

**EFFECT OF PRODUCT PACKAGING ON CONSUMER CHOICES OF
FOOD & BEVERAGE PRODUCTS, NAIROBI COUNTY, KENYA**

BY

JOSEPHAT JOHN MAENDE

D61/60625/2011

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTERS IN
BUSINESS ADMINISTRATION, SCHOOL OF BUSINESS, UNIVERSITY OF
NAIROBI**

NOVEMBER 2018

DECLARATION

This research project is my original work and, to the best of my knowledge, has not been submitted for examination in any other university or institution of higher learning.

Signature.....Date.....

Josephat John Maende

D61/60625/2011

This research project has been submitted for examination with my approval as the university supervisor.

Signature.....Date.....

Dr. R. Musyoka

ACKNOWLEDGEMENTS

I would like to acknowledge and extend my gratitude to the lecturers of University of Nairobi, School of Business who instilled knowledge throughout my time at the Institution.

Special thanks to my supervisor Dr. Raymond Musyoka and moderator Prof. Munyoki for their support and guidance from initial stages of conceptual inception to the final stages. I acknowledge and appreciate Mr. Edward Mwangi of Tuskys Supermarket, Mr. Kerich of Tumaini Supermarket and Mercy Wambui of Naivas Supermarket for allowing me to collect data from the shoppers in the respective supermarkets.

I am grateful to my research assistants and to the respondents who participated in the study and made it a success.

DEDICATION

I dedicate this research project to my family for their understanding and for supporting my endeavors.

TABLE OF CONTENTS

Declaration	ii
Acknowledgement	iii
Dedication	iv
List of Tables	vii
List of Figures	viii
Abstract	ix
CHAPTER ONE	1
1.0 Introduction	1
1.1 Background of the study	1
1.1.1 Product Packaging	3
1.1.2 The concept of consumer choice	3
1.1.3 Food & Beverage Industry	4
1.2 Research Problem	5
1.3 Research Objective	7
1.4 Value of the Study	7
CHAPTER TWO	9
2.0 Literature Review	9
2.1 Introduction	9
2.2 Theoretical Review	9
2.2.1 The Howard-Sheth Model	9
2.3 Context of the Study	10
2.3.1 Colour of the Package	11
2.3.2 Package Material	11
2.3.3 Design of the Package	12
2.4 Empirical Review	12
2.5 Conceptual Framework	14
CHAPTER THREE	15
3.0 Research Methodology	15
3.1 Introduction	15
3.2 Research Design	15

3.3 Population of Study	15
3.4 Sample	16
3.5 Data Collection	18
3.6 Data Analysis	19
CHAPTER FOUR	20
4.0 Results and Findings	20
4.1 Introduction	20
4.2 Background Information	20
4.2.1 Gender of Respondents	21
4.2.2 Age Bracket	22
4.2.3 Number of members in the Household	23
4.2.4 Level of family expenditure on Consumption purchase	24
4.2.5 Level of Education	25
4.2.6 Package Colour	26
4.2.6.1 Package Colour associations with food and Beverage products	27
4.2.6.2 Package Material Quality	29
4.2.6.3 Packaging Design	30
CHAPTER FIVE	34
5.0 Summary, Conclusion and Recommendations	34
5.1 Introduction	34
5.2 Summary	34
5.3 Findings Interpretation.....	35
5.4 Conclusion	42
5.5 Recommendations	43
References	44
Appendix 1: Questionnaire	47

List of Tables

Table 3.1 Sample Size	17
Table 4.1 Gender of Respondents	21
Table 4.2 Age Bracket	22
Table 4.3 Number of members in the Household	23
Table 4.4 Family Expenditure on consumption purchase	24
Table 4.5 Level of Education	25
Table 4.6 Package Colour	26
Table 4.7 Package Colour associations	28
Table 4.9 Package Material Quality	29
Table 4.10 Package Design	31
Table 4.11 Extent to which package colour	32
Table 4.8 Dominant Colours for certain products packages	38

List of Figures

Figure 1: Conceptual Framework	14
Figure2: gender of Respondents.....	22
Figure 3: Number of members in the household.....	23
Figure 4: Level of education Respondents	25
Figure 5: Package Material and package design	32

ABSTRACT

The purpose of this research was to determine the effect of product packaging on consumer choices for Food and Beverage products in Nairobi County, Kenya. The study was guided by the specific research question: What is the effect of package color, package material and package design on consumer choice of Food and Beverage products? The study adopted descriptive and explanatory research techniques in order to achieve the results and draw useful conclusions. Primary data was collected by using structured questionnaire and with the help of three qualified research assistants; raw data was recorded using tabulations, bar graphs and pie charts that vividly showed the results. From the foregoing discussions and findings presented under chapter four, the researcher herein concluded that the research objective as set out under chapter 1.3 was achieved and that there was influence of package color on consumer choice of food and beverage products at 71% endorsement level by the 145 respondents sampled. Further, the researcher concluded that there was influence of package material on consumer choice for food and beverage products at 80% endorsement level by the 145 respondents sampled. The researcher also concluded that there was influence of package design on consumer choice of food and beverage products at 87.5% endorsement level by the 145 respondents sampled. It was finally concluded by the researcher that on the basis of the results presented in table 4.7 and table 5.2 on package color associations, that consumers generally associate certain package colors with certain products due to past experience and personal prejudices. The study also revealed the most dominant package colors for certain commonly purchased food and beverage products. This has marketing implications to the marketer as an opportunity to influence consideration set whenever a consumer seeks out similar products to satisfy the needs and wants from time to time. Package color if perceived positively will cause the consumer to enlist the product in the consideration set thus increasing the possibility of being selected amongst a set of alternatives. The overall average respondent endorsement level was 79.5% about the hypothesized interaction between the study variables. The independent variables were package color, package material and package design whereas the dependent variables were purchase action, preference, referrals, attention and product recall. The value of the study was determined that it would be an eye opener and basis for further research involving other elements of packaging and that it would offer useful marketing insights to practicing marketers and packaging sub-sector manufacturers in guiding effective packaging strategies. In addition, the study would offer useful tips to government policy advisers for purposes of improving industry regulatory provisions. The study recommended that marketing firms could apply lessons learned about effect of color and color combinations in attracting attention and brand identification. The study recommended application of lessons learned about impact of package design to guide on regulations about standard package sizes for various food and beverage product categories to ensure fair business practices. Last but not least, the researcher recommended application of lessons learned about effective package material in determining shelf-life that would support possible adoption of mass marketing strategy.

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

The main motive of every business entity is to make their services or goods more attractive to the buyer/consumer so that the buyer or the consumer may consider it when the decision to buy a product is being made. The modern marketplace is full of wide array of product brands. As a result, keeping pace with multiple product varieties was found to be a big problem for the ordinary buyer (Suresh, Monahan, & Naresh 2012).

Consumers perceive packaging based on prejudices, learned responses and personal preferences hence making some products to be dominant in the present day ever-changing markets (Aaker 2010). Marketers should regard color as an integral component so as to optimize on effective use of color and color combinations because same color may be perceived differently and may be associated with various meaning in various parts of the world. Consumers also associate certain brands and companies with certain colors. For example Coca-Cola Ltd is associated with color red whereas Safaricom Ltd is associated with color green.

Cheskin (1957) as cited in (Polyakova, 2013) argued that effective choice of color is key in achieving a good package design because color is vivid and memorable. It has been proven that bright color packages attract the attention of consumers. (Deo & Hosee, 2017). Packaging features such as color and graphics were found to be the most noticeable elements (Polyakova, 2013).

Consumer choice also influenced by perceived value which according to (Lassar et al., 1995) refers to perceived difference between the price of a product and all its utilities. The choice of one package as opposed to another may be influenced by economic factors, cultural factors, personal factors, environmental factors and the fact that some product packages have multiple application after consumption of the contents (Lal, Yambrach, & McProud, 2015) The different combinations of the elements of packaging are employed to relay symbolic brand meanings to consumers.

