

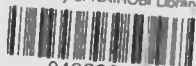
**INFLUENCE OF PACKAGING AND LABELLING ON CONSUMER  
PREFERENCE FOR TOOTHPASTE BRANDS: THE CASE OF SHOPPERS  
IN SELECTED RETAIL OUTLETS IN NAIROBI'S CENTRAL BUSINESS  
DISTRICT**

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**MULEWA BENRODGERS MWANGANGI**

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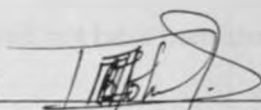
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**A MANAGEMENT RESEARCH PROJECT REPORT SUBMITTED IN  
PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD  
OF MASTERS OF BUSINESS ADMINISTRATION DEGREE OF THE  
UNIVERSITY OF NAIROBI**

**AUGUST 2006**

### DECLARATION

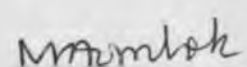
This management research project is my original work, and has not, to the best of my knowledge been submitted to any other university for award of a degree.

Signed  Date 31<sup>st</sup> October, 2006

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This management research project has been submitted with my approval as the supervisor.

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## DEDICATION

To Almighty God for the gift of good health and intellectual capacity to handle the project.

To my dear wife Emilly and son Paul, without whose inspiration and understanding the project could not have been accomplished.

## ACKNOWLEDGEMENTS

Several people cannot go unacknowledged for making this project possible. I wish to most sincerely thank my supervisor Mrs. Margaret A. Ombok for painstakingly and invaluable guiding me through the project. Special thanks go to Dr. Ogutu, Mr. Akello and Mr. Alfred Muchai for their devoted and excellent training on research. In addition, my unreserved gratitude goes to Mr. James Dimo for his invaluable assistance in data collection and analysis. Last but not least, I would like to especially thank the respondents for their co-operation, openness and willingness in responding to research questions.

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## ABSTRACT

Packaging and labeling have increasingly gained popularity as competitive marketing weapons. In the present day crowded retail shelf, packaging designs must be crafted to cut through such clutter, differentiate brands from competitive offerings, and stimulate the desire to purchase.

This study sought to determine the influence of toothpaste packaging and labeling on brand preference, and whether the influence, if any, differs according to certain socio-demographic dimensions of consumers. The research design in this study was descriptive. The population of interest comprised shoppers in key retail outlets in Nairobi's Central Business District. The researcher sampled and interviewed 200 shoppers, and achieved 100% response rate. Respondents were selected via convenience sampling, with an equal number of shoppers being drawn from each outlet. Primary data was collected using a semi-structured questionnaire, and analyzed using frequency distribution, mean scores and standard deviation. Data presentations were made using tables.

The study findings revealed that, packaging and labeling act as the silent salesman on the shelf in influencing consumer preference for toothpaste brands. Brand name, color, design, package material, product life, and pack size emerged to be the most influential components, while use instructions, grade information, texture of packaging material, and graphic illustration influenced preference to a moderate extent. None of the components under consideration slipped into the third category of 'small extent' influence. Furthermore, it was established that the influence of packaging and labeling on toothpaste brands preference differs according to certain socio-demographic dimensions of consumers, which include income, gender, age and education to mention but a few. The above outcomes strongly attest to the assertion that, packaging and labeling have become the centerpiece between brand appeal and consumer purchase decision, and should be treated as key elements of the marketing mix strategy and not a side issue.

On the basis of the foregoing findings, it was recommended that marketers of toothpaste brands should firmly focus on packaging and labeling components that appeared to influence preference to a great extent, and continuously conduct consumer research with a view to identifying other components scaling the consumer preference ladder so as to accord them due attention.

The study was only confined to Nairobi's Central Business District. Consequently, the researcher suggested that in future, it should be rolled out to peri-urban and rural settings in order to give a holistic picture on the extent of packaging and labeling influence on toothpaste brands preference by diverse consumers.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background

The history behind the merchandising of consumer goods, particularly foodstuffs, underlines the development of packaging as a marketing communication tool. Before the advent of industrialization around the nineteenth century, people engaged in agrarian activities and lived in rural settings. Foodstuffs and essential household products required little or no pre-packaging and choice was influenced by the visible quality of the product, or, the consumer accepted whatever was offered in return for the limited income available (Stapleton, 1974).

