

PRODUCT PACKAGE AND CONSUMER POINT-OF-PURCHASE BEHAVIOUR IN LAGOS FOOD AND BEVERAGES INDUSTRY NIGERIA

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ABSTRACT:

Packaging is any container or wrapping in which a product is offered for sale and can consist of a variety of materials such as glass, paper, metal or plastic depending on what is to be contained. The study investigates the relationship between product package and consumer purchase behaviour in the Lagos food and beverages markets, Nigeria. The descriptive survey design was adopted to examine 25,000,000 consumers of packaged food products in Lagos State (Lagos State Bureau of Statistics, 2021). The proportionate sampling technique (a variant of stratified sampling method) was used to draw a sample of 2,500 consumers across the 20 local government areas of Lagos State. Questionnaire was the main instrument for data collection rated on a 6 – point Likert scale. 2374 copies of questionnaire were successfully returned representing a response rate of 94.96%. Data were analysed using the descriptive statistical techniques of Pearson Product moment correlation (r) and Simple Regression Analysis. The results of the study reveals that product package significantly affect consumer purchase behaviour of Nestle products $R=0.535$; $R^2 = 0.286$; $p<0.05$) which can be achieved through effective choice of label information, logo, brand size and shape which are all ingredients and attributes of good package design for a brand. The study recommends that aesthetic components of the product package should be soothing for the eyes of the consumers to enhance good point – of – purchase appearance.

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1.0 Introduction

In a modern retail store, consumers directly face a meeting point where various brands are displayed on shelves. Dhar (2007) reveals that packaging plays an important role at this meeting point (also known as the point of purchase), as this is the most important point of interaction between brands and consumers; it is at this stage that consumers decide which brands to purchase. Duncan (2005) also confirms that the packaging is the main instrument of communication with which companies can deliver brand messages. Accordingly, the packaging needs to be perceived as a highly important marketing communication tool in communicating the brand message, and has to be utilized to the fullest at the point of purchase in order to attract consumer attention. As a current marketing communication tool, the packaging has to be able to deliver the brand message to consumers by way of its design. According to Klimchuck and Krasovec (2007), the packaging design's function is to visually communicate product differences. In the competitive market of today, packaging design becomes a brand's promotional vehicle, highlighting its position on the shelf (Klimchuck and Krasovec, 2007). Packaging design is also required to be as unique and attractive as possible, as it is the final advertisement seen by the consumer before they decide which brand to purchase (Wells, Moriarty and Burnett, 2006). Therefore, packaging design has to attract consumer attention with its unique components and deliver the brand message in accordance with the company's purposes.

Pickton and Broderick (2001) add that, although shopping is often a planned activity, at least 50% of purchases are unplanned or impulsive buying – in this case caused by the interest in the packaging design at the point of purchase. To trigger impulsive buying, marketers can create unique and attractive packaging designs. Kolter and Armstrong(2008) state that, in the current competitive environment, packaging design is the producers' last chance to affect buyers, especially in regard to consumer goods, where most purchasing decisions are made when the consumer is in the store. In essence, the combination between physical packaging and written communication regarding product content are the basics of current packaging designs (Klimchuk and Krasovec,2007).

1.1 Statement of Research Problem

A cursory review of marketing literature reveals less efforts in examining product package impact

on consumer attention; but if brands gain attention and consideration on the basis of point-of-purchase appearance, then an understanding of the effect of package design elements is crucial to enhance point-of-purchase communication (Underwood, Klein and Burke, 2001). In the same vein, commitment to products or brands as a result of physical attractiveness is not too noticeable among consumers. Marketing literatures have confirmed that a brand that demonstrates high physical attractiveness ensures consumers' willingness to keep the relationship and encourage future purchases.

1.2 Research Objective

Although the main objective of the study is to examine the effect of product package on customer point-of-purchase behaviour, the specific objectives are to examine the effect of product package on customer attention during point-of-purchase decision and how it also affect customer commitment during point-of-purchase decisions. Therefore, this study examined the relationship between product package and consumer attention and commitment in point-of-purchase decisions in the manufacturing industry in Lagos State, Nigeria.

1.3 Research Questions

- i. How does product package influence customer attention during point-of-purchase decisions in the manufacturing industry?
- ii. To what extent does product package affect customer commitment during point of purchase decisions in the manufacturing industry?

