

## **Chapter One**

### **Introduction**

#### **1.1 Background to the Study**

Modern economic conditions, technology development, improvement of transport and communication methods have caused many companies to operate from different locations which might be in their country and in other countries of the world. Thus, companies that perform any exchange of goods and services or international transactions outside their country is directly or indirectly participating in international market. It is for this reason that international business is said to consist of transactions (in advance) which are done outside national borders in order to satisfy the needs of individuals, businesses and other businesses<sup>1</sup>.

International business actually links all countries, institutions and individuals. For this reason, business enterprise does identify goals and objectives to be placed on the international market. It means to determine the target countries and the possibilities of selling products and services in these countries and of course to assess what profit to gain from selling of its products and services on the markets in selected countries. Much of international business is realized within the process of globalization of business which actually means increasing international integration and manufacturing processes and international market for goods and services<sup>2</sup>. To this end, the whole gamut of commercial activities that take place to promote the transfer of goods and services, resources, technologies and ideas across national borders.

Globally, product packaging has actually become itself a sales promotion tool for companies and international organizations. Leading brand names such as Apple, Microsoft, Coca-Cola, Nike and so on comprehend the relevance of product packaging not just in maintaining their items risk-free, but also as part of their marketing initiatives.

For this reason, 'product packaging' is the trademark or signature a company/organization leaves anywhere, and this has the capacity to bring in new clients better than obsolete sales and also advertising and marketing techniques<sup>3</sup>. Marketing in this regard contains the complete variety of tasks associated with commercial exchanges which at the end is guided/directed towards customers' needs or demand. In other words, marketing is the process which begins with identification of needs bringing about exchange all at a profit.

Marketing includes those business activities that are designed to satisfy consumer needs and wants through the exchange process. The marketing concept involves identifying consumer needs and wants and then producing products (which can be goods, services, or ideas) that will satisfy them while making a profit. Lots of businesses package their products with seal to avoid meddling as well as guarantee the security and honesty of the product. Customers on the other hand anticipate the product to be safe and secure work very well<sup>4</sup>.

Product packaging is more vital for firms to access the markets as well as record even more customers. Mainly, purchasers approve the products as a result of product packaging. Packaging serves important responsibilities in the sale of products and services at a point where buyers and sellers come into contact for a transaction. Product packaging carries out vital features to offer products as well as solutions at an area where purchasers as well as vendors enter into get in touch with for deal<sup>5,6</sup>. In the past decade, companies are not focused on their product packaging. But now companies are more focusing on the product packaging as there is a tough competition among all the FMGC products.

Meanwhile, telecommunications as a sector grew considerably in the last decade. In developed countries, most of this growth has been driven by mobile phones and the use

of fixed and mobile broadband to access the internet. Fixed telephone lines have actually declined and China has become a major player both in global telecommunications and in terms of its more general economic linkages to Africa and most especially Nigeria<sup>7</sup>. While almost all Chinese firms are considered to receive varying degrees of state support, some Chinese firms are official State-Owned Enterprises (SOEs) while others are classified as private. For instance, Huawei is by some measures China's largest telecommunications firm and has been involved in projects in 40 different African countries, with major involvement in at least 16 countries.

Zhong Xing Telecommunication Equipment Company Limited (ZTE) is a State-Owned Enterprise and has offices in at least 26 African countries. Both ZTE and Huawei are involved in major infrastructure development such as laying fiber optic cables, as well as producers of consumer products such as handsets which are commonly used in Nigeria<sup>8</sup>. The third Chinese firm is Alcatel Shanghai Bell (ASB) which is a unique partnership between the Shanghai government and a foreign company (Alcatel Lucent), and is primarily involved in infrastructure development. China Mobile and China Unicom are both major wireless operators in China that are reported attempting to break into Africa's markets<sup>9</sup>.

Packaging in marketing parlance means developing a container or package for a product and this include design which means the size of the product, color, shape, taste, quality and so on. All these rejected or embodied in the package of container packaging is used in use from differentiation purpose so that domestic goods and services can stand side by side with competing international goods and services also to encourage the buyer in taking purchase decision in favor of one product<sup>10</sup>. This topic chosen affect everyone of us in our everyday lives the food will eat, the drink we take, the cloth will wear

medical product they are properly package. Packaging can therefore be said to be closely related core marketing it is one of the important function marketing department.

Packaging has become itself a sales promotion tool for the organizations. The consumer's buying behavior also stimulated by the packaging quality, color, wrapper, and other characteristics of packaging. Packaging increases sales and market share and reduces market and promotional costs. Package appeals consumer's attentiveness towards a certain brand, increases its image, and stimulates consumer's perceptions about product. Furthermore, packaging conveys distinctive value to products<sup>11</sup>. Packaging works as an instrument for differentiation, and helps consumers to decide the product from wide range of parallel products, packaging also stimulates customer's buying behavior<sup>12</sup>.

A good packaging helps to identify product to the consumers. For most products, packaging is used for more deliveries and for protection and enclosure of the product. Many companies try to make packing original in such a way that it will satisfy consumers. Companies also use packaging for promotional purposes, to make differentiate a product from other competitive brands. Packaging is used for marketing communication purposes and it plays an important element which influences the purchase behavior of the consumers. Through verbal and pictorial symbols packaging can inform the potential buyers about the content of product, property, usage, advantages and risks.

Despite the above explanation, pricing and packaging are two determinants factors that help potential customers in making decisions that at the point of purchase. In Nigeria, this decision is has been influenced by the presence of Chinese mobile phone whose affordability is one of the reason why people choose to purchase any of its brand. But how does pricing and packaging serve as determinants for customers purchasing

decision? Does the pricing of a particular Chinese product have effect on the purchasing decision of potential customers? These and other question will be critically answered by this research.

## **1.2 Statement of the Problem**

There is growing consensus among researchers and practitioners in the field of marketing and business that packaging plays a pivotal role in the success or failure of sale of any product in the highly competitive market. This shows that, in the contemporary global competitive market, attracting new customers, expanding the market while maintaining the existing one has become issues of concern among various companies operating in the same market. For these reasons, necessity is placed on those companies, especially companies that are producing similar products like mobile phones, to device a means of how their product can be different from their competitors operating in the same market environment.

Product packaging and pricing has a strong influence on consumer purchase intentions especially at the point of sale. In fact, product packaging has become an essential part of the selling process. In practical terms, customer might not have 'pre-knowledge' about a product before entering into a store, hence, the intention to purchase will be mostly influenced by what is communicated at the point of purchase.

Meanwhile, previous research revealed that, there is no consensus of opinion on how product should be packaged as regards universal classification and methods but report from these research depict that packaging serves as a strong weapon not only to draw the attention of consumers to itself, but to galvanize the purchasing intent of the customers. Although there are numerous mobile phones in Nigeria, but most Chinese products are

more affordable. Despite their affordability status, many Nigerians cannot afford it and when those that can afford it buy it, it tends not to last more than three to four months which will force them to buy another one. So do pricing and packaging influence the customer's decision? And what influence do these two factors have on the presence of Chinese phones in Nigeria? This is the gap the research intends to fill.

### **1.3 Aim and Objectives of the Study**

The purpose of this research is to examine pricing and packaging as determinant of customers' purchasing decision on Chinese mobile phones in Nigeria. Specifically, the objective is to:

- i. investigate if pricing has any particular effect on the purchasing decisions of customers.
- ii. examine the roles of product packaging on customer's buying behaviour.
- iii. identify whether the price of Chinese phones contribute to the affordability of the product.

### **1.4 Research Questions**

- i. does pricing have a particular effect on the purchasing decision of customers?
- ii. what are the roles of product packaging on customer's buying behaviour?
- iii. does the price of Chinese phone contribute to the affordability of the product?

### **1.5 Significance of the Study**

Mobile phones are recognized as a primary platform for mitigating the digital divide and increasing economic growth, and the same appears to be true for Nigeria, the largest economy in Africa. The study focuses on pricing and packaging as determinant of customer's purchasing decision on Chinese mobile phones in Nigeria. The outcome of this research will be useful for business organizations/industries, multinational

corporations and many more that are involved in intra and inter-state business. In particular, the Manufacturer Association of Nigeria (MAN) will find the study useful in ensuring an improved and quality product. However, the study will be of immense benefit to students and scholars from different area of specialization. The study is significant because it provides relevant information for industries, government, students and customers in their quest to know the right product for their services.

### **1.6 Scope of the Study**

The scope of this research work will be limited to influence of Chinese mobile phones in Nigeria between the time frame of 2010 - 2020 the availability and affordability to youth in particular and various network in the system. Both the sellers and buyers of mobile phones in Nigeria will be contacted to know whether pricing and packaging determine buying decision of mobile phones. Also, the scope of this study cover the types of pricing or goals of pricing and stages of establishing pricing based on customers purchase decision of goods from the packs and the roles that packaging and pricing play in today's marketing and subsequent effect on sales. References will be made to text books journals articles and other works which are considered effective for the study of pricing, packaging and customers purchase decision as whole.

### **1.7 Limitations to the Study**

Limitations are bound to be encountered in every research but this to not deter the outcome of the research. One of the limitations encountered in this research is the identification of respondents and getting their attention to respond to the questionnaire prepared. This is the most difficult limitation. In addition to that, the researcher also encountered limitations in searching for relevant materials on the topic of the research.

### **1.8 Operational Definition of Key Terms**

**Pricing:** It is the amount of money charged for a product or services or the sum of the value that customer exchange for the benefit of having and using the goods or service

**Product Packaging:** In this study, the concept of product packaging is the act of, securing and also offering the components via the lengthy chain of transportation, manufacturing as well as handling to their areas like they were, at the time of manufacturing

**Packaging:** One unit of a product, uniformity processed, wrapped or sealed in sheath or container. It is defined also as quantity of item boxed or wrapped for storage shipment.

**Customer Purchase Decision:** This the act that customer decide to but a product or not.

**Manufacturer:** This is a person or firm that makes good on a large-scale using machinery.

### Endnotes

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## **Chapter Two**

### **Literature Review**

#### **2.1 Conceptual Review**

##### **2.1.1 Price**

Price substantially influences a customer's choice to acquire an item. Price is a vital variable in making purchase decisions, particularly for items that are regularly bought, and also in turn, affects the options of which item, brand name, and also shop to buy from<sup>1</sup>. Price is an essential factor in the purchasing decision of customer, specifically for items that are often intended to be acquired<sup>2</sup>.

Pricing management is one of the most important aspects in advertising and marketing. Regardless of its relevance, a price carries the efficiency of companies, it appears that such aspect has actually not gotten the appropriate focus by lots of academics and also advertising and marketing professionals<sup>3</sup>.

Price is the amount of money charged for a product or service or the sum of values consumers exchange for the benefits of having or using the product or service. In other words, it is specified as the quantity of cash that needs to be paid to obtain a provided services or product. In as much as the quantity individuals are prepared to spend for an item represents its worth, price is likewise a step of value<sup>4</sup>.

Price offers a financial mechanism by which solutions as well as products are dispersed amongst the huge number of individuals who desire to buy them. They additionally work as signs of the toughness of need for various items as well as make it possible for manufacturers to react appropriately.

Since consumers' psychological, sociological and economic processes are simultaneously involved in choice behavior. Products have intrinsic quality cues, which include all physical characteristics of the product such as; packaging, brand name, price, store type, label information. All these help consumer to make a choice. Consumer perception towards the brand is an important aspect of the marketing. It fundamentally help owners to categorize and distinguish goods and services offered to their customers. While, changes in consumer's taste and preference have prompted the need for product differentiations, pressing producers to utilize alternative marketing methods for their phones products. Thus, price is one of the major components that influence which product the customer will choose or buy. Price sensitivity is an important aspect of consumer behavior towards a product today, as an average consumer would definitely prefer a product that is cheaper than a product above his/her budget. Although brand image comes into the picture, it's the money quotient that plays the key factor in consumer behavior. It is the pricing of the product that influences the consumer to go ahead and pick up a product that he or she desires.

While the tasks associated with setting price are often not at the top of the list. Marketers are likely to focus their activities more on product development, market researchers viewed this as an interesting and exciting parts of their work. Thus, pricing decisions have important consequences for the marketing organization and the attention that should be given to pricing and other crucial aspect of marketing activities.

Meanwhile, the price of a product is divided into three dimensions which are; fair price,

fixed price, and relative price. By fair price, we refer to the adjustments of a price that offers a combination of quality and appropriate services at a reasonable price<sup>5</sup>. Secondly, a fixed price is the price for all buyers. Lastly, relative price is considered as the price set in accordance with the quality and service provided by the seller<sup>6</sup>. Research study by some scholars showed that the majority of participants think about price as a crucial variable affecting their acquisition decisions<sup>7</sup>.

This system is called the price device, it will certainly be reduced while manufacturing will certainly be minimized; this will certainly create costs to climb till there is an equilibrium of need. Similarly, if supply is poor, costs will certainly be high, it will bring about a boost in manufacturing that will consequently decrease costs till both supply and demand remain at equilibrium<sup>8</sup>.

The feature of rates might be examined in three different ways; it establishes what items are to be created and also in what amounts; second, it can also establish how the products are to be created; and thirdly, it establish what will certainly make the product to be obtained. In each situation, it certainly results in the price being built up, which will certainly cause manufacturers to provide a lot more. The price system supplies a basic range whereby competing needs might be considered by every customer or manufacturer.

However, price is often being confused with the concept of cost. Price is defined as what buyers pay to acquire products from a seller while cost, on the other hand, is the financial investment of the seller in the product being exchanged. For advertising and marketing companies aiming to make revenue, the hope is that cost will certainly go beyond price so the company can see an economic gain from the deal. While price are primary subject for conversation when a firm is analyzing its general productivity, price choices are not restricted to firms alone. Not-for-profit companies, such as charities,

universities and also sector profession teams, likewise establish price for the services they render<sup>9</sup>. Buying a product is a complex situation with a great variety of different motivations behind purchase decisions. Price is operationalized as a given component in order to get something in return. The pricing period is the time that companies realize that they constantly exist in a rapidly competitive marketplace and thus have to “price” goods and services to sell to their potential buyers. The price of a product is always a determinant factor in the behavior of consumer purchase as well as the success or profitability of the firm.

### **2.1.2 Price Purposes**

Price must be stemmed from advertising and marketing purposes. This will consequently aligns with the business goals and objectives. Considering the fact that it is typically though for firms run to optimize revenues over time. It's usually believed that pricing system is the only fundamental purpose that is worrisome long-run revenues. Maximization of earnings and the requirements offer by the operating marketing manager is singularly important for rate of sales. The advertising and marketing manager who does not have excellent expenditure skills as well as studies market competition may not be able to evaluate whether there objectives can be achieved<sup>10</sup>.

The revenue maximization standard does not offer the operating advertising supervisor with a solitary, unquestionable standard for choosing rates. Additionally, the advertising supervisor does not have ideal expense, earnings, as well as market info to be able to examine whether this goal is being gotten to. In method, numerous extra objectives are made use of as suggestions for price choices. In particular conditions, these objectives could be deemed functional methods to lasting revenue maximization.

Research study has really situated that of one of the most typical prices purposes are:

- Rates to achieve a target ROI (Return on financial investment).
- Maintaining the price in addition to margin,
- Costs to achieve a target market share, in addition to
- Costs to prevent or please rivals

### **2.1.3 Expense Factors to Consider in Prices**

The rate of an item generally should cover prices of promo, circulation, as well as manufacturing, plus earnings, for the offering to be of worth to the company. Furthermore, when items are valued on the basis of expenses plus a reasonable revenue, there is an implied presumption that this amount stands for the financial worth of the item in the industry. Cost-oriented prices is one of the usual important strategy in marketing research. This include the three fundamental variants: markup rates, cost-plus rates, as well as rate-of-return pricing<sup>11</sup>. Cost prices are frequently used to explain the rates of work that are non-routine. Rate-of-return or target rates is typically made use of by investors.

Cost-oriented strategies in pricing system usually produce an excellent cost choice. It provide little or no factor to be considered in required elements. The cost figured out by markup or cost-plus techniques need partnership to what individuals will certainly be ready to pay for the item. When it comes to rate-of-return prices, little focus is put on approximating sales quantity. Also if it were, rate-of-return prices entails round thinking, considering that system expense relies on sales quantity however sales quantity relies on marketing price<sup>12</sup>.

In expense strategies, it fall short to show competitors sufficiently. Just in sectors where all companies utilize this technique as well as have comparable prices and also markup, this technique, with comparable costs, decrease rate competitors. Therefore, in several

sectors, cost-oriented prices might result in extreme cost competitors, which can remove smaller sized companies. Although expenses are an extremely essential factor to consider in cost choices, various other variables require to be checked out.

#### **2.1.4 Price and Product Lifecycle**

The phase of the life process that typifies an item can be essential in price fixing and ramifications. When it come to the life process, two techniques to pricing are skimming and also infiltrate cost plans. In later phases of the life process, as competitors relocate, various market variables adjustment, the cost might after that be decreased. An infiltration plan is one in which the vendor bills a fairly small cost on a brand-new item. Typically, this plan is utilized when the company anticipates competitors to relocate swiftly and also when need for the item is, at the very least in the brief run, rate flexible. The plan is additionally utilize to get huge economic situations of range and also as a significant tool for quick development of a mass market. A low cost as well as earnings margin might likewise prevent competitors. In later phases of the life process, the rate might need to be become fulfill adjustments in the market<sup>13</sup>.

