

Influence of Packaging and Brand Name on the Customer Perception of Dairy Product Quality in Lagos, Nigeria

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Abstract: *This study examines the influence of packaging and brand name on Customer Perception of Dairy product quality in Lagos, Nigeria. The specific objectives of the study were to determine the effect of attractive packaging on dairy product quality perception in Lagos metropolis and to examine whether brand name drive consumer perception of dairy products quality in dairy market. The population of this study consists of customers of Promasidor Nigeria Ltd and Friesland Campina Nigeria Plc brands of dairy products. The research design was survey design. The research instrument was a structured questionnaire. A sample size of 178 customers of dairy brand of products was selected from Shomolu area of Lagos in the Southwestern Nigeria. Data collected were analyzed using descriptive statistics with the aid of SPSS v. 20, specifically; simple percentage, frequency distribution and Chi-square statistical method of analysis were used for hypotheses testing. The result obtained from analysis of data revealed that dairy packaging arouses the interest of consumers to make positive purchase decision for a particular dairy brand name and dairy products packaging contributes significantly to customer loyalty in Lagos metropolis. Further, it was found that brand name drives consumer perception of quality of dairy products in Lagos market and that the effectiveness of brand name promotion could be aided by attractive packaging.*

Keywords: *Packaging, Brand name, Customer Perception, Product quality, Dairy products, Purchase decision, consumer attention.*

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I. Introduction

Packaging seems to be one of the most important influencing factors in consumers' purchase decisions at the point of sale as it shows product attributes. Rettie and Brewer (2020) asserted that packaging is a key product attribute consumers perceive. There is no doubt with the fact that packaging performs marketing function even if a company does not explicitly recognize the marketing aspects of packaging (Rundh, 2015). On the shelf at the point of sale, packaging increases its key characteristic with the move to self-service retail formats as the salesman (Rundh, 2015). Since package has become a primary vehicle for communication and branding in the recent times, in competitive market conditions the critical importance of brand packaging design is growing continuously (Rettie & Brewer, 2020).

Rettie and Brewer (2010) assertion implies that in the marketing context packaging plays an important role in brand differentiation. The right packaging can assist position a product in the minds of consumers and help an organisation position a unique brand carve in the marketplace. Packaging has a better reach than advertising and can differentiate a brand apart from its competitors (Löfgren, 2005). Attractive packaging design not only promotes and reinforces the purchase decision at the point of sales, but also stimulates the consumer every time the product is used (Ampuero and Vila, 2016). Ampuero and Vila (2016) assert that packaging can even drive the brand choice especially in the context of children's products.

Packaging communicates to consumers and therefore is a critical factor in the decision-making process (Rundh, 2015). Package standing on the shelf affects the consumer perception so packaging design must and favorable ensure consumer response (Silayoi & Speece, 2014). has Food package design has become very challenging due to several conflicting trends in consumer perception. (Coulson, 2020) noted that as consumers become more concerned about health and nutrition issues, some pay more attention to label information and brand name.

Statement of the Problem

Nigeria wholesale and retail markets for dairy products have witnessed influx of different kind of products both the standard and sub standard ones. Consumers buy what they can derive maximum benefit from; while packaging may be critical especially for products that are typically purchased in an impulse without any previous plan to do so before seeing them on the retail store shelf. Most dairy companies attribute their market

share or success of their product to management's close attention to packaging. At the point-of-sale, such attention is based upon the understanding borne of intense competition that packaging must do a powerful selling job (Silayoi & Speece, 2014).

Consumers can compare the product performance to some absolute standard of quality to perceive satisfaction or dissatisfaction but are oftentimes influenced by nature of brand packaging, design, labeling and attractiveness. When consumers have limited experience in purchasing a particular brand of products or little/no knowledge of the brands available and/or the criteria to use in making a purchase decision, a more complicated decision-making process may occur. Consumers' fulfillment is judged with reference to a standard associated with brand name. Thus, consumers make a quality comparison between the consumption outcome and some other referent stimuli. On basis, this study attempts to investigate the influence of packaging and brand name on perception of dairy product quality in Lagos metropolis. Also this would strive to proffer solutions to the likely defective/unattractive packaging problems affecting the organizations products in a competitive dairy market.