This study is anchored on Howard-Sheth Model of consumer choice. Howard-Sheth Model discusses rational consumer product choice in all situations including under circumstances of incomplete information. The consumer sometimes subconsciously employs heuristics (mental short-cuts) to make product choices. Howard-Sheth Model (1969) explicitly distinguishes between three different scenarios of decision-making also referred to as levels of learning, namely; extensive, limited and routine problem solving. This model recognizes the fact that various consumers when faced with similar purchase decision may undergo varying levels of information search and personal involvement. Loyal customers may not undergo all the steps because they are at a higher level of motivation to act in favour of particular brand/s.

1.1.1 Product Packaging

Product packaging involves designing, making and filling of a container or wrapper in such a manner that there is effective protection, storage, identification and successful marketing of the product (Kent & Omar 2003). A good product package should be able to

be identified and distinguished from a competitor's offering almost effortlessly (Cronje et al.2003). Packaging is a form of non-verbal communication and consumers learn about the product and develop interest since it is proven that approximately 66 % of marketing messages are received in the mind through visual system (Zaltman 1997).

1.1.2 The Concept of Consumer Choice

Consumer-decision making is not a one step activity (Assael (2004) Consumers evaluate brands in varying degrees of involvement and information processing situations. Consumers use past experience as well as current information to set expected standards of quality performance as compared with the desired benefits. Consumers choose and prefer brands based on expected level of satisfaction, whereby they are pre-disposed to accept brands promising optimal satisfaction.

Marketers tend to capitalize on the fact that consumers have no established criteria for evaluating any product category and those who are creative normally craft elaborate advertising campaigns so as to influence the consumers in forming the consideration set such that it is inclusive of their marketed brand (Kardes, 1997). Consumer choice and decision making is also influenced by the level of consumer involvement with the product whereby complex decision-making is involved when the products / services are highly priced (Tanner & Raymond, 2012).

1.1.3 Food & Beverage Industry

Food and Beverage sector is abound with very many players ranging from SMEs to very large multinationals and are estimated to be over 1200 registered firms in Kenya.

The Food and Beverage sector commercialized (open market) players are hotels and related food outlets. Commercialized (controlled) players include airport/railway station food facilities, golf clubs, contracted corporate food facilities, functions and events catering.

Subsidized welfare providers include institutional catering, schools, universities and colleges, hospitals, prisons, orphanage homes and employee in house catering.

The main characteristics of Food & Beverage are inter alia ; the fact that it is an important part of everyday life, a key contributor to Kenya`s economy as a source of employment and tax, highly fragmented hence characterized by stiff competition. According to the report by Robert M.Kilonzo and Dr. Moses Gathura for National Food Safety Coordinating Committee (NFSCC), some of the key legislations and coordinating agencies affecting Food and Beverage Sector are among others; department of Public health which coordinates and enforces the implementation of: Food Drugs & Chemical substances Act Cap 254(Rev.2002), Liquor Licensing Act Cap 121, Meat Control Act Cap 356(Rev.1980) & Public Health Act Cap 242(Rev.2002). Government Chemist handles the implementation of Pharmacy & Poisons Act Cap 244

Kenya Bureau of Standards (KEBS) handles the implementation of the Standards Act Cap 496 whereas Dairy board and Coffee board of Kenya handle Dairy Act Cap 336 and Coffee Act 2001 respectively.

Consumers like complete and utmost transparency from food and drink marketers (Jenny Zegler, 2018).

1.2 Research Problem

Research has revealed that packaging is an important factor as it influences buying decisions especially upon being selected from the shelf and has been found to be part and parcel of the selling process (Silayoi and Speece, 2004). Modern day retailing (supermarkets and shopping malls) and growing trends in merchandising has meant that marketers become more and more aggressive hence, they are ever competing with each other with expensive and elaborate advertising campaigns and creative printed messages on packaging. Packaging is an important tool for branding and communication with the target market in the emerging competitive business environment. As such, it is crucial to have an understanding of consumer behavior towards various product packaging with special emphasis on Food and Beverage sub-sector.

Although there is a wide range of studies conducted to measure the effect of product packaging on consumer choices in Kenya, a majority of the studies are based outside Kenya and are product specific hence few have covered the Food & Beverage sector in Kenya. For instance, Waitueka (2015) studied on effect of packaging on consumer choice of washing detergents in Nairobi and found out that various elements of packaging such as the visual, informational and functional were critical in the designing of a package. These elements needed to be taken into consideration as they influenced consumer choice on buying trends and patterns.

On their part, Kirwa et al (2013) revealed that product price, customer satisfaction, promotion, packaging, cultural background, brand name, promotion, and brand quality were found to be of greatest impact.

The researcher therefore sought to explore the interaction of product packaging and consumer choices with respect to Food & Beverage product categories in Nairobi County. Food & Beverage product categories are a sub-set of FMCG and are among Kenyan's top employers and contributors to the national GDP. With increased competition and improved economic circumstances, the business environment will become more complex.

As such, it is important for marketers of these goods to identify the key motivations of their consumers in order to position strategically in the market. As aforementioned, no research study has recently been conducted to assess the effect of product packaging on the consumer choice with regard to Food and Beverage product categories in Nairobi County- Kenya. It is against this backdrop that this study intends to fill this research gap. This study will attempt to answer the overarching question, what are the effects of product packaging on consumer choices regarding Food & Beverage products in Nairobi County-Kenya?

1.3 Research Objective

The objective of the study was to determine the effect of product packaging on consumer choices with respect to Food & Beverage products in Nairobi County, Kenya.

The specific objective of the study was as follows;

- i. To determine the effect of color of the package, material of the package and design of the package on consumer choice of Food & Beverage products in Nairobi County, Kenya.

1.4 Value of the Study

The outcome of this study would particularly be useful to companies that specialize in food and beverage products such as Unga Group, EABL, Coca Cola, Kenya Orchards, Nestle, Williamson tea etc. where packaging of their products is imperative. . The idea is to sell to their diverse clientele from different cultures. Consequently, for the company, the visual, informational and functional elements of the package can help them gain competitive advantage in the Kenyan market.

Secondly, the outcome of this study would benefit employees who work in the marketing function. This study provides proper guidelines for marketers in packaging their products for different market segments. The research gives an intense understanding of the effect of informational, visual and functional elements of packaging on consumer choice. This will help marketers arrive at decisions on the marketing communications tools they could use on the packaging of their products to create the intended influence on their target consumers. The study is designed to appreciate packaging as a vital marketing promotional tool.

Lastly, the outcome would form the basis for future research by providing literature on the effect of product packaging on consumer choices. As such, this study will provide information to researchers and academicians, who would like to advance similar studies, use it as a source of reference and knowledge gap identification.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter provides a theoretical and empirical background to the fundamental concepts that will be used in this study. This chapter begins by exploring the key theory related to the concept of consumer choice and subsequently discusses technical aspects of the subject with special focus on Food & Beverage sector. The final part of this chapter encompasses a detailed review of empirical evidence pertaining to product packaging and consumer choices.

2.2 Theoretical Review

Many theories are available that discuss the concept of consumer choices. This particular study is anchored on Howard-Sheth model of consumer behavior which is a superior model because it recognizes the fact that consumers ordinarily find themselves at varying levels of information search and involvement when presented with the same stimuli (brand). This theory has been applied by the researcher to elucidate the interaction of the variables of interest in this study.

2.2.1 The Howard-Sheth Model

Howard-Sheth Model attempts to explain rational brand choice even in circumstances of incomplete information and how sometimes decisions are made based on mental heuristics. This model recognizes the fact that different consumers when faced with similar purchase decisions may undergo varying levels of information search and

personal involvement. Loyal customers may not wait to undergo the entire four stage process because they are at a higher level of brand comprehension and motivation to act in favour of the brand. Howard-Sheth Model (1969) explicitly distinguishes between three different scenarios of decision-making also referred to as levels of learning, namely; extensive, limited and routine problem solving.