1.4 Research Hypotheses

- i. Ho: Product package does not significantly influence customer attention during point-of-purchase decisions in the manufacturing industry.
- ii. Ho: Product package does not significantly affect customer commitment during point-of-purchase decisions in the manufacturing industry.

2.0 Literature Reviews

2.1 Conceptual reviews

Packaging and packaging design has become significant factors in the marketing of diverse "consumer goods" and has a main role in communicating product benefits to the customer. An innovative packaging design can change product perception and create a new market position. Elements of packaging include colours, font styles, material, printed information and labelling.

Packaging colour helps consumers visualize and differentiate competitive brands (Aydin & Ozer, 2015). When consumers visit a supermarket they are exposed to numerous products with different packaging colours. However, consumers tend to purchase the products whose packaging colours capture their attention. Studies have found that different packaging colours have different meanings. The black colour reflects authority and mystery, whereas, green colour reflects ease and suggests affordability and casualness, red colour shows passion, brown is a symbol of masculinity and white symbolizes purity, refinement and formality (Aslam, 2016). Consumers often make a judgment on the quality and price of a product based on its packaging colour. Additionally, consumers tend to relate colours with their preference and belief. For example, Babin, Hardesty & Suter (2013) found that consumers prefer to see the blue colour in clothing shops. Luomala & Kauppinen (2010) examined the effects of different colours on medicine products. The study found that different packaging colours are associated with consumer's perception about quality and price of medicines. Packaging colour has a strong influence on consumer purchase decisions. A product package colour enhances the visual appeal of the product and helps consumers to differentiate a brand from another. In many cultures, packaging colours are associated with different cultural values. Packaging colours that have visual appeal in some cultures may not be appealing in others. Also, packaging material prevents the product from damage or loss. Generally, most products are available in glass, plastics and even cardboard. Packaging material is the first characteristic of a product that comes in direct contact with the consumer. It also reflects the quality and image of a product. Past studies have found that when consumers see low quality packaging material they assume that the quality of the product will be low as well (Underwood, Klien and Burke, 2001). Therefore, consumers tend to purchase products packaged with high quality materials. Packaging material also has a strong effect on consumer buying behavior. Silayoi and Speece (2014) found that consumers tend to judge the packaging material of a product through its visual appeal and packaging design. Most consumers are not able to judge the quality of the packaging material, therefore, they make an assessment based on the packaging design. In the past, packaging material was only used for visual appeal. However, now firms are using environment friendly packaging materials to stimulate purchase decisions (Gross & Kalra, 2012).

A key element of packaging is the **font style**. It is important that suitable font styles with appropriate arrangement are used to make the product more visible (Mutsikiwa & Marumbwa, 2013). The text on the product is important for effective communication. This communication will

only be effective if the right content with the right font styles are used. Nayyar (2012) found that font styles have the strongest effect on consumer purchase decisions process followed by colour and shape of the product package. It has also been argued that the font style attracts consumers and helps them to decode the intended message. Therefore, many companies display strategically important font styles on their products (Akpoyomare, Adeosun & Ganiyu, 2012). It has been found that the Garamond font style tends to be used for luxury products, whereas the century bold font style is used for economy products (Lupton, 2004). In addition, the italic font style is used in health related products (Smith & Taylor, 2004). Prior research suggests that the font style stimulates behavioral outcomes. Consumers tend to respond more quickly when the font style is aligned with the message. Thus, an appropriate font style enhances the visibility of the product. Lock shin and Corsi (2012) found that there is a direct association between font style and consumer purchase decisions.

Packaging design which are the layout, fonts and colors used on the product are essential for creating a brand image and stimulating consumer purchasing decision process. (Grossman & Wsenblit, 1999). Consumers while purchasing low involvements products do not spend their time in evaluating the attributes of products. Therefore, the packaging design is more important in low involvement products as compared to high involvement products (Hausman, 2000). As consumers draw inferences about a product on the basis of packaging design, therefore, it must stand out in a display. Most times, due to the time constraints of some consumers, they purchase products impulsively and their purchasing behavior is influenced by the packaging design.

Packaging design helps in enhancing the visibility of the product in shopping centers (Javed, 2015).