Objective of Study

The broad objective of study is to examine the influence of packaging and brand name on consumers' perception of dairy products in the market. However, the specific objectives of the study were to determine the effect of attractive packaging on dairy product quality perception in Lagos metropolis and to examine whether brand name drive consumer perception of dairy products quality in dairy market. Based on these objectives, research questions were drawn and hypotheses stated thus;

H₁: Packaging has no significant impact on consumers' attraction to a particular brand quality in the dairy market.

H₂: Brand name does not drive consumer perception of dairy products quality in Lagos market.

II. Review of Related Literatures

For a consumer product, packaging is the first point of contact with the brand and can be considered as an integral part of the product (Rundh, 2015). Jahre and Hatteland (2014) define packaging as the art and technology of preparing products for storage or convenient distribution to the market and consumers. Rettie and Brewer (2020) and Ampuero and Vila, 2016) studies concur that in relation to a firm's external activity, packaging is fulfilling a multiple purpose, though other studies do not found this true to the same extent. Compared with packaging design relevant functions in the marketing literature, a theoretical framework has been worked out where previous research efforts are considered.

Properly delivered information on packaging generates strong impact in terms of on the consumers' purchase decision for a brand (Kupiec and Revell, 2010). Product information creates product credibility and reduces the uncertainty about a product. If consumers are considering products more carefully they mostly tend to read the label to judge food product quality and performance. The behaviour of consumers towards packaged products characterized by different stages of decision making process is less influenced by image issues and visual response; in such cases consumers need more information that would form their purchase decision (Kupiec and Revell, 2010). Silayoi and Speace (2014) iterated that consumers in considering product characteristics, written information on the package can assist consumers make careful decisions on brand purchase. Graphics design and package colors are relatively important in consumers decision making. By breaking through the competitive disorder, attractive packaging draws consumer attention.

Theoretical Framework of Packaging

When packaging is mentioned, what comes to mind is possibly brightly coloured designed boxes or packs to entice consumers, or plastic cage that seems impenetrable when trying to access a new pair of scissors without having a second pair to cut through the packaging (Shanahan, 2015). Whatsoever example there is a science behind packaging. This implies that there is the science of turning plain packaging into an interesting, marketable product in itself, which gives an impression of the fascinating product or appliance that is held inside (Shanahan, 2015). There is the science of protecting the product, securing it from damage and contamination which comes in many forms (Shanahan, 2015). The nature of packaging ranges from cardboard boxes and Styrofoam, to capsule pharmaceutical packaging and to aluminium tablet. The science behind packaging helps companies to abide by the rules so that packaging not only looks professional but ensures security and protection.

Color Theory & Package Design



Source: Adopted from Warlop, L. S. Ratneshvar and M. J. Stijn (2015).

This theory postulated that color is crucial when it comes to branding and packaging. Warlop, Ratneshvar and Stijn (2015) asserted that colors are often used to trigger sensory reactions, emotions and to prompt consumers to make assessments about brands of their choice. Warlop, Ratneshvar and Stijn (2015) in an article entitled impact of Color on Marketing; researchers found that 60-90% of people make snap judgments about products within 90 seconds based on color alone. Prudent use of colors can influence moods and feelings positively or negatively, contribute to differentiating products from competitors, and attitude towards certain products. Given that consumers' moods and feelings are unstable, colors play significant roles in forming attitude (Warlop, Ratneshvar and Stijn 2015). It is important that managers understand the importance of colors in marketing.

Warlop, Ratneshvar and Stijn (2015) reiterated that while certain colors are closely associated with specific traits, for example, brown with "ruggedness", black with "sophistication" and "luxury", red with "passion". Most designers and branding professionals agree that it is far more essential for a brand's colors to support brand personality and messaging rather than reinforcing color association stereotypes. Jahre and Hatteland (2014) study confirmed that there is a strong correlation between the use of colors and consumers' perceptions of a brand's personality. Predicting consumer reaction to custom packaging design and a product's color is far more important than the color itself in marketing of products. Remember, branding and packaging design can be aspirational, indicating that purchasing decisions reflect how the consumer wants their lifestyle to be, not as it actually is (Jahre and Hatteland, 2014).

