breakage, evaporation, spillage, spoilage, light, heat, cold, and many other conditions. Packaging often ~ an important functional role, such as protection, or storage of product. Consumer protection is becoming a growing role of packaging. Packaging that fails to fully protect the product has the potential to result in excess damage and waste, diminished shelf life, and loss of flavor or efficacy. Problems associated with insufficient protection are likely to lead to customer dissatisfaction (Bix et al, 2002). The protection accorded to the contents by the package must be available at the following stages during the life span of the product: At the end of the product line inside the plant. During storage and handling, during transportation, during storage at the distribution or retailer's warehouse and during the consumption process in the consumer's home.

Promotion of products. The promotional role of a packaging should be considered. It can be used to attract customers' attention and encourage them to examine the product. Packaging design is critical in supermarket products, where its most important function is to help differentiate the products and consumer spend less time planning the shopping trip and reading than ever, visual images are crucial to attracting them. Promoting the contents is an important packaging objective, especially in self-service retailing. Package must serve as a silent salesperson and attract the shopper's attention. Packaging is becoming an increasingly important aspect of marketing strategy. Companies are seeing packaging as a way to attract customers to new and existing brands. Packages use design, colors, shapes, pictures, and materials to try to influence consumer's perceptions and buying behavior (Lamb et al, 2004)

Facilitation of storage, use, and convenience of products a major benefit of packaging is the information on it conveyed to the consumer, such as directions on how to use. Packaging convenience is defined by how consumers use the package. Simply put convenience in packaging starts with a package that is easy to open as well as easy to close (Hogan, 2007). Consumers' requirements for storage, use, and convenience cover, Consumers are constantly seeking items that are easy to handle, open, and reclose, although some consumers want packages that are tamperproof or childproof, also want reusable and disposable packages.

Surveys conducted by sales & marketing management magazine revealed that consumers dislike and avoid buying-leaky ice cream boxes, overly heavy or fat vinegar bottles, removable pry-up lids on glass bottles, key-opener sardine cans, and hard-to-pour cereal

res. Attractiveness, convenience, and economy are some aspects of a product's utility to Sal buyers. Reuse packaging means the package can serve other purposes after the contents have been consumed. A major goal of reuse packaging is to stimulate repurchases.

Convenience is another function of packaging that consumers often look for at the point of urchase, the size or shape of a package may relate to the product's storage, convenience of se, Or replacement rate. Defining convenience in flexible packaging is essential to fully realizing all of its benefits and ensuring long-lasting consumer-brand relationships. Flexible packaging offers many advantages to consumer, product, and to companies. Flexible packaging can be effective in helping brand owners build a close relationship with consumers. For consumers, convenience is even more critical - serving that draws an initial sale and retains consumer brand loyalty (Hogan, 2007). Packaging may enhance consumer's convenience in several ways: 1. From convenience: by offering the product in various forms convenient for use by different users. 2. Convenience of quantity: by offering the product in various pack sizes. 3. Convenience of time: provided to the consumer through extended availability of goods. 2.4 Facilitation of recycling and reducing environmental damage.

The topic of consumer uses of environmental product information (EPI) is considered in various disciplines. Whereas much available literature takes the type of information system or product group as a starting point, few studies combine the context and other relevant factors such as consumer attitudes and understanding, which all determine consumer's uptake of environmental product information. Yet other studies describe consumer's characteristics, mainly in so called. consumer's segmentation models developed to analyze environmental loyalty and preference of consumers, and their use of EPI (Szatek, 2003; Hansen et al, 2001). The proliferation of "green products" and "green advertising" suggests that at least some firms believe that consumers are willing to pay a price premium for environmentally friendly products. There are also examples of companies whose sales dropped precipitously as a result of being labeled environmentally unfriendly. Kadlec's study (1991), indicated that 78% of consumers in the United States have showed their willingness to pay higher prices for access to environmentally-friendly goods, and stressed the importance of focusing on advertising for the promotion of these products. But this finding contradicts with Neff and Halliday's study (2000), who found that consumers in the United States are not willing to pay a higher price

- aCeSS to green products (environmentally friendly). According to Stevenson (2007), recycling is an important consideration for designers. Recycling means recovering materials **in** future use, companies recycle for a variety of reasons: Cost saving, Environmental concerns and environmental regulations.

Chaneta, (2012) sees strategic planning which tries to match target market needs and attitudes with the marketing mix offered and packaging is definitely a part of the mix. In some cases, it may be a vital part. A new package can become the major factor in a new marketing strategy :y significantly improving the total product. A better box, wrapper, can or bottle, may even enable a relatively small, unknown firm to compete successfully with the established competitors. A new package change often creates a (new) product by giving either the regular customers or new target markets the existing product in a new form or quantity that is more satisfactory. Packaging frozen vegetables in 1 liter instead of 10 milliliter package served larger families better. The small package held too little for them, while two packages held too

much (Chaneta, 2012).

Choi, (2007) believes that better protective packaging is especially important to manufacturers and wholesalers, who may have to absorb the cost of goods damaged in transit. Sometimes the cost of such damage can be charged to the transportation agencies. Moreover, goods damaged in shipment may delay production or cause lost sales. Frankling (2004) also agrees that packaging is vital to retailers, they benefit from both the protective and promotional aspects of packaging. Packaging which provides better protection, supermarket operators claim, can reduce store costs by lessening breakage, shrinkage and spoiled, preventing discoloration and stopping pilferage (Chaneta, 2012). Packages that are easier to handle can cut costs by speeding price marking, improving handling and display, and saving space. Chaneta, (2012) says that packaging can increase sales by such promotionally-oriented moves as offering smaller or larger sizes more multipacks, better pictures of the product itself, illustrations of the product in use and more effective use of color.