Printed information (or product labels) provide information about products. Printed information is designed to attract consumers and motivate them to buy a product (Silayoi & Speece, 2004). It has been found that consumers pay more attention to printed information when purchasing high involvement products. In contrast, consumers tend to pay more attention to visual appeal while purchasing low involvement products. Printed information on products tends to stimulate consumer purchase decisions (intentions). Eldesouky & Mesias (2014) found that consumers while reading printed information gives more attention to nutritional information, followed by expiry date, price and brand name. Packaging acts as a tool for communication for the consumers at the Point of Sale (POS) (Sehrawat & kundu, 2007; Shekher & Ravindran, 2013), and it helps in

product development and differentiation (Silayoi & Speece, 2014; Underwood et al., 2011).

Packaging as a silent salesman is directed towards influencing the point of purchase buying decision through the package design, colour, etc. most companies are involved primarily in packaging to gain a non-price competitive advantage by utilizing the package to present a favorable image of the product which it contains. Packaging is a critical strategic element for brand differentiation and identity, because it helps the producer to differentiate its product and identity from its competitors. Packaging really affects the buying behaviour of some individuals looking at the young people. Packaging provides the manufacturer with the final opportunity to persuade prospective buyers prior to brand selection, because shoppers are exposed to packages just as they are in other forms of promotion. Also, consumers can easily overcome the challenge of visually assessing volumes contained within a variety of shapes because most products labels provide the information through its packaging.

The purchase decision is a series of choices or judgment made by consumers prior to making a purchase that begins once the consumer has established a willingness to buy. The consumer must then decide where making the purchase, the brand, model, or size to purchase, when to make the purchase, how much to spend, and what method of payment will be used., but this decision can only be influenced by the product package, how different is the product from other brands, thus packaging affects a customer purchase decision.

According to Clifford Zira Oaya, packaging attracts consumer's attention to particular brands, enhances its image and influences consumer's perception about product, thus packaging a certain product based on your customer's needs, the producer can use labelling or image description to arouse the interest of the consumer to purchase the product, when the consumer is moved by the image or label used to package the product he or she desires or makes a purchase for that product is needed.

2.2 Theoretical Foundation

i. Theory of Buyer Behaviour

This theory was created by John A. Howard and Jagdish N. Sheth on January 1st, 1969. The Theory of Buyer Behaviour explains the buying behaviour of consumers over a period of time. The theory is set to explain the brand choice behaviour of a buyer. It is assumed that brand choice is not random but systematic and it is also rational in the sense that it is within the buyer's bounded rationality. Much buying behaviour is more or less repetitive and the buyer establishes purchase

cycles for various products which determines how often he will buy. For food products, the purchase cycle is short and purchase is frequent while for durable appliances, the cycle is lengthy and infrequent. Confronted by repetitive brand choice decisions, the consumer simplifies his task by storing relevant information and establishing a routine in his decision process. Therefore, this theory identifies the elements of a consumer's decision making process, observes the changes that occurs in them over time as a result of their repetitive nature and show how a combination of decision elements affects search processes and the incorporation of information from the buyer's commercial and social environment.

The elements of a buyer's brand choice decision are; A set of motives, several alternative courses of action and decision mediators by which the motives are matched with the alternatives. Motives are specific to a product class and reflects the underlying needs of the buyer. The alternatives are the various brands that have the potential of satisfying the buyer's motives. There are three important notions involved in the definition of alternatives as brands. First, the several brands which become alternatives to the buyer need not belong to the same product class as defined by the industry. For instance, a person may see Ovaltine, Milo, and Bournvita as three alternatives to satisfy his motives related to beverage consumption. He may also see only two alternatives, such as coffee and beer, both belonging to physically dissimilar product classes. Secondly, the brands which are alternatives of the buyer's choice decision are generally small in number, collectively called his "evoked set". The evoked set is not only a fraction of the brands he is aware of, and a still smaller fraction of the total number of brands actually on the market. Thirdly, any two consumers may have quite different alternatives in their evoked sets.

Decision mediators are the set of rules that the buyer employs to match his motives and his means of satisfying those motives. They serve the function of ordering and structuring the buyer's motives and then ordering and structuring the various brands based on their potential to satisfy these ordered motives. Decision mediators develop by the buyer's process of learning about the buying situation. They are therefore influenced by information from the buyer's environment and even more importantly by the actual experience of purchasing and consuming the brand.