There are no set of guidelines for choosing a brand's colors, packaging color scheme absolute or concrete parameters. Packaging should be intended to instead capture brand image, subtle feeling and mood because these have the ultimate power of persuasion.

Big brand theory & Packaging design



Source: Moss, B. (2013) Big brand theory: Packaging design, Branding Design & Web Design

Big brand theory and packaging design posits that brand recognition is not about making a good first impression, it's about up-selling; creating a way, once trust and even pleasure has been established by an initial sale (or in some cases just an advert), for the consumer to make a repeat purchase (Moss, 2013). According to Moss (2013) for most brands, recognition is everything. Occasionally a company seeks to create an air of exclusivity by shunning popular appeal, but for the large part companies there is need to spot them immediately. Yap (2018) by cropping the branding of 16 soda and beer cans tried to test the boundaries of brand recognition. Some are easily recognizable, for instance who could ever miss Coca-Cola's iconic script, when others are harder to spot (Moss, 2013). The Carlsberg and Heineken cans, particularly bear the most tentative resemblance, while the Pepsi and Guinness cans simply look like limited edition packages. Moss (2013) emphasized that brand recognition is even more important to companies that rely on impulse consumers or buyers. Reflect on the

last time you purchased a tin-milk in a shop, you may not have compared the advertised flavors, check calorie content to make an informed decision before purchase.

Conceptual Framework of the Study

Concept of Packaging

Stanton (1985) saw package as an integral part of effective product planning. Design decisions are technical and involve comparative strengths costs of materials when packaging is primarily for protective purposes, while shape is important in influencing consumers when a package is primarily a promotion device. Packaging elements must attract consumers' attention, hold their interest and stimulate their desire to buy the brand.. Zikmund and Stanton (1971) reiterated that the colour, size and shape of the package are all important in attracting the consumers, so decisions on these factors are related to the preferences of the target market segment. The promotion aspect of package design is becoming more important each year as more and more similar and competing products are sold through self-service retail outlets. In addition, manufacturers of many products who sold through self-service outlets are now using package design not only for promotion purposes, but to protect the retailer from shoplifting beverages and other small sized products, which are being put up in fairly large plastic blisters.

According to Kotler (2001) developing an effective package for a new product requires several decisions which include establishing the packaging concept defining what the package should basically be or do for the particular brand. At this point, additional decisions must be made on elements like packaging size, shape, materials, color, brand mark and labeling. Decisions must be made on the amount of text, on cellophane or other transparent films, on a plastic or a laminate tray, and further decisions must be made on "tamperproof" devices and so on (Silayoi and Speece, 2014). The various packaging elements must be harmonized and decisions made in relation to pricing, advertising and other marketing elements. After the packaging is designed, it must be tested (Vasquez, Bruce and Studd, 2003). According to Vasquez, et al (2003) different packaging test are conducted, for example 'visual tests' to ensure that the script is legible and the colors harmonious; 'dealer tests' to ensure that dealers find the packages attractive and easy to handle; 'consumer tests' to ensure favorable consumer response and 'engineering tests' to ensure that the package stands up under normal conditions.

To Wansink (1996) the package must perform many of the sales tasks: attract attention, describe the product's features, create consumer confidence, and make a favorable overall impression. Where consumers are willing to pay a little more for prestige of better packages, the convenience, appearance, dependability, is referred as consumer affluence. Packages-contribute to instant recognition of the company or brand known as company and brand image and innovative packaging can bring large benefits to consumers and profits to producers. Escalas (2004) sited that soft-soap cornered the market on pumps for dispensing soap (Innovation opportunity).

The prime function of any package is to protect the contents. It follows that package design depend largely on the nature of the contents in terms of their value (Rettie and Brewer, 2020). Physical composition and durability modification to containers to satisfy mechanical handling requirements may well increase the intrinsic cost of the product. Silayoi and Speece (2014) model identified five main packaging elements that potentially affect consumer purchase decisions. These elements can however be separated into two categories which are visual and informational elements. The components of visual elements relate more to the affective side of decision-making which are graphic, size and shape of packaging. Silayoi and Speece (2014) reiterated that informational elements relate to technologies used in the package and information provided on the package, which are more likely to address the cognitive side of decisions. Berger and Welt (2019) added that one way of placing packages into categories is to describe them as flexible, semi-flexible and rigid.