2.3 Context of the study

For purposes of this study and whilst holding other factors constant, color of the package, material of the package and design of the package have been isolated as the independent variables of interest and hypothesized by the researcher as having a direct correlation with the dependent variables of consumer choice namely purchase decisions, referrals, preferences, attention & recall. As stimuli, a package can elicit desirable or undesirable emotions in the mind of the consumer which could lead to purchase action or lack of it. It is therefore likely that same quality product in terms of content may benefit from ready acceptance and adoption or rejection depending on the package color, package material and package design.

Product packaging is elaborate and should be understood to mean and include primary package directly holding the product contents, a package holding several or sets of units for resale or transportation purpose as well as the entire package system. A package system can be thought of as all the packages and containers necessary to move the product from production stage to point of use and disposal of the package (Raphael, 1976).

2.3.1 Color of the Package

The color of a package plays a significant purpose because it relays more than just a message about the product (Doyle, 2014). Color is suggestive and it is important to use colors which suggest a positive character of the product. Color also bears symbolism and should be employed by marketers carefully to yield positive outcomes. Color is deemed to be a more effective tool for information transmission than words as the message reaches the consumer instantly on sight at the point of purchase with no need for interpretation.

In Underwood et al. (2001) package symbolizes either positive or negative meaning about the product. Color has also been found to augment visibility factors of the package when arranged on the shelf next to competing brands. Manufacturers of Food and Beverage products sometimes choose to use a transparent package as a sign of trustworthiness especially for items with shorter shelf life such as bread, meat products, fruits and vegetables.

2.3.2 Package Material

Packaging material is any wrapper that protects a product (Rizwan, Vishnu and Muhammad, 2014). Various packaging materials have different properties suitable for specific products that may enhance shelf-life and facilitate convenience while using in different use occasions. Materials commonly used are glass, metal, plastics and paper. For example whereas non-alcoholic drinks such as soda and juice may be perceived well when packed in plastic bottles, metallic cans or glass bottles, alcoholic drinks may not be

perceived positively with plastic packaging material.

Paper and paper board has widespread application because of its flexibility characteristics and affordability as this translates to unit costing of products.

2.3.3 Design of the Package

A good package design must address such critical goals as the need to attract the buyer, the need to communicate the message to the consumer, create consumer desire for the product and eventually sell the product (Griffin, 1985). Complicated designs may lead to increased product price and hence less competitive compared to compromised but acceptable package designs. Package design that is congruent with culture can receive acceptance whereas those package designs that are inconsistent with a given culture might suffer from lack of or slow acceptance even when the product content is the same.

2.4 Empirical Review Relating to Product Packaging and Consumer Choices

Packaging was found to be useful in connecting the product and the consumer in such a unique way such that it reduces the perceived risk especially for first time consumers (Bed, 2008). Therefore, the packaging assures the consumer that all the expected benefits shall be derived.

A study by Suresh et al 2012 found that the consumer is over-whelmed by a wide array of product brands. As a result, keeping pace with multiple product varieties was found to be a big problem for the ordinary buyer (Suresh, Monahan, & Naresh 2012).

A study by Marielle in 2005 on the various roles of product appearance in consumer choice aimed to identify the different ways in which the appearance of a product affects consumer product evaluation and eventual selection or lack of it. It was found out that there are six different roles of product appearance for consumers which are beauty purpose, passing-on special message or attachment, functionally, help in holding & gripping, pulling attention, and passing on useful information about the product.

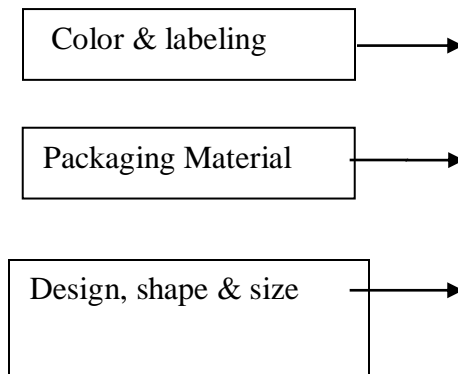
A study by Waitueka in 2015 on the effect of informational and functional elements of packaging on consumer choice of washing detergents in Nairobi, using descriptive research design, it was found that color and labeling were the most critical features that consumers considered as indicators of perceived quality.

2.5 Conceptual Framework

A conceptual framework is a visualized image of the interaction between independent and dependent variables of interest as herein indicated by the researcher.

Independent Variables

Product Packaging



Dependent Variable

Consumer Choice

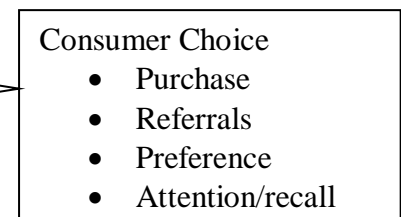


Figure 1: Conceptual Framework

Source: (Researcher, 2018)

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This study sought to determine the effect of product packaging on consumer choices of Food and Beverage products in Nairobi County, Kenya and hence this chapter presents the applicable research design that would guarantee effective and efficient determination of the population, sample and sampling procedures, collection of data and analysis of data and sampling units surveyed.

3.2 Research Design

This study was qualitative in nature and adopted a descriptive research design in assessing the effects of product packaging on the consumer choices of Food & Beverage products (F&B) in Nairobi County, Kenya. A descriptive research design is concerned with describing the characteristics of a particular group with narration of facts and characteristics about a given study (Polkinghorne, 1995). Patricia et al (2013) argues that a descriptive study is good because it gives a clear explanation of the characteristics of the population or situation being studied. The independent variables in this study included package color, package material and package design and the dependent variables included purchase, referrals, preference, attention and or recall.

3.3 Population of Study

A target population is the group of people to which a study wishes to generalize its findings. It must be carefully defined so that the proper sources from which the data is collected can be identified (Zikmund et al., 2009). For this study, target population

consisted of shoppers between ages 18-50 years old who patronize major retail outlets in Nairobi County within a radius of 30 km from Nairobi CBD. Three leading retail outlets were selected based on the researcher`s judgment. The average total number of shoppers per day for all the three retail outlets constituted the sampling frame for this study.

The choice to use shoppers in Nairobi County as respondents in this study is mainly because of convenience, since the author`s residence is in Nairobi County. Selection of the target population was based on three classifications namely high income residential areas, middle income residential areas and low income residential areas in Nairobi County. The researcher selected Tuskys-Karen supermarket as source of respondents in high income area, Naivas Supermarket-Capital Centre along Mombasa road as source of respondents in middle income area and Tumaini Supermarket-Pipeline as source of respondents in lower income area.

3.4 Sample

The purpose of a sampling frame is to ease the possibility to identify the different elements in the target population (Saunders et al., 2016). For this particular study, the available options were all non-probability sampling techniques and in this case judgement or purposive sampling was used. The purposive sampling of data sources entails selecting respondents from which the researcher can substantially learn about the experience (Patton, 1990). This kind of selections are purposeful and cannot be random. Under purposive sampling, the elements in the sample are selected by the researcher on the basis that the respondent happens to be in the right place at the right time that is at the shopping outlet and is willing to participate as a respondent. This is the least costly and

least time-consuming of the sampling techniques. A big advantage is that the sampling units are easy to access.

Purposive sampling was used to enlist 150 individuals to participate in the study. Fifty (50) shoppers per retail outlet drawn from three (3) retail outlets located within a radius of thirty kilometers (30km) from Nairobi CBD were targeted as respondents. This sample was deemed to be representative because perception of shoppers is fairly homogeneous depending on their respective set of psychographics and demographics. This is about accounts of the respondents in terms of their experience with the variables under investigation and not how many products are purchased or how much sales of products? For example, responses from shoppers in a given high income residential area would most likely be similar with responses from another high income residential area and vice versa could be true for responses from two separate low income residential areas.