When the buyer is just beginning to purchase a product class, he lacks experience; he does not have a set of decision mediators for that product class. To develop them, he actively seeks information from his commercial and social environments. The information he actively seeks or accidentally receives is subjected to perceptual processes which not only limits his intake of

information but modifies it to suit his frame of reference. These modifications are significant in that they distort the neat “marketing stimulus consumer response” relation.

Along with his active search for information, the buyer may to some extent generalize from similar past experience. Such generalization may be due to the physical similarity of a new product class to an old product class. For example, during initial purchases of beverages, a buyer may generalize from his experience in buying Milo. Generalization can also occur when two product classes are physically dissimilar, but have a common meaning deriving from a company brand name. Another instance is given when a buyer might generalize his experience in buying refrigerator to his first purchase of a dishwasher.

Whatever the source, the buyer develops sufficient decision mediators to enable him to choose a brand which seems to have the best potential for satisfying his motives. If the brand proves satisfactory, the potential of that brand to satisfy his motives for subsequent purchase is increased and the probability of his buying that brand again is likewise increased. With repeated satisfactory purchase of one or more brands, the buyer is likely to manifest a routine decision process in which the sequential steps in buying are so well structured that an event which triggers the process may also complete it. Routine purchasing implies that decision mediators are well established and that the buyer has strong brand preferences.

Time pressure is a current exogenous variable and therefore specific to a decision situation. When a buyer feels pressed for time, because of any of several environmental influences, he must allocate his time among alternative uses. In this process, a reallocation unfavorable to purchasing activity can occur. Time pressure will create inhibition, as mentioned earlier. It will also unfavourably affect the search for information.

Financial status refers to the constraint a buyer may feel because he lacks financial resources. This can affect his purchase behaviour by creating a barrier (inhibitor) to purchasing the most preferred brand. For example, a buyer may want to purchase an expensive foreign car but lacking sufficient financial resource, he will settle for a low priced model.

Personality traits are such that variables as self-confidence, self-esteem, anxiety and authoritarianism, which has been researched to identify individual differences. These individual differences are “topic free” and therefore supposedly exert their effect across product classes. For example, the more anxious a person is, the greater his motivational arousal; dominant personalities are more likely (by a small margin) to buy a Ford rather than a Chevrolet, the more authoritarian

a person is, the narrower the category width of his evoked set.

Social and organizational setting involves the group, a higher level of social organization, the social aggregate. It includes informal social organization such as family and reference groups which is relevant for consumer behaviour and their purchase decision process.

Culture provides a more comprehensive social framework than social class. It consists of patterns of behaviour, symbols, ideas and their attached values. Culture will influence motives, decision mediators and inhibitors.

ii. Simon Model on Decision Making

Herbert Simon made contributions to enhance the understanding of decision making processes, he even pioneered the field of decision support systems. According to (Simon, 1960) and his later work with (Newell 1972), decision-making is a process with distinct stages. He suggested for the first time the decision making model of human beings. His model of decision-making has three stages:

Intelligence phase: intelligence deals with the problem identification and the data collection on the problem. The intelligence phase is the first step towards the decision-making process. In this step, the decision maker identifies/detects the problem or opportunity. A problem is detecting anything that is not according to the plan, rule or standard in a managerial context while opportunity seeking is the identification of a promising circumstance that might lead to better results. An instance of identification of opportunity is when a marketing manager gets to know that two of his competitors will shut down operations (demand being constant) for some reason in the next three months, this means that he will be able to sell more in the market.

Thus, in the case of a problem or for the purpose of opportunity, seeking the decision making process is initiated and the first stage is the clear understanding of the stimulus that triggers this process. So if a problem/opportunity triggers this process, then the first stage deals with the complete understanding of the problem/opportunity. Intelligence phase of decision making process involves;

Problem Searching: for searching the problem, the reality or actual is compared to some standards. Differences are measured and the differences are evaluated to determine whether there is any problem or not.

Problem Formulation: when the problem is identified, there is always a risk of solving the wrong problem. In problem formulation, establishing relations with some problem solved earlier or an

analogy proves quite useful.