According to Berger and Welt (2019) Flexible packaging includes the paper sacks that dog food comes in, the plastic bags that hold potato chips and the paper or plastic sacks in which we carry home our purchases. The paperboard boxes that cereal, many other food products, small household items, and many toys are packaged in is an example of semi-flexible packaging (Wanke, 2009). Packaging can be said to be rigid when it is formed by packing materials that slip inside the box and hold the product and its accessories or components in place (Berger and Welt, 2019). Rigid packaging forms include crates, glass bottles, and metal cans.

Packaging Impact on Consumers' product quality Perception

There has been an emerging trend to use packaging as a brand communications vehicle in the marketing of goods and services. Ampuero and Villa (2016) noted that packaging plays a crucial role, especially from the consumer's perspective as such a product's packaging design is what first attracts a consumer. Ampuero and Villa (2016) asserted that the role of packaging has gained momentum as self-service sales environments have increased. Thus, packaging has become the "salient salesman" as it informs consumers of the qualities and benefits of a product (Beneke, 2010). Fielding's (2006) argument that packaging plays the lead role in building a private label brand is substantiated by Beneke assertion. Beneke (2010) suggests that

packaging has a long-lasting effect in the minds of consumers in a manner which blur manufacturer brands' distinctiveness.

Packaging is considered to be the most important communications medium in that it reaches almost all buyers in the category; packaging makes buyers actively involved as consumers examine the package to obtain the information they need. According to one particular study, it is interesting to note that nine out of ten purchasers occasionally buy on impulse, while these unplanned purchases are generally as a result of striking packages in a store (Nancarrow, Wright and Brace, 2018).

According to Beneke (2010) relationships between perceived quality of the product and the packaging suggests strong associations between attractive packaging and consumers' product quality perception. There is as well strong association between unattractive packaging and customer perception of low to medium quality inner contents of a package. This suggests that attractive packaging is essential in persuading consumers at the target market that the core content of a product is of similar quality to other manufacturer brands. Beneke further stated that overall effectiveness of packaging in terms of influencing consumers' perceptions appears to be unsuccessful as the direct impact on share volume appears negligible in sum. Demographic variables were largely ineffective in determining an individual's propensity (Beneke, 2010). Beneke (2010) asserted that retailers can position their private label brands based on pure value for money.

Brand Name Influence on Customers' Perception of Quality

Numerous companies by failing to align brand value with customer value create a value gap. With a unique selling proposition or by augmenting the basic offering with added services, brand marketers try to distinguish their brand from others by a slogan. Primarily because the marketing people focus on brand development these companies become less successful in delivering customer value. Whether customers will actually receive the promised value proposition will depend upon the marketer's ability to influence various core processes (Kotler, 2001).

According to Ragaert, Verbeke, Devlieghere and Debevere (2014) customer satisfaction after purchase depends on the product's performance in relation to the customer's expectations. Satisfaction in general is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived outcome in relation to expectations (Ragaert, et al., 2014). As this definition makes clear, satisfaction is a function of perceived performance and expectations (Ragaert, et al, 2014). Therefore, if the product performance falls short of expectations, the customer is dissatisfied, while the customer will be satisfied if the performance matches the expectations of the consumers. If the product performance exceeds expectations, the customer is highly satisfied or delighted.

Knowing that customers who are just satisfied still find it easy to switch when a better product offer comes along while those who are highly satisfied are much less ready to switch, companies are aiming for high satisfaction. Kottler (2001) iterated that high satisfaction creates an emotional bond with the brand and loyal customers, which is not just a rational preference. The result is high customer loyalty. Marketing managers believe that a very satisfied or delighted customer is worth 10 times as much to the company as a satisfied customer. A very satisfied customer is likely to stay with an organization many more years and buy more than a satisfied customer will. Schoorsman, Robben and Henry (2017) note that customers form their expectations from communication promises, friends, associates' advice, past purchase experience, information from marketers and competitors. Consumers are likely to be disappointed if expectations too high and marketers promises fall short. However, if the company sets customer expectations too low, it would not attract enough customers, although it will satisfy those who do buy (Ragaert, et al, 2014).