Table 3.1: Sample Size

Supermarkets	Average number of Shoppers per day	Income category	Sample Size
Tuskys-Karen	2400	High income	50
Naivas-Capital Centre	3000	Middle income	50
Tumaini -Pipeline	1600	Low income	50
Total	7000		150

3.5 Data Collection

Primary data was collected through the use of a structured questionnaire with closed ended questions and statements coupled with oral interviews between the researcher and the management of the supermarket outlets as well as the respondents. The questionnaire was divided into four sections. Section A was set to elicit general and demographic information about respondents that has a bearing on their consumption habits which in turn influences consumer buying behavior for Food and Beverage products. Section B was set to capture information on respondents' perceptions of package color. Section C was set to elicit information on respondents' perceptions of package material. Section D was set to elicit information regarding respondents' perception of package design.

The respondents were recruited at different retailing points namely Tuskys-Karen Supermarket for the high income area, Naivas-Capital Centre for the middle income location and Tumaini –Pipeline supermarket for the low income zone all sampling units being within a radius of 30km from Nairobi CBD. A small sample of twenty (20) respondents was selected beforehand from Tuskys-Karen to help pretest the effectiveness of the questionnaire. These 20 respondents used to pretest the questionnaire were not part of those selected for the actual data collection. Data collection was undertaken on Saturdays and Sundays being the busiest shopping days of the week. The researcher hired three trained research assistants to help collect data using the questionnaires. Filter questions were used to screen respondents and ensure they met the requirements to competently respond to the questions and the subject of packaging in particular hence boosting the validity of the responses.

3.6 Data Analysis

After collecting the completed questionnaires, the researcher checked all the responses for completeness and consistency. Upon entering the raw data, the next step involved applying a range of statistical analytical tools such as weighted mean, mode and median. Other descriptive statistics included measures of dispersion, percentages, and frequency distributions used to arrive at findings, conclusions and recommendations about the variables of the study.

CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter showed the research findings and outcome by analyzing the raw data from Food and Beverage shoppers in Nairobi County supermarkets located within a radius of 30km from Nairobi CBD. The account of the respondents about the variables of the study was useful information that guided the researcher in addressing the requirements of the research objectives as set out. The research questions were divided four sections. In this study, 150 questionnaires were issued, out of these, 145 respondents' questionnaires were found to be responsive and were therefore analyzed to arrive at the findings presented herein.

There was a response rate of 97% which was representative to make suitable conclusions for the research study.

4.2 Background Information

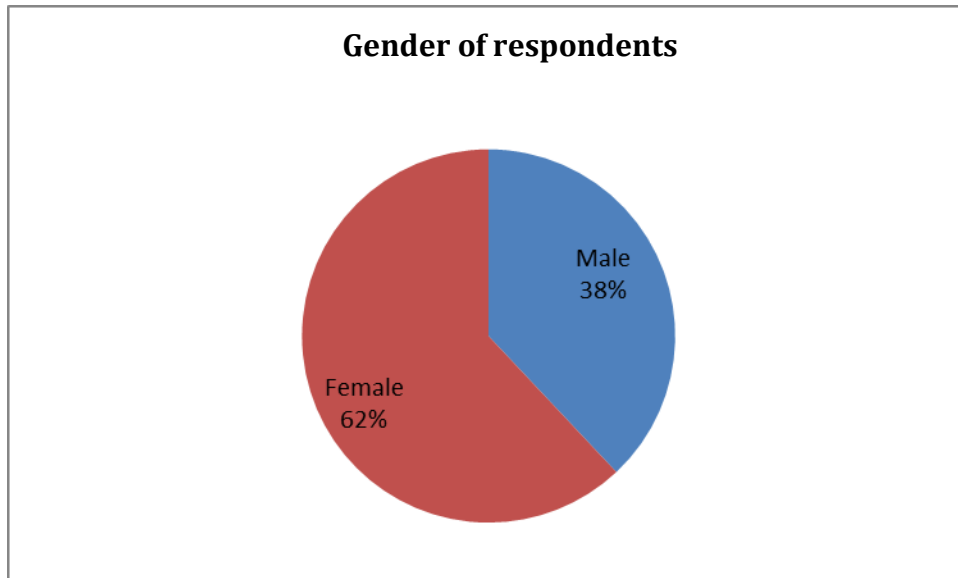
The respondents' background information was offered in this section. The genders, age, level of education, members of the household and family expenditure on consumption was relevant information that could give some indication on likely buying behavior of the respondents and how they perceive effect of packaging elements. This information would bring meaning in understanding the different choices respondents make.

4.2.1 Gender of Respondents

Respondents were of both male and female gender and this had an implication on the research findings because male and female members of the family have different roles in the family set up as users/consumers and providers while purchasing Food and Beverage products. Female respondents were 90 comprising 62% whereas male respondents were 55 comprising 38%. This means that there were more female than male shoppers for food and beverage products as shown in the table below: The fact that there were more female shoppers than male has marketing implications as advertising messages may be targeted more to appeal to female gender for effectiveness since they influence family consumption expenditure.

Table 4.1: Gender of Respondents

Gender	Distribution	
	Frequency	Percent
Male	55	38
Female	90	62
Total	145	100



4.2.2 Age Bracket

In this study, the researcher asked that the respondents mark age-bracket. The respondents sampled were between eighteen to fifty years. No respondent above fifty years was willing to respond to the questionnaire. The table below showed age bracket of respondents.

Table 4.2: Age Bracket

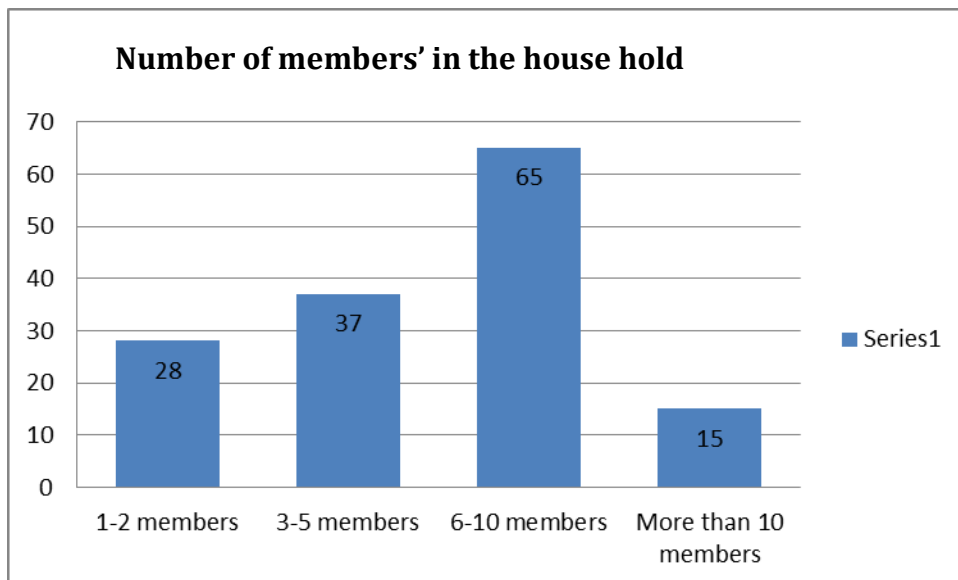
Age bracket	Distribution	
Years	Frequency	Percent
18-30	48	33
31-40	72	50
41-50	25	17
Above 50 years	0	0
	145	100

4.2.3 Number of members in the Household

The study wanted to determine number of members the respondents had in their household. There was one to two members in 19.3% of the sample, three to five members in 25.5% of the sample, 44.9% had between six to ten members while 10.3% had more than ten members in their household. The higher the number of members in the house hold, the higher the level of expenditure on consumption purchases.