#### **2.1.6 Price vs Value**

When an acquisition is being thought about, for the majority of consumers, a lot of clients make their acquisition choice exclusively on an item's price. Essentially, when an acquisition scenario develops cost is just one of a number of variables' consumers examine when they emotionally examine an item's general worth. Worth here describes the assumption of advantages gotten for, what a person needs to quit. Because cost frequently shows a vital part of what a person needs, a consumer's purchase decision of an item will certainly be impacted by prices index<sup>14</sup>.

The rate paid in a deal is not just economic it can additionally include various other

points that a purchaser might be provided up. In enhancement to paying cash a client might have to invest time discovering to utilize an item, pay to have an old item eliminated, shut down present procedures while an item is mounted or sustain various other expenditures. There are some aspects that impact change prices wherein producers of mobile phones normally change their basic costs to make up numerous consumers distinctions and also altering scenario. Under this we have the list below cost modification.

- **Discount and Allowance Pricing**

It is the reduction of prices to reward customer's responses such as paying early, volume purchases off season buying or promoting the product. This contains cash discount, quality discount, functioning discount, seasonal discount and allowances.

- **Segmented Pricing**

Under this the company sells a product or services at two or more prices, even though the difference in prices is not based on differences in costs.

- **Psychological Pricing**

The price used to say something about the product, it is a price approach that considers the psychology of prices and not simple the economics.

- **Promotional Pricing**

It is temporarily pricing products below the list price, and sometimes even below cost, to increase short-run sales.

- **Value Pricing**

Offering just the right combination of quality goods and services at a fair price. In other cases, value pricing has involved redesigning existing brands pricing in order to offer

more quality for a given price at the same quality for less.

- **Geographical Pricing**

Deciding how to price its product to consumers located in different part of the counting or world.

- **International Pricing**

Companies that market their product internationally must decide what prices ton charge in the different countries in which they operate. Therefore, after developing their pricing adjustment manufacturers often face situations in which they must initiate price changes by competitors, it could be in form of initiating price changes (price cuts and price increases).

### **2.1.7 Pricing Policy**

Pricing policy is a guiding philosophy or course of action designed to influence and determine pricing decision. Pricing policies set guidelines for achieving pricing objectives. They are an important component of an overall marketing strategy. Pricing relates to decision rules guiding price setting. They help marketers to solve the practical problem of establishing prices. The most common pricing policies are pioneer pricing policies, psychological pricing, professional pricing and promotional pricing<sup>15</sup>.

- **Pioneer Pricing Policy**

There are two types of pioneer pricing approach; they are the price skimming as well as infiltration prices.

- **Price Skimming**

Price skimming allows a company to transform the greatest feasible price that customer that a lot of want the conduct will certainly pay. Price skimming can offer a number of

advantages, particularly when an item remains in the intro phase of its life process. A price skimming plan can produce much required preliminary substantial advancement prices, price skimming safeguards the marketing expert from troubles that emerge when the price is established also reduced to the cover expense, when a company presents an item, its intro capability might be restricted. A skimming price can assist to maintain need constant with the company's manufacturing ability.

- **Penetration Pricing**

A penetration pricing is sometimes used when introducing a product in order to gain a large market share quickly. This approach places an organization in a less flexible position than price position than price skimming, because its more difficult to raise than it is lower or discount a skimming price. Penetration pricing can be especially beneficial when organizations suspect that competitors could enter the market easily. A penetration price is particularly appropriate when demand is highly elastic-meaning that target members could purchase the product it were priced above the penetration price.

- **Psychological Pricing**

Psychological pricing is designed to encourage purchases that are based, on emotional reactions rather than on rational responses. It is used most often at the retail level. There is odd-even pricing, customary pricing, prestige pricing and pricing lining<sup>16</sup>.

**Odd-Even Pricing:** Odd-even pricing assumes that more of sale product will be sold at N99.99 than at N 100.00 supposedly customers will think or least tell friends that the product is bargain not N100.00 but 99.00 plus a few significances on sales. Expert they do force the cashier to see the cash register. Even prices seem 10 be more unusual today than odd prices. Also, odd-even pricing is biased on alternatives of the numbers themselves. It is believed that certain number are physically more attractive to people<sup>17</sup>.

**Customary Price:** In popular prices, particular products are valued mainly on the basis of custom. Current financial unpredictability have actually made most rates change extremely extensively.

**Reputation Price:** In reputation prices, are evaluated a fabricated high degree to offer stature or a high quality photo. When a greater rate is constant with purchaser's perspective in the direction of the anticipated expense of an item, Status is taken legal action against.

**Price Lining:** When a company established a minimal variety of rate for picked teams of lines or product, it is utilizing a kind of emotional prices called rate line. A merchant might have different designs and also brand names of phone that cost N500. An additional line of mobile might cost N600. Rate cellular lining -streamlines customer's choice production by holding continuous one essential variable in the last option of design as well as brand<sup>18</sup>.

- **Professional Pricing**

Professional pricing is used by person have great skill or experience in a particular field or activity. Professional who provides such product as medical services feel that fees (Price) shouldn't relate directly to the time and involvement in specific cases rather standard fee charged regardless of the problems involved in performing the job some doctors and lawyers fees are price example.

The idea of specialist prices lugs with it the offer that experts have an "moral" obligation warm to cover cost unknowing consumers in some circumstance a vendor can bill consumer a high as well as remain to see numerous devices of the item. If a diabetic person calls for one insulin therapy per day in order to make it through, Medical is an instance. If the rate boosts from N1 to N1000 the person will certainly acquire that

therapy also<sup>19</sup>.

- **Promotional Pricing**

A price is 'an ingredient in the marketing mix, and it is often coordinated' with promotion. The two variables sometimes are so interrelated that pricing policy is promotion oriented. The methods of promotional pricing are price leaders, special-event and superficial discounting pricing.

### **2.1.8 Packaging**

Prior literature on packaging is important to understand the impact of packaging on consumer buying behavior. From the view of some scholars, product packaging is the act of having, securing and also providing the components with the lengthy chain of manufacturing, dealing with and also transport to their locations just as good as they were, at the time of production<sup>20</sup>. Product packaging can be specified as an external aspect of the item. It was additionally emphasized that, it can likewise be specified as a container product. Some scholars specified product packaging as the total functions that underscore the originality and also creativity of the item. It gets on this sight that product packaging is referred to as an entire bundle that ends up being a best marketing recommendation, which boosts impulse purchasing behaviour<sup>21</sup>.

### **2.1.8 Product Packaging and Purchase Decisions**

For some scholars, item packaging comprised a crucial element of predicting a company's brand name's image<sup>22</sup>. Product packaging is viewed as incorporation of style as well as manufacturing of container or wrapper for an item. Product packaging is any kind of container that an item by it will certainly be provided to the marketplace available or whereby essential info regarding the item is sent to the consumer<sup>23</sup>.

Usually, product packaging, in this period of stiffly affordable advertising company

setting, has actually ended up being a device of motivation; as well as its duties has considerably and also continuously changed, from the typical feature of safeguarding the item versus dust, burglary, damage, damages and also messing up, to the modern-day feature of ending up being a device to excite, initiate as well as interesting consumer's interest. It likewise communicates valuable info regarding the item itself at the factor of sale or while still on the rack.

In this study, product packaging is specified as the completeness of characteristics that identified a specific item, to name a few, which can properly connect its worth's throughout individuals for destination objective while on rack or at factor of sale. Product packaging itself plays an integral part in advertising mix as it separates firm's item from its rivals as well as is likewise the method to connect with its customers. Product packaging is the last perception for customers and also, they make buying choices on the basis of item packaging which developed an understanding in the customers minds; as a result, it is extremely crucial that product packaging is striving to safeguard the sale, this might remain in the type of brand name photo, brand name worth's, item high quality and also innovations<sup>24</sup>.

Product packaging executes multi-tasks as well as features which explains the item & its functions as well as likewise connect with the customers as well as additionally secure the item. Product packaging of the item informs concerning various active ingredients, use of the item as well as additionally it informs concerning some preventative measures if the item has any kind of side impacts. The product packaging occasionally consists of various functions like eye-catching shades, images, signs that will certainly improve the appearance of any type of item. The duty of product packaging as a tool for interaction and also branding is enhancing in open markets for FMCG products<sup>25</sup>.

Product packaging is a container or the container or a security for an item. Product

packaging consists of the names and also the brand, brand name logo designs, images of the item, various type of tags such as active ingredients, production and also expiration day, cautions, cost, making use of approach of the item, firm name, business area etc. as well as the primary feature of the product packaging is to conveniently as well as securely disperse the products<sup>26</sup>. The study performed by some scholars integrate the effect of brand name photo, brand name add-on as well as ecological impacts on customers acquisition choice as well as the research study discloses that brand name picture have no favorable connection with the customer acquisition choice and also brand name accessory and also atmosphere results have modest favorable connection yet no favorable connection with the customer acquisition decision<sup>27</sup>.

Product packaging is just one of the primary elements of advertising, creating as well as plays a n vital duty in advertising. An efficient and also a straightforward product packaging will certainly soak up a great deal of customers as well as will certainly boost individual's purposes on purchasing items. If the item has a top quality and also distinct product packaging it stays psychological of the customers for an extended period of time and also by this the customers wishes to purchase that item at the time of purchasing, so it itself did the promo of that item by its product packaging. Product packaging ought to likewise be developed to advertise item sales. As the product packaging will certainly affect customers as well as therefore transform their purchasing habits in the direction of that brand name which will certainly assist business to produce revenue<sup>28</sup>.

When individuals draw in the direction of any type of item so it prevails that they will certainly acquire that item which will certainly enhance its sales and also business's income and also this all can be done just by bring in customers in the direction of any type of item prima facie and also generally the impression is the last perception that will certainly bring about raise the existing sale efficiency. The product packaging is that

vital crucial element which we can utilize to attract our customers prima facie. Product packaging seems among the vital consideration choices that are made at the factor of sale where it comes to be a vital part of the marketing process<sup>29</sup>.

Customers acquire even more amount of item after seeing its tag so it is clear that classifying impact the customers getting habits however there are lots of various other elements that affect which affect the customers getting behavior<sup>30</sup>. Shade plays a vital duty in the advertising of an item. It is one of the most effective aesthetic elements of any type of item. It preserves a customer's passion as well as is related to that item ever before after in the customer's mind. The shade itself personified lots of suggestions and also is frequently enough by itself to interact the message therapy of the picture it represents<sup>31</sup>.

Some scientists discuss regarding product packaging of shade is one of the most vital aspect that bring in the customers as well as alter their purposes in the direction of any kind of brand name and afterwards their acquiring habits will instantly alter from no acquisitions to begin purchases<sup>28</sup>. Graphics as well as shades play essential vital functions in advertising item sales. Shade is an exceptional resource of details to interact with the customers either adversely or favorably and also it is approximated that 62-90% of individuals evaluation and also analysis is based upon shades alone.

Shades have lots of results on customer's actions, sensations and also ideas; so online marketer ought to concentrate on the lengthy used of shades as an aesthetic tool to sustain cognition as well as ideas as well as understanding customer's interest in the direction of the item. As it is stated that environment-friendly shade brings in individuals as it belongs of nature so it brings in individuals in the direction of itself. Such as this, a business ought to be extra concentrated while picking a product packaging shade which will certainly influence on item for a long-term and also will certainly additionally have

impact on the acquiring actions of the customers.

The product packaging product as well as wrappers are additionally really crucial consider item packaging; as the majority of the customer's really did not get the items because of weird product packaging product as well as wrappers. The research study discloses that customers rely on an item or brand name decreases continuously when its product packaging is damaged-up to 55% of customers left the brand name, as well as 36% step in the direction of an additional brand<sup>32</sup>.

Much of individuals these days century desire even more elegant as well as originality so they desire a great product packaging product. The product and also wrappers are additionally impact the sales as if the item is of high quality yet it has no great and also efficient product of product packaging the customers will certainly relocate and also see in the direction of an additional item which have of high-quality product and also fascinating wrapper styles. There is no considerable distinction in between item entailed customers as well as uninvolved ones in regards to bundle style choices for the healthfulness assumptions that it generates<sup>33</sup>.

### **2.1.9 Nature of Packaging**

Sometime a distinction is made between packing and packaging. Packing is concern with protection, where packaging deals with promotion. Model packaging involves protecting and promoting the product. Packaging should be taken into account at early stage in any marketing plan. It is an important marketing tool. There are many definitions of packaging, Bristol and Neil gave the definition of packaging "as the means of ensuring the save delivery of a product to the ultimate consumer in sound condition, at the minimum overall cost" as the art science and technology of preparing goods for transport and sales.

Packaging includes all the activities in product planning that are related to designing and producing the container or wrapper for a product. It is an important part of marketing mix it must protect what it sells and sell what is protect. Besides serving to differentiate or protect a product, it is a major part of overall promotional campaign. It gives the consumer a final push toward exchange<sup>34</sup>.

Packaging was also defined as the activities of designing and producing a container or wrapper for a product". The container or the wrapper is also referred to as quality of items boxed wrapped for storage or shipment. The package has three level of materials.

They are:

- Primary Package
- Secondary Package
- Shipping Package

Primary package is referred to as immediate container. It is a container which directly holds the product. Examples are - cans, bottles, cartoon, drums, handsets and jars.

Secondary Package refers to further packaging necessary for storage, identification or transportation. Branding, Packaging, Labeling and Other products features are interrelated with other marketing activities and marketing element this is to say that a company that manufacture product sold on a self-service basis must devote attention to packaging and labeling in order to attract the consumer at the point of purchase. The point of purchase display (for instance in a retail shop is the silent-salesman that calls the perspective buyer's attention to the product and hopefully makes the prospective buyer decide to buy the product).

Due to the fact that the tag shows up on the brand name and also the bundle is usually on the tag, product packaging certainly is very closely relevant to branding and also

classifying. Identifying is the language of product packaging, it will certainly quick to the component of an item that bring a spoken info concerning the vendor or the item. It might additionally be solitary tag affix to the item or elaborately created visuals that belongs to the tag that could lug just the trademark name or a large amount of information<sup>35</sup>.

Branding is specified by American Advertising and marketing Organizations as a mix, which is planned to determine the items or solutions of one vendor or team of vendors and also to separate them from those of rivals. Product packaging is that component of item preparation as well as growth which connect to the style of an product container or wrapper, whose objective is both to predict the product: as well as improve its worth to the customer. It an essential component of the item in addition to a way of securing the item in many desirable means

The package, whether it be the tube which the tooth paste is squeeze, the can from which the beer it drunk or the carton from which the milk is pour is an integral part of the product fresh and undamaged until it is needed. Packaging is critically important to the buyer's recognition of the product for example stock foods, soft drinks, chewing ram, handsets etc. The packaging as been given serious attention in the area of eye appealing surface design. Designs such as-shape, color, size, and brand mark were considered in an attempt to package goods more attractively than that of the competitors.

Today nearly all consumer goods are packaged and it can truly be said that one of the persuasive forces in marketing this product is the package. At least this is true for a large number of alert and aggressive marketing-oriented companies.

In a review, the basic functions of packaging, and define them by their role in either logistics or marketing. The logistical function of packaging is mainly to protect the

product during movement through distribution channels. In the marketing function, packaging provides an attractive method to convey messages about product attributes to consumers at the point of sale. It may be difficult to separate these two package functions, as they are usually needed. The package sells the product by attracting attention and communicating, and also allows the product to be contained, apportioned, unitized, and protected. Packaging acts multidimensional functions. It offers knowledge about the product and organization, a technique to communicate with consumers and safeguard to the quality of product<sup>36</sup>. In another study, it was revealed that self-service and changing consumers' lifestyle having the ultimate effect on consumer choice. Increase in impulse buying behavior labeling is also communicating to the customer<sup>37</sup>. Some scholars also asserted that integrating the brand image, brand attachment and environmental effects and their impact on consumer purchase decision. Results elaborates that brand image don't have a positive relation with purchase decision, brand attachment has a moderate positive relation with purchase decision and environmental effects but don't have a positive relation with purchase decision<sup>38</sup>. The consumers purchase more quantity of the products, after looking a well-labeled product. Therefore labeling influences the consumer buying behavior, but there are some other factors also, which influence the consumer buying behavior.

In recent times, people are becoming more concerned towards green purchasing because of a grown consciousness for environmental protection. Green purchasing is essentially the act of buying environmental friendly products. The research model in this study examines the consequences of predictor variables (environmental concern, organizational green image and environmental knowledge) upon criterion variable (green purchase intention) with the moderating effect of perceived product price and quality<sup>39</sup>. Packaging could be treated as one of the most valuable tool in today's

marketing communications; Packaging has an important impact on consumers buying behavior. The impact of packaging and its elements can impact the consumer's purchase decision.

More apparel impulse buying and promotional approaches (cash discount) usage between sample, as well as in-store form display (window display) has important role to encourage consumers to buying impulse. They can gift complementary products to encourage consumer to buying impulse<sup>40</sup>. Also sealers can increase apparel impulse buying with decorating their stores in modern style and use attractive lights and colours. The result of the study proves that there is a pivotal relationship between window display, credit card, promotional activities (discount, free product) and consumer impulse buying behaviour<sup>41</sup>.