Packaged goods are regularly seen in retail stores and may actually be seen by many more potential customers than the company's advertising. An effective package sometimes gives a firm more promotional impact than it could possibly afford with conventional advertising efforts. Promotionally-oriented packaging also may reduce total distribution costs. An attractive package may speed turnover so that total costs will decline as a percentage of sales. Rapid turnover is one of the important ingredients in the success of self-service retailing. Without packages, self-service retailing would not be possible (Chaneta, 2012). Chaneta,

...: agrees that costs may rise because of packaging and yet everyone may be satisfied
--- s.e the packaging improves the total product, perhaps by offering much greater
zmvenience or reducing waste.

-- studies have specifically examined the influence of object or product characteristics **zr** consumer choice. Chaneta, 2012). for example, have examined the influence of product
ass assortment on variety seeking behaviour. Kotler (2013) suggested that several other roduct variables such as inter purchase frequency, degree of involvement, perceived risk, and perceived difference between brands as determinants of brand/product switching. Mittelstaedt, Grossbart, Curtis and Devere (1976), on the other hand, have suggested that consumer adoption patterns for an innovation tended to be dependent on the nature of the innovation.

In marketing the total product is viewed as consisting of three levels: core product, related product features, and related product services. Packaging makes up one of facet of the related product feature and as such is an important characteristic to be examined. Packaging plays a number of roles in marketing. These roles could be classified into promotional, informational, and functional aspects.

A package ought to attract the consumer and should provide the necessary symbolic cues to differentiate the product from its competitors. In a retail outlet, the package serves as a final "salesperson" which provides answers to any questions the consumer might have about the product. The promotional role of a package parallels that of the role of advertising. The package is supposed to (1) generate awareness and recognition for the brand as a member of a product class, (2) generate awareness and recognition for the brand as distinct from its competitors, (3) create or reinforce favorable attitudes towards the brand, (4) increase the probability that it will be bought, and (5) increase the amount bought.

Informational Role. Besides identifying the product and its brand, a package also provides information on how to use the product, usage warning (if any), product ingredients, seals, emblems, and other symbols for identification or endorsement. Some information is necessary to help establish the distinctiveness of the product and also to help consumers in their purchasing decision.

Functional Role. A package has a large number of functional roles prioritizing, shelf-life, and the performance of new or secondary functions. These different aspects aid consumers in the selection, handling, storage and disposal aspects of the product. For example, the inclusion of

„secondary use for the glassware package for cream of milk and instant dairy product will provide an added benefit to the consumer. The package could be reused even after the product has long been consumed. The influence of the various aspects of packaging on consumer choice has been reported in several studies. For example, Chaneta, (2012) in a study involving a product that was presented to consumers either in a package that was

identified by circles or by triangles reported that 80% of the consumers wanted the product with the circles. Although the product in both types of packages were identical, consumers perceived the one with circles to be of better quality than the one with triangles.

Recent researches show two-thirds of consumers' buying decisions were made on the actual site of purchasing. Rettie, (2000), making products stand out thus become the common goal sought by marketing personnel and package designers. "Packaging" plays the important role of a "silent salesman", it's a self-promoting marketing tool that attracts consumers' attention and has proven to be stimulating sales volume. Good package design correctly conveys product messages, making it comprehensive for consumers. Designers formulate product packaging by using various design elements (e.g. texts, images, colors, trademarks, shapes, size and textures), making the products easy to recognize for consumers. Therefore, comprehensibility is the basic requirement for all package designs, (Chen, 2005). Much as the true function of product packaging is to protect the product during shipment from the manufacturer to the store selling it. Packaging is also a form of protection as the product sits on store shelves waiting for consumers to come along and purchase it. In marketing and market development, packaging is the "dress" on the product, which can play a role in whether the product sells in a new market or to new customers.

Packaging can help sell the product because it provides space for sharing information about the product, such as nutritional information, usage or directions. For example, some packaging contains marketing messaging on the front to attract customers to pick it up and look at the product. In essence, the packaging can help to paint a picture of how the product benefits the customer. When developing a product in a new market, it is important to conduct market research, such as focus groups, to determine what is appealing to the new market. For example, preferences of colors, pictures and labels on products can differ from one country to another or from one group of customers to another, (Chen, 2005).

Packaging in the Dairy Products business is a silent salesperson that helps the shopper in understanding what the product is all about in split second. And if the 'salesperson' fails to make an impression then it loses out in the race of gaining customer attention. Today's

shoppers are more time pressured and therefore do not have time to pick and choose. As they gate through the store with hundreds of products staring at them waiting to be picked, er attention falls only on those products that stand out from the rest.

Paging influences not only new shoppers but existing users as well. Normally existing ses Or the default shoppers are mainly those who have made up their mind on the brand to e **bought** before they even enter the store. However, if the packaging of the product is not up

the taste of the shoppers or if the packaging is not distinctive enough to make it easily dable in the midst of hundreds of other products, then it opens up the chances of other brands. Hence, manufacturers must pay more attention to packaging as it has a role to play **ot** only in luring new customers but also in maintaining existing customers. They should focus on making their packaging trendy as well as usable, (Chaneta, 2012).