Design phase: design deals with the generation of alternative solutions to the problem at hand. It is also the process of designing solution outlines for the problem. Alternative solutions are designed to solve the same problem. Each alternative solution is evaluated after gathering data about the solution. The evaluation is done on the basis of criteria to identify the positive and negative aspects of each solutions. At this stage, the solutions are only outlines of actual solutions and are meant for analysis of their suitability alone. A lot of creativity and innovation is required to design solutions.

Choice phase: choice involves selecting the 'best' solution from amongst the alternative solutions using some criterion. It is the stage in which the possible solutions are compared against one another to find out the most suitable solution. The best solution may be identified using qualitative tools like the six thinking hats technique, force field analysis, etc.

2.3 Empirical Reviews

Brosekhan and Velayutham (2013) in consumer buying behaviour: a literature review, investigated a set of dimensions identified in literature, which can be used to characterize and differentiate the various perspectives on consumer research. Conditions of competition are changing rapidly today and companies that strategize and react to these changes promptly and quickly are the most successful. Overall, it is argued that the study of consumer behaviour is rapidly evolving as researchers recognise and implement new techniques and trans-disciplinary perspectives to understand the nature of purchase and consumption behaviour.

In particular, the buying process of consumers is of more importance to marketing practitioners than the consumption process. From a practitioner's perspective, consumer research is pertinent so as to enable him understand changing consumer needs, wants and motivations and thereby devise the most appropriate mix for his market. Then, to the marketer, the dynamic nature of the consumer behaviour implies rapid product development, changing communications and distribution strategies in order to be more effective.

Furajji et al. (2012) contributed to a deeper understanding of the impact of different factors on consumer buying behaviour. It analysed the relationship between several independent variables such as cultural, social, personal, psychological and marketing mix factors and consumer behaviour (as dependent variable) in the electric appliances market. However, the main purpose of their study is to determine the factors affecting consumer preferences and behaviour in the

electric appliances market in Iraq. The major findings indicated that, overall, the set of independent variables are weakly associated with the dependent variable. Nevertheless, the in depth analysis found that social factors, physical factors and marketing mix elements are strongly associated with consumer buying behaviour. These analyses make it possible to discover consumer decision-making rules. The results may assist producers and retailers in understanding consumer behaviour and improving consumer satisfaction.

Kaze (2010) analysed consumer value dynamics and related purchasing behaviour in Latvian insurance market over the last years applying consumer values approach, estimated anticipated future trends and provided suggestions to industry players for successful improved competitiveness. However, the study provided interesting insights and empirical evidence on values being determinant for consumer choice and suggested priority areas of development for insurance market players in order to adapt to changing customer preferences and gain competitive advantages.

Oncioiu (2014) investigated how the message content and involvement in an online forum influenced the tourism consumers' purchase intention and conducted online experiments involving 534 subjects. According to the research results, negative messages have stronger effects than positive messages, which may lead to stronger disasters on e-small and medium tourism enterprise or tourism products. This finding, however, offers potentials for finding better ways for sellers (travel agencies) or managers of small and medium-sized tourism enterprises in a virtual community. Finally, the results of the study also demonstrated positive relationships between the tourism consumers' online feedback and their purchase decision.

The results of this study show that a colourful image on the packaging could attract consumers' attention. Consumers' intention to purchase is increased by an attractive image and this is supported by Silayoi and Speece (2004) who found that an excellent packaging image design could have a positive impact on consumers' intention to purchase. Brosekhan and Velayuthan (2013) argue that the study of consumer behaviour is rapidly evolving as researchers recognise and implement new techniques and trans – disciplinary perspectives to understand the nature of purchase and consumption behaviour; in particular, the buying process of consumers is of more importance to marketing practitioners than the consumption process. Furaiji, et al. (2012) examined the factors affecting consumer preferences and behaviour in Iraq, found social and physical factors and marketing mix elements to be strongly associated with consumer buying

behaviour.

Furthermore, the result of this study is consistent with the position of Silayoi and Speece (2004) where they found that customer quality judgements are highly influenced by product characteristics reflected by packaging and that if the package communicates high quality, consumers assume that the product is of high quality unless they have other negative information. It is however obvious that product packaging may be used to identify with the interests or needs of the consumers such as information needs, convenience needs and the need for product packaging to protect the product to ensure safe consumption. In another study, Shafiq, Raza and Zia-ur-Rehman (2011) measured the mediating effect of customer perceived value between customer purchase intentions. It was discovered that customer knowledge, celebrity endorsement and product packaging and design have significant relationship with purchase intention of customer but the mediating role of perceived value was not found significant. Similarly, Laforet (2011) found that brand category dominance influence consumer choice but corporate product and dual-brand names have little impact on purchase preference.