Both the qualitative and quantitative research showed that respondents adopted similar risk reduction strategies in their purchase of baby care products. This research investigated consumer perceptions and buying behavior of baby care products. The results of the primary research showed that consumers' needs satisfied with then product in terms of reliability and performance and packaging<sup>42</sup>.

Impulse buying is indeed a relevant factor in CE retailing, thus justifying the use of sales packaging. However, optimization is still important. From an economical and environmental perspective it is very costly to apply sales packaging (with additional material use and transport volume) to products that do not need them, or to apply them in an ineffective way. Integrating the brand image, brand attachment and environmental effects and their impact on consumer purchase decision. Results elaborates that brand image don't have a positive relation with purchase decision, brand attachment has a

moderate positive relation with purchase decision and environmental effects but don't have a positive relation with purchase decision.

Whatever be the logistics considerations, packaging is one key food product attribute perceived by consumers. It cannot escape performing the marketing function, even if a company does not explicitly recognize the marketing aspects of packaging. The package is a critical factor in the decision-making process because it communicates to consumers. Intention to purchase depends on the degree to which consumers expect the product to satisfy them when they consume it (Kupiec and Revell, 2001). How they perceive it depends on communication elements, which become the key to success for many marketing strategies.

The package's overall features can underline the uniqueness and originality of the product. In addition, quality judgments are largely influenced by product characteristics reflected by packaging. If it communicates high quality, consumers assume that the product is of high quality. If the package symbolizes low quality, consumers transfer this low quality perception to the product itself. The package communicates favorable or unfavorable implied meaning about the product. It was also suggested that consumers are more likely to spontaneously imagine aspects of how a product looks, tastes, feels, smells, or sounds while they are viewing a product picture on the package<sup>43</sup>. Consumer decision-making can be defined as a mental orientation characterizing a consumer's approach to making choice<sup>44</sup>. This approach deals with cognitive and affective orientations in the process of decision-making. Four main packaging elements potentially affect consumer purchase decisions, which can be separated into two categories: visual and informational elements. The visual elements consist of graphics and size/shape of packaging, and relate more to the affective side of decision-making.

Informational elements relate to information provided and technologies used in the package, and are more likely to address the cognitive side of decisions.

Most FMCG are low involvement products. In low involvement, “consumers do not search extensively for information about the brands, evaluate their characteristics, and make a weighty decision on which brand to buy”<sup>45</sup>. One reason for this is low risk, i.e. these products are simply not very important. The lack of substantial evaluation often results in the inability to distinguish much difference among leading brands<sup>46</sup>. A common result is relatively weak “habit” brand loyalty. Thus, when consumers find a brand which meets their standards, they tend to stay “satisfied” with it, especially, if they are constantly reminded of the brand. But they are not very committed, and substitute easily when it is not available.

Such habit loyalty is fairly common in the West about one-third of women shoppers, and slightly fewer men, buy food products through habit. It is also quite common more broadly in Asia <sup>46</sup>. A recent survey evidence revealed that packaging plays a strong role in reminding consumers about the brand<sup>47</sup>, i.e. it helps to reinforce habit loyalty.

Some observers, though, note that not all consumers view grocery shopping as a low involvement activity. A range of involvement among consumers. Those with higher involvement tend to be more strongly brand loyal, including willingness to postpone purchase or go to another store if the brand is not available. In Thailand, about 20-40 percent of consumers for most FMCG show this level of loyalty, and will postpone or search rather than simply switch to a substitute.

Clearly, consumer use of packaging elements is quite an important issue for low involvement products – generally, informational elements require more mental effort to process than do visual elements, which evoke more of an emotional response. Some consumers are not willing to put forth this small effort, and food products which is of

truly low involvement for them. Others may consider the product more carefully, so that involvement level might shift the package elements which are most critical. I shall look at these various elements in more detail in the remainder of this section, to examine how consumers are likely to use each one.

#### **2.1.10 Visual elements**

##### **➤ Graphics and Color**

Graphics includes layout, color combinations, typography, and product photography, all of which create an image. For low involvement, there is a strong impact from marketing communications, including image building, on consumer decision-making. Evaluation of attributes is of less importance in low involvement decisions, so graphics and color become critical<sup>48</sup>. For many consumers in low involvement, the package is the product, particularly because impressions formed during initial contact can have lasting impact. As the product attribute which most directly communicates to the target consumer<sup>49</sup>, the design characteristics of the package need to stand out in a display of many other offerings.

Many consumers today shop under higher levels of perceived time pressure, and tend to purchase fewer products than intended<sup>50</sup>. Products often appear to be chosen without prior planning, representing a form of impulse buying<sup>51</sup>. A package that attracts consumers at the point of sale will help them make decisions quickly in-store. As the customer's eye tracks across a display of packages, different new packages can be noticed against the competitors. However, eye movement does not necessarily mean attention. When scanning packages in the supermarket, the differential perception and the positioning of the graphics elements on a package may make the difference between identifying and missing an item<sup>52</sup>. Generally, in psychology research, brain laterality results in an asymmetry in the perception of elements in package designs<sup>53</sup>. The recall of

package elements is likely to be influenced by their lateral position on the package, as well as by factors such as font style, size, and color. Recall is better for verbal stimuli when the copy is on the right hand side of the package, and better for non-verbal stimuli when it is on the left hand side. This may imply that, in order to maximize consumer recall, pictorial elements, such as product photography, should be positioned on the left hand side of the package.

Consumers also learn color associations, which lead them to prefer certain colors for various product categories. Using color as a cue on packaging can be a potentially strong association, especially when it is unique to a particular brand. However, people in different cultures are exposed to different color associations and develop color preferences based on their own culture's associations. Simply taking the colors of a particular logo, package, or product design from one market to another should only be done under a thorough understanding of how colors and color combinations are perceived in each location<sup>54</sup>.

#### ➤ **Product Packaging Size and shape**

Package size, shape, and elongation also affects consumer judgment and decisions, but not always in easily uncovered ways. Consumers appear to use these things as simplifying visual heuristics to make volume judgments. Generally they perceive more elongated packages to be larger, even when they frequently purchase these packages and can experience true volume. This implies that disconfirmation of package size after consumption may not lead consumers to revise their volume judgments in the long term, especially if the discrepancy is not very large<sup>55</sup>.

Different sizes also appeal to consumers with somewhat different involvement. For example, low price for some low involvement products, such as generics, is made possible through cost savings created by reduced packaging and promotional expenses.

Generics are usually packaged in larger sizes, which communicates to consumers who are specifically looking for good deals. Such consumers find the low price of the generics, in the right size of packaging, offers excellent value for money. In addition, this could imply that when product quality is hard to determine, as with generics, the packaging size effect is stronger.

#### **2.1.11 Informational elements**

##### **➤ Product information**

The behavior of consumers toward products characterized by high involvement is less influenced by image issues and visual response; in such cases consumers need more information. Written information on the package can assist consumers in making their decisions carefully as they consider product characteristics. However, packaging information can create confusion by conveying either too much information or misleading and inaccurate information. Manufacturers often use very small fonts and very dense writing styles to pack extensive information onto the label, which lead to poor readability and sometimes confusion<sup>56</sup>.

One way consumers reduce confusion from information overload is to narrow down their choice sets. Reducing choice alternatives and evaluative attributes decreases the probability that they will be confused by excessive choice and information overload. This strategy could apply to more experienced consumers, because heavy users potentially look at fewer brand alternatives. In other words, experience makes consumers selectively perceptive and restricts the scope of their search. This is effectively a form of brand loyalty, brought about because consumers do not necessarily want to continue reading labels every time they buy a particular product. Many consumers appreciate food labeling, but are not satisfied with standard formats. For example, a survey data indicates that nearly two-thirds of consumers now read food

labels, but one-third want to see clearer labeling. Other research also shows that many consumers find the format prescribed in law for both voluntary and compulsory labeling difficult to use. In another recent survey, 90 percent of people agreed that nutritional information panels should be laid out in the same way for all food products so that they are easy to understand quickly<sup>56</sup>. While not all consumers use it, the trend seems to be toward increasing attention to such label information. Partly concerns about food safety and nutritional health drive this trend, but it is also driven by the gradually increasing consumer sophistication. During Thailand's recent recession, for example, consumers were loathed to sacrifice living standards, but they did have to watch budgets more carefully. They began evaluating products more carefully to make sure they were worth the prices charged. Whatever be the reasons, more highly involved consumers evaluate message information, relying on message argument quality to form their attitudes and purchase intentions<sup>57</sup>.

On the other hand, packaged food products remain low in involvement for many consumers. In general, consumer acquisition of low involvement products is often done without carefully examining brand and product information. The lack of commitment and attention implies that information on the package carries relatively less value with consumers who view packaged food as low involvement products.

#### **2.1.12 Packaging technology**

Technology developed for packaging comes directly from the current trends in products and consumer behaviors. Powerful retailers also seek greater responsiveness and flexibility from manufacturers, including packaging, to satisfy consumers who are more demanding and sophisticated<sup>58</sup>. Customers are often prepared to pay slightly more for enhanced product value, indicating desire for more quality. However, product and packaging development also constrained in creating products that fully meet the

consumer and channel criteria. Such constraints might be categorized as ingredient, processing, and cost restraints.

Innovation must respond and develop new products that are more efficiently produced, packaged for a longer shelf life, environmentally friendly, nutritionally responsive to each of the emerging segments of society, and meet maximum food safety requirements<sup>60</sup>. Technology embodied in the package plays a big role in this, making it somewhat of a special form of informational element. In addition to its technical role, packaging technology also conveys information which is often linked to the consumer's lifestyle. Therefore, in order to survive in high growth, competitive markets, technology becomes very important for developing packaging, materials, and processes.

It is clear from the review of literature that the importance of packaging development is high, as packaging plays a major role in consumer decisions of fast moving packaged food products. Earlier research, however, is not very extensive, and has not looked very carefully at differences in how packaging elements are used for purchase decisions.

### **2.1.13 Importance of Package**

Packaging seems to be one of the most important factors in purchase decisions made at the point of sale where it becomes an essential part of the selling process. Packaged food products are moving into ever larger supermarkets and hypermarkets, and there is a proliferation of products, offering consumers vast choice. The competitive context is ever more intense, both in the retail store and household. With the move to self-service retail formats, packaging increases its key characteristic as the "salesman on the shelf" at the point of sale. The critical importance of packaging design is growing in such competitive market conditions, as package becomes a primary vehicle for communication and branding.

This section examines how packaging influences buying decisions for packaged food items. The package standing out on the shelf affects the consumer decision process, and package design must insure that consumer response is favorable. The problem is made more complex by several conflicting trends in consumer decision-making. On one hand, some consumers are paying more attention to label information, as they become more concerned about health and nutrition. These consumers are more involved in the product decision and use package information more extensively. On the other hand, modern consumers are often looking for ways to reduce time spent on food shopping and preparation.

Packaging is important for protection and convenience. It has been production oriented in most forms, however its marketing significance has been recognized. The increase in use of branding and the public rising standard of health and sanitation have contributed to the roles of packaging. The importance of packaging is partly shown by its cost and it is expected to continue rising in coming years. The actual cost of packaging might be twice as if all cost of handling, sorting and moving containers were included.

The rising cost for packaging is due in part to a shift from an earlier emphasis on protection to the current interest in the promotional potential of the package. New developments in packaging, occurring rapidly and in a seemingly endless flow, require management, constant attention to packaging design. New packaging materials replace the traditional ones, new shapes and sizes, new closures and other new features. These all make for increased convenience for the consumer and additional selling points for marketers<sup>35</sup>.

In the past purchasing agents used to be in charge of packaging in many companies when protection was the major job of the package, but nowadays, some companies have cooperative packaging staff where product managers or specialists take on the job. When it was decided that packaging is an important tool, managers of packaging development and

procurement services have since then been appointed. The new found status for packaging occurs in part of the -rowing competitiveness in many markets<sup>36</sup>.

A poor package could have long term effects-killing the product for customers who try it, and creating bad will among middle men. In other word, poor packaging ruins the product. Users might assume that the content of the poor package/product will be poor and cannot send a satisfying message. But effective packaging relieves the manufacturers for the difficulties of displaying their products in retail outlets. Therefore, packaging is an important par. of marketing mix and it can have great strategic important of the product. Packaging once an under emphasized aspect of business is getting the attention of industrial leaders, if often spells with difference between marketing strategic by improving the product, for example a better box wrapper, bottle or can may even let a relatively small, unknown firm compete successfully with establish competitors<sup>37</sup>.

A package change often creates a 'New' product by given customer a more desirable quality, that is, it help to introduce a new product or new line. More specifically a firm can correct poor future in the existing container. It can also take advantage of new materials or change their container to aid in promotional programmers. Multiple packs can be the basis of a new marketing strategy. It refers to the practice of placing several units in one container and test after test has proved that multiple packaging increase total sales of the products.

Some company design and promote a package that can serve other purposes after the original content after been consumed. This is known as sense packaging. It helps to stimulate, repeat purchases as the consumer attempt to acquire a matching set of container. Better protective packaging is expecting important to manufacturer and wholesalers and they may have to pay the cost of goods damage in shipment, and these

may delay production so cause loss in sales. Packaging which provide better protection can reduce store cost by cutting breakage preventing, preventing discoloration and stopping theft. On the other hand packaging that is easier to handle can cut cost by speeding price marking, improving handling and display and sieving space<sup>38</sup>.

A scholar is of the view that promotion-oriented packaging may be better than advertising. Plan products routinely seen in retails devices might in fact been seen by a lot more prospective clients than the business's marketing. An excellent plan in some cases offers a company a lot more promo impact that it might potentially manage with advertising and marketing as well as appealing bundle might speed up hand over a lot that complete expense will certainly decrease as a portion of sales<sup>39</sup>.

Since of product packaging, in various other instances complete circulation price might climb. Clients might be pleased due to the fact that the product packaging boosts the product-probably by using much hassle-free or decreasing waste nevertheless, product packaging as worth to the item produce brand-new item as well as brand-new advertising strategy<sup>40</sup>.

The basic functions of packaging as define by their role in either logistics or marketing is mainly to protect the product during movement through distribution channels. In the marketing function, packaging provides an attractive method to convey messages about product attributes to consumers at the point of sale. It may be difficult to separate these two package functions, as they are usually needed. The package sells the product by attracting attention and communicating, and also allows the product to be contained, apportioned, unitized, and protected.

Whatever be the logistics considerations, packaging is one key food product attribute perceived by consumers. It cannot escape performing the marketing function, even if a company does not explicitly recognize the marketing aspects of packaging. The package

is a critical factor in the decision-making process because it communicates to consumers. Intention to purchase depends on the degree to which consumers expect the product to satisfy them when they consume it. How they perceive it depends on communication elements, which become the key to success for many marketing strategies.

The package's overall features can underline the uniqueness and originality of the product. In addition, quality judgments are largely influenced by product characteristics reflected by packaging. If it communicates high quality, consumers assume that the product is of high quality. If the package symbolizes low quality, consumers transfer this low quality perception to the product itself. The package communicates favorable or unfavorable implied meaning about the product.

Consumers are more likely to spontaneously imagine aspects of how a product looks, tastes, feels, smells, or sounds while they are viewing a product picture on the package. Consumer decision-making can be defined as a mental orientation characterizing a consumer's approach to making choice.

#### **2.1.14 Factor that Influences Product Packaging**

Product package plays an important role because it tells the consumer the information about the product as well as the quality of product. Product package design is one of the most significant parts of product strategy. Approximately 70 percent of all purchase decisions of goods are made at the point of purchase. According to this we can conclude that the package itself is the only marketing communication the consumer may receive while evaluating the product. Packaging plays a critical role in the purchasing decision when the consumer is undecided, the package becomes an important in the buying choice because it communicates to the consumer during the decision making time.

There are various factors that influence the buying behavior of consumers such as: Packaging Color, Design of Wrapper, Printed Information, Background image, Packaging Material, Innovation.

- **Packaging Color**

It has been proved that colors have strong effect on perception and therefore colors of packaging can be important. The right choice of colors is an important factor in creating the impression needed to influence brand and product selection. Color of packaging has an important role in making apart one company product from other. The selection of the colors and color combinations is a necessary process for creating a good design package. Color is a key element of design due to the fact that it is usually vivid and memorable. The package color can have a significant effect on consumers' ability to recognize the product. Packaging color draws attention of the consumers. Every color creates different meaning according to the consumer perception. White and black color are used for creating power, red for energy, blue is used for trust, green for balance.

- **Packaging Material**

Material of packaging is important element which prevents the product from loss. High quality material will attracts customers more than a low.

- **Font Style**

Font is important element of packaging which attracts the customer attention. Packaging information can create contrary results. It can lead to misleading or inaccurate information through small fronts and dense writing styles which are used on the package.

- **Design of Wrapper**

Packaging is used for identification of the product. It plays an important role in attracting the consumer. Eye-catching graphics make the product stand out on the shelf and attract the consumers. Graphics can affect through colors and printed lines on the package on which different signs and symbols are located. Holograms and combinations of various materials can encourage consumers to touch the package, thereby inspiring them to try the product.