Table 4.3: Number of members in the Household

Occupants in Household	Frequency	Percentage
1-2	28	19.3
3-5	37	25.5
6-10	65	44.9
More than 10	15	10.3
Total	145	100



4.2.4 Level of family expenditure on consumption purchases

The level of family expenditure on consumption purchases is an important measure of purchasing power of a household and is a reflection of various income streams in a household. It is easier to get responses on expenditure levels than it is to get information on family income. The researcher sought to find out about estimated budget on consumption purchases of the respondents. The findings were; 10% of the respondents spent below Ksh.10, 000, 28% of the respondents spent between Ksh.10, 000-20,000, 26% of the respondents spent between Ksh.21, 000-30,000, 30% of the respondents spent between Ksh.31, 000-40,000 and 8% spent above Ksh.40, 000. The findings indicated that most families had an estimated budget on consumption purchases between Ksh.10, 000-40,000 as shown in the table below.

Table 4.4: Family expenditure on consumption purchases.

Level of Expenditure (Kshs.)	Frequency	Percent
Below 10,000	15	10
10,000-20,000	41	28
21,000-30,000	38	26
31,000 -40,000	43	30
Above 40,000	8	6
Total	145	100

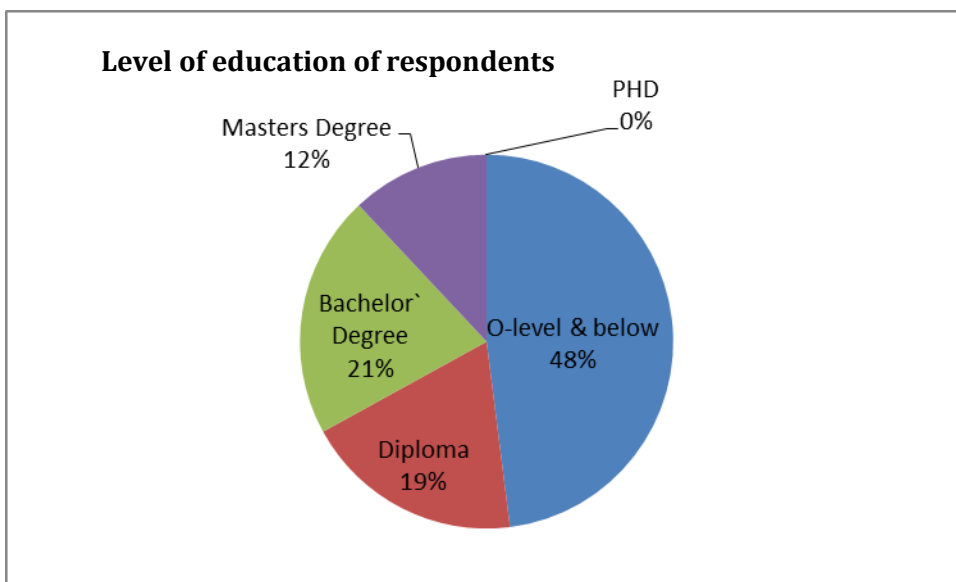
Source: Primary Data

4.2.5 Level of Education

The respondents were requested to provide the researcher with information on their level of education. Out of the 145 respondents, 48 percent had O-level and below level of education, 19 percent had Diploma level of education, 21 percent had Bachelor`s degree, 12 percent had masters degree and there was no respondent with PHD. This information is presented in table 4.5 below. Data about respondents` level of education was found to be crucial because it had a bearing on the capacity of the respondents to comprehend the subject of the research study and to understand the interaction between the variables of the study as well as the reliability of the findings.

Table 4.5: Level of Education

Level of Education	Frequency	Percent
O-level & below	69	48
Diploma	28	19
Bachelor` Degree	30	21
Masters Degree	18	12
PHD	0	0%
Total	145	100



4.2.6 Package Color

Under section B of the questionnaire, respondents were asked to indicate by way of coding the extent to which they agreed or disagreed with the statements about the influence of color on consumer choices for food and beverage products. Table 4.6 below presents the weighted mean of the coded responses for 145 respondents. The weighted mean scores represents the views of the respondents in a generalized manner about the perception of consumers with regard to the effect of package color on consumer choices of food and beverage products in Nairobi County, Kenya. The interpretation and discussions about the findings have been discussed in the ensuing chapter 5.

Table 4.6: Package Color

Statements	Strongly Disagree	Disagree	moderately agree	Agree	strongly agree	Total respondents	Weighted mean
Color is an important element of packaging and may cause buyers to prefer certain products and not others S 1	0	0	35	44	66	145	4.21
Color of a package relays the desired attributes that are unique to a brand and helps in brand recall. S2	0	0	3	61	81	145	4.53
Products packaged in dark colors will tend to communicate higher value and more exclusivity. S3	36	54	27	15	13	145	2.41

Products packaged in bright colors tend to motivate impulse shopping. S4	5	12	53	46	29	145	3.56
Warm colors, such as yellow, orange, blue and green are a sign of nature and a consumers associate them with food products. S5	1	3	29	35	77	145	4.26
A transparent package is perceived as sign of trustworthiness. S6	0	0	5	62	78	145	4.50
Referrals by loyal customers are made easier using color differences of packages. S7	8	23	48	36	30	145	3.39

4.2.6.1 Package color associations with Food & Beverage products.

Under section B (ii) of the questionnaire, the respondents were asked to indicate by way of ticking a set of colors or color combinations that they would associate for packages of the specified product categories as listed. The findings are herewith presented under table 4.7 below. The most dominant colors and color combinations were showed by way of percentages of the respondents.

The highest percentages in the rows showed the most dominant color for the particular product category.

The second and third dominant colors were similarly shown by succeeding second highest and third highest percentage scores. Respondents were instructed to select or tick one or more sets of colors for any one specified product. This has marketing implications which have been discussed in chapter 5.

Table 4.7 Package color associations with Food & Beverage products.

Product category and associated color/color combinations for packages.	Green	Yellow	Blue	Red	Orange	White	Clear pack or cling films	Brown/ dark color
Maize meal-flour	93%	70%	0%	0%	30%	90%	0%	50%
Wheat flour-baking	30%	20%	91%	0%	25%	85%	0%	70%
Bread	0%	45%	85%	75%	30%	10%	97%	65%
Sugar	95%	5%	0%	0%	25%	10%	85%	75%
Soft drink-soda	45%	10%	0%	85%	80%	0%	94%	0%
Juice	25%	30%	0%	15%	65%	0%	90%	0%
Milk	96%	65%	45%	0%	25%	85%	5%	0%
Fresh fruits	0%	0%	0%	0%	0%	0%	100%	0%
Alcoholic beverages	0%	0%	0%	0%	0%	0%	85%	95%
Mineral water	0%	0%	95%	0%	0%	0%	76%	0%
Coffee	0%	0%	65%	85%	0%	0%	0%	94%
Tea	85%	75%	5%	10%	45%	35%	65%	10%
Chocolate	0%	0%	55%	75%	35%	0%	0%	90%

Table 4.8: Dominant colors for certain product packages

Product category	Dominant package colors as perceived by respondents
Maize meal-flour	Green, white, brown
Wheat-flour baking	Blue, white, brown
Bread	Clear pack, blue, red
Sugar	Green, clear pack, brown
Mineral water	Blue, clear pack
Soft drinks	Clear pack, red, orange
Milk	Green, white, blue, yellow

4.2.6.2 Package Material Quality

Under section C of the questionnaire, respondents were asked to indicate by way of coding their level of agreement or disagreement with the various statements about the influence of package material on consumer choices for food and beverage products. Table 4.8 below presents the weighted mean of the coded responses for 145 respondents. The weighted mean scores represents the views of the respondents in a generalized manner about the perception of consumers with regard to the effect of package material on consumer choices of food and beverage products in Nairobi County, Kenya. The interpretation and discussions about the findings have been discussed in the ensuing chapter 5.