As economies progressed towards industrial maturity, and people started to migrate to urban settings, pre-packaging became an important factor in the transportation and storage of goods as lifestyles shifted dramatically from communal to individualism (Smith, 1983). As more competing products appeared in the market, the consumer, who was enjoying a real rising income was permitted a greater choice. Alongside this was the mounting competitive pressure, which led to dwindling market share, sales volumes and consequently profits. There was therefore the inevitable need for the manufacturer to influence consumer choice by creating a sustainable competitive advantage, which would lay the foundation for unique brand differentiation. To achieve this, packaging was adopted as a leading strategy for product differentiation, and individual miniaturized product packs began to appear in the market place (Paine, 1962).

The second half of the twentieth century witnessed an unprecedented proliferation of packaged goods within the retail store. And with the perception that the products were of the same functional quality and performance, the only outstanding differentiator and motivator for purchase was packaging. Another phase in the development of packaging designs was the growth of supermarkets and self-service stores. This dispensed with the need for a shop assistant who advised the customers and confirmed their choices. As a result, packaging became the salesman on the shelf (Pilditch, 1973).

Meanwhile, another yet remarkable event that led to the supremacy of packaging and labeling was the emergence of consumerism and the concern for environmental protection. Following these potent counteractive developments, labeling laws that required listing of product ingredients on the pack were enacted and enforced (Stapleton, 1974).

Today, marketers are confronted with highly informed and enlightened consumer who demands value for money through delivery of superior quality of goods and services. In addition, there is an immeasurable demand for information regarding certain brand issues, which include contents, ingredients, open dating, directions for use, and safety precautions among others. To adequately address this host of needs and demands from consumers, marketers have accorded packaging and labeling a very central position in the marketing mix strategy. Indeed, packaging and labeling are compelling tools that communicate brand personality, and prompts symbolic associations of brand quality into the minds of consumers, thereby influencing brand preference and choice (Baker, 1991).

### **1.1.1 The concepts of packaging and labeling**

Packaging constitutes a key element of the marketing mix. Etzel et al (1997) contend that, even after a product is developed and branded, strategies must still be devised for other product-related aspects of the marketing mix, and one such critical aspect is packaging. They define packaging as all the activities of designing and producing the container or wrapper for a product.

Packaging is the process of designing and producing the container or wrapper for a product (Baker, 1985). The package may include the product's primary container (the tube holding Colgate toothpaste); a secondary package that is thrown away when the product is about to be used (the cardboard box containing the tube of Colgate); and the shipping package necessary to store, identify, and ship the product (a corrugated box carrying six dozen tubes of Colgate toothpaste). Labeling, the printed information appearing on or with the package, is also part of packaging (Kotler, 2000).

According to Baker (1985), packaging can be divided into four categories as follows:

**Primary packaging**—this is the essential container enveloping the product, which remains with the product from the time of its manufacture or preparation at least through distribution to retailers and very often continues through the entire life of the product.

Secondary packaging—this refers to the additional containers and wrappings that are added for protective or marketing requirements. Display packaging—this is intended for displaying the product at the point of sale. Shipping packaging—this is intended primarily for protecting goods in transit or storage. All the above four categories of packaging are of prime importance in marketing, bearing in mind that the manufacturer is concerned not only with protecting his goods until they are safely delivered to the final user, but also with his relationship with intermediaries in the channels of distribution.

According to Briston and Neill (1972), packaging is a broader concept than labeling, and has functional purposes: to hold the product and to protect it. In addition, package is also the main way of identifying the product, giving its brand name and information about how the product performs. Moreover, the package is a major part of the overall promotional campaign. It gives consumers a final push towards exchange. Increased competition and clutter on retail shelves means that packaging must perform many sales tasks—attracting attention, describing the product and even making the sale (Kotler, 2000). Companies are increasingly realizing the power of good packaging to create instant consumer recognition of the company and its brands. As such, packaging is an art form, not just the necessary container thrown around the product at the last minute—it must be considered in the early stages of product development (Briston & Neill, 1972).

Packaging has both social and legal implications. As the public at large has become interested in protecting the environment, marketers have had to find ways of dealing with the litter occasioned by modern packaging (Peter & Donnelly, 1991). Many countries have laws requiring consumers to pay a deposit for containers of beer, soft drinks, milk, and other beverages. This forces packagers and consumers to do a better job of recycling. Owing to legal and public pressure to improve the quality of the environment, many manufacturers are turning to biodegradable packaging materials (Briston and Neill, 1972).