- **Printed Information**

Printed information contain all the information related to the product quality, price, description which help to identify the brand. This helps customers to make the right decisions and to purchase the product. It is one of the most visible parts of product and important element of marketing mix.

- **Background-image**

Image on the product is important so that they increase the attention and increase familiarity with the particular product. Background image is the image in that is created in the mind of the customer which help to identify the brand of the product. Pictures on the package in form of attractive situations (mountains, beaches, luxury houses and cars) can assist in triggering lifestyle aspirations. Many cosmetic companies design the background-image in the order to represent the image of richness, luxury and exclusivity.

- **Innovation**

Bringing innovation in the packaging design also increase the value of the product like easy open, recyclable, easy store, breakability, child proof, eco-friendly, etc. in the consumer mind. However, a practical factor for product packaging an item is to safeguard it on its path from the manufacturer to the last customer and also sometimes throughout it make use of by the customer. Compare to mass things packaged products typically are easier, cleaner and also much less at risk to sheds spilling, dissipation as

well as putridity. Plan might carry out a firm's advertising and marketing program. Packaging assists to determine an item and also hence might avoid replacement of affordable items. If item, it could be the only substantial means in which a company can separate. In instance of hassle-free products or commercial operating supply for instance, has to customer really feel that widely known brand name has to do with like an additional. Transforming the plan, it is an in costly means to suggest that the item itself has actually been changed<sup>41</sup>.

Sellers acknowledged that efficient security as well as promo attributes in bundle can make use of under promo set you back a rise sale. At the point of purchase the package services as a silence sales person. Some features of the package may serve a sales appeal for example a no drip a self-implicatory reusable jar and so on. Furthermore, the package advertising copy will last as the product is been used in its packaged form.

Monitoring might package its item in such a method to boost earnings opportunity. A bundle might be so appealing that consumers will certainly pay even more simply to obtain the unique plan also hence the rise in rate goes beyond the extra price of the plan. A rise in simplicity handling or a decrease in damages sheds will certainly reduce advertising and marketing expenses therefore raising profit<sup>44</sup>.

### **2.1.15 Functions of Packaging**

First among the functions of packaging at the practicalities. Packaging may be functional; it must protect the product in storage in shipment and often in use. Packaging must consist on the number of layers in serving a different purpose. A pocket of icy beef hamburgers, for instance might have an external cardboard box. This secures the item enroute as well as handling, producing system of a common dimension that can conveniently be compacted for shipment to the merchant. The external box additionally enables the retail screen to be clean and also appealing offering essential item info, food

preparation guideline, and also marketing indicates today to the consumer. Inside package, the hamburgers might be secured in teams of 6 inside clear plastic wrapping<sup>45</sup>.

This avoids them from experiencing fridge freezer melt all-natural procedure of wear and tear in unguarded icy food. The private hamburgers are ultimately divided from each various other with a solitary sheet of movie to stop them from sticking. Icy food is not the only location in which it is essential to maintain quality, container of coffee and also canisters of dried out milk, such as Wonder have an internal seal which offers the dual function of maintaining the item fresh till it is opened up and also assuring the consumer that the item has actually not been damaged prior to acquisition.

Other packaging function centre on convenience for the consumer, both in terms of ease of access and ease of use. An example of packaging that also helps the usage of the product is shower gel. The lid of the pack, incorporating a hook, is removed and clipped to the bottom of the pack to allow it to be hung in the shower. A self-sealing mechanism in some packs means that the contents do not drip out unless the pack is purposefully squeezed. In the convenience food sector, ease of use has come with the development of packaging that can be placed straight inside a microwave oven and thus serves as a cooking utensil. These last examples also underline the necessity for packaging materials, design and technology to underlined the necessity for packaging materials, design and technology to develop in parallel with markets and emerging market needs<sup>46</sup>.

Consumer pressure for fewer preservatives and additives in food products has also encouraged the development of packaging that better preserves pack content. Conversely, s in packaging, technology can themselves lead to the opening up of new opportunities. The development of the 'widget' a device incorporated into beer cans, has opened up the market for canned beer that behaves and tastes like draught<sup>47</sup>.

A less positive driving force behind packaging development in the late 1980s was the end space of attempts at corporate blackmail through product tempering scares. Manufacturers and retailers at corporate blackmail alike become very concerned to hasten the development of packaging that was difficult to interfere without leaving an obvious trace. Many jars or package now have at least a visually prominent seal on the outer pack with the verbal warning that then product should not be used if the seal is damaged<sup>48</sup>.

### **2.1.16 Packaging in the Marketing Mix**

Packaging plays an important part in the marketing mix, as already outlined its functional importance, its communication possibilities and its crucial role as a first point of physical contact between the buyer and the product. Effective and thoughtful packaging is recognized as means of increasing sales.

Even the choice of the range of pack sizes to offer the market can reinforce the objectives of the marketing mix. Trial size packs, clearly labeled as such, help with new product launch by encouraging low risk product trial Small sized packs of an established product may reinforce a commitment of a market segment comprising single person households, or infrequent users. Larger packs target family usage, heavy users generally, or the cost conscious segment who see the large pack as better value for money. The increase in out-of-town shopping by car means that consumers are far better than ever before to buy large, bulky items<sup>49</sup>.

This trend has developed further into the demand for multiple packs. When the US warehouse club first opened in the UK, it only sold inbuilt quantities such as gallon jars of HP Sauce, 10-kilo packs of dishwashing powder and 14 kilo packs than the customer really wanted, even when buying in bulk. Pack sizes may also be closely linked with end

use segmentation. Ice cream could be packaged as either an individual treat, a family block, or a part sized tub. The consumer selects the appropriate size depending on the end use, but the-choice must be there or else the consumer will turn to another brand<sup>50</sup>.

Any organization needs to appreciate the changing demands made on packaging as consumer change. These trends can be anticipated or followed, and treated as another tool of competitive strategy. One particular trend over recent years has been pressured on manufacturers to improve the recyclables of their packaging. The European commission introduced a Directive stipulating that a minimum of half of all waste packaging must be recovered; at least a quarter must be recycled (but a minimum of 15 percent for each different materials). The commission's next is to look at technical standards, and to decide what can and cannot legally be used in packaging. Some countries already take a more stringent approach to recycling than others. However, as the Economists pointed out, Germany's rule that at least 72 percent of drinks bottles should be refillable may be environmentally laudable, but it does tend to favour local drinks suppliers, against the spirit of the SEM and unrestricted competition<sup>51</sup>.

In developing a new product or planning a product re-launch, an organization needs to think carefully about all aspects of packaging and its integration into the overall marketing mix of the product. The technical and design considerations, along with the likely trade and consumer reactions, need to be assessed. Consumers in particular can become very attached to packaging. It can be as recognizable and as cherished as a friend's face and consumers may not, therefore take kindly to plastic surgery. Sudden packaging changes may lead to a suspicion that other things about the product have changed for the worse too. All of this goes to show that as with any aspect of marketing, packaging design and concepts need careful research and testing, using where possible one of a growing number of professional consultancies in the field<sup>52</sup>.

### **2.1.17 Packaging Policies**

**Changing the Package:** The question of whether to change a package and if so, when to make the change are related. The trend today is in favour of change, and this trend is gaining momentum. In general, management has to reason for considering package innovation, to combat a decrease in sales, and to expand a market by attracting new groups of customers.

More specifically a firm may want to correct a poor feature in the existing container, a company may want to take advantage of new materials and at times to aid its programmes. A new package may be used as a major appeal in advertising copy, or the old container may not show up well in advertisement.

**Packaging the Product Line:** A company must decide whether to develop a family resemblance in the packaging of its general products. Family packaging involves the use of technical packages for all products with some consumer features differentiating the individual product. On the other hand, family packaging should be used only when the product are related in use and are of similar quality.

**Price Packaging:** When company design and promote a package that can serve other purpose after original components have been consumed. The company is doing so with the ultimate aim of stimulating repeat purchase as consumer attempts to acquire a matching set of containers and at times the used packages becomes an advertisement copy for purposes for reminding the initial buyer<sup>52</sup>.

**Multiple Packaging:** For many years there has been a trend towards multiple packaging or the practice of placing general units in one container for example barbing tools, men's suites, beer motor oil etc. are packages in multiple units. Test has proved

that multiple packaging increases, total sales of the organization's product.

### **2.1.18 The Influence of Packaging on the Marketing Mix**

There are three possible ways of viewing marketing package relationship. One would be simply to add the package to the four major market variables of products, price and place. It could be pointed out that in many instances, packaging is an independent influential force which alters marketing tactics. It could also be argued that a packaging concept is capable of extensively making product attractive to consumers such that it could be the fifth major variables of marketing mix variables. The second approach could be as at least one authority has suggested to drop 'place' from the four 'pa' and - add package<sup>53</sup>.

- **Product Package**

In order to study the product package, it is necessary to consider what is meant by the integrated product. An integrated product is simply the product and its package considered as a whole it is assumed that consumer purchase both the product and the package as a unit and not making individual, choices in the transaction.

By utilizing the integrated concept, it is possible to affect production through two variables rather than one, the actual product and the package. With the foregoing in mind the existing relationship of the package to the product strategy as an element which can be altered and which can provide the sought after newness. The product strategy can be considered as comprising of two elements, the package and the actual product both capable of manipulation and contributing as a new total product<sup>54</sup>.

- **Promotion Package**

Another method of gaining a competitive advantage is through the use of promotion. It is not merely enough to relate product offering to the consuming public the promotion

must feature integrated product differences and innovation, advertise other products and product a company's image. Promotion can be broken down into three fundamental activities: Salesmanship, advertising and public relations. The package serves a tool and medium in implementing these activities<sup>55</sup>.

One purpose of advertising is to motivate people to act as a chartered manner. The package can serve two important advertising roles: As an advertising medium and as a tool, it may be used in advertising media. For example, it may as a focal point for theme employed on television, in radios, magazines, newspapers and bill board. This of special importance when the package has contributed substantially to the integrated product. A convenience feature, new size or shape, or better protective feature may also serves as an identifying tool in other media. The product sold in package form requires recognition. The package therefore may be used as a media tool to portray the form of the advertised product. For instance, a package product displayed on television will instantly be recognized when seen at a retail store<sup>56</sup>.

- **Price Package**

A scholar contributes towards the price package strategy by saying that pricing is said to be one of the least understood or defined marketing Ps he said that one reason for this is that there many pricing objectives which may be maintained to captured new markets, increases market shares, increases sales and many others. These objectives cannot change rapidly. In one situation, a given pricing strategy may be effective in meeting an objective, in other; it may be useful since pricing strategy is to complement the influence of packaging on it<sup>57</sup>.

Indeed the packaging probably has less influence on price. The package may influence price by means of its relation to cost reduction. By changing package materials, designs,

and other concepts, it may be possible to -lower costs, assuming that price is in part, determined by costs, the package can influence on the ultimate price charge for the product in the market place.

- **Place Package**

The task of place strategy is to make supply tallies with demand. It provides a distribution strategy which is in harmony with the promotion and price strategy. There are three essential parts to matching supply with demand. The first is the task of physically moving goods to centre of demand. The second task is that of assembling from the entire product supplied, an assortment to march the different segment of demand. The third task is to stimulate exchange. These tasks are accomplished by means of distribution network made up of retailers, wholesalers and special agents. This strategy is involve in selecting the proper combination of institutions from the distribution network to provide maximum impact union selection of outlets such that it does aid in the management of given mix.

At times distribution is made easier by different packages attached to different market segments, that is, economical pack, family pack, gift attached pack, gift attached pack etc. some of the considerations in this area are distribution center planning, inventory contribution of the package, area of product handling<sup>58</sup>. It enhances this by performing functions similar to transport vehicles and distribution centre. Finally, the package may be though of as performing a transportation function from the consumer's home utility shelf to the point of use. In this instance, the package may provide for parts or other dispensing device which aid in the use of product<sup>59</sup>.

### **2.1.19 Packaging as a Marketing Tool**

Marketing must as a matter of deliberate policy supply data on anticipated sales,

distribution methods, sales strategy, intended market price and so forth. The surface design of the package will be based, to a large extent on information received from marketing. They should give final approval on the graphics and the firms.

Since they will determine how to sell the products, the sizes of the unit package, number of packages per shipping container any other package characteristics will be based upon their decision. This is another group that should be represented in the, early stage of package planning. Much marketing research including package evaluation, consumer motivation and test marketing is being handled by today by outside agencies, many of these organizations specialize in package related problem and package being use to a considerable in marketing and achieving sales volume especially by the big companies or multinationals.

Most big companies themselves as trained psychologists, market analysts and other specialists on their staff list who can provide a variety of services together with information which is helpful in the design of the package and in predicting the success or failure of the proposed package<sup>60</sup>.

#### **2.1.20 Nigerian Cultural Influences and Multi-communication via Mobile Phones**

A 2015 Pew Research Center exposes the level of cellphone usage in Sub-Saharan Africa. Smart phone possession in several Sub-Saharan nations is about comparable to the USA. Around 89 percent of Nigerian as well as American grownups possess a smart phone. One of the most usual smart phone tasks amongst Nigerians are texting (80 percent), taking photos or video clip (57 percent), accessing socials media (35 percent), obtaining wellness info (23 percent), making and also getting repayments (15 percent), seeking as well as requesting tasks (15 percent), as well as obtaining customer details (14 percent) <sup>61</sup>.

There are considerable distinctions by age. Amongst Nigerians, about 89 percent of 18-to-34-year-olds send out sms message contrasted to 67 percent of those 35 years of ages and also above<sup>61</sup>. Technical adjustment has actually progressively brushed up via sub-Saharan area over the previous 20 years, substantially influencing way of lives as well as workplace. Some scholars additionally kept in mind that the development of Africa as one of one of the most rapidly-growing phone markets in the world<sup>62</sup>. This fad is driving an unmatched surge in financial as well as lifestyle experiences. Over the previous years, politicians and also chosen authorities in Africa have actually stressed the vital requirement for the continent to welcome modern technology in order to sign up with the details culture and also take part in the worldwide understanding economy<sup>63</sup>.

The methods which working specialists in Nigeria and also in various other components of Africa have actually been performing and also executing their main tasks have actually been affected enormously by the introduction of smart phones. Some brand-new research studies have actually kept in mind the frustrating worldwide effect of cellphones as well as its change of typical practices in casual as well as official contexts. Furthermore, it shows up that Nigeria as well as various other African nations welcomed making use of smart phones also promptly, leading to blended sensations and also outcomes due to evident absence of etiquette as well as impoliteness being used the tool in specialist setups.

A variety of African scientists have actually observed extensive use cellphones in organization setups. They additionally report that cellphone usage shows up both turbulent as well as valuable in expert setups as lots of young Africans show up addicted to their tools or have actually blown up of correct use their smart phones in expert settings<sup>64</sup>. Little research study exists concerning the function of society in figuring out cellphone decorum as well as actions. Some Western scholars have actually

recommended that smart phones can offer to preserve social communication a lot more so in collectivist countries<sup>65,66</sup>. Some study suggests that Americans are much less approving of mobile phone usage in job settings as well as are a lot most likely to see it as sidetracking contrasted to various other cultures<sup>67</sup>.

We would certainly anticipate that Nigerian societies would certainly embrace actions as well as perspectives connected to cellphone usage based upon the method collectivist and also high-context norms<sup>68</sup>. Prior relative research study concerning cellphone usage contrasts American as well as Chinese standards of cellphone usage in meetings<sup>69</sup>.

### **2.1.21 Customer's Preference**

Consumer preference explains how an individual rank a collection of goods and services or prefers one collection over another. This definition assumes that consumer ranks goods and services by the amount of satisfaction and utility they derive from the product. The preferences of certain consumers are also determined by their level of income, the price of the goods and service and the willingness and ability of the consumer to purchase the product at the time needed. A consumer preference assumes that the consumer can choose consistently and among alternative goods and services available for purchase. The consumer must prefer one set of goods or services over another or treat all as equally beneficial. Consistency is an issue when the consumer more than two alternatives. If a consumer rank brand of mobile phone as better than the other or feels there's more utility and satisfaction to derive from the mobile phone type compared to another at every time purchases are made, the consumer will always go for its brand preference. Customer satisfaction is the feelings of pleasure and disappointments resulting from the comparison of products, perceived performance or outcomes in relation to the person's prior expectations. The satisfaction is the level of a person's felt state resulting from comparing a products perceived performance (outcomes) in relation

to the person's expectation. There is relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles. The choice of a cellular phone is characterized by two attitudes: attitude towards the mobile phone brand on one hand and attitude towards the network on the other.

Customer choice examines specific ranking of a collection of solutions as well as products or chooses one collection over an additional. This meaning thinks that customer rankings items as well as solutions by the quantity of contentment as well as energy they stem from the item. The choices of specific customers are additionally identified by their degree of earnings, the cost of the products as well as solution as well as the determination and also capability of the customer to acquire the item at the time needed<sup>70</sup>.

A customer choice thinks that the customer can select regularly as well as amongst different products and also solutions readily available for acquisition. The customer needs to favor one collection of items or solutions over one more or deal with all as just as useful. When the customer extra than 2 choices, uniformity is a problem. If a customer ranking brand name of smart phone as much better than the various other or really feels there's even more energy as well as contentment to stem from the cellphone kind contrasted to one more at each time acquisitions are made, the customer will certainly constantly choose its brand name choice.