Table 4.9: Package Material Quality

Statements	Strongly Disagree	Disagree	moderately agree	Agree	strongly agree	Total respondents	Weighted mean
The package communicates quality-either low, medium or high S1	0	0	10	65	70	145	4.41
Consumer perceptions of package material may change quality perception S2	0	1	25	59	60	145	4.22

Products packaged in glass will tend to communicate to consumers well about conformability and consistency. S3	7	24	47	38	29	145	3.40
Products packaged in metallic material will tend to communicate to consumers well about being safe and tamperproof with longer shelf life. S4	3	7	24	48	63	145	4.11
Products packaged in plastic material will tend to communicate to consumers well about flexibility and adaptability to use occasion which may lead to purchase. S5	5	15	35	74	16	145	3.55

4.2.6.3 Package Design

Under section D (i) of the questionnaire, respondents were asked to indicate by way of coding their level of agreement or disagreement with the various statements about the influence of package design on consumer choices for food and beverage products. Table 4.9 below presents the weighted mean of the coded responses for 145 respondents. The weighted mean scores represents the views of the respondents in a generalized manner about the perception of consumers with regard to the effect of package design on consumer choices of food and beverage products in Nairobi County, Kenya. The interpretation and discussions about the findings have been discussed in the ensuing chapter 5.

Table 4.10: Package Design

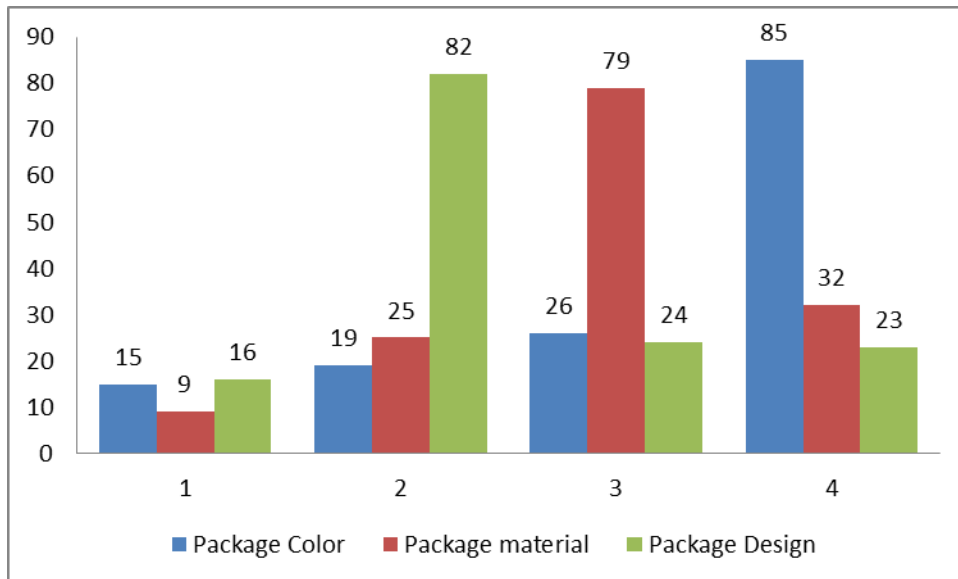
Statements	Strongly Disagree	Disagree	moderately agree	Agree	strongly agree	Total respondents	Weighted mean
Interesting design and a creative text influence choice of Food & Beverage products. S1	0	0	15	60	70	145	4.37
Wrapping design enhances the brand value and allows the consumer to classify the product from a price and a quality point of view. S2	15	33	60	25	12	145	2.90
Big size package is preferable by high income households. S3	0	0	21	46	78	145	4.39
Consumers often prefer authentic and original design over a creative ever changing design. S4	0	0	9	56	80	145	4.48
Tamperproof designs are perceived favorably by consumers. S5	0	0	7	63	75	145	4.46
Package ease of use and re-use is valued by consumers. S6	0	3	25	49	68	145	4.25
Package with ease of handling and hand grip is perceived less risky especially with glass containers. S7	0	0	14	67	64	145	4.34

Small size package encourages product trials. S8	0	0	17	81	47	145	4.20
--	---	---	----	----	----	-----	------

Table 4.11 Extent to which package color, material and design influenced consumer choices.

Independent variable	1-20%	21-40%	41-60%	Above 60%	Total Respondents
Package Color	15	19	26	85	145
Package material	9	25	79	32	145
Package Design	16	82	24	23	145

Bar graph shows; package color, package material and package design influenced consumer choices



On average package color, package material and package design influences consumer choices at varying levels. Table 4.11 above showed that 58% of the respondents indicated that package color influenced consumer choice above 60% as a decision criterion whereas 54% of the respondents indicated that package material influenced consumer choice between 41-60%.

Further table 4.11 above showed that 56% of the respondents indicated that package design influenced consumer choice between 21-40% for food and beverage products in Nairobi County, Kenya.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter consisted of four sections namely summary, conclusions, recommendations of the study. The first section provided a summary of the important elements of the study including the study objective, research methodology and the findings. Second section discussed major findings of the study with regards to the specific objective. Section three discussed the conclusions based on the specific objectives whilst drawing from the findings and results which were presented in the fourth chapter. The fourth section provided the recommendations for further studies and marketing implications from the findings as well as useful insight for policy improvements.

5.2 Summary.

The purpose of this research was to determine the effect of product packaging on consumer choices for Food and Beverage products in Nairobi County, Kenya. The study was guided by the specific research question: What is the effect of package color, package material and package design on consumer choice of Food and Beverage products? The study adopted descriptive and explanatory research techniques in order to achieve the results and draw useful conclusions. Primary data was collected by using structured questionnaire and with the help of three qualified research assistants; raw data was recorded using tabulations, bar graphs and pie charts that vividly showed the results.

The independent variables under the study were color of the package, material of the package and design of the package and dependent variables included purchase action,

referrals, preference, attention and recall. The population of study was shoppers patronizing Tuskys Supermarket, Naivas Supermarket and Tumaini Supermarket in Nairobi County located within a radius of 30km from Nairobi Central Business District (CBD). A sample of 150 respondents from different backgrounds and demographic details were used for this particular research. Out of the 150 administered questionnaires, 5 were found to be inconsistent and incomplete hence discarded and only 145 questionnaires were found to be responsive.

In summary, it was determined that on average package color, package material and package design influences consumer choices at varying levels. Table 4.11 above showed that 58% of the respondents indicated that package color influenced consumer choice above 60% as a decision criterion whereas 54% of the respondents indicated that package material influenced consumer choice between 41-60%.

Further table 4.11 above showed that 56% of the respondents indicated that package design influenced consumer choice between 21-40% for food and beverage products in Nairobi County, Kenya.

5.3 Findings Interpretation.

As drawn from table and figure 4.1 under chapter four female respondents were 62 percent whereas male respondents were 38%. This means that there were more female than male shoppers for food and beverage products. The fact that there were more female shoppers than male has marketing implications as advertising messages may be targeted more to appeal to female gender for effectiveness since they influence family consumption expenditure. It was also found out through verbal interviews with

respondents that certain Food and beverage products were most frequently purchased by either the male or female respondents. For example, female respondents expressed low level of familiarity with packages for alcoholic beverages.

Out of the 145 respondents, 50 percent were between the age brackets of 31-40 years, 33 percent were between age bracket 18-30 years and 17 percent belonged to age bracket of 41-50 years and there was no respondent above 50 years. This means that respondents aged between 18-40 years were the most active economically and are the most effective audience for marketing messages. There were between six to ten members in one household in 44.9% of the respondents sampled which was found to be the most common scenario. The most commonly occurring scenario for family consumption purchases was between Kshs. 31,000-40,000 per month representing 30% of the sampled population.

Out of the 145 respondents sampled, 48 percent had o-level and below level of education followed by bachelors degree holders at 28 percent and diploma holders at 21 percent in that order meaning that all the respondents had capacity to comprehend the subject of study and were able to give account of their experiences with the variables of study in a coherent and consistent manner.