In their study Sehrawet et al. (2007) examined the impact of packaging on the buying behaviour of rural and urban consumers in India where it was revealed that rural residents consider the package more helpful in buying goods than their urban counterparts, that is, better packaging contains better products and ease of storing a package. The rural people feel that packaging is more helpful in buying and they have stronger opinions that better packages usually contain better products. The findings of Olbrich and Windbergs (2006) also support the approach of many trading companies of binding customers to their company through the placing of premium store brands in order to bring about a positive effect on performance. This has helped to make better contributions towards the determinants, the inter-linking of cause and effect and the profitability potentials of brand and store loyalty in the retail trade. Folks and Matta (2004) also examined the effect of package shape on consumers' judgements of product volume where it was discovered that containers that attract more attention are perceived to be larger even when the usual container was also taller. This has helped marketing practitioners to identify the boundary conditions and biases in visual judgements of package volume.

Underwood and Klein (2003) also discovered that package pictures had strong positive effect on attitudes towards product package and that package pictures do more than create a novel stimulus that capture attention. In other words, placing pictures on packages significantly improved brand

beliefs but this effect does not automatically translate into improved brand evaluations. Habib and Aslam (2014) checked the factors affecting brand loyalty and repurchase intentions of consumers of Coca-Cola. The findings suggest that there is positive relationship between customer satisfaction, brand image and brand loyalty and that there is also positive relationship between brand loyalty and the repurchase intentions of Coca-Cola. Malik et al, (2013) investigated the effect if brand awareness and brand loyalty on purchase intention in importance of brand awareness and brand loyalty in assessing purchase intentions of consumers. The study revealed that brand awareness and brand loyalty have strong positive association with purchase intention.

3.0 Methodology

This study adopted the descriptive survey research design to enhance a comprehensive review of the active variables of Product Package and Customer Point-of-Purchase Behaviour. The packaging attributes that guided respondents' responses included package design, communication. Questionnaire was the instrument for data collection, while the stratified sampling technique was adopted to select a sample of 2,500 from the target population of 25,000 presumed to be consumers of packaged products in Lagos State (Lagos State Bureau of Statistics, 2021) which is one of the biggest economic and commercial nerve centres in Nigeria. The instrument for data collection was validated, comprising two parts, A and B. Part A covered respondents demographic data while Part B contained instruments for the measurement of the independent variable (product package), the dependent variable (customer point-of-purchase behaviour). The questionnaire items were measured on a 6-point Likert Scale of Very Low (VL) = 1; Low (L) = 2; Average (A) = 3; High (H) = 4; Very High (VH) = 5 and Extremely High (EH) = 6.

4.0 Data Analysis, results and discussion of findings

Table 1: Summary of respondents' responses on product package and point-of-purchase behaviour

	Product package						Consumer point-of-purchase behaviour					
	Extremely High	Very High	High	Ave.	Low	Very Low	Extremely High	Very High	high	Ave.	Low	Very Low
Value	16320	17017	11683	5662	1957	885	8966	10473	7111	2890	860	560
%	30.5	31.8	21.8	10.6	3.7	1.7	29.1	33.9	23.04	9.4	2.8	1.8

Source: Statistical Analysis, 2025

Table 1 reveals the customer purchase behaviour with full knowledge of the features of package

design of brand. 29.1% of the customers' rate patronage of product brand extremely high, 33.9% rate if very high and 23.04% rate if high. However, very few percentages responded averagely, low and very low. This implies that product package design has significant effect on customer purchase behaviour. The result reveals that excellent packaging image design could have positive impact on consumers' intention to purchase. This suggests that manufacturers and retailers should develop and design unique packages to easily attract customers' attention and provide a sense of excitement at the point of purchase.