Client fulfillment is the sensations of satisfaction and also frustrations arising from the contrast of items, viewed efficiency or results in connection with the individual's previous assumptions. The contentment is the degree of an individual's really felt state arising from contrasting an items regarded efficiency (end results) in connection with the individual's expectation<sup>71</sup>. A scholar evaluated that there is loved one value of solution

top quality characteristics and also revealed that responsiveness is one of the most significance measurement complied with by dependability, client viewed network top quality, guarantee, compassion, comfort as well as tangibles. One more scholar located that the selection of a cellphone is identified by 2 perspectives: mindset in the direction of the smart phone brand name on one hand and also mindset in the direction of the network on the other<sup>73</sup>.

### **2.1.22 Consumer Fulfillment**

A scholar presume that complete satisfaction is an individual's sensations of satisfaction or frustration that arise from contrasting an item's regarded efficiency (or result) to expectations<sup>74</sup>. Whereas, client fulfillment means an outcome of a consumer's assumption of the worth gotten in a purchase or partnership<sup>75</sup>. It is against this backdrop that this shows that consumer contentment is checked out as affecting redeeming purposes as well as habits, which, in turn, leads to a company's future income as well as profits<sup>76</sup>.

Client contentment is a consumer comments in the type of examination after acquiring some solutions or items compared to consumer assumptions. Consumer complete satisfaction is gauged by utilizing the consumer assumptions with the efficiency of the items or solutions that can fulfill the requirements and also wishes of the customers<sup>77</sup>. A completely satisfied client indicates that there are resemblances in between the efficiency of the products as well as solutions with the hope of the consumers, where it will certainly urge them to re-purchase the items. At the exact same time, a dissatisfied consumer would certainly convince the various other clients to not re-purchase and also consequently, they will certainly relocate to an additional brand name rival.

Client complete satisfaction is the level at which an item's viewed efficiency matches a

customer's assumptions. Consumer complete satisfaction includes a number of indications, particularly commitment, complete satisfaction, bought passion, tiny need to make a grievance, the determination to advise the item, as well as the credibility of the company.

### **2.1.23 Product High Quality**

Top quality can be specified extensively as supremacy or quality. It was defined that item is anything that can be used to a market for interest, purchase, usage, or usage that may please a require or desire, stated that "top quality of item is the client's assumption of the total high quality or supremacy of the services or product, relative to its desired function, about alternatives<sup>79</sup>. It was presumed that item top quality is Item high quality is the attribute of a service or product that bear upon its capacity to please mentioned or suggested client demands.

It is essential to keep in mind that the top quality of the item is not evaluated by the business point of view, it is seen from the viewpoint of the client. Connected with that, it increased 2 vital aspects that influence the high quality of the item, particularly the anticipated item top quality as well as the viewed item top quality. Carefully, if the viewed item remains in line with the assumption, after that the client will certainly regard the item top quality as a high quality as well as additionally really feel pleased. Alternatively, if the viewed item top quality is not as anticipated, after that the high quality of the item as the consumer viewed is certified as a negative item top quality. Hence, the credentials of both excellent as well as poor item relies on the capability of the firm to satisfy the client expectations<sup>80</sup>.

Top quality is the quality that bears its capability to please consumer needs, either revealed or suggested. Some scholars believed that the high quality of the item includes

a number of indications, specifically efficiency, functions, dependability, conformity, longevity, solution capacity, appearances, as well as regarded quality<sup>81</sup>.

## **2.2 Theoretical Frameworks**

A theory is frequently seen as an “untested doubt or guess” without the supply of prove.

A theory may be a well-substantiated clarification of an angle of the characteristic that can consolidate laws, speculations and realities.

### **2.2.1 Theory of Trying**

The theory of trying propounded by Bagozzi is concentrated on the evaluation of attempting to act. The theory proposes a three dimensional conceptualization of attitude similar to responses to behavioural outcome. Put it simply, theoretically, by articulating Bagozzi’s assumptions towards a reasoned activity is changed by a perspective towards attempting as well as a limited objective<sup>82</sup>. In connection with this concept, a scholar determined two primary factors of why customers might fall short to attempt to take in Customers might fall short to think about the choices offered to them. Customers might knowingly avoid from getting for numerous factors.

The theory offers an intriguing alternative method to the designs formerly taken into consideration. Instead of taking a look at specific habits, the design analyzes attempting to act. Subjective standards, perspective towards the procedure or methods of attempting, perspectives as well as assumptions of success and also mindsets and also assumptions of failing are impersonated the crucial antecedent variables to intent to attempt; itself the crucial forerunner to attempting. Previous habits has actually been discovered to affect customer selection in a number researches as well as is therefore incorporated as an essential impact within the theory<sup>83,84</sup>.

Among the advocates of the concept recommend in conversation of this concept that as opposed to customers having behavior intents, they instead have behavior objectives in lots of circumstances, as well as they need to use up initiative and also make the purposive undertaking to meet these objectives. To date the concept of attempting has actually primarily been put on health and wellness relevant choices, and also just a few researches have actually used it to retail usage choices. Some components of the concept have actually been sustained empirically, however not every one of the variables have actually been located to be considerable in every test<sup>83</sup>. In a fillip to the concept, released study right into the factors for customers 'stopping working to attempt to eat'. In this instance, customers are claimed to either stop working to see or be oblivious of their choices, or make a mindful initiative not to eat.

### **2.2.1 Theory of Attractive Quality**

Motivated by Herzberg's Motivator-Hygiene Concept (M-H Concept) in behavior scientific research, Teacher Kano and also his associate's created theory of attractive quality. A difference in between complete satisfaction and also discontentment was initially presented in the two-factor concept of work satisfaction<sup>84</sup>. Basically, the concept assumes that the variables that trigger work frustration are various from the elements that create work contentment. The Concept of Eye-catching High quality works to much better recognize various elements of exactly how consumers assess an item or offering<sup>85</sup>. Over the previous 20 years this concept has actually acquired boosting direct exposure and also approval as well as it has actually been used in critical reasoning, organization preparation, as well as item growth to show lessons found out in item, advancement, as well as competition compliance<sup>86</sup>.

Due to the fact that of the absence of informative power of a one-dimensional acknowledgment of quality, the Concept of Eye-catching Quality come from.

Individuals are pleased if a bundle of milk prolongs the expiration day of milk and also discontented if the plan reduces the expiration day of milk. For a high quality feature such as leak, individuals are not pleased if the plan does not leakage, however are extremely discontented if it does. The one- dimensional sight of high quality can describe the function of expiration days however not leak. To comprehend the function of high quality characteristics, provide a design that examines patterns of top quality, based upon consumers' fulfillment with particular high quality features and also their level of sufficiency<sup>87</sup>.

The physical adequacy of a particular high quality characteristic is presented and also the upright axis reveals the fulfillment with a particular high quality attribute<sup>88</sup>. The concept clarifies exactly how the partnership in between the level of adequacy, and also consumer complete satisfaction with a top quality feature, can be identified right into five groups of regarded top quality: 'eye-catching top quality', 'one- dimensional high quality', 'must-be top quality', 'uncaring high quality' and also 'reverse top quality'. Their suggestions resemble high quality concepts recommended by Mizuno and also Ishikawa, however along with concept, Kano and also his associates likewise give us with a technique for use<sup>89</sup>.

Appealing high quality characteristics can be referred to as shock as well as joy features, and also offer fulfillment when accomplished totally however do not trigger discontentment when not fulfilled<sup>90</sup>. These are characteristics that are not typically anticipated e.g., a thermostat on a plan of milk revealing the temperature level of the milk. Considering that this kind of high quality characteristics frequently all of a sudden joy clients, they are equally as usually overlooked. An instance of this is the late Dr. W. Edwards Deming's instead bantered declaration: "The client never ever asked Mr. Edison for a light bulb" <sup>91</sup>. Scientists have actually stressed the significance of eye-

catching high quality development since it looks like this measurement has actually been overlooked by high quality professionals that have actually often tended to concentrate on exactly how to remove points gone wrong<sup>92</sup>.

When met and also result in frustration when not fulfilled, one-dimensional top quality associates outcome in complete satisfaction<sup>93</sup>. These qualities are talked and also are the ones with which firms compete. A brand-new milk plan which is claimed to consist of 10% even more milk for the very same rate is most likely to result in consumer fulfillment, yet if it really just consists of 6% even more milk, it is most likely that the consumer really feels misguided which results in frustration. When satisfied yet result in discontentment when not fulfilled, must-be top quality features are taken for approved<sup>94</sup>. In our instance with the bundle of milk these characteristics can be stood for by leak. Clients are disappointed when the plan leakages, however when it does not leakage the outcome is not raised client contentment.

Given that the consumer anticipates these qualities and also sees them as fundamental, it is not most likely that they are mosting likely to inform the firm concerning them when inquired about high quality features. They presume that firms recognize these item layout fundamentals<sup>95</sup>.

There are two even more high quality measurements; detached top quality characteristics and also reverse high quality attributes<sup>96</sup>. The initial one describes elements which are neither negative neither great and also subsequently they do not lead to either client fulfillment or client discontentment. The last describes a high level of success leading to discontentment (and also the other way around; a reduced level of success leading to complete satisfaction) as well as to the reality that not all clients are alike. Some consumers like modern items while others choose the fundamental design of an item and also will certainly be disappointed if an item has also several added functions.

The concept of appealing high quality anticipates that item characteristics are vibrant, i.e., gradually a feature will certainly alter from being eye-catching, to one-dimensional, to must-be, to detached give empirical proof for the characteristics of the remote for a tv that has actually adhered to a life process such as the following: Uncaring top quality Eye-catching top quality One-dimensional high quality Must-Be top quality. By exploring client understandings of remote controls<sup>97</sup>.

### **2.2.2 Achievement Motivation Theory**

The history of this theory was rooted in McClelland's achievement motivation theory. The theory tries to anticipate and also clarify practices as well as efficiency based upon an individual's demand for association, power and also accomplishment<sup>98</sup>. The achievement motivation theory is additionally described as the Gotten Demands Concept or the Found Out Requirements Concept. In words of Daft, the Gotten Demands Concept as McClelland's concept that recommends that specific sorts of demands (success, association, power) are obtained throughout a person's life time<sup>99</sup>.

Accomplishment inspiration has actually been specified as the degree to which people vary in their requirement to make every effort to acquire benefits, such as physical contentment, appreciation from others and also sensations of individual proficiency. This suggests the Accomplishment Inspiration Concept discovers the concept that there are 3 significant demands that functioning staff members in institutions regardless of the degree will certainly obtain over their life time as an outcome of the experiences in their profession or in their very own individual lives<sup>100</sup>. Some proponents of this theory highly thinks that in order for supervisors to recognize human practices and also exactly how a person might be inspired, they need to initially comprehend their dispositions as

well as requirements. The demand for success is specified as the success in competitors with some criterion of quality. This assumes that, the objective of some person is to be effective in regards to competitors with some criterion of quality. The person might stop working to accomplish this objective, yet the worry over competitors with a criterion of quality still allows one to recognize the objective looked for as an accomplishment goal<sup>101</sup>. This, after that, is the common interpretation of Accomplishment". Furthermore, it was explained that competitors with a criterion of quality was most significant when a person remained in straight competitors with somebody else yet that it can additionally appear in the issue for exactly how well one private does a job, despite just how another person is doing.

The requirement for success is the subconscious problem for quality in achievements via private initiatives". It was specified the demand for Accomplishment makes up 4 primary locations specifically; the wish to achieve something tough, obtain a high criterion of success, master facility jobs and also go beyond others<sup>102</sup>. Typically, people that show the requirement for success look for to achieve tough however sensible objectives. Such individuals will certainly act in manner in which will certainly aid them to outmatch others, exceed some requirement or satisfy of quality, or do something unique<sup>103</sup>. This suggests that a person's demand for accomplishment is driven by the difficulty of success and also the worry of failing. Peoples require for accomplishment is modest and also they establish on their own reasonably uphill struggles. They are logical in nature as well as take computed threats. When they see at the very least some opportunities of success<sup>104</sup>, such individuals are encouraged to execute.

It can be reasoned from the different meanings that staff members with high success requires look for to master their job and also values acknowledgment of their initiatives.

They often tend to stay clear of scenarios where there is just a tiny gain while additionally staying clear of high threat scenarios where failing is an opportunity.

### **2.2.3 The Need Required for Power**

A scholar specified the requirement for power as a "worry about the control of the methods of affecting an individual". One more scholar specified the requirement for power as "the subconscious issue for affecting others and also looking for placements of authority". The requirement for power is the wish to affect or regulate others, being liable to others, and also commanding over others. Normally, people that show the requirement for power have a wish to be significant as well as intend to make an influence. McClelland kept that an individual's requirement for power can be either kinds particularly; institutional as well as individual.

Those that require individual power intend to guide others. Individuals that require institutional power (additionally referred to as social power) wish to arrange the initiatives of others to enhance the objectives of an establishment. Supervisors with a high requirement for institutional power have a tendency to be extra efficient than those with a high requirement for individual power<sup>105</sup>. Essentially, employees with high demand for power tend in the direction of impact as well as control. They such as to be at the centre as well as are excellent orators. They are requiring in nature, powerful in good manners as well as enthusiastic in life. If they are offered crucial placements or power settings, they can be encouraged to do. In his interpretation of the demand for Association, a scholar mentioned that the requirement for Association is developing, keeping, or recovering a favorable affective connection with this partnership as well as an additional individual is most appropriately defined by the word relationship"<sup>106</sup>. The demand for association is the subconscious problem for creating, keeping, and also recovering close individual partnerships". Daft specified the requirement for Association

as "the wish to create close individual connections, prevent dispute, as well as develop cozy relationships"<sup>107</sup>. He included that people that show the demand for Association are looking for communications with other individuals and also are social in nature. They associate themselves with teams and also people. They are driven by love as well as belief. They such as to develop pleasant settings amongst themselves. Social acknowledgment as well as association with others offer them inspiration.

#### **2.2.4 The Duty of Product Packaging in the Assumption of Top quality**

Product packaging has actually typically been viewed as a vital part of the physical item in the feeling that it shops and also secures its web content. The modification of consumer assumptions, nevertheless, as clients end up being a lot more requiring, indicates that the function of product packaging ends up being more vital as it can be made use of to give various solution measurements (e.g., details and also features). Clients do deny solutions or items. They purchase the advantages that solutions and also items supply, i.e., clients look for services that offer their very own value-generating process<sup>108</sup>. The repercussion is that the typical viewpoint of product packaging requires to be widened as well as not restricted to a box, a container, or a container in order to check out exactly how product packaging can add to enhance the viewed top quality as well as consumer worth.

The bundle frequently is essential to the client's impression of a brand name, its high quality, or value<sup>109</sup>. When they are shopping, research study reveals that clients make options in between items within secs. Within those couple of secs the bundle requires to be a "quiet salesperson" that markets the item, brings in the client, and also hold the

focus versus the aesthetic clamor of affordable items<sup>110</sup>. Currently in 1950, Teacher Brown at the College of Chicago explored the function of product packaging look at the factor of acquisition. In his research studies of combing cleanser, a brand name that attempted to surpass consumer assumptions in product packaging look did not obtain benefit in raised consumer fulfillment.

Then in time, it appeared that product packaging look was thought about an uncaring top quality feature. Advertising and marketing that a brand name has actually boosted its top quality increases the assumptions of regarded quality<sup>111</sup>. A comparable result can be thought to exist when the style of a plan is transformed to interact a brand-new message, i.e., to show a premium quality item. A presumption made in this research is that the duty of product packaging has actually altered from being detached in the 1950s to being appealing today. Favorable impressions at factor of acquisition will certainly not, nonetheless, last long if the plan is useful as well as not easy to use as soon as the customer has actually brought it home. The bundle has to be very easy to utilize, the info on it should matter to make sure that the customer does not abuse the item, it needs to match storage space rooms, as well as if the item must be dosed the bundle needs to promote this etc. In recap, we can claim that customers might review an items or offering's top quality when they acquire it (getting a drink) or when they eat it (consuming alcohol a drink). This suggests that the understanding of top quality is developed both at factor of acquisition and also throughout use. The effect is that the high quality features of plans require to be made for presenting top quality both when on the rack in a shop, as well as throughout use in the house of the client.

### **2.3 Review of Empirical Studies**

A scholar said in 2018 that the cost variable, brand name picture, style, high quality, technological factors to consider, as well as viewed worth have a substantial impact on

acquisition purpose. It was mentioned that all these aspects are thought about by customers throughout their acquiring of vehicles. Scientist ended that all these aspects have actually urged the consumers to get the auto. He discovered the result of cellphone qualities on the customer purchasing choice. They located that the technological attributes of the cellphone as well as looks, photo as well as source, home entertainment have a substantial function in the selection of the smart phone. Rate has a considerable impact on the customer's acquisition intent in the purchasing of mobile phone<sup>112</sup>.

In 2020, study was performed to recognize the aspects impacting use social business in Indonesia. The located that social aspects, hedonic inspiration, cost worth personal privacy, behavior, and also element aspects have substantial impact on behavior purpose. Rate worth has a substantial favorable impact on behavior intent. Rate has actually been discovered to have a substantial impact on acquisition intension in numerous previous studies<sup>113</sup>.