Developing a good package for a new product requires making many decisions. Kotler (2000) asserts that, first, the company must establish the packaging concept, which states what the package should be or do for the product: should it mainly offer product protection, introduce a new dispensing method, suggest certain qualities about the product or something else? Decisions then must be made on specific elements of the package, such as size, shape, materials, color, text,

and brand mark. These elements must work together to support the product's position and marketing strategy. The package must be consistent with the product's advertising, pricing and distribution. In recent times, product safety has also become a major packaging concern. The hard-to-open "child proof" packages are now very fashionable. After the rash of product tampering scares during the 1980s, most drug producers and food makers are now putting their products in tamper-resistant packages (Wizenberg, 1986).

According to Paine (1962), packaging presents new challenges for international marketers. For example, names, labels and colors may not translate easily from one country to another. A firm using yellow flowers in its logo might fare well in the United States but meet with disaster in Mexico, where a yellow flower symbolizes death or disrespect. Packaging may also have to be tailored to meet the physical characteristics of consumers in various parts of the world. For instance, soft drinks are sold in smaller cans in Japan to better fit the smaller Japanese hands. Consequently, packaging must be adapted to the unique needs of specific international markets.

A label, on the other hand, is the part of a product or package that carries information about the product and the seller. A label may be part of a package, or it may be a tag attached to the product (Etzel et al, 1997). According to Peter and Donnelly (1991), labels fall into three primary kinds, namely: A brand label—this is simply the brand alone applied to the product or package. Some cloths carry the brand label "Levi Strauss".

A descriptive label—this gives the objective information about the product's use, construction, care, performance, and other pertinent features. On a descriptive label for a can of corn, there will be statements regarding the type of corn (golden sweet), style (creamed or in niblet kernels), can size, number of servings, ingredients and nutritional contents. A grade label—this one identifies the product's judged quality with a letter, number or word. Canned peaches are grade-labeled A, B, and C, and corn and wheat are grade-labeled 1 and 2.

A label supplies information about the product or its producer. This may be printed as part of the packaging or may be a tag attached to the product. The main purpose of labeling is to provide information. Many products including drugs and cosmetics are required by law to carry a fairly complete list of their ingredients. In addition, many companies provide information on labels because of pressures from consumer groups and competitors. Of late, labeling has come to include unit pricing and open dating. Unit pricing shows the price per unit of standard measure

(weight or volume), allowing consumers to compare values among competing products. Open dating tells consumers about the expected life of the product so that they can avoid products that may be spoiled (Schewe et al, 1983).

According to Smith (1983), labels give instructions about how to use products, such as washing instructions for garments, storage and dosage requirements for drugs. Besides, labels may point out any dangers a product may involve—for example, if a product is poisonous, a label may tell what to do if it is swallowed or improperly used. Further to giving information, labels can also provide promotional assistance. In general, they are an important opportunity for point-of-purchase promotion (Frey, 1965).

Labels may range from simple tags attached to products to complex graphics that are part of the package. They perform several functions. At the very least, the label identifies the product or brand. The label might also describe several things about the product—who made it, where it was made, when it was made, its contents, how it is to be used, and how to use it safely. Finally, the label might promote the product through attractive graphics (Kotler, 2000).

Labels and packages are subject to regulatory control for the sake of fair competition. Misleading labels and packages constitute unfair competition. They can mislead customers, fail to describe important ingredients or fail to include requisite safety warnings. Labeling has been affected in recent times by nutritional declaration (stating the nutritional values in the product). The Nutritional Labeling and Educational Act of nineteen ninety in the United States of America requires sellers to provide detailed nutritional information on food products. The same requirement has been imposed in other markets, and nutritional information is becoming a major marketing tool for food products. As such, sellers must ensure that their labels contain all the required information (Kotler, 2000).

### **1.1.2 The toothpaste industry in Kenya**

Toothpaste is a paste or gel used to clean and improve the aesthetic appearance and health of teeth. It is almost always used in conjunction with a toothbrush. Toothpaste use can promote good oral hygiene: it can aid in the removal of dental plaque and food from the teeth; it can aid in the elimination and/or masking of halitosis; and it can deliver active ingredients such as fluoride to prevent tooth and gum disease. Most people in developed world consider toothpaste a

necessity and use it at least once a day (The American Heritage Dictionary of the English Language, 4<sup>th</sup> edition, 2004).