According to Schoorsman, Robben and Henry (2017) a company must develop a competitively superior value proposition and a superior value-delivery system. A company's value proposition is much more than its positioning on a single attribute; it is a statement about the resulting experience customers will have from the brand offering and their relationship with the supplier. Schoorsman, et al, (2017) prescribed that the brand must represent a promise about the total resulting experience that customers can expect, while the promises should depends upon the company's ability to manage its value-delivery system to keep consumer expectation. The value delivery system includes all the communications and channel experiences the customer will have on the way to obtaining the offering (Schoorsman, et al, 2017).

Empirical Review of Related Literatures

Ampuero and Vila (2016) investigated consumer perception of product packaging and found that consumers exhibit harmonious perceptions towards products packaging strategies. Based on this result the authors concluded that a general feeling as to what a particular packaging exactly means exists in the mind of consumers. The authors recommended that marketers should appropriately meet consumers' expectations by guiding packaging designers' using general consumers' opinion. Suman and Iraj (2014) investigated influence of branding on consumer purchasing behavior using apple iphone and found that high brand price constraint

limits the desires of lot consumers who want to purchase but the fails to fulfill their desire.

Garrido-Morgado, Gonzalez-Benito and Martos-Partal (2016) examined the influence of customer quality perception on the effectiveness of commercial stimuli of electronic products in FMCG (Fast-Moving Consumer Goods). The study found that the effect of the price variable is not significant; indicating that one reason for this is that consumers may focus on the perceived quality attributed to the brand or the quality of the technical attributes in order to reduce the perceived risk linked to this complex product (Garrido-Morgado, et al., 2016).

Solomon, Bamossy and Askegaard (2019) studies on consumer behavior influence on type of consumers' decision process focusing on the stage of decision and consumption pattern provided a useful framework for consumer behavior study. Watson, Howard and Patrick (2012) in their study describe consumer behavior from a specific perspective as such a body of knowledge has developed and concluded that analysis of consumer purchasing decisions is not uncommon, since there are several models and theories of consumers behavior. Watson, et al (2012) asserted that purchase decision model helps to better understand the relation between consumer behavior variables among all. According to Vignali, Gomez, Vignali and Vraneseyic, (2011) since purchase decision model provides a specific framework of different processes and stages of consumer behavior, the perceived brand quality and packaging design would be more important in influence frequent purchased of products.

Rau and Saeed (2011) research shows that consumers inhabits instantly recognition of brand and this makes color incredibly important for company when creating a brand identity. Rau and Saeed (2011) noted that it is important that the symbolic relationship between brands and colour which can work for a company and can also work against the organisaton. Rau and Saeed (2011) reason is that there are hardwired connections between colors and the products they represent. Ares, Gimenez and Gambaro (2008) earlier observed that yellow and brown are often symbolized to trigger hunger, possibly due to the fact that starches and breads are often yellow and brown, while blue is subdued and suppresses appetite, such that dominant blues and greens are historically unpopular in food packaging design. To Rau and Saeed (2011) red was best to illicit an emotional response and trigger memory and that blue in product packaging was successful to accomplish specific goals in consumers' minds, for instance a whitening toothpaste that stops tooth decay.

Kupiec and Revell (2010) recommended that every addition to the basic cost of packaging should be justifiable in terms of its meeting the consumer preference and demand. However, packaging sometime becomes extra ordinarily expensive when introduced purely as a promotion container. Although, a metal container may be less expensive, a glass container may be used because of strong consumer preference for it with certain product. Similarly, a reclosable package although more expensive than a throwaway package, which allows the customer to store the product easily until it is all used without necessity of transferring it to another container (Rettie and Brewer, 2020).

III. Research Methodology

This study made use of the descriptive survey design which adequately helped in describing events as it concerns influence of packaging and brand name on the customer perception of dairy product quality. In this survey effort, questionnaire was used to collect data. The population of this study consists of customers of Promasidor Nig. Limited and Friesland Campina Nig. Plc brands of dairy products. These two companies were selected on the basis of their product category and similarity of their target markets. Dairy products customers in Shomolu Area of Lagos in the Southwestern Nigeria were selected which include the distributors, wholesalers and retailers of dairy products in the area of study.