In 2020, one more scholar discovered the influence of brand name depend on, viewed worth on brand name choice, and also acquisition purpose. The outcome of the research located that the brand name trust fund and also viewed worth like cost have substantial favorable impact on acquisition purpose and also brand name preference<sup>114</sup>.

In a research, the influence of item packaging on customer's purchasing practices in Karachi, kept in mind that product packaging is taken into consideration as one of the most crucial element that affected customer acquiring practices. In their verdict, aspects like colour, product packaging product, style of wrapper as well as development were discovered to be vital variables when customers were making any kind of purchasing choice. Approaches released consisted of; straightforward arbitrary tasting, 5 factors Likert range varying from (1) highly differ to (5) highly concur organized set of

questions for information collection, detailed data and also Pearson's relationship for analysis<sup>115</sup>.

In the exact same blood vessel, some scholars investigated on the influence of customer item bundle high quality on customer contentment, brand name assumptions, customer financial investment as well as behavior in The golden state, revealed that product packaging attributes were indivisible element of the item and also crucial to examination of the total usage experiences. Product packaging has an essential function to play in structure rewarding consumer-brand connections. Qualitative, architectural as well as speculative modelling evaluation strategies were utilized as methods<sup>116</sup>.

In 2014, some scholars took a look at the partnership in between product packaging and also customer acquiring (an instance research: contrast of sterilized 1.5 L milk of brand names Roozaneh as well as Mihan) in Shiraz city revealed that product packaging aspects like colour, context photo, product packaging product, design of composing, cover style, published details as well as advancement have favorable considerable partnership with customer acquiring behavior. Techniques used consisted of; structured survey for accumulating information as well as inferential as well as detailed data for analysis<sup>117</sup>.

Some pupils dealt with the function of product packaging in customer acquiring practices (A research of College student of Peshawar Area KPK Pakistan) revealed that product packaging was a crucial aspect that affects customer acquiring practices. It was verified that the customer purchasing choice was highly based upon product packaging as well as its functions. Aspects taken into consideration in their research studies consist of; colour, product packaging product, history photo, and also layout of the wrapper, published info, advancement as well as font design. Technique used consisted of using

set of questions to collect information, and also basic arbitrary tasting of 100 populations<sup>118</sup>.

A recent research got on the duty of product packaging on customer acquiring practices in Patan Area. They verified a considerable connection in between product packaging and also customer acquiring practices. They mentioned that the favorable connection was depended upon the boosting self-service as well as altering customers' way of living. Techniques utilized consisted of; set of questions to resource information, straightforward arbitrary tasting, inferential and also detailed data for analysis<sup>119</sup>.

In 2015, a research study was lugged out on the duty as well as influence of the product packaging result on customer acquiring practices revealed favorable partnership in between the independent variables and also reliant variable. Top quality of the product packaging technology, functionality as well as product, as well as plan style, were thought about most crucial. Additional as well as main information resources, detailed as well as inferential data were utilized as approaches analysis<sup>120</sup>.

In 2013, a research was accomplished on a research of the impact of plan on customer behavior in Iran, which concentrated on foodstuffs in store, the record revealed that plan parts have various influences throughout the different procedures of customer practices. The research was essentially qualitative<sup>121</sup>.

Moreover, the researches of some scholars in 2013 research the result of product packaging aspects on customer getting choices (a study of cleaning agent market) in Iran revealed that there was a considerable partnership in between product packaging aspects (i.e. info as well as aesthetic) and also customer acquiring choice both prior to as well as after acquisition. Approaches took on consisted of; survey for information collection, easy arbitrary tasting, inferential and also detailed stats as logical tool<sup>122</sup>.

Research study on results of buying features on customer's investing in self-confidence revealed that it was just info that can affecting customer's acquisition self-confidence while aesthetic aspects do not have much effect. Since their research study in fact was not to discover out what impart self-confidence in customer's mind prior to taken choice to buy a specific item, the factor for this outcome might be. This calls for more examination. Techniques utilized consisted of; Likert range survey to resource information while information were examined making use of regression analysis<sup>123</sup>.

Results elaborates that brand image don't have a positive relation with purchase decision, brand attachment has a moderate positive relation with purchase decision and environmental effects but don't have a positive relation with purchase decision. The consumers purchase more quantity of the products, after looking a well-labeled product. Therefore labeling influences the consumer buying behavior, but there are some other factors also, which influence the consumer buying behavior<sup>124</sup>.

In recent times, people are becoming more concerned towards green purchasing because of a grown consciousness for environmental protection. Green purchasing is essentially the act of buying environmental friendly products. The research model in this study examines the consequences of predictor variables (environmental concern, organizational green image and environmental knowledge) upon criterion variable (green purchase intention) with the moderating effect of perceived product price and quality. Packaging could be treated as one of the most valuable tool in today's marketing communications; Packaging has an important impact on consumers buying behavior. The impact of packaging and its elements can impact the consumer's purchase decision. More apparel impulse buying and promotional approaches (cash discount) usage between sample, as well as in-store form display (window display) has important role to

encourage consumers to buying impulse. They can gift complementary products to encourage consumer to buying impulse. Also sealers can increase apparel impulse buying with decorating their stores in modern style and use attractive lights and colours. The result of the study proves that there is a pivotal relationship between window display, credit card, promotional activities (discount, free product) and consumer impulse buying behavior. Both the qualitative and quantitative research showed that respondents adopted similar risk reduction strategies in their purchase of baby care products. This research investigated consumer perceptions and buying behavior of baby care products. The results of the primary research showed that consumers' needs satisfied with the product in terms of reliability and performance and packaging<sup>125</sup>.

Impulse buying is indeed a relevant factor in CE retailing, thus justifying the use of sales packaging. However, optimization is still important. From an economical and environmental perspective it is very costly to apply sales packaging (with additional material use and transport volume) to products that do not need them, or to apply them in an ineffective way. Another result revealed Results elaborate that brand image don't have a positive relation with purchase decision, brand attachment has a moderate positive relation with purchase decision and environmental effects but don't have a positive relation with purchase decision<sup>126</sup>.

The importance of packaging has been increased due to the function of protecting the products from the damage, mishandling and deterioration. In today's competitive environment, it is also used as a marketing tool to get the consumers' attention. Due to changing consumers' life-style and increasing self-service, the packaging is considered as fifth 'P' along with the other 4ps – product, price, place, and promotion. The most common types of packaging materials are glass, metals, plastics, paper and board. The package's overall features can underlie the uniqueness and originality of the product.

Quality judgments are highly influenced by product characteristics reflected by packaging. High-quality of packaging leads to high pricing of the product and consumers assume that the product is of high quality. Low-quality of packaging symbolizes low pricing, consumer think of low-quality to the product itself. Packaging helps the consumer to decide the first impression regarding the product. Consumers most time are attracted at first sight to the packaging style of a product<sup>128</sup>.

Consumer buying behavior deals with cognitive and affective orientations in the process of decision-making. Four important packaging elements affect consumer purchase decisions, which can be separated into two categories: informational and visual elements. The visual elements consist of graphics and size/shape of packaging and relate more to the affective side of decision-making. Non-verbal elements of the package (color, form, size, imageries, graphics, materials and smell) and verbal elements of the package (product name, brand, producer, country of origin, information, special offers and instruction of usage). Good and attractive packaging may add value to the product and attract a trial from customers<sup>129</sup>.

The consumer buying behavior on package elements can be stronger or weaker depending on the consumer's involvement level, time pressure or individual characteristics of consumers. Visual elements of the package have a stronger effect on consumers when they are in the level of low involvement. Conversely, verbal elements of the package have a greater impact on consumers who are in the level of high involvement. Visual elements of the package have a stronger impact on product selection when consumers are under time pressure, and conversely when consumers are not under time pressure, verbal elements of the package have a higher influence. Previous researches also deal with gender, age, education and occupation to reveal the

influence of packaging on consumers when making a purchase decision for convenience goods<sup>130</sup>.

Product's brand name, manufacturer name and country of origin, graphics and nutritional information are important in consumer buying decision process. Certain packaging colors set different moods and can help to draw attention. Yellow indicates cheap, cheerful and warmth. It works well as the background color for black print. Orange is sociable color and mainly used for products that made up of orange. Red signifies exciting, passionate and strong, works well in cosmetics. Purple is used to identify royalty and up-market image. Blue indicates coolness, cleanliness and having authority. It is used in masculine products. Green means natural, security and calmness. Pink or Magenta is feminine color and used in cosmetics, sometimes used in baby products too. White indicates purity and cleanliness. Brown is used as strong flavors, especially in food products like chocolates, pickles, sauces. Black combined with gold can represent exclusivity and premium prices. Grey indicates sadness, transition, and compromise, mainly used in high-tech products and modern designs<sup>131</sup>.

Nowadays, innovative packaging includes portion control, recyclability, tamper-proofing, child-proofing, easy-open, easy-store, easy-carry and no breakability. Consumers use information on product packaging for choosing a product over competing products. Firm's product packaging should influence the consumer buying decisions. Many companies spend a lot more money on advertising than on packaging. But packaging is considered very important because, it serves as an advertising medium<sup>132</sup>.

It is essential to delineate the evolution of visual appearance through the time and their implication in the marketing arena <sup>133</sup>. The product must be considered one of the "four P's" of the marketing mixture, considering that the "four P's" are: product, price, place

and promotion<sup>134</sup>. The product is an object whose sole medium of identification is through visual representation and appearance<sup>135</sup>.

Throughout history, it has been discovered that individuals find pleasure and, at the same time, profound admiration when using the sense of sight<sup>136</sup>. Through the sense of sight, the eyes are the axis of the most renowned images in history<sup>137</sup>.

Individuals of all identified cultures find delight through using their sense of sight. As such, humans find visual beauty in diverse objects. However, since 1930, there has been an increase in the awareness of the importance of product design<sup>138</sup>. Before that time, packages were primarily recognized as a means of protecting the product. Since 1930, however, package design has been used as a creative method to obtain a competitive advantage in a global market<sup>139</sup>. Due to this, there seems to be a significant increase in the role of product design as being a vehicle of communication for the brand's managers<sup>140</sup>. It appears that consumers show interest in products that represent pleasing aesthetics, thereby making the buying process of interest<sup>141</sup>.

### **2.3.1 Product Package in Twenty-First Century**

From the beginning of the 21st century, the tangible aspects of products have evolved, as have the lifestyles of consumers. In order to launch a product to market, the product must possess all the elements that determine its identity as a means of breaking homogeneous parameters. For this reason, each product must possess unique characteristics to be able to compete in the desired market. Incredibly, the main role of the design of a specific product would be to be used as a means of communication and promotion of the brand<sup>142</sup>. According to various authors in order to achieve a higher position, it is important to focus part of the market on the identity of the brand<sup>143</sup>. It is through this mechanism that differentiation is achieved and brand equity is acquired. The key elements to developing brand identity are based on the tangible aspects of the

product that enable recognition at first impression<sup>144</sup>. When it comes to marketing, however, there is no differentiation in terms of the tendency of people to admire and evaluate products based on their visual attributes. The visual attributes of a product may be a key element to its success in the market. Strategic Role of Package Design. Researchers have found that packaging is the central mechanism to promote a design that is the principal axis of communication<sup>145</sup>. However, one of the greatest objectives when designing a package to create a new product is to create a unique personality that would be recognized and to make the product preferred in the target market.

Normally a department store or supermarket offers thousands of products in order to be selected by the client. However, many researchers have stated that the selection process of a product, in many cases, occurs at the moment of buying the product<sup>146</sup>. It was confirmed that the consumer selects a product at the moment of purchasing it. They state that decisions about acquiring a specific product occur at the moment of purchasing the product, particularly in regards experimental design created three groups<sup>147</sup>. The subjects from one group were presented with two new products in which the packages presented the consumer with an attractive image and the other presented a less attractive image with opaque colors<sup>148</sup>. The subjects of the second group had two packages of famous brands with the same conditions as the first group. The third group had three packages of famous and not so famous brands and some of the products did not have attractive images and one had no image at all<sup>149</sup>.

The study determined that the subjects in all three groups made their shopping decision in a visual manner. As a consequence, the products with attractive images obtained the same acceptance that famous brands have had in the market for years<sup>150</sup>.

Contrary to a study where he conducted a comparison of consumers according to their culture, the study focused only in subjects from a large, unidentified university in the

United States<sup>151</sup>. In an exploratory research conducted about the communication between package and consumer perception. In the research they found a recurring theme of duplicity in customers' interpretation<sup>152</sup>.

In a research on how packaging may be a communication barrier at the moment of selecting a product and how culture can affect the decision-making process. The subjects of the study were adolescents from Germany and Turkey. The subjects completed a questionnaire in which the products evaluated were chocolate and salt. The results indicated that, besides the packaging representing a key factor at the moment of purchasing the product, there might be variations according to the consumer culture and by the shopping behavior of each particular consumer<sup>153</sup>. It was also researched that the consumer reaction in relation to new packages; the results establish that consumers look for easy-to-use products and high quality<sup>154</sup>.

This review suggests that the design of a package has a strategic role at the moment of the purchase decision, deriving from the interface between customers and the tangible elements. The literature and existing models emphasize the importance of consumer behavior in relation to the tangible aspects of the product<sup>155</sup>. On the other hand, the essence of segmentation intensifies at the moment to present a product. But, no author or company studies the effect that the tangible aspect of a product can have on a purchasing decision from the perception of various segments<sup>156</sup>.

It was also revealed that the relationship between brand images from customers on customers purchase intention. According to this study there is a moderate significant relationship between brand images from customers on customers purchase intention as logically thinking, brand images from customers will lead to ongoing purchase to loyal customers for the better-known products known through the brand of products<sup>157</sup>. Mostly people as loyal customers who are using certain products and satisfied with the

products will be waiting for the upcoming new and innovative products with higher augmentation than previous ones. It proves that intention from customers<sup>158</sup>.

In a finding on the impact of virtual brand experience on purchase intentions: the role of multichannel congruence that multichannel effects exist between virtual world brand experience and real world purchasing decisions, and that cross-channel consistencies are important factors that contribute to these effects. In accordance with the predictions from prior research, the results of this study demonstrate that brand experiences in virtual world marketing channels may have a strong influence on real-world purchasing decisions<sup>159</sup>. It proves that brand experience from customers affects on purchase intention. Either people intent to good impression, there is possibility for them to buy products still in the same brand but different products, but while the impression is not good enough, the possibility of customers to purchase the upcoming products is lowered. It all depends on customers eye and experience<sup>160</sup>. In terms of competition, mobile phone markets are considered to be uncertain. The main factors affecting purchase for new mobile phones include brand, price, characteristics of the products. Previous studies related to information systems have made us understand the way individuals adapt to new technologies. A review of studies on technology acceptance and mobile shopping suggests that a number of theories based on information systems and technology adoption, which are extended with other variables, are used to examine the adoption of mobile devices and their use in the purchase of products and services. The technology acceptance model (TAM) proposed by a scholar is a widely used model for evaluating consumer acceptance of new technology. The TAM uses variables like perceived ease of use and perceived usefulness to predict behavior intention. Several researchers have extended the TAM model by adding more constructs such as self-efficacy, external control, anxiety, playfulness, enjoyment, and usability. Empirically compared eight

models in the information technology acceptance research and proposed a unified model that integrates elements across the eight models, known as a unified theory of acceptance and use of technology (UTAUT). The UTAUT model includes four key constructs: performance expectancy, effort expectancy, social influence, and facilitating conditions. context and proposed UTAUT2 by incorporating three constructs into UTAUT: hedonic motivation, price value, and habit. In terms of competition, mobile phone markets are considered to be uncertain. The harsh market conditions and the rapid pace of technology in the mobile phone industry force companies to better understand their consumers to offer unique and competitive products with desired attributes. Several empirical studies have been conducted to study the mobile shopping behavior of consumers. The main factors affecting purchase for new mobile phones include brand, price, characteristics of the products, etc. Additionally, these factors also influence customer purchase intention. In the present study, it was adapted that constructs from the field of technology acceptance and mobile marketing to understand factors affecting the mobile phone.

### **2.3.2 The Concept of Price**

Price is considered as one of the key components in marketing mix that plays a very significant role in determining brand loyalty. It has a significant effect on sales volume, profit, market share and consumer perceptions<sup>161</sup>. Marketers appeal to consumers usually through higher and lower quality prices. The importance of price made it very sensitive factor that influence consumer purchase decision, thus pricing decision has to be harmonized with the rest of the marketing mix i.e. product, promotion and placement. Price can be defined as the amount of money charged by a company in exchange of its goods, services or an idea. It also refers to sum of all values that consumer sacrifice to obtain the benefits of possessing or using a product or service. Consumers hinge on

product price to determine whether they can afford it, they also consider it as a surrogate measure of product quality<sup>163</sup>.

The mobile phone price has been identified as a key factor in the choice of mobile phones, especially among young consumers. The intense competition in the mobile phone market has led to a sharp fall in prices, further enhancing mobile phone usage. A study also examined switching costs in the mobile phone market and reported that price was an important factor influencing consumer's decision to change their mobile phone. Therefore, mobile companies should consider price as an important determinant for retaining customers. Appropriate pricing strategies are required to be employed for offering numerous diverse services to the customers. However, this is a costly affair. Therefore, companies should enforce retention strategies vigilantly. The existence of multinational companies offering international brands in the mobile phone market in Pakistan is phenomenal, and it has made the market highly competitive. Moreover, Pakistan being a developing country, price determines consumer purchase decisions largely. A study also investigated the mobile buying behavior in two cities of Odisha in India. The authors found that faster-changing technology was an important reason among others for mobile buying behavior. Hence, the price policy for every mobile set should be at par with features and technology of the handset. Previous studies argued that mobile phones had become a necessity instead of a luxury in this modern era of technology.