The key players in the Kenyan toothpaste industry include Colgate-Palmolive East Africa, Unilever, and GlaxoSmithkline. Colgate was the first major brand in the Kenyan market. By the onset of the 1980s, East Africa industries (Unilever) had already introduced Toothpaste manufacturing in their product lines, and Smithkline Beecham (GSK) had introduced Aquafresh into the market. Interestingly enough, there were more variants and line extensions of toothpaste brands in the 80s than there were in the 90s. This was mainly because: most of the brands were being imported ready for distribution;

increased liberalization of trade; being a relatively new market, the demand for toothpaste and other products were high; and retailer infrastructure growth and increase in disposable income. Some of the most publicized brands in the 80s included: Colgate, Colgate MFP; Aquafresh, McLean's, Sensodyne; Close up, Close up Non-Fluoride; and Pepsodent (The Steadman group, 2005).

Product promotion, which used to lean so much on chemical content or ingredients, has also changed over time to be result-oriented. For example, Colgate was promoted as MFP fluoride, Close up (whitening) as Non-fluoride. This has changed to either Close up white, Colgate Fresh confidence and so on. Competition in this sector seemed to have picked up in the 80s where marketing activities were clearly visible on publicity channels. Infiltration by cheaper foreign brands notwithstanding, the original parent brands—Aquafresh, Colgate and Close up still control over eighty per cent of the market. Their new line extensions control a further nine to twelve per cent while other smaller brands (White dent, Cliden, Promise etc) take up the rest. Colgate still dominates the toothpaste sector with the highest market share, followed by Aquafresh and Close up respectively. However, Aquafresh commands the highest growth per annum averaging between fifteen to twenty five percent annually. White dent toothpaste, the largest brand in Tanzania—manufactured by Chemi-Cotex industries, was introduced into the Kenyan market four years ago but has only managed to command a five per cent market share to date. Twiga Chemical industries introduced Cliden toothpaste eight years ago but failed to capture the anticipated market share (The Steadman group, 2005).



The year 2004/05 was a turning point in the toothpaste industry, as this witnessed the introduction of various line extensions by the three major players. Colgate-Palmolive introduced Colgate Herbal, Colgate Triple Action, Colgate Fresh Confidence, Colgate Total, Colgate Sensitive Fresh (2006) in addition to the original Dental cream. Unilever—Close up Ultra, Close up active gel (2006) in addition to Close up Tingly red.

GlaxoSmithkline—Aquafresh Herbal, Aquafresh Extreme, Lemon Mint, Mild n' Mint.

Chemi-Cotex—introduced White dent Herbal besides the original White dent. All the new brands were targeted at the high-end market segment. Parent brands remained in place to fight off the cheaper brands by mainly introducing smaller and affordable packaging. Presently, other than the brands mentioned above, imported brands are readily available in major supermarkets and retail outlets including pharmacies. Sensodyne, now owned by GlaxoSmithkline, still remains the largest 'medicinal' toothpaste available in Kenya today. However, Colgate has introduced the Colgate sensitive fresh strip this year (2006) to give Sensodyne a run for its market share (The Steadman group, 2006).

The main competitive strategies adopted by almost all the players are essentially advertising and sales promotions. Packaging for Colgate brands has remained more generic, but Close up ultra White and Aquafresh Extreme have opted to create packaging that is more appealing to the high-end market that they are targeting. Nonetheless, their packaging designs have remained basically the same. Predominant colors have been retained for consistent brand identity; it is only the herbal brands that spot some green color to symbolize the naturalness of the brands. The material texture for Aquafresh Extreme and Close up ultra white has been altered slightly to enhance the visual aesthetics of the brands by appearing to sparkle a bit (The Steadman group, 2006).

## **1.2 Statement of the problem**

The toothpaste industry is a very important sub sector of the Kenyan economy. Far from being a major source of employment and revenue, its role in the promotion and maintenance of oral hygiene cannot be overstated (The steadman group, 2005). In the wake of stiffening competition, and the emergence of homogeneous products that are perceived by consumers to be of the same functional quality and performance, manufacturers have found themselves in a very tight spot: to differentiate their products, attract and retain consumers. Besides, the present day marketer is confronted with a highly informed and enlightened consumer who demands value for money through delivery of superior quality products and services. Moreover, there is an unparalleled

demand for information about certain brand issues such as contents, ingredients, open dating, directions for use and safety precautions among others (Baker, 1991).