The stratified sampling method was applied 178 consumers in the selected area of Lagos state. These are customers (middlemen) who have shown willingness to participate in the research exercise. Yamane (1967) simplified formula for proportions was applied to calculate the sample size of dairy products customers based on population of 320 dairy brands of products consumers (or intermediaries) in the area of the study in Lagos. The simplified formula is:

$$n = \frac{N}{1 + N(e)^2}$$

The sample size of the is 178 customers in the Shomolu area of Lagos, Nigeria. The choice of the sample size was based on number of dealers that have experience on influence of packaging and brand name on dairy products who show interest to participate in the study.

The research instrument is a questionnaire constructed in two sections, Section A and section B. Section A is structure to gather information relating to the respondents' background, while section B of the questionnaire requested for the respondents opinion on the core variables of subject of the study using the five-point Likert scale measurements. In terms of validity and reliability of the instrument, content or face validity

was applied to ensure that the instrument is capable of measuring what it is purported to measure (Seddighi, 2009). Further, 30 copies of the instrument were administered to a set of customers who bear similar characteristics with the final respondents in other area of Lagos; using Cronbach's alpha test the reliability of the measures was assessed with the aid of SPSS v.20.0 and alpha coefficient was .822, which indicates that the instrument items have high internal consistency.

The completed questionnaire were collected, coded and analyzed sequentially according to research questions. The researcher used simple percentage presented in frequency distribution for the descriptive data analysis, while Chi-square (χ^2) statistical method was used to determine if there is any statistical relationship between the expected and the observed frequency in each of the hypotheses and this has been conducted at 5% significant levels.

IV. Data Analysis and the Results

The data presentation is based on the data collected from the respondents using questionnaire as the research instrument. The analysis of each data precedes the presentation of findings. In all, one hundred and seventy-eight (178) questionnaires were administered on consumers and middlemen of dairy products in Lagos. Out of the total number of questionnaires administered, one hundred and sixty (160) questionnaires were returned and adjudged usable. The rest were either not returned or clumsily completed. Therefore, the analysis of this study is based on the total of one hundred and sixty questionnaires properly completed and returned.

Analysis of Demographic Data

The demographic data (section A of the questionnaire) are analyzed using frequency distribution and simple percentage. They are as shown in the tables that follow:

Table 4.1: Demographic Data

Sex Distribution		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	56	65.0	65.0	65.0
	Female	104	35.0	35.0	100.0
	Total	160	100.0	100.0	
Age Distribution		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	6	3.8	3.8	3.8
	21 – 30	42	26.3	26.3	30.1
	31 – 40	90	56.3	56.3	86.4
	41 – 50	16	10.0	10.0	96.3
	Above 50	6	3.8	3.8	100.0
	Total	160	100.0	100.0	
Marital Status Distribution		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	58	35.0	35.0	35.0
	Married	102	65.0	65.0	100.0
	Total	160	100.0	100.0	
Educational Qualification		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WASC/GCE	6	3.8	3.8	3.8
	OND/NCE	16	10.0	10.0	13.8
	B.Sc/HND	88	55.0	55.0	68.8
	M.Sc/MBA	42	26.3	26.3	95.0
	Others	8	5.0	5.0	100.0
	Total	160	100.0	100.0	

Source: Field Survey 2020

Table 4.1 shows that 35% of the respondents are male while 65% of them are female. This implies that there are more female than male respondents in the sample. The table also indicates that 3.8% of the respondents were below 20 years of age, 26.3% of them were between the age bracket 21 – 30 years, 56.3% of the respondents were between the ages of 31 – 40 years, while 10% of the respondents were the ages of 41 – 50 years and 3.8% of them were above 50 years of age. This implies that the bulk of the respondents are between the ages of 31 – 40 years.