Nowadays, product differentiation is challenging in a galaxy of mobile phone choices. The study investigated the migrated labor in India to observe their mobile buying behavior. The advertisement is found to be the most influencing factor for buying behavior, among other factors related to the price and features of mobile phone sets. It was investigated the characteristics of buying behavior of mobile in females of Delhi in

India. The authors found that price, advertisement, brand loyalty, changing technology, and recommendations of peers were found effective in determining buying behavior. It was explored that mobile buying behavior in Nigeria. The price was found most influential among students' communities among the other factors, like shape and brand of mobile phones. It was investigated and found that touch screens and health-related facilities in mobile phones were significant in determining and differentiating the demand for mobiles in Europe. Further, mobile tracker and 4G were found attractive in Asia-Pacific and the Middle East. The camera's features were found engaging in the price spending behavior of customers. Moreover, the price perception was based on the perceived value of any mobile set in all investigated regions. Pakistan has observed diversity in terms of population, needs, demands, affordability, and perception of quality.

### **2.3.3 Product Quality**

Product is anything that can be offered to satisfying needs and wants. It can be seen as anything that can be offered to the consumer for attention, acquisition and use capable of solving problem or provides certain benefits<sup>164</sup>. Customers depend on product cues such as packaging, price and brand image in order to deduce the quality of the product. Improving perceived product quality influence consumer satisfaction and increase customer loyalty thus enhance profitability<sup>164</sup>. In a study conducted that pointed out that product quality has a strong effect<sup>165</sup>. Perceived product value has significantly influences customer trust and purchase intention. It was argued that consumers' perception differs on the basis of their ages, income levels, and educational background and this serve as a gauge in determining the quality of a product when making a purchase. A findings provide the presence of significant impact between product quality and customer loyalty.

### **2.3.4 Customer Loyalty**

Customers serve as core assets of every firm, providing superior customer value influence customer loyalty. Customer loyalty arises as a result of customer satisfaction on quality, value, expectations, and company image. Customer loyalty is accomplished by delivering superior customer value<sup>166</sup>. Customer loyalty is imperative towards attaining and maintaining competitive advantage. Customer loyalty can also be accomplished through seasonal rebates, coupons, free offers, extended warranties, incentive programs etc. The rationale behind customer loyalty programs is based on the believe that a pleased customer will re-purchase, recommend, refuse competitors article and convince others (friends, family members, colleagues, neighbors etc.) to use firm products or services<sup>167</sup>. Empirical evidences found that customer loyalty is significantly affected by customer trust in the Pakistani cellular company.

### **2.3.5 Brand Awareness**

High product or service awareness represents a good product reputation and market acceptance. Consumers opt for a brand based on their previous knowledge and experiences. To them, the most familiar brand is more reliable than less familiar brands, hence affecting product selection<sup>168</sup>. Brand awareness serve as an assurance of quality and risk mitigation technique. It was believed that powerful brand association affective customers buying decision. It is suggested that brand awareness is considered as the basis for creating brand equity. This signifies that brand awareness form the foundation of building brand equity of a product. Packaging, price and brand awareness is said to have significant positive nexus with brand loyalty, which inferred their significant predictive influence on brand loyalty.

A study revealed that packaging and brand awareness have strong positive significant relationship with brand loyalty. An investigation revealed that consumers commitment toward buying, both current and future is affected by brand awareness. It was also

highlighted that a significant connection between brand awareness, perceived quality, brand loyalty and purchase. It was indicated that significant positive connection exist between brand awareness and brand loyalty. However, it was discovered that brand awareness and brand equity have negative effect on the consumer's identification of store brand due to higher perceived risk for the brands. In the same vain, the results of the work of some scholars indicated that no significant effect of brand awareness and loyalty whereas significant impact of perceived quality on profitability was present.

#### **2.4 Summary of Literature Reviewed**

Customers serve as core assets of every firm, providing superior customer value influence customer loyalty. Customer loyalty arises as a result of customer satisfaction on quality, value, expectations, and company image. Customer loyalty is accomplished by delivering superior customer value. Price is considered as one of the key components in marketing mix that plays a very significant role in determining brand loyalty. It has a significant effect on sales volume, profit, market share and consumer perceptions<sup>161</sup>. Marketers appeal to consumers usually through higher and lower quality prices. The importance of price made it very sensitive factor that influence consumer purchase decision, thus pricing decision has to be harmonized with the rest of the marketing mix i.e. product, promotion and placement. Price can be defined as the amount of money charged by a company in exchange of its goods, services or an idea. It also refers to sum of all values that consumer sacrifice to obtain the benefits of possessing or using a product or service. Consumers hinge on product price to determine whether they can afford it, they also consider it as a surrogate measure of product quality.

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### Endnotes

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## **Chapter Three**

### **Methodology**

#### **3.1 Research Design**

Research design is actually the general plan for linking the theoretical study concerns to the essential (and also attainable) observational investigation. Research design is a plan of the procedures and also operations that actually made use of analysts to collect data

and also evaluate the information needed<sup>1</sup>. The study adopted exploratory design to investigate the research questions. This study will be qualitative and interpretive in nature to examine why the pricing and product packaging of Chinese mobile cell phone may determine customers' purchase preference in Nigeria. Since this phenomenon has been scarcely studied, this will help to extend frontiers of knowledge in the telecommunication marketing studies in Nigeria without adding any preconceived assumption. To find out the relationship between packaging of Chinese mobile phone, its pricing and consumer buying behavior. In the exploratory design, survey method of data collection was deployed to examine each of the variables under investigation. The study deployed structured questionnaire online as research instrument through a google form and kobo toolbox to collect data from the respondents. Using five likert scales, the questionnaire covers all the variables in the study i.e. demographic variables, dependent and independent variables. The questionnaires were administered directly to the target population using google form and kobo toolbox. Specifically, survey was used to examine Pricing and Packaging of Chinese Mobile Phones as a determinants of Customers' Purchase Decision in Nigeria. The choice of this design is principally hinged upon how it will aid an in-depth study on pricing and packaging as a determinants of customer's purchasing decision. Therefore, the explanatory research design was suitable because it enables the researcher investigate and properly explain the variables in key study areas.

### **3.2 Population of the Study**

The population of this study consist of five cell phone users in one state each across six geopolitical zones in Nigeria Lagos (SW), Adamawa (NE), FCT (NC), Kano (NW), River state (SS), Imo State (SE). The choice of this area of studies hinged upon their recent higher concentration of consumers patronage of Tecno telecom products as against others like

Huawei, Xiaomi etcetera. These states serve as a major market of Chinese products in Nigeria.

### **3.3 Sample Size and Sampling Technique**

In an attempt to achieve the stated objectives of this research study, the researcher adopted a convenience and purposive sampling technique for randomly selecting the respondents who were drawn from across the study area. This techniques were useful in situations where the population of the study cannot be conveniently and purposively sampled physically. 200 google forms were deployed online to each state in the study area. A total of one thousand two hundred (1200) was administered in this study.

The choice of this techniques upon its suitability for several reasons: First; it is time saving, but the number of respondents were satisfactory. Secondly, it suggests that respondents voluntarily participated. It also remove bias by placing respondents on time and convenient leverages to give a sincere and complete answers, which is undoubtedly good for objective and empirical study. Thirdly, no outside impact has been possible to deviate or influence, for example, the answers of the participants. Lastly, all participants in the survey have been at one point, or still are customers of Chinese brands especially Tecno Mobile Limited and as such, they have personal experience of the brand. Furthermore, all participants have been randomly identified and segmented to target the right participants. What only serve fundamental limitation are non-availability of internet data and erratic power supply to get access to the mail of research participants. Hence, large volume of feedbacks were gotten in due course.

### **3.4 Instruments for Data Collection**

To achieve the stated objectives of this research, the type of data for the study was basically qualitative. Key source of information is that information accumulated or

acquired via first-hand details from the initial resources from the individual reveal function. Such information are typically gotten from area with meetings, sets of questions, studies, intended speculative monitoring or recording of main purchase and so forth.

- a. **Questionnaire:** Survey is a main resource of information accumulated and also this developed the primary tool of the study inquiries which were created in a straightforward language for the participants to address.
- b. **Documentary Reports:** This is used to complement and corroborate arguments surrounding variables. Relevant documents were interpreted in the course of this study to operationalize the variables under investigation. Some of this reports include; Chinese Consumer Report in Africa;

Secondary Source of Data: These are data obtained from second hand sources and was used for a purpose different from that of the agency or platform that initially collected it from the field. Secondary sources of data usage for this research work include journals, articles in the newspapers, notebooks, reports, were also used as part of the document for secondary data.

### **3.5 Validity of the Research Instrument**

The research instruments that were used as a measuring instrument in this research was tested to ascertain its validity and reliability. The researcher consulted experts in marketing by giving them the instrument to review the relevance of the questions on the subject matter to ensure that it will test what it is designed for. Content and construct validity were also obtained by the help of the supervisor input. The instruments used was questionnaire. It is valid because it is ideal for measuring what it is designed for, with the opinion relating to pricing and packaging as a determinant of customer purchasing decision.

### **3.6 Reliability of the Research Instrument**

The questionnaire used was equally tested to ascertain its stability, dependability and predictability. An instrument is said to be reliable when it measures consistently under varying conditions and at different times. Crucial to the reliability of the questionnaire are the following questions: Are the right questions well phrased in the questionnaire? Are the questions related to the research objectives of the study?

### **3.7 Administration of Instrument and Method of Data Collection**

There are different methods of collecting data but for the purpose of this research study, two methods of data collections were employed:

**Interview:** This is an oral questionnaire conducted by the researcher with the respondents to solicit necessary information for the purpose of this study. This will enable the researcher to come out with useful information.

**Questionnaire:** These are carefully prepared questions which are sent out to the respondents to be completed by them. In this research work, the questions were presented in a simple and precise structure in open and closed ended format with alternative answers for respondents to explain appropriately.

### **3.8 Method of Data Analysis**

The data analysis method adopted in this research was qualitative analysis of contents of evidences gathered (Content analysis). This will be tabularly presented in tables for ease of comprehension, better visualization and understanding of the cause-effect of the variables under investigation. The data gathered will be qualitatively organized, sorted, managed, and synthesized without manipulating the independent variable. Simple percentage combined with numerical, frequencies were also deployed in the analysis. This is to communicate the information effectively. The types of data generated in the course of this research study focus on pricing and packaging as a

determinant of customers purchasing decision. Mostly, percentage (%) were used in analyzing the data collected and collated. Percentage is used so as to determine the correctness or otherwise of the research which is in tuneable to research instrument which of the questions reject or accept.

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**Chapter Four**  
**Result and Discussion of Findings**

**4.1 Presentation of Demographic Data of Respondents**

**Table 1: Gender Characteristics of Respondents**

<b>Response</b>	<b>% Response</b>
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<b>Male</b>	399	55.4%
<b>Female</b>	321	44.6%
<b>Total</b>	720	100%

*Source: Researchers Survey, 2021*

In the above survey in table, there were 399 male respondents (55.4%) and 321 female respondents (44.6%) sample.

**Table 2: Age of Respondents**

	<b>Response</b>	<b>% Response</b>
<b>0-25</b>	150	21%
<b>26- 50</b>	261	36%
<b>50 and above</b>	309	43%
<b>Total</b>	720	100%

*Source: Researchers Survey, 2021*

From the above survey result, 21% of respondents were 0-25 years while 36% were between 26 to 50 age range and 43% are all above 50years.

To investigate how product packaging of Chinese mobile phone brand have particularly affects the purchasing decision of customers in Nigeria. The researcher adopted exploratory design to investigate the research problem and to qualitatively and interpretively examine why the pricing system, 200 google forms were deployed online geospatially to 200 research participants in each region in the study area. A total of 720 questionnaires were completely administered, 92 questionnaires were not completely administered while 388 were unreturned (no-feedback from respondents). Five points Likert scale in the questionnaire to grade the response of respondents. In the questionnaire, respondents are requested to indicate, on five-points Likert scale, ranging from “Strongly agree” to “Agree”, Strongly Disagree, Disagree, Undecided. A statement explaining the degree of their perceived importance. To prioritize determinant of cell phone brands owned by respondents, the researcher used Analytic Hierarchy Process (AHP) for overall data analysis while content analysis will be used for proper visualization, presentation and comprehension.

The researcher have not been able to influence these data in any way, nor the type of respondents. The purpose of this survey is first of all to give qualitative results and interpretation of the data to give meaning to every answer and provide a complete but also objective picture of the findings. The answers represents key aspect of Chinese mobile phone brand. In this study, to aid analytical convenience, the research focus it survey specifically on only one Chinese cell phone brand among all (Tecno Mobile).

The aim of this survey is to show how tecno mobile customers in Nigeria are influenced by price and product packaging in their purchasing decisions on the mobile brand. The authors have tried to take into consideration the brand’s physical, visual and perceptual product performance through these five clusters. The functional quality, the brand image, shape of the brand, aesthetic value, product packaging and support service have been identified and scrutinized as the motivating variables. Finally, what is noteworthy here is to remark which of the co-founding variables mentioned in the survey influences less or more to purchase tecno mobile brand. The outcome of this will show also what exactly makes tecno mobile brand a strong and preferred brand among the Chinese brands available in Nigeria. We have selected a few examples showing different perspectives of Chinese mobile products especially tecno mobile brands in Nigeria.

**Table 3: TECNO Mobile Phone Brand Preferences of Respondents**

<b>Brand Name</b>	<b>Lagos (S/W)</b>	<b>Abuja (N/C)</b>	<b>River (S/S)</b>	<b>Adamawa (N/E)</b>	<b>Imo (S/E)</b>	<b>Kano (N/W)</b>	<b>Total</b>	<b>%</b>
<b>TECNO</b>	172	120	133	101	51	143	720	
Total Questionnaire	200	200	200	200	200	200	200	

Deployed										
% of TECNO brand patronage/preferences in each geo political zones in Nigeria	24%	17%	18.5%	14.0%	7.1%	19.9%	100	10	0	%

**Source: Researchers Survey, 2021**

#### 4.1.2 Interpretation of Result

The table above gives a geo spatial information on TECNO Mobile Phone Brand Preferences of Respondents. The least patronage of tecno mobile comes from South Eastern Nigeria with 7.1% while South Western Nigeria has the highest patronage with 24%. With 19.9%, the North Western axis of the country is the second highest of tecno mobile patronage in the country while the south-south and north eastern parts patronizes the brand below average. The result shows that there is no axis of the country where tecno brand is not being patronized. The stark contrast remains on the individual motivating factors to make the decision to purchase tecno brand amongst other available Chinese cell phone brands in Nigeria such as Gionee, Xiaomi, Huawei etcetera.

Currently, from this survey, there is no significant relationship between level of education and brand choice but remain among the top five mobile phone brands in Nigeria with no specific gender favourites. But the competition among the top Chinese mobile phone brands is more severe than ever before. Geopoll and Grail survey across 28 countries made a list of top 100 most admired popular brands in Africa in 2021, Tecno ranked 6<sup>th</sup> for five consecutive years. It is now almost impossible that people do not recognize Tecno mobile phone in Nigeria nowadays. Tecno also yielded over 80,000 brand mentions. Since its establishment in 2011, tecno has focused more on sub sahara Africa, where cell phone penetration is still very low with the aim of bridging digital gap through technology and innovation. Parts of the motivating factors revealed through my survey was; Tecno was the first phone brand to

launch dual sim-card, durability of it battery, dark skin camera quality, it suit African terrain etcetera. In 2020, counterpoint research ranked tecno africa's top 1 smart phone brand. Tecno is a leading player in the mid- to –high end mobile phone manufacturer in Nigeria shouldering Africa's consumer trust and great support.

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## 4.2 Presentation of Research Questions

### 4.2.1 Research Question One: Does pricing have a particular effect on the purchasing decision of customers?

Motivating Variables	Lagos (S/W)	% Response	Abuja (N/C)	% Response	River (S/S)	%Response	Adamawa (N/E)	% Response	Imo (S/E)	% response	Kano (N/W)	% Response
Shape of the Brand	152	19%	102	13%	98	12%	172	21%	109	13.4%	179	22.0%
Brand Image	179	24.9%	122	17%	134	19%	142	20%	103	14%	40	6%
Functional quality of the Brand	192	26%	111	15%	183	25%	88	12%	86	11%	79	11%
Price of the Brand	182	19%	136	14%	150	15%	163	17%	145	15%	198	20%
Aesthetic value /Product Packaging	193	22%	198	22%	185	21%	145	16%	85	10%	76	9%
Support Services of the Brand	67	16%	98	24%	73	18%	79	19%	53	13%	43	10%

*Source: Researchers Survey, 2021.*

On each of the tested co-founding variables that may trigger the purchase of tecno mobile (Shape, Brand Image, Functional Quality, Price, Product packaging and support services), a total of 7200 google form questionnaires were dispatched online. 1200 google form per variable. A total of 4,540 google forms were completed while 2,660 were unreturned (no-feedback from respondents). Demographic and geo-spatial characteristics were included to aid it analytical convenience. Five points Likert scale in the questionnaire to grade the response of respondents. In the questionnaire, respondents are requested to indicate, on five-points Likert scale, ranging from “Strongly agree” to “Agree”, Strongly Disagree, Disagree. A statement explaining the degree of their perceived importance. To prioritize whether price is a core determinant of tecno phone brands purchase by respondents, the researcher used Analytic Hierarchy Process (AHP) for overall data analysis. Content analysis will also be used for proper visualization, presentation and comprehension of the evidence.