Under section B of the questionnaire, respondents were asked to indicate by way of coding the extent to which they agreed or disagreed with the statements about the influence of color on consumer choices for food and beverage products. Table 4.6 presented the weighted mean of the coded responses for 145 respondents. The weighted mean scores represents the views of the respondents in a generalized manner about the

perception of consumers with regard to the effect of package color on consumer choices of food and beverage products in Nairobi County, Kenya.

A total of 145 respondents sampled agreed with 5/7 statements about effect of package color on consumer choices for food and beverage products. This means that the finding was 71% supportive of the research hypothesis that color influences consumer choice for food and beverage products. Package color was found to be an important basis for consumer decision making especially for regularly or routinely purchased food and beverage products. Package color was found to play the role of attracting and convincing the shoppers at the point of sale. Color was also found to be useful in facilitating referrals by loyal consumers to new users.

Under section B (ii) of the questionnaire, the respondents were asked to indicate by way of ticking a set of colors or color combinations that they would associate for packages of the specified product categories as listed. The findings are herewith presented under table 4.7 in chapter four.

The most dominant colors and color combinations were showed by way of percentages of the respondents. The highest percentages in the rows showed the most dominant color for the particular product category. The second and third dominant colors were similarly shown by succeeding second highest and third highest percentage scores. Respondents were instructed to select or tick one or more sets of colors for any one specified product. This study determined that consumers associate certain package colors as being synonymous with certain products and use this association to aid in product recall, referrals, preference and actual purchase action.

Under section C of the questionnaire, respondents were asked to indicate by way of coding their level of agreement or disagreement with the various statements about the influence of package material on consumer choices for food and beverage products. Table 4.8 below presents the weighted mean of the coded responses for 145 respondents. The weighted mean scores represents the views of the respondents in a generalized manner about the perception of consumers with regard to the effect of package material on consumer choices of food and beverage products in Nairobi County, Kenya.

A total of 145 respondents sampled agreed with 4/5 statements about effect of package material on consumer choices for food and beverage products. This means that the finding was 80% supportive of the research hypothesis that package material influences consumer choices for food and beverage products. For example, package material was found to have implications for shorter or longer shelf life for the products. Certain package materials are airtight and water resistant and were found to be preferable for keeping products on the shelf for a long time without going bad. This presents the marketer with an opportunity to grow the business through mass marketing such that the products can be handled by distributors, wholesalers, appointed agents and retailers without interfering with product quality and conformability.

Certain type of packages were also found to be preferable for particular food and beverage products as they keep the product content fresh long-enough during preparation for export without the marketer incurring shrinkage costs.

Under section D (i) of the questionnaire, respondents were asked to indicate by way of coding their level of agreement or disagreement with the various statements about the influence of package design on consumer choices for food and beverage products. Table 4.9 below presents the weighted mean of the coded responses for 145 respondents. The weighted mean scores represents the views of the respondents in a generalized manner about the perception of consumers with regard to the effect of package design on consumer choices of food and beverage products in Nairobi County, Kenya.

A total of 145 respondents sampled agreed with 7/8 statements about effect of package design on consumer choices for food and beverage products.

This means that the finding was 87.5% supportive of the research hypothesis that package design influences consumer choice for food and beverage products. That package design is crucial in determining consumer choice for food and beverage products and has marketing implications useful to the marketer, source of research ideas for marketing students and useful insight for policy making improvements.

Elements of design such as product package size, shape, and ergonomic style and cultural appeal were found to be basis upon which marketers may segment the market to boost sales and market share. Big size packages were found to be preferable in high income areas whereas small size packages were found to be suitable for encouraging new product trials and preferred by low income areas due to low disposable income and their unique shopping tendencies.

Research on package design was found to be useful as a source of insight and challenges to government policy makers to contribute to improvements in regulatory laws to address

issues of fair competition and avoidance of exploitation of supply chain stakeholders by making guidelines on standard package sizes as equated to product prices.

5.3 CONCLUSIONS

From the foregoing discussions and findings presented under chapter four, the researcher herein concluded that the research objective as set out under chapter 1.3 was achieved and that there was influence of package color on consumer choice of food and beverage products at 71% endorsement level by the 145 respondents sampled.

Further, the researcher concluded that there was influence of package material on consumer choice for food and beverage products at 80% endorsement level by the 145 respondents sampled. The researcher also concluded that there was influence of package design on consumer choice of food and beverage products at 87.5% endorsement level by the 145 respondents sampled.

It was also concluded by the researcher that on the basis of the results presented in table 4.7 and table 5.2 on package color associations, that consumers generally associate certain package colors with certain products due to past experience and personal prejudices. The study also revealed the most dominant package colors for certain commonly purchased food and beverage products. This has marketing implications to the marketer as an opportunity to influence consideration set whenever a consumer seeks out similar products to satisfy the needs and wants from time to time.

Package color if perceived positively will cause the consumer to enlist the product in the consideration set thus increasing the possibility of being selected amongst a set of alternatives.

The overall average respondent endorsement level was 79.5% about the hypothesized interaction between the independent and dependent variables of the study.

5.4 RECOMMENDATIONS

The context of this research study was confined to only three packaging elements of color, package material and package design as independent variables influencing consumer choice for food and beverage products and there are many other aspects of product packaging that would be researched on by subsequent researchers. This study shall therefore act as an eye opener and basis for further research studies.

Marketing students as well as the marketing practitioners are encouraged to review and apply the lessons learned from the findings of this research study so as to fill the knowledge gaps and improve on the ability to influence consumer choice

The researcher recommends to government policy advisers to incorporate the lessons learned from this research study to make informed decisions about regulatory framework about fair business practices in packaging sub-sector.

REFERENCES

- Assael, H. (2004). *Consumer behavior: A strategic approach*, 6th edition. Boston, MA: Houghton Mifflin Company.
- Bed (2008) New consumer products branding, packaging and labeling in Nepal, *Journal of Nepalese Business Studies* 5(1), 98-119.
- Deo, M., & Hosee, N. (2017). Product packaging innovation and consumer buying behavior in Rwanda.
- Dhurup, M., Mafini, C. & Dumasi, T., (2014). The impact of packaging, price and brand awareness on brand loyalty: Evidence from the paint retailing industry,
- Doyle, L. (2014). The importance of color in beauty packaging. *GCI Magazine*.
- .
- Gupta (2009) Consumer Behaviour for food products in India, paper presented at the 19th Annual World Symposium of the Indian Institute of Management, Bombay, India, June 20-21
- Griffin (1985) *Principles of package development*, 2nd edition.
- Kardes (1997) *Consumer Behavior and Managerial Decision Making*
- Kent, T. & Omar, O., (2003). *Retailing*. New York, NY: *McMillan*.
- Kirwa, J., Chandrasekara, N., Odera, O. & Ogutu, M. (2013). Factors influencing brand Loyalty of Soft Drink Consumers in Kenya and India. *International Journal of Business Management and Economic Research*, 4(2), pp.706-713
- Kotler, P. (2012). *Principles of marketing*. Englewood, NJ: Prentice Hall.
- Lal, R., Yambrach, F. & McProud, L. (2015). Consumer perceptions towards package Loyalty of soft drink consumers in Kenya and India. *International Journal of Business Management and Economic Research*, 4(2), 706-713
- Lassar, W.; B. Mittal; and A. Sharma (1995). Measuring Consumer Based Brand Equity, *Journal of Consumer Marketing*, Vol.12, No. 4, pp.11-19
- Marielle. J (2005). *The Different Roles of Product Appearance in Consumer Choice*, Melekgweg (Netherlands): Delft University of Technology.