2.2 The challenges faced in the design of packaging products with the aim of improving sales momentum.

Chaneta (2012) stated that the use of color on a package might result in a different quality of expression of strength, durability, reliability, cleanness, freshness, efficacy, professionalism, culture, and nationality. Color exerts a strong symbolic force that influences consumers' perception toward the product. In a study on cigarette packaging involving an ideal brand, a regular brand, and two test packages (identical contents but different packaging), Templeton (1981) reported that respondents tended to select the better preferred package as being closer to the ideal brand.

Considering the concept of packaging as "the activity of designing and fabrication of a container or of a protective system for a certain product" packaging may be classified into: primary, secondary and transport packaging, (Chaneta, 2012). In modern forms of trading the packaging plays an important role replacing the seller who presents the goods. Consequently, the esthetic function is granted special attention in the design and manufacturing process for presentation and retail packaging.

Adapting the packaging to the product is a complex process in which identification of the packaging functions, identification of means by which functions operate or requirements for packaging products and identification of objectives that need to be reached are all important. The identification of functions and means constitute the premises to establish the objectives such as adapting the packaging to diverse markets, finding new markets, adaptation to the

eds of the consumers, making the optimal choice in the logistics system for materials and riaging systems, (Pride and Ferrell, 1989).

7e costs of and for packaging food products represents about 20% of the finished product sts, (Bell, 2001) percentage that could be reduced by using complex materials where the mponent layers could be thinner but secure for the food products' stability. Consumers **want** packaging that is practical, attractive, ecological and as "sincere" as possible. These characteristics of modem packaging are taken into account when designing and manufacturing packaging by all producers who accept without exception the principle of

absolute consumer sovereignty". Bell said

2.3 Relationship between packaging design and marketing for Baking Industry.

The influence of the various aspects of packaging on consumer choice has been reported in several studies. Twede (2005) in a study involving a product that was presented to consumers either in a package that was identified by circles or by triangles reported that 80% of the consumers wanted the product with the circles. Although the products in both types of packages were identical, consumers perceived the one with circles to be of better quality than the one with triangles. Further, Cheskin (1967) added that subtle differences in the logo [lettering style of the name) may symbolize different things to the consumers. Certain logo types may connote strength, power and solidarity while some others may signify elegance, delicateness and softness.

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Packaging exerts an influence on consumer purchasing decision through the cognitive process. A package needs to attract the attention of the consumers to trigger the necessary hierarchy of cognitive effects from awareness, knowledge, liking, preference, conviction to purchase (Peter and Olson 1987). However, several authors have cautioned that consumers' reaction to a package need not necessarily involve only the conscious level. Consumers'

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conscious reactions to the package have an even greater role in determining whether the use is made, (Diana Twede (2005).

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Recent researches show two-thirds of consumers' buying decisions were made on the actual site of purchasing Kotler, (2005) making products stand out thus become the common goal sought by marketing personnel and package designers. "Packaging" plays the important role of a "silent salesman" it's a self-promoting marketing tool that attracts consumers' attention (Sara, 1990), and has proven to be stimulating sales volume. Examples can be seen from Bronner' s shampoo, which did not undergo any advertising, yet its sales volume and market share continues to grow, all because of its packaging, (Godin, 2003).

Good package design can correctly convey product messages, making it comprehensive for consumers. Designers formulate product packaging by using various design elements [e.g. texts, images, colors, trademarks, shapes, size and textures], making the products easy to recognize for consumers. Therefore, comprehensibility is the basic requirement for all package designs (Chen, 2005).

2.3.1 How Consumers Comprehend Product Messages

Marketing personnel and designers manipulate package design elements to convey product messages, those messages have to be crystal clear to the consumers, whether they'd be concrete or abstract messages. Most consumers come across a certain product in a very swift product searching process; they need to have an understanding on the product based on some comprehensive messages. For consumers, product package designs must visually communicate what needs to be known in a glance. Generally, consumers would search for information they deemed helpful in reaching their own goals. They each favor different forms

and visual communication types, format and ways of appearance. Some only focus on the price formation, while some rely on the visual communication of product appearance, and some **ay** more attention to the after service, quality assurance and easy-to-use information Zabaniotou and Kassidi (2003).

Hawkins, Best and Coney, (2004). In other words, consumers decide by themselves what forms of information they would see and notice, as well as associate certain meanings to these messages. Obviously, when marketing personnel and designers wish to convey product messages to consumers through packaging design, they would have to grab potential customers' attention by coming up with comprehensive designs. Basically, consumers' perceptual process can be divided into three phases: exposure, attention and comprehension. Marketing personnel and designers display products by means of package designs, hoping to grab consumers' attention. Through visual messages conveyed by the combination of package design elements, consumers were stimulated to comprehend the actual product. Hence, if the product packaging can effectively expose the product, consumers can then proceed with the information processing. Once consumers were stimulated by the messages conveyed through package design elements, they would organize and categorize the information, to then elaborate on it and form an interpretation on the product, thus taking them to the comprehension phase, Zabaniotou, and Kassidi (2003).