#### **4.2.1 Interpretation of Result**

Table 4 suggests that shape (22%) is the most influencing factor in North Western part of the country while making a purchase decision regarding tecno mobile phones. They consider pricing (20%) as a crucial motivating factor to purchase tecno mobile while product packaging (9%), functional quality (11%) and support services are the least of their concerns in making purchase decisions on tecno mobile. Also, in the North Eastern part of the country, the least of their worry in purchasing tecno brand is the functional quality of the brand (12%) while the stake of other motivating variables like price (17%), product packaging, brand image (16%), brand image (20%), and support services (19%) proved to be more influential in making purchase decision for tecno mobile in the region. In south eastern part of the country, only 13.4 % worry about the shape of the brand as a motivating factor to make purchase decision on tecno mobile. While the price is the most influential factor (15%), other co-founding variables like brand image (14%), functional

quality (11%), product packaging (10%), and support services are less influential in making purchase decision on tecno mobile phone. In the south south, the highest influential factor is the functional quality of the mobile phone while price (15%) may not be a huge determinants, product packaging(21%) is more influential than shape, brand image and support services. In the North Central, price (14%) is not also a huge determinant but the product packaging (22%) is more essential than shape (13%) and the image (17%) but the functional quality (15%) and the support services is also more likely to determine purchase decision of tecno mobile. The south western part of the country cherishes the functional quality of the phone (26%) and the product packaging (22%) than the price (19%). But the brand image is also a huge influential factor to promote the sales of tecno mobile in the region than the shape of the brand (19%).

#### **4.2.3 Research Question Three: Does the price of Chinese phone contribute to the affordability of the product?**

On each of the variables considered that may trigger the purchase of tecno mobile in Nigeria; Shape, Brand Image, Functional Quality, Price, Product packaging and support services. Only price is related to whether tecno mobile phone is affordable in Nigeria or not. A total of 1200 google forms were deployed online. A total of 921 google forms were completed while 279 were unreturned (no-feedback from respondents). Demographic and geo-spatial characteristics were included to aid it analytical convenience. Five points Likert scale in the questionnaire to grade the response of respondents. In the questionnaire, respondents are requested to indicate, on five-points Likert scale, ranging from “Strongly agree” to “Agree”, Strongly Disagree, Disagree. A statement explaining the degree of their perceived importance. To prioritize whether price is a core determinant of affordability of tecno mobile phone users in Nigeria, the researcher used Analytic Hierarchy Process (AHP) for overall data analysis. Content

analysis was also be used for proper visualization, presentation and comprehension of the evidence.

#### **4.2.2 Interpretation of Result**

From the above survey, In table 4 above, different co-founding variables; Functional quality, Price, Shape of the Brand, Brand Image, Product Packaging or Aesthetic Value and Support Services), only price serve as a major indicator of affordability of tecno mobile phone in Nigeria. But this is not the most influencing/ motivating factor in making purchase decision in different zones of the country. For instance, in different regions of the country, pricing/affordability makes different impacts on purchase decisions of different individual. As indicated in table 4; NC (20%), NE (17%), SE (15%), SS (14%), NC (14%), SW (19%). In other studies carried out with different methods, Price was only considered as one of the key components in marketing mix that plays a very significant role in determining only brand loyalty but not affordability. Since pricing was not directly ascribed to the financial capability of the intended consumer of the specific brand. But it will only have a significant effect on sales volume, profit, market share and consumer perceptions<sup>1</sup>.

Marketers appeal to consumers usually through higher and lower quality prices<sup>2</sup>. The importance of price according to some scholars only made it very sensitive factor that influence consumer purchase decision not it affordability. Most times, pricing decision has to be harmonized with the rest of other co-founding variables to know consumer purchase decisions and not its affordability. However, mobile phone brand consumers mostly hinge on product price to determine whether they can afford it, they also consider it as a surrogate measure of product quality. In another survey conducted in 2021 by the global consumer insight, consumer are more focused on saving and price-oriented. Thus, price is the dominant indices for affordability. Price outpaces other variables especially

during poor economic downturn where Nigerians are more price sensitive (56%) only lower proportion considers themselves as not price-oriented and focused on savings (54%) when describing how they evolved as a consumer in the past year. Other non-price attribute with strong emphasis on affordability apart from price include; country's economic resilience et al.

#### **4.3 Discussion of Findings**

This study found that not only the price value of a tecno Smartphone (Shape of the Brand and Product Packaging/Aesthetic Value), Brand Image, Functional Quality, Aesthetics of the Brand, and Support services have significant effect on making purchase decisions in Nigeria. This is strongly supported by the previous studies<sup>3,4</sup>. This may be as a result of fashion and fad mindedness of most demographic characteristics of the age-range of the people. More so, the study revealed that the broad band coverage of Tecno smartphone features have a significant effect on its purchase behaviour of the device among especially among the young adults.

In my study, it was found out that the price of a smartphone also has a significant effect on the purchase behaviour in different geo spatial space across the country. This supports the previous findings that the selling price of a tecno smartphone is a factor that affects smartphone purchase decision though not the most influential factor. This also supports my finding that price is the second most influential predictor of smartphone purchase behavior after functional quality and product packaging. Moreover, previous finding on fair price is one of the positive determinants of smartphone repurchase in Nigeria <sup>3,4</sup>. This also corroborated a study carried out in India which revealed that pricing is one of the important factors which contributes to the purchase decision of smartphones though not a key concern for people using Smartphone but the product packaging is also important<sup>5</sup>. To this survey, this is not in contrast with respondents perception on whether expensive tecno smartphones

are more durable, reliable and have higher processing ability and a lot more the thereby price is a negligible factor.

Furthermore, my study also found out that brand have varying significance on purchase behaviour of tecno mobile. This is contrary to the studies carried out previously when they found out that brand name is a significant factor consider in the course of purchasing tecno mobile among other brands. This contradiction might be as a result of variations in the cultural background as it is clear that all the studies that contradicted our finding were done in non-native except but some few and also, the availability of many Chinese brands to choose from.

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## **Chapter Five**

### **Conclusion**

#### **5.1 Summary of Findings**

The central focus of the research is to investigate pricing and packaging as determinant of customer's purchasing decision. Chapter one of this research study fixates the history to the research study. The chapter begun by analyzing the duty and also nature of global service. Global company in fact connects all nations, people as well as organizations. Consequently, service venture does determine purposes and also objectives to be positioned on the worldwide market. It suggests to identify the target nations as well as the opportunities of marketing product or services in these nations as well as naturally to evaluate what earnings to get from marketing of its services and products on the marketplaces in chosen nations. Much of worldwide company is recognized within the procedure of globalization of service which really indicates rising worldwide assimilation and also production procedures as well as global market for solutions and also items.

Internationally, item packaging has in fact become itself a sales promo device for firms and also worldwide companies. Leading brand such as Apple, Microsoft, Coca-Cola, Nike and so forth comprehend the significance of item packaging not simply in preserving their things safe, yet likewise as component of their advertising and marketing campaigns. Therefore, 'item packaging' is the hallmark or trademark a company/organization leave

anywhere, as well as this have the ability to generate brand-new customers much better than outdated sales as well as likewise marketing and advertising methods. Advertising and marketing hereof includes the total range of jobs connected with industrial exchanges which at the end is guided/directed in the direction of clients' demands or need. Simply put, advertising and marketing is the procedure which starts with recognition of requirements producing exchange all at an earnings.

Marketing consists of those organization tasks that are developed to please customer wants and needs with the exchange procedure. The advertising idea includes determining customer wants and needs and after that generating items (which can be suggestions, items, or solutions) that will certainly please them while earning a profit. Great deals of company bundle their items with seals to stay clear of meddling along with warranty the protection and also sincerity of the item.

Chapter two of this research work focused more on the review of relevant literature and theoretical framework. The chapter begin by examining the concept price, pricing, packaging, product packaging and others. Price substantially influences a customer's choice to acquire an item. Price is a vital variable in acquiring choice, particularly for items that are regularly bought, and also in turn, affects the options of which item, brand name, and also shop to buy from. Price is an essential factor in the purchasing decision of customer, specifically for items that are often acquired. When it comes to evaluating what advantages, they desire to obtain from getting solutions or items they pay for, clients or customers are extremely reasonable.

Price is among one of the most adaptable components in advertising and marketing, which conflicts straight and also in a short-term over the productivity as well as price performance of a business. In spite of the value a rate carries the efficiency of companies, it appears that

such aspect has actually not gotten the appropriate interest by several academics as well as advertising and marketing specialists. Price is the quantity of cash billed for a services or product or the amount of worths customers exchange for the advantages of making use of the item or having or solution. To put it simply, it is defined as the amount of cash money that requires to be paid to acquire a supplied product or services. Because the amount people are prepared to invest for a thing represents its worth, cost is also an action of worth.

It complies with the stated above that, price perform a financial feature of significant relevance as long as they are not synthetically managed, it offers a financial mechanism by which solutions as well as products are dispersed amongst the huge number of individuals who desire to buy them. They additionally work as signs of the toughness of need for various items as well as make it possible for manufacturers to react appropriately.

Chapter three of the research study clarified the technique made use of in executing the study job. The chapter additionally clarified the research study made, the resources of information, approach of information collection as well as technique of information evaluation. The study utilized the detailed and also historic technique of information evaluation.

Chapter four of this research study job is the primary essence of the research. The phase has to do with the outcomes and also evaluation from the area.

Chapter five of the study supply a recap of all what has actually been performed in the study.

## **5.2 Conclusion**

Product packaging might be taken into consideration among one of the most useful devices in advertising and marketing interactions, calling for a much more thorough

evaluation of its elements and also effect of these aspects on the customer acquiring actions. The outcomes of the research study offer brand-new academic understandings right into the prominent variables and also components of clients buying choices. The outcome of the research study can be used as a functional advertising device for the marketing/brand supervisor to develop advertising and marketing methods as well as likewise take into consideration the cost and also qua. The outcome of the research study verified that, in the contrast of item rate, there is an essential function of quality element Finally, it is ended that the price of these Chinese phones is a significant factors for clients. Because of this, the rate variable have the affecting duty for acquisition purposes for clients, yet item packaging do not have much substantial impact on the acquisition choice for the purchasing of Chinese phones.

### **5.3 Recommendation**

It is wrapped up that client choice to purchase from an item can be urged via calculated product packaging of items. Simply put, great plan is a reliable device that can boost customers' patronage. Based upon these searchings for the research study advised that:

1. Cellphone creating firms must guarantee that the price on their items associate with built-in worths of their item to ensure that customers can obtain compatible worth for cash invested of their item, so regarding maintain an enduring customer commitment as well as patronage.
2. Monitoring needs to make sure that items made by them are affixed with the feeling of top quality as this goes a lengthy means in figuring out the keep or departure of consumers.
3. Monitoring of cellphones creating firm needs to integrate some cutting-edge product packaging suggestions that will certainly raise the extent of marketing

their item as this will certainly act as a means of making sure clients to fast accessibility to high quality item.

4. It is necessary to set the packaging standard and to implement strategy accordingly for better protection and promotion of a product.
5. The study also recommends that, marketers of the industry should not consider the packaging is the solely factor for the success of any product, therefore, they should also take up other important factors of the marketing while they are launching new products or revitalize old products.

#### **5.4 Contribution to Knowledge**

The crux of this research is to examine pricing and packaging as determinant of customer's purchasing decision on Chinese mobile phones in Nigeria. The research contributes to knowledge several ways. Firstly, the findings of this research will be very useful for brands and marketers whose area of specialization is on mobile phone. Also, it will help products or brands to be innovative in terms of how they present their product to the end-users. Secondly, this research will contribute to existing literature on pricing, decision making and customer's behavior.

#### **5.5 Suggestions for Further Research**

This research examined pricing and packaging as determinant of customer's purchasing decision on Chinese mobile phones in Nigeria. However, the author is of the opinion that the research ought not to stop here. Hence further research can still be carried out on this topic. As a result of this, future research can be done on the factors that influence customer's preference for a product. The researcher believe that doing this will give mobile manufacturers the opportunity to understand their current and prospective customers.

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**Appendix I**  
**Questionnaire**

Dear Respondent,

I am a graduate student of the above-mentioned department and university carrying out a research project on **Pricing and Packaging as Determinants of Customer's Purchase Decision: Study of Chinese Influence on Mobile Phones in Nigeria**. This is in partial fulfillment of the requirements for the award of a Master degree in the university.

I am seeking your cooperation in answering these sets of questions that should take no longer than 10 minutes to complete. Please endeavor to give frank answers and your opinions will be treated in strict confidence. Please note that this research project is strictly for academic purposes only, and you are under no obligation whatsoever to take part in this survey. While thanking you in advance, I remain.

Yours Faithfully,

**Agboola John Olaoluwa**

## Questionnaire

### Section A

#### Questionnaire on the Pricing and Packaging as Determinants of Customer's Purchase Decision: Study of Chinese Influence on Mobile Phones in Nigeria

In this section you are kindly requested to tick the alternative that fits your opinion.

1. **Gender:** A. Male [ ] B. Female [ ]
2. **Age:** A. 20-29 [ ] B. 30-39 [ ] C. 40-49 [ ] D. 50-59 [ ]
3. **Level of Education:** A. Primary Education [ ] B. Secondary Education [ ] C. Bachelor's degree [ ] D. Master's degree [ ]
4. **Marital status:** A. Single [ ] B. Married [ ] C. Divorce [ ]
5. **Location:** A. Ibadan [ ] B. Lagos [ ]

### Section B

6. When buying a phone from any vendor, is price an important factor you consider?  
A. Yes [ ] B. No [ ] C. I don't know [ ]
7. Does the advertisement of these phones influence your decision?  
A. Yes [ ] B. No [ ] C. I don't know [ ]
8. When buying the phone, is there any benefit added to it at the point of sale?  
A. Packaging [ ]  
B. Features of the Phone [ ]  
C. Quality [ ]

D. Affordability [ ]

9. Do you think the porous use price of Chinese phones make it affordable for customers?

A. Yes [ ] B. No [ ] C. I don't know [ ]

10. In your opinion, do you think the packaging of the phone is a decisive factor in purchasing the phone?

A. Yes [ ] B. No [ ] C. I don't know [ ]

11. Do you think the use of China phones changed the buying behaviours of customers

A. Yes [ ] B. No [ ] C. I don't know [ ]

12. Do you derive adequate information from the product packaging you bought?

A. Yes [ ] B. No [ ] C. I don't know [ ]

13. What do entice you to by these Chinese phones?

A. Yes [ ] B. No [ ] C. I don't know [ ]

14. This brand is my favorite because of the great quality of its packaging.

A. Yes [ ] B. No [ ] C. I don't know [ ]

15. In your opinion, do you think the use of one year warrantee contribute to customer's buying behaviour?

A. Yes [ ] B. No [ ] C. I don't know [ ]

16. Do you think your family influence the buying behaviour and purchasing decision of Chinese phones?

A. Yes [ ] B. No [ ] C. I don't know [ ]

17. After buying the phone, do you think your expectations was met?

A. Yes [ ] B. No [ ] C. I don't know [ ]

## Bio-data

### A. Personal Data

1. Full Name: Agboola John Olaoluwa
2. Address: No 59, Babatunde Ayorinde Street, Ijokodo, Ibadan
3. E-mail: oagboola87@gmail.com
4. Phone No: 08067153744
5. Date and Place of Birth: 30<sup>th</sup> October, 1987, Osun State
6. Nationality: Nigerian
7. Name and Next of Kin: Mrs Bolanle Agboola

### B. Educational Background:

1. Victory Nursery and Primary School, Oke Ado, Ibadan 1990-1997  
*Primary School Leaving Certificate*
2. Kings and Queen College, Iwo Road, Ibadan 2000-2003
3. Christ National Model College 2003-2006  
*West African Examination Council (WAEC)*
4. University of Ado Ekiti 2006-2011  
*BSc in Business Administration*
5. Lead City University 2020-2022  
*International Business*

### C. Working Experience:

1. Onet Telecoms 2011-2012  
*Customer Care Representative*
2. Bekky Trusted Water 2012-2013  
*Managing Director*
3. ISON BPO/Airtel Telecoms 2013-2014

*Customer Care Representative*

4. Unique Slimming Concept

2016-till date

*CEO*

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**Signature**

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**Date**

**University Compliance Certification**

This is to certify that this project by Olaoluwa John Agboola with Matric No. LCU/PG/001566 in the Department of Politics and International Relations, Faculty of Management and Social Sciences, Lead City University, Ibadan is in full compliance with the approved university.

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**Signature**

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**Date**