Table 4.1 shows that 35% of the respondents were single and 65% of them were married. This shows that the majority of the respondents were married; while It is observed in Table 4.4 that 3.8% of respondents were holders of West African School Certificate (WASC) or General Certificate of Education (GCE), 10% of them were holders of either National Certificate of Education (NCE), Higher School Certificate (HSC) or Ordinary National Diploma (OND), 55% of them were degree holders or Higher National Diploma holders (B.Sc/BA/HND) and 26.3% of the respondents hold masters degree (i.e. M.Sc/MBA/MA) while other 5% possess professional qualifications.

Analysis of Research Data

Table 4.2: The brand name drive consumer perception of quality of dairy products

S/N	Comment	SA(%)	A(%)	U(%)	D(%)	SD(%)	Total
1	Effectiveness of brand name promotion could be aided by attractive packaging.	12	34	20	28	66	160
		7.5	21.3	12.5	17.5	41.3	100
2	New dairy package design improve consumers' perception about the product brand	94	44	0	22	0	160
		58.8	27.5	0.0	13.8	0.0	100
3	Consumers/customers mainly patronize specific brand of dairy product because of the attractiveness of its package.	70	64	26	0	0	160
		43.8	40.0	16.3	0.0	0.0	100
4	Most people are switching to my company brand of products as a result of the new packaging.	112	46	0	2	0	160
		70.0	28.8	0.0	1.3	0.0	100
5	Product packaging is a source of attraction to dairy products in the market.	60	90	0	10	0	160
		37.5	56.3	0.0	6.3	0.0	100

Source: Field Survey 2020

Table 4.2 shows that 7.5% of the respondents strongly agreed, 21.3% of them agreed that effectiveness of brand name promotion could be aided by attractive packaging, and 12.5% of the respondents were undecided, while 17.5% respondents disagreed and 41.3% of them strongly disagreed with the statement. This indicates that effectiveness of brand name promotion could be aided by attractive packaging.

In Table 4.2 it could be seen that 58.8% of the respondents strongly agreed, 27.5% of them agreed that new dairy package design improve consumers' perception about the product brand, while 13.8% of them disagreed. This implies that new dairy package design improve consumers' perception about the product brand.

Table 4.2 indicates that 43.8% of the respondents strongly agreed that consumers/customers mainly patronize specific brand of dairy product because of the attractiveness of its package, 40.0% of the respondents agreed and 16.3% of them were undecided to the statement. This shows that consumers/customers mainly patronize specific brand of dairy product because of the attractiveness of its package.

In Table 4.2, 70.0% of the respondents strongly agreed, 28.8% of them agreed that most people are switching to my company brand of products as a result of the new packaging, while 1.3% of the respondents disagreed. With the result above, it was agreed that most people are switching to my company brand of products as a result of the new packaging.

Table 4.2 shows that 37.5% of the respondents strongly agreed, 56.3% of them agreed that product packaging is a source of attraction to dairy products in the market and 6.3% respondents disagreed. This means that product packaging is a source of attraction to dairy products in the market.

Table 4.3: Usage of Packaging as a stimulating marketing tool to the public towards buying dairy products

S/N	Statement	SA	A	U	D	SD	Total
1	Dairy firm uses packaging as marketing communication tool for promoting brand name in the market.	114	42	4	0	0	160
		71.3	26.3	2.5	0.0	0.0	100
2	Dairy firm uses packaging to bring favourable attention to dairy products	112	42	6	0	0	160
		70.0	26.3	3.8	0.0	0.0	100
3	Dairy firm uses packaging as a marketing tool in stimulating public towards buying dairy products	36	110	4	10	0	160
		22.5	68.8	2.5	6.3	0.0	100

Source: Field Survey 2020

Table 4.3 indicates that 71.3% of the respondents strongly agreed, 26.3% of them agreed that dairy firm uses packaging as marketing communication tool for promoting brand name in the market, 2.5% of them were undecided. It implies that dairy firm uses packaging as marketing communication tool for promoting brand name in the market.

Table 4.3 above shows that 70.0% of the respondents strongly agreed, 26.3% of them agreed that dairy firm uses packaging to bring favourable attention to dairy products, 3.8% of the respondents undecided to the statement that dairy firm uses packaging to bring favourable attention to dairy products.