Product packaging is the most immediate stimulation that consumers come across. Consumers are selective of how different package designs stimulate them, the level of attention they pay to those packages are possibly different, furthermore, so are the level of information comprehended and retained. Even if the same product package was shown before the consumers, they could each have different interpretations during the comprehension stage.

2.4 Criticism of Packaging

In spite of the enormous and growing importance of packaging, some consumers complain about partially filled packages, while others are confused by the many and varied sizes. Critics of business allege that some package designs are misleading, perhaps deliberately so. They feel that the great variety of package designs makes it difficult for consumers to make value comparisons readily (Chaneta, 2012). Criticisms of packaging as in the public eye today, largely because of environmental issues. Specific concerns are: Packaging depletes our natural resources; Packaging is excessively expensive; Health hazard occur from some forms of plastic packaging and some aerosol can Packaging is deceptive Packaging contributes to or generates solid waste disposal problem.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The chapter expound on various data collection methods, instruments, the research design, study area, study variables, research population, sample size, sampling procedure, and data collection sources. The chapter also explores the reliability and validity of the instruments, the research procedure, data analysis, and ethical considerations as explained below:

3.1 Research Design

Descriptive research design was used to describe the characteristics of the variables; correlation research designs were used to establish the relationship between variables and cross-sectional research design that cover covered the previous 12 months. The qualitative research design was descriptive in nature and this enabled the researcher to meet the objectives of the study. The quantitative research design was used in form of mathematical numbers and statistics assigned to variables that there may be easily understood. A statement was used to assign variables that were not adequately measuring by use of numbers and statistics. To the researcher, descriptive designs were seen as the most favorable for interpreting and explaining how packaging design affected the marketing in the Elite Bakery limited business.

3.2 Study population

Study population is a complete set of individuals, cases or objects with some common observable characteristics. The researcher obtained information from Sales Promotion Department of Elite Bakery limited Kabale Branch and Elite Bakery limited clients who directly order to purchase the company products from its premises. The researcher involved all these categories in the study because they possessed the necessary study information. The total number of the study population is (50) people. The study population therefore included respondents from Human resource, procurement, Marketing, production and finance departments of the company as well as direct company clients selected during the study process. Since no significant better results was to be obtained through a census of the entire study population of 350, a representative sample size of 50 respondents was selected to save both time and money.

3.3 Sample Size

The area under study was visited then the sample was determined by grouping the populations in the Elite Bakery limited in categories of sales promotion departments and the

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management employees. Then a sample of 50 respondents was selected for this study. This was because these respondents gave a clear picture of the feedback of the problems under study.

3.4 Sampling Techniques

The researcher employ purposive as well as Snowball Sampling during the process of selecting study respondents. The researcher used purposive sampling method during the selection of consumers of Elite Bakery limited within the study area. Purposive sampling method was used because it allows the selection of a sample with experience and knowledge about the study variables.

Snowball Sampling was further used during the selection of Elite Bakery limited management from the study area since the researcher was find it hard to trace respondents in this category for him/ her. In this case, the researcher was approach the Business manager who helps him/her to get to the employees in the sales promotion department as the pattern was followed until the total sample size in the same category is obtained.

3.5 Source of Data

3.5.1 Primary source

This is data obtained for the first time from respondents. Primary data was obtained through personal interviews with respondents, and self-administered questionnaires.

3.5.2 Secondary source

Secondary data was obtained through the company brochures, statistical report and bulletins, annuals marketing reports on general consumer's survey, textbooks, other students research work, journals, company's sales records and newspapers, Secondary data as a contributory factor for comparative purposes especially national and international, data were got from journals and books. The books were got from Kabale University library and other marketing documents of Elite Bakery limited. The internet was used so as to enable the researcher get current and up to date data related to the research study so as to enrich the facts resulting from data got from respondents.

3.6 Research instruments

3.6.1 Questionnaires

This technique helped to collect primary data through a number of questions, which were given to a cross section of respondents. The questions were open ended and closed ended

questions with the questionnaire mainly based on predetermined and standardized questions. They focused on the efficiency of packaging design as a marketing tool and were used to capture what the staffs of Elite Bakery Company limited think of the organization promotional program.

3.6.2. Interview guide

Structured interviews were used to collect data from the staffs of the company. This led to face to face interaction and solicitation of pertinent information from the respondent. Selfadministered questionnaires were used by the researcher because they are cheap to distribute and process.

They were more flexible and helped to save time.

3.7 Data collection methods

3.7.1 Observation

The researcher used the observation method which enabled him to collect data from the field so as to compile the report. Items observed include the packages of Elite Bakery limited used for its marketing such as plastics, also the respondents were observed as they were interviewed and this helped in answering the research questions.

3.7.2 Survey

The researcher used the survey method whereby he followed a drawn interview guide to ask the selected respondents structured questions. This method was used because some respondents had no time to sit down and answer the questionnaires while others were illiterate.

3.8 Reliability and validity

Validity of an instrument used in this study was consistent with the definition provided by Miles and Huberman (1994), as the " extent to which the items in the instrument measure what they are set out to measure." The validity of the instruments was established by the supervisor. Reliability, according to Miles and Huberman (1994), has to do with the extent to which the items in an instrument generate consistent responses over several trials with different audiences in the same setting or circumstances". The reliability of the instruments and data was established following a pre-test procedure of the instruments before their use with actual research respondents.