Table 2: Model summary of the relationship between package design and customer point-of-purchase behaviour

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.535 ^a	.286	.279	1.104

Table 3: Summary showing the Analysis of Variance (ANOVA) on the relationship between package design and customer point-of-purchase behaviour

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1143.697	22	51.986	42.624	.000 ^b
	Residual	2853.986	2340	1.220		
	Total	3997.683	2362			

a. Dependent Variable: value is the quality i get from the price i pay

Table 4: Summary of the relationship between package design and customer purchase behaviour

Variable constant	R	R ²	Unstandardized Coefficients	Sig
X ₁			0.053	0.011
X ₂			0.163	0.000
X ₃	0.535	0.286	0.107	0.000
X ₄			0.017	0.552

X ₅			0.026	0.288
X ₆			0.183	0.000
X ₇			-0.047	0.037
X ₈			-0.050	0.037
X ₉			0.081	0.000
X ₁₀			0.165	0.000
X ₁₁			0.072	0.001
X ₁₂			0.005	0.795
X ₁₃			-0.013	0.592
X ₁₄			-0.011	0.600
X ₁₅			-0.057	0.013
X ₁₆			-0.089	0.000
X ₁₇			0.090	0.000
X ₁₈			0.163	0.000
X ₁₉			-0.090	0.000
X ₂₀			-0.072	0.002
X ₂₁			0.040	0.113
X ₂₂			0.189	0.000

Source: Statistical Analysis, 2025.

Tables show the R and R-square value to be 0.535 and 0.286. This indicates that there is a moderate positive relationship between “value means quality” and other variables classified as product label, product logo, product shape, product size and product colour (independent variables). Only 28.6% change in opinion of customers on value as quality is caused by joint effect of the independent variables. The adjusted R – square indicates that if another independent variable is added or removed it will only cause 27.9% of customers change opinion on value as quality. Moreover, only sixteen of the independent variables used are significant i.e. contribute to change in opinion of customers opinion on “value as quality”. Only four of these variables contribute negatively but others contribute positive.

However, only significant variables were used in the model generation.

$$y_3 = 0.430 + 0.053X_1 + 0.163X_2 + 0.107X_3 + 0.183X_6 - 0.047X_7 - 0.050X_8 + 0.081X_9 + 0.165X_{10} + 0.092X_{11} - 0.057X_{15} - 0.089X_{16} + 0.090X_{17} + 0.163X_{18} - 0.090X_{19} - 0.072X_{20} + 0.189X_{22}.$$

On the general performance of the model, the tables reveal that the model is adequate and significant with P-value less than 0.05 (i.e. p-value = 0.000) hence the alternative hypothesis is accepted and we then conclude that package design significantly affect customer point-of-purchase behaviour.

4.0 Discussion

From the study sample of 2,500 drawn from the target population of 25,000 presumed to be consumers of packaged products in Lagos State (Lagos State Bureau of Statistics, 2021) the result reveals that there is significant relationship between product package design and customer point-of-purchase behaviour. Consumers have become more and more increasingly discerning and the constant variations in demand mainly involve healthier choices, convenient packaging and unique flavours (Rockwell Automation, 2018). The inclination for convenient packaging relates to the rise in awareness of environmental protection. Consumers are more concerned about whether products are environmentally-friendly and conveniently packaged to contribute to sustainable development (Sutherland, 2019). As customers become better educated and more demanding, it is more difficult for manufacturers and retailers in the Food and Beverage industry to influence their purchasing behaviour through product innovation. In order to satisfy rapidly changing consumer needs and desires and enhance their purchasing behaviour, manufacturers and retailers need to engage in more product innovation and this necessitates a thorough understanding of consumers' attitude towards different aspects of a product. Understanding consumers' attitude and expectation is crucial for manufacturers and retailers to achieve product innovation in an accurate and effective manner and thus, enjoy the fruits of their product innovation in terms of increased sales, profits and growth.

The result of the study shows that changing the package design is crucial for consumers. The impact of different food and beverages product design is significantly related to consumers purchasing behaviour. The respondents indicated that a new design, especially in terms of

packaging, could attract their attention to products compared to those of competitors and then may motivate their intention to purchase them. Therefore, changing the packaging design could stimulate consumers' purchasing behaviour because packaging is a medium of attention, information, quality and aesthetics (Bech-Larsen, 1996).

5.0 Conclusion

Marketing Professionals and Managers all over the world should actively promote and improve product package, brand awareness and loyalty of the customers to enhance their purchase intentions. These efforts are more likely to be fruitful if these practices are accompanied by communication about the product package to the targeted customers.

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