- Mowen, J.C. & Minor, M.S (2001) *Consumer Behaviour: A framework*, Prentice Hall.
- Nayyar, E.V. (2012). Packaging – An innovative source of impulsive and abrupt buying
- Oladele, P.O. (2012). Moderating Consumer Relationship Management (CRM) to Overload in a low-risk market: A study of grocery products. *European Journal of Business and Social Sciences*, 1 (10), 61-72.
- Oladele P.O, Olowookere B, Okolugbo.C.N & Adegbola E.A (2015): Product packaging as a predictive factor of consumer patronage of toothpaste in Ado-Ekiti, Nigeria. *British Journal of Marketing Studies*, vol.3, No.3, pp.12-28.
- Patton (1990) *Qualitative evaluation and research methods* (2nd edition).
- Polyakova, K. (2013). Packaging design as a Marketing tool and Desire to purchase
- Polkinghorne (1995) Narrative configuration in qualitative analysis. *International Journal of Qualitative Studies in Education* 8-25
- Quai, J. (2005). Packaged for profit. *Journal of Marketing Management*, 2 (8), 27-29.
- Raphael (1976) *Package production Management*. 2nd edition.
- Rizwan, R., Vishnu, & Muhammad, A. (2014). Impact of product packaging on consumer choice.
- Rundh, B. (2005) The multi-faceted dimension of packaging', *British Food Journal*, 107(9), 670-684.
- Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research Methods for Business*
- Schiffman, G. & Kanuk, L. (2009). *Consumer behavior*. Upper Saddle River, NJ:
- Silayoi, P. & Speece, M (2007). The importance of packaging attributes: a conjoint analysis approach. *European Journal of Marketing*, 41 (11), pp.1495-1517.
- Silayoi, P. & Speece, M., (2004). Packaging and purchase decisions: an exploratory study on the impact of involvement level and time pressure', *British Food Journal* 106 (8), pp. 607–628
- Suresh, S., Mohanam, P., & Naresh, G., (2012). Brand success redefined: An analysis of Interrelationships among various brand dimensions. *Psychological Research*, 2(1), 32–39.
- Underwood, R.L., Klein, N.M. & Burke, R.R. (2001). Packaging communications: attention effects of product imagery. *Journal of Product & Brand Management*, 10(7), pp.403-22.
- Waitueka, S.W. (2015). *The Effect of Packaging on Consumer Choice of Washing Detergents in Nairobi*

- Shaista Kamal Khan, Farishta Nadir, and Maha Mukhtar (2016) Influence of Branding on consumer behavior” International Journal of Innovation and scientific research,, vol.21, No.2, pp.414-425.
- Silayoi, P. & Speece, M (2004) Packaging and purchase decisions: an exploratory study on the impact of involvement level and time pressure; British Food Journal 106(8), 607-628.
- Tanner and Raymond (2012), Marketing Principles, p. 95
- Vila, N. & Ampuero, O (2007) The role of packaging in positioning an orange juice. Journal of Food Products Marketing 13(3), 21-48.
- Zatman, G., (1997) Rethinking marketing research-Putting people back in; Journal of Marketing Research 34, 425-439.
- Zikmund, W.G., Babin, B.J., Carr, J.C. & Griifin, M (2009) *Business research methods*, 8th edition

APPENDIX I: QUESTIONNAIRE

Dear Respondent,

I am a student of MBA programme of the University of Nairobi, School of Business. I am undertaking research study on a topic “Effect of product packaging on consumer choices with respect to Food & Beverage products in Nairobi County, Kenya” thus your support in answering will be greatly appreciated.

I wish to assure you that the information provided will be kept confidential and will be used for academic purpose only.

SECTION A: DEMOGRAPHICS

1. Gender (tick)

a) Male []

b) Female []

2. Age bracket (tick)

i. Between 18-20 years []

ii. 21-30 years []

iii. 31-40 years []

iv. 41-50 years []

v. Above 50 years []

3. What is your highest level of education? (tick)
- a) O-level and below []
 - b) Diploma []
 - c) Bachelor's Degree []
 - d) Masters []
 - e) PhD []
4. What is the total number of members in your household?
- a) 1-2 members []
 - b) 3-5 members []
 - c) 6-10 members []
 - d) Above 10 members []
5. Estimated monthly family budget on consumption purchases
- a) Below 10,000 []
 - b) Between 10,000-20,000 []
 - c) Between 21,000-30,000 []
 - d) Between 31,000-40,000 []
 - e) Above 40,000 []

SECTION: B. EFFECT OF PACKAGE COLOR ON CONSUMER CHOICES

6 (i) Indicate (by coding) your level of agreement with the following statements relating to influence of color of the package on your choice of Food & Beverage products? Key (1= strongly disagree, 2= disagree, 3= moderately agree, 4= Agree and 5= strongly Agree)

Statements	Strongly Disagree	Disagree	moderately agree	Agree	strongly agree
Color is an important element of packaging and may cause buyers to prefer certain products and not others.					
Color of a package relays the desired attributes that are unique to a brand and helps in brand recall					
Products packaged in dark colors will tend to communicate higher value and more exclusivity					
Products packaged in bright colors tend to appear as just any other product commonly purchased on impulse					
Warm colors, such as yellow, orange, blue and green are a sign of nature and a consumers associate them with food products					
A transparent package is perceived as sign of trustworthiness					
Referrals by loyal customers are made easier using color differences of packages.					

(ii) Indicate the package colour or package colour combinations that you would associate with few of the following Food & Beverage products below; (Tick one or several as appropriate)

Product category and associated color/color combinations for packages.	Green	Yellow	Blue	Red	orange	white	Clear pack or cling films	Other colors: Specify
Maize meal-flour								
Wheat flour-baking								
Bread								
Sugar								
Soft drink-soda								
Juice								
Milk								
Fresh fruits								
Alcoholic beverages								
Mineral water								
Coffee								
Tea								
Chocolate								

(iii) On average considering package colour as one of the decision factors, to what extent does it influence your choice for food & beverage products? Tick

(a) 1-20% []

(b) 21-40% []

(c) 41-60% []

(d) Above 60% []

SECTION C: EFFECT OF PACKAGE MATERIAL ON CONSUMER CHOICES

7. (i) Indicate (by coding) your level of agreement with the following statements relating to influence of Packaging Material on your choice of Food & Beverage products? Key (1= strongly disagree, 2= disagree, 3= moderately agree, 4= Agree and 5= strongly Agree)

Statements	Strongly Disagree	Disagree	moderately agree	Agree	strongly agree
If the package communicates low quality, consumers frequently assume that the product is similarly of low quality and vice versa					
Consumer perceptions of package material may change quality perception S2					
Products packaged in glass will tend to communicate to consumers well about conformability and consistency					
Products packaged in metallic material will tend to communicate to consumers well about being safe and tamperproof and shelf life.					
Products packaged in plastic material will tend to communicate to consumers well about flexibility and adaptability to use occasion which may lead to purchase.					

(ii) On average considering package material as one of the decision factors, to what extent does it influence your choice for food & beverage products? Tick

(a) 1-20% []

(b) 21-40% []

(c) 41-60% []

(d) Above 60% []

SECTION D: EFFECT OF PACKAGE DESIGN ON CONSUMER CHOICE

8. (i) Indicate your level of agreement with the following statements relating to influence of Design of the Package on your choice of Food & Beverage products? Key (1= strongly disagree, 2= disagree, 3= moderately agree, 4= Agree and 5= strongly Agree)

Statements	Strongly Disagree	Disagree	moderately agree	Agree	strongly agree
Interesting design and a creative text influence choice of Food & Beverage products					
Wrapping design enhance the brand value and allows the consumer to classify the product from a price and a quality point of view					
Big size package is preferable by high income households					
Consumers often prefer authentic and original design over a creative ever changing designs					
Tamperproof designs are perceived favorably by consumers					
Package ease of use and re-use is valued by consumers					
Package with ease of handling and hand grip is perceived less risky especially with glass containers					
Small size package encourages product trials					

(ii) On average considering package design as one of the decision factors, to what extent does it influence your choice for food & beverage products? Tick

(a) 1-20% []

(b) 21-40% []

(c) 41-60% []

(d) Above 60% []