3.9 Research Procedure

The study was observed all those procedures followed in research. Using the letter of introduction obtained from the Faculty, the researcher was introduced to every respondent reached at, fully explaining the purpose of research. After getting their consent, he conducted the research. The researchers also built the confidence of the respondents by assuring them that their views were confidential and were used only for academic purposes.

3.10 Data Processing, Presentation and Analysis

3.10.1 Data Analysis and Management

Data analysis is the process of bring order, structure and meaning to the mass of information gathered. The instruments that were yield both qualitative and quantitative data (Mugenda & Mugenda, 2003). After collecting all the necessary data, these data were coded and edited, analyzed and rephrased to eliminate errors and ensure consistency. It involved categorizing, discussing, classifying and summarizing of the responses to each question in coding frames, basing on the various responses. This was intended to ease the tabulation work. It also helped to remove unwanted responses which would be considered insignificant. Data collected from the field with the use of study instruments will be classified into meaningful categories. This enabled the researcher to bring out essential patterns from the data that would organize the presentation. Data were entered into a computer and analyzed with the use of statistical packages for social scientists (SPSS), which help to summarize the coded data and this was facilitate quick interpretation. Finally, a research report was written from the analyzed data in

which conclusions and recommendations were made.

3.10.2 Data Processing

Data processing includes coding and editing all the responses collected from the field which was edited with the view of checking for completeness and accuracy to ensure that data is accurate and consistent. Coding was done after editing which was done manually and by the use of computer through word processing and Excel.

3.10.3 Data Presentation

The researcher presented data got from the primary and secondary source using statistical package for social science (SPSS) software and the result was presented in tables for easy interpretation.

3.11 Ethical Consideration

Before commencing the research, an introductory letter from the University was sought and the purpose of the study explained to the authorities to avoid inconveniences and misunderstandings about the purpose. The information collected was kept highly confidential.

3.12 Limitations of the study

The study will involve the following constraints;

The time allowed to do this research was not enough to allow exhaustive study and obtain all the essential information for much more suitable conclusions. The problem will be minimized by putting much effort on this research so as to meet the deadline.

The Researcher was limited by financial resources such as the transport costs and stationery to carry out his research effectively. In an effort to mitigate this shortcoming, the researcher will source for funds from a few sponsors.

Slow or non- response: Since the researcher does not know the kind of respondents to deal with, some of them fail to respond or delay to do so. The researcher makes convenient appointments with the respondents and encourages them to respond and give true information in time.

Bureaucracy might delay the study. From all the procedures, getting data from management take time. However, the researcher takes time and appeal to the bureaucrats for data.

Time and resources constraints restrict the scope of the research. Despite the researcher effort to expand the scope of the research by getting into more in-depth study of cash management, it may not materialize due to the practical difficulties faced during the work.

Financial constraints-The research required substantial amount of money for travelling, printing questionnaires among others. To solve this problem, the researcher solicited funds from family members and friends and also looked for cheaper service providers.

Language barrier-The researcher met people who didn't understand English. The researcher looked for an interpreter for effective gathering of information.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF RESEARCH FINDINGS

4.0 Introduction

This chapter is subsequently concerned with data presentation and interpretation of the findings from the field. It is divided according to the methodology used in data collection. The chapter is divided into different parts namely; the back ground characteristics of respondents which is comprised of; age, gender, marital status, level of education and

position held in this business.

Another section is presenting the objectives as follows; the forms of packaging design used by Elite Bakery limited in promoting their products, the challenges faced in the design of packaging their products with the aim of gathering sales momentum and the relationship between packaging design and marketing for the Baking Industry. This was arranged

purposely to ensure clear understanding of the findings from the field as per the nature of the study.

4.1 Background characteristics of respondents

Respondents were identified by gender, age, marital status and level of education of respondents was considered owing to the nature of the study and interpreting data from the field regarding the role of packaging design towards the marketing of Bakery Companies.

4.1.1 Gender distribution the respondents

Table 1: Distribution of Respondents according to gender

Gender	Frequency	Percentage
Female	17	34
Male	33	66
Total	50	100

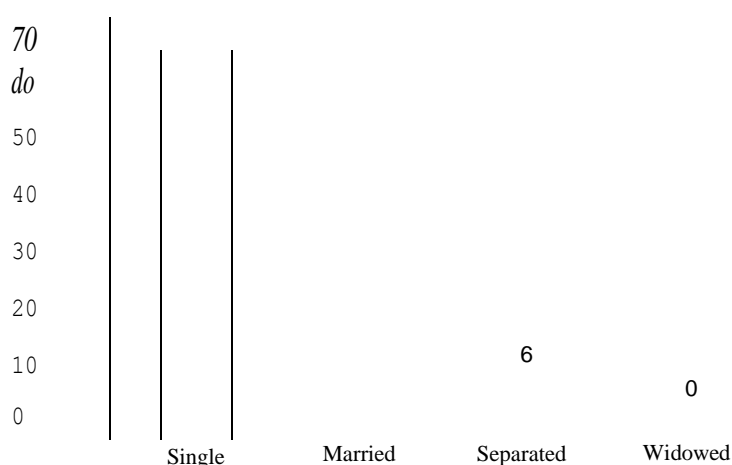
Source: Field data, 2019

It was revealed by the study findings that the majority of the respondents were males compared to female as they constituted unequal percentage of the respondent's females with 17 (34%) and males with 33 (66%) of the total sample. This shows that more males were involved in marketing Elite Bakery products compared to females. This probably is attributed to the fact that males sometimes demand low salaries compared to females. On the other

hand, the Elite Bakery management revealed that they like using males in marketing their products because they have a better convincing language than females.