In Table 4.3 above, it is seen that 22.5% of the respondents strongly agreed, 68.8% of them agreed that dairy firm uses packaging as a marketing tool in stimulating public towards buying dairy products, 2.5% of the respondent's undecided, while 6.3% of the respondents disagreed to the statement. It implies that dairy firm uses packaging as a marketing tool in stimulating public towards buying dairy products.

Hypotheses Testing

In effort to arrive at the accurate and reliable findings from the data analyzed above, the data must be subjected to a statistical test or mathematical analysis. Chi-squared (χ^2) test was carried out used to determine if there is any statistical relationship between the variables in each of the hypothesis and this has been conducted at 5% significant level.

Hypothesis I: Packaging has no significant impact on consumers' attraction to a particular brand quality in the dairy market.

NPar Tests

Chi-Square Test

Frequencies

Packaging has no significant impact on consumers' attraction to a particular brand quality in the dairy market.

	Observed N	Expected N	Residual
Strongly agree	112	32	80.0
Agree	46	32	14.0
Undecided	0	32	-32.0
Disagree	2	32	-30.0
Strongly Disagree	0	32	-32.0
Total	160		

Test Statistics

	Impact of packaging on consumers' attraction to a particular brand quality in the dairy market.
Chi-Square	103.214
df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5.
The minimum expected cell frequency is 32.0

The second hypothesis was tested using the Chi-square (χ^2) test. The result showed that the χ^2 calculated value of 103.214 when compared with the χ^2 tabulated value of 9.0135 at five percent (5 percent) level of significance is greater. Comparing the P-value with α -value, if the p-value is less than level of significance 0.05, accept if otherwise reject. Hence the null hypothesis is rejected and alternative hypothesis accepted. This result affirms that packaging has significant impact on consumers' attraction to a particular brand quality in the dairy market.

Hypothesis II: Brand name does not drive consumer perception of quality of dairy products in Lagos metropolis

NPar Tests

Chi-Square Test

Frequencies

Brand name does not drive consumer perception of quality of dairy products

	Observed N	Expected N	Residual
Strongly agree	48	32	16.0
Agree	78	32	46.0
Undecided	0	32	-32.0
Disagree	14	32	-18.0
Strongly Disagree	20	32	-12.0
Total	160		

Test Statistics

	Brand name drives consumer perception of quality of dairy products.
Chi-Square	98.234
df	3
Asymb. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5.
The minimum expected cell frequency is 32.0

The first hypothesis was tested using Chi-square (χ^2) test. The result showed that the χ^2 calculated value of 98. 243 when compared with the χ^2 tabulated value of 9.0135 at five percent (5 percent) level of significance is greater. Comparing the P-value with α – value, if the p-value is less than level of significance 0.05, accept if otherwise reject. The analysis indicates that p-value 0.000 < 0.05. Hence, the null hypothesis is rejected, while its alternative is accepted. This confirms that Brand name drive consumer perception of quality of dairy products in Lagos metropolis.

V. Conclusion and Recommendations

Dairy firm uses packaging as marketing communication tool for promoting brand name in the market; dairy firm uses packaging to bring favourable attention to dairy products and that dairy firm uses packaging as a marketing tool in stimulating public towards buying dairy products. Further, analysis of data on whether the brand name drives consumer perception of quality of dairy products in Lagos market revealed that effectiveness of brand name promotion could be aided by attractive packaging; new dairy package design improve consumers' perception about the product brand; consumers/customers often patronize specific brand of dairy product because of the attractiveness of its package; that most customers' brand switching to a particular company brand of products is influence by new packaging and that product packaging is a source of attraction to dairy products in the market. In conclusion the study confirms that dairy packaging arouses the interest of consumers to make positive purchase decision for a particular dairy brand name and dairy products packaging contributes significantly to customer loyalty in Lagos metropolis dairy market.

It is therefore, pertinent to recommend that dairy organisations should occasionally redesign products package to look more attractive and appealing; dairy firms should add more value to the quality of dairy products since it was fund that packaging alone cannot attract favourable attention for dairy products in the market and that product packages should be informative enough to arouse the desire of consumers to make positive decision for the purchase of dairy brand among other competing brands in the market.

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