4.1.2 Marital status of the respondents

Figure 1: Showing marital status of the respondents



Source: Field data, 2019

The study showed that Elite bakery business employs, single, married and separated .

Regarding to the findings, singles were 32 (64%), married with 15 (30%) and separated with 3 (6) of the total sample. The above findings imply that among the people that are employed by Elite bakery business, the majority were singles (64%). These people were preferred to be employed by the business company because they had an aggressive and convincing language which was so effective in marketing the business.

More so, some of the people that participated in the study were married (30%) and these were mostly in the management department and the consumers that participated, regarding management they can make informed decisions because of their managerial experience and consumers increases the sales because they can buy what can satisfy their family needs.

4.2 Forms of packaging design used by Elite Bakery limited in promoting their products

' According to respondents from the various departments of the company, who on a routine

basis used similar means of packaging their products and consequently got impressed with the package and design. A good package design can correctly convey product messages, making it comprehensive for consumers. Designers formulate product packaging by using various design elements (e.g. texts, images, colors, trademarks, shapes, size and textures),

making the products easy to recognize for consumers. 100% respondent of made on the type of package that is plastic, polybags paunches, Automatic pouch making, cakes filling pouch sealing machines with a printing provision. Therefore, comprehensibility is the basic

requirement for all package designs

(Chen, 2005). Marketing based on the idea that packaging is the "clothing" of the product highlights its logistic (containment, protection, fragmentation, transportation) and

communicative functions (Collesei and Rava, 2004).

Table 2: Showing various type of packages

Types of packages	Frequency	Valid Percent
Plastic	50	100.0
polybags	50	100.0
Automatic pouch making.	50	100.0
Plastic bags.	50	100.0
Cakes filling & pouch sealing machines with a printing provision	50	100.0

Source: Primary Data 2019

From the table above responses show that 100% of the management are aware about various types of packages are existing Elite bakery.

Table 3: Roles of packaging in the market

Response	Agree	Strongly agree	Disagree	Strongl disagree
Packaging attracts potential buyers are informed about the products content	28 (56%)	15 (30%)	4(8%)	3(6%)
Packaging perform promotional function when it is designed safer and or convenient to use	32(64)	4(8%)	7(14%)	9(18%)
Packaging communicate product messages	41(82)	7(14%)	2(4%)	0(0%)
Packaging help in establishing product names	3(6%)	7(14%)	14 (28%)	26 (52%)
Packaging is important in transportation and product handling	13(26%)	15(30%)	17(34%)	5(10%)

Source: Field data, 2019

It was shown by the respondents that packaging in the Organization has attracted consumers and packing in Elite Bakery Company generates awareness and recognition for the brand

because a well packaged product is attractive and can easily persuade a consumer to buy. It was revealed by the management employees that their products are well packaged and brand has attracted a good market share volume. This is consistent with the previous findings of Cheskin (1981) that 80% of the consumers wanted the product with the circles. Although the product in both types of packages were identical, consumers perceived the one with circles to be of better quality than the one with triangles.

Similarly, (Chen, 2005) reported that Good package design correctly conveys product messages, making it comprehensive for consumers. Designers formulate product packaging by using various design elements (texts, images, colors, trademarks, shapes, size and textures), making the products easy to recognize for consumers. Therefore, comprehensibility is the basic requirement for all package designs.

It was further shown by the findings that packaging provides information on how to use the product, for example the Elite bakery packaging materials contains product ingredients, company emblem for easy identification. This information has helped their customers to establish the uniqueness of the product and also has contributed a lot in increasing sales volume of the business. This agrees with the available literature that Packaging can help sell the product because it provides space for sharing information about the product, such as nutritional information, usage or directions. In essence, the packaging can help to paint a picture of how the product benefits the customer. When developing a product in a new market, it is important to conduct market research, such as focus groups, to determine what is

appealing to the new market, (Chen, 2005).

Some respondents mentioned easy handling and storage whereas company employees pointed out the need for transportation of these products. It was observed by the researcher that these different aspects aid consumers in the selection and handling of the products such as bread and cakes which are delicate and requires eases handling.

4.3 Challenges faced in the design of packaging their products with the aim of gathering sales momentum

Table 4: Challenges faced in the design of packaging their products with the aim of gathering sales momentum.

Challenge	Frequency	Percentage
Customers respond for a short period	17	34
Debtors	2	4
Lack of information on the products	11	22
Stiff competition	12	24
High costs	8	16
Total	50	100

Source: Field data, 2019

It was found out that various challenges faced in the design packaging their products with the aim of gathering sales momentum, the field results represented; 17 (34%) customers respond for a short period, 2 (4%) reported debt, 12 (24%) reported stiff competition and 11 (22%) reported lack of information on the company products and 8(16%) mentioned high costs.

It was shown by the study, that high costs 8 (16%) involved as a result of inflation have affected the company production as well as packaging process. It was said by the company employees that with increased costs of packaging materials the company has decided to reduce on the size of their bakery products preferably bread and cakes. The size of the products has been maintained with an increased price levels, there has been low demand due to fear of the price increase that greatly affected the marketing of their products. The available literature shows that the costs of and for packaging food products represents about 20% of the finished product costs and Consumers want packaging that is practical, attractive, ecological and as "sincere" as possible, (Bell, 2001).

Stiff competition 12 (24 %) was mentioned among the challenges faced by Elite Bakery Company in packaging. It was found out that due to increased bakery businesses around the company has embarked on constant changes on their packaging styles which sometimes affect their marketing because they cannot recognize the products. This is in agreement with Lynn (1981) that the use of color on a package might result in a different- quality of expression of strength, durability, reliability, cleanness, freshness, efficacy, professionalism, culture, and nationality. Similarly, Templeton (1981) said that color changes exert a strong symbolic force that influences consumers' perception toward the product.

4.4 The relationship between packaging design and marketing for the Baking Industry

Table 5: When the company experience high volume of market

Response	Frequency	Percentage
Prices are high	0	0
Relatively high	2	4
Prices are relatively low	32	64
Prices are low	16	32
Total	50	100

Source: Field data, 2019

It was found out by the study findings that the Elite bakery business company experiences high volumes of market when prices are relatively low (64%), this is because most consumers prefer to demand high marketing of their products unlike high prices. It should be noted that, there are some times when marketing increase with relatively high prices, however, it presented the smallest percentage (4%). The manager said that this happens normally during party seasons when such products are in high demand including wedding cakes among others.

4.4 The extent whether good product packaging attracts customers and enhances their willingness to buy a particular product

Table 6: The extent whether good product packaging attracts customers and enhances their willingness to buy a particular product?

Response	Frequency	Percentage
To a very large extent	17	34
To a large extent	11	22
To some extent	15	30
Not at all	7	14
Total	50	100

Source: Field data, 2019

To a very large extent 34%, 22% mentioned to a large extent, to some extent with 30% not at all with 14% of the total sample. This implies that majority said that good packaging to a very large extent (34%) has attracted customers and helped the business company to increase their sales volume. This is because it designs the product and gets ready for sell. This agrees with (Chen, 2005) packaging can help sell the product for example, preferences of colors, pictures

and labels on products can differ from one country to another or from one group of customers to another.

Similarly, Kotler (1999) puts it that packaging is the outer wrapping of a product. It is the intended purpose of the packaging to make a product readily sellable as well as to protect ! against damage and prevent it from deterioration while storing. Furthermore, the packaging is often the most relevant element of a trademark and conduces to advertising or communication.

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CHAPTER FIVE

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the summaries of the main findings of the study including conclusions, recommendations and further sets the bench marking similar area in future research. Which are based on the objectives of the study, pertaining to the role of packaging in the marketing.

5.1 Discussion of major findings

The research study was aimed at improving the efficiency of packaging design as a marketing tool of Elite bakery and the objectives are to evaluate the forms of packaging design used by Elite Bakery limited in promoting their products, to examine the role played by packaging design towards the marketing of the Elite bakery limited, to identify challenges faced in the design packaging their products with the aim of gathering sales momentum and to evaluate the relationship between packaging design and marketing for the Baking Industry.

5.1.1 Findings on the forms of packaging design used by Elite Bakery limited in

promoting their products

Research findings indicate that Elite Bakery Company widely used various forms of packages with 100% respondent most of which were made out of plastic paunches, polythene bags, Automatic pouch making, Elite bakery filling & pouch sealing machines with a printing provision. The findings also indicated that it was not only promotional activities that affected the market but there were other factors such as research and development, good customer **care**, price reduction, good after sale service and wide coverage which influenced consumption behavior of the customers in the market, however promotional activities have been found to be very successful though some were inappropriate to Uganda and a few modifications would have been better.

A close examination revealed that has the role played by packaging activities were indeed **paramount and had really increased marketing volume for Elite bakery limited. It was further shown by the findings that packaging provides information on how to use the product, for example the Elite bakery products packaging materials contains product ingredients, company emblem for easy identification. (Chen, 2005) reported that Good package design**

correctly conveys product messages, making it comprehensive for consumers. This is consistent with the previous findings of Cheskin (1981) that 80% of the consumers wanted the product with the circles packages have helped to change customers' perception on the

products/services Elite bakery offers thus retaining them as their customers who have in turn

contributed to increase in sales volume. o

The findings also indicated that not only Packages that affect marketing but there are other factors such as research and development, good customer care, price reduction, good after sale service and wide coverage which influenced consumption behavior of the customers in

the market.

5.1.2 Finding on the challenges faced in the design packaging their products with the aim of

gathering sales momentum

That high costs involved as a result of inflation have affected the company production as well as packaging process. The available literature shows that the costs of and for packaging drinks products represents about 20% of the finished product costs and Consumers want packaging that is practical, attractive, ecological and as "sincere" as possible, (Bell, 2001). Stiff competition (24 %) was mentioned among the challenges faced by Elite bakery in packaging. This is in agreement with Lynn (1981) that the use of color on package might result in a different quality of expression of strength, durability, reliability, cleanness, freshness, efficacy, professionalism, culture, and nationality.

5.1.3 The relationship between packaging design and marketing for the Baking Industry In line with the objective of examining the relationship between packaging and marketing Elite Bakery Company, the findings revealed that sales volume levels of well packaged products are higher than those of poorly packaged products. The study findings also concluded that indeed packaging significantly impacts on the marketing of a product.

The research found out that packaging greatly influence sales volume of products. Customers were said to be attracted and purchased products that were properly packaged because they looked very attractive, convenient to carry, user friendly easy to open and close, among other regards. Thus, the relationship was passed as a largely positive one.

5.2 Conclusion

Marketers have long realized the importance of packaging in influencing consumer purchasing decisions For example, Kotler and Armstrong (1989) Recognizes the role of packaging in helping to attain marketing objectives. When the package is designed in consonance with the product's advertising, pricing, distribution, and other marketing strategies, the marketer is assured of its ability to attract attention, to describe the product, and to make the sale. It was found out that packaging has contributed to the increase in the sales volume

they by making it significant in making the bakery products attractive, information content, and functional roles. The importance of packaging in consumer purchasing decisions. The results of this study have indicated the following points: However, it should be noted that the study findings cannot be taken as a generalization for other product types or to the whole Bakery businesses in Kabale district.

5.3 Recommendations

Basing on the above findings, the following recommendations were made;

First, Elite bakery management should adopt the wide use of Radio advertising strategy because they are mostly used by people who could be their clients for Bakery products. And also, by use of different languages over the same radio which enhance the company with an opportunity to meet different customers of different cultures using different languages like

Kiswahili, English, Luganda, Rukiga and Runyankole.

Secondly, market research need to be emphasized so that through research customers' needs and wants can be discovered. This will enhance the production of client's tastes and preferences in the proper measure that can be affordable to them.

Thirdly, as the Bakery products are perishable in nature, so refrigerators should be provided to their esteemed customers such that supply is increased. Important to note is that awareness and sensitization should be done on the bakery products as this will increase consumption.

Fourthly, the Elite bakery management should allow discounts to their products in rural areas and this will encourage and increase their consumption of the products further. Breaking bulk should be accompanied to make easy for low income earners also to consume bakery products.

Lastly, further research is necessary to establish the extent of the study's external validity. As

such, future research should attempt to replicate the study by examining packaging features of other product categories among a different sample of subjects.

5.4 Suggested areas of further study

The researcher suggests that further studies should be carried out in the following areas:

1. Effective means of communication to consumers
2. Product switching behavior of customers and its underlying causes in Elite Bakery Company.
3. The implications of brand line promotion to the customers of Elite Bakery Company

APPENDICES

Appendix 1: Questionnaire for Elite Bakery Company Limited

I am Muhweezi Moses carrying out a research on the efficiency of Packaging design as a

- marketing tool in partial fulfillment of the requirements for the award of a bachelor's degree in Bachelor of Applied Design and Fine Art' of Kabale University. I therefore request you to cooperate by giving your views. Your opinions will be treated with maximum confidentiality.

Instructions

Tick (V) answer of your choice from the given alternatives.

Fill-in the blank spaces provided with the correct answer of your choice.

Section A: Personal characteristics

1. Name (Optional)

2. Gender

a) Male ☐

b) Female ☐

3. Age

a) 20-30 ☐

b) 31-40 ☐

c) 41-50

d) Above 51 ☐

4. Marital status

a) Single ☐

b) Married ☐

c) Divorced ☐

d) Widowed ☐

5. **Level of education**

- a) None ☐
- b) Primary ☐
- c) Secondary ☐
- d) Tertiary ☐

6. **Position held in this business**

- a) Manager ☐
- b) Sales person ☐
- c) Any other specify

Section B: The forms of packaging used by Elite Bakery in promoting their sales .

7. What Bakery products do you produce in this company?

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8. How do you package your products?

- a) Plastic **D**
- b) Wrapping **S**
- c) Tissue Papers **D**
- d) Polythene bag **D**
- e) Others specify

9) How do you determine prices in your businesses?

- a)**Availability of Substitutes **L I**
- b)**Customer's willingness-to-pay **D**
- c)**Competitors price charges **L J**
- d)**Costs incurred in packaging **D**
- e) Others specify

10) To what extent would you agree with the following roles of packing in sales volume?

Response	Agree	Strongly agree	Disagree	Strongly disagree
Packaging attracts potential buyers are informed about the products content				
Packaging perform promotional function when it is designed safer and or convenient to use				
Packaging communicate product messages				
Packaging help in establishing product names				
Packaging is important in transportation and product handling				

Section C: The challenges faced in packaging their products towards improving success of their business.

10) Do you face any challenges while selling your Bakery products?

- a) Yes **D**
b) No **ti**

i) If yes, mention them?

- a) High costs of input **D**
b) Competitors **ti**
D
c) High transport costs **D**
e) High taxes **D**
d) Few sale agents **D**
f) Others specify

11) What affects your consumers in this business?

- a) Product prices **i**
b) Consumers Incomes **D**
c) Few sale agents **t**
d) Others specify

12) How have you overcome them to make your business continue operating?

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Section D: The relationship between packaging and the sales volume of Elite Bakery

13) When do you experience high volume of sales?

- a) Prices are high ☐
- b) Relatively high ☐
- c) Prices are low ☒
- d) Prices are relatively low

14) To what extent would you say that good product packaging attracts customers and enhances their willingness to buy a particular product?

- a) To a very large extent ☐
- b) To a large extent ☐
- c) To some extent ☐
- d) Not at all ☒
- 15) Comment on the relationship between packaging and marketing in this business

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Thank you

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