Through the adoption of a distinctive pack and brand name, manufacturers are able to differentiate their products at the point of sale and develop advertising and promotional strategies designed to create consumer preference for their products (Kotler, 2000). Further, by packaging the product themselves, the manufacturer is able to exercise much greater control over the condition in which the ultimate consumer will receive it, and so avoid dissatisfaction arising from poor storage and packing at the retail level (Borden, 1965). Many competing products are incapable of differentiation on the basis of objective criteria, and in such instances, packaging often constitutes the sole distinguishing feature upon which the product's success or failure depends (Borden, 1965).

According to Kotler (2000), many companies are increasingly realizing the power of good packaging and labeling to create instant consumer recognition of the company or brand. For example, in an average supermarket, which stocks fifteen to seventeen thousand items, the typical shopper passes by some three hundred items per minute, and fifty three per cent of all purchases are made on impulse. In this highly competitive environment, the package may be the seller's last chance to influence buyers. It becomes a "five-second commercial". Consequently, innovative packaging is a sure way of staying ahead of the competition. It is thus up on this awakening that, manufacturers have accorded packaging a very supreme position in their marketing strategy. Indeed, outstanding packaging is a compelling tool that communicates brand personality and image, and triggers symbolic associations of brand quality in the minds of consumers, thereby influencing brand preference and choice (Kotler, 2000).

A study by Wachira (2002) focused on the influence of packaging and labeling on consumer perception of Dry Cell quality. In contrast, this study transcends quality perception of products arising from packaging and labeling to include the role of packaging and labeling in influencing brand preference. Besides, Wachira's study centered on Dry cells, which is a different industry from toothpaste—the focus of this study. As such, his findings cannot fully be generalized to this study, whose product of interest is a consumable. The researcher is not aware of any previous study in Kenya addressing toothpaste packaging and labeling in particular, and their influence on

brand preference by consumers. This research therefore sought to close the gap by responding to the following questions:

- i. To what extent does toothpaste packaging and labeling influence brand preference by consumers?
- ii. Does the influence of packaging and labeling on toothpaste brands preference differ according to certain demographic dimensions of consumers? (i.e. age, gender, income, and education)

### **1.3 Objectives of the study**

The objectives of this study were to:

- i. Determine the influence of toothpaste packaging and labeling on brand preference by consumers.
- ii. Establish whether the influence of packaging and labeling on toothpaste brands preference differs according to certain demographic dimensions of consumers.

### **1.4 Importance of the study**

- i. The findings may prompt manufacturers to improve their packaging and labeling designs in tandem with consumer expectations, thereby creating a formidable competitive advantage.
- ii. The study may help intermediaries to stock up only toothpaste brands with eye-catching packages and labels for guaranteed shelf-off-take.
- iii. The study may be useful in academia as a foundation for further research in the area.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

The second half of the twentieth century witnessed an unprecedented proliferation of packaged goods within retail stores. Further, this period saw the phenomenal growth of supermarkets and self-service departments, thereby dispensing with the need for a shop assistant who had hitherto been advising customers and confirming their choices. Alongside these developments was the changing consumer perception of the products merchandised in such outlets; they were perceived to be homogeneous and hence of the same functional quality and performance (Baker, 1985). The clutter on the retail shelf thereby rendering product distinction and selection difficult for consumers compounded the situation even further. As a result, there was need for manufacturers to differentiate their products and consequently stimulate preference and purchase thereof. Against this backdrop, manufacturers started to recognize the position of packaging and labeling as powerful tools for product differentiation and purchase motivation (Pilditch, 1973).

Besides, another yet significant development in far later times that led to the supremacy of packaging and labeling was the emergence of consumerism and the concern for environmental protection. Following these potent counteractive developments, labeling laws that required listing of product ingredients on the pack were enacted and enforced (Stapleton, 1974).

According to Baker (1991), consumers demand packages that satisfy their information needs. Certain information is required by law, for example, statement of weight and composition of the product. Further to this basic information, consumers favor a clearly marked price, information on how the product should or may be used, and preferably, some view of the contents themselves. All these aspects of the product are embodied on packs and labels (Baker, 1985).

Peter and Donnelly (1991) contend that, distinctive packaging is one method of differentiating a relatively homogeneous product. The package must be capable of protecting the product through the channel of distribution to the consumer. In addition, it is desirable for packages to be a convenient size and easy to open. It should be attractive and capable of being used as an in-store promotion tool. According to Paine (1962), the brand name is perhaps the single most important element on the package because it serves to identify and differentiate the product from others. A

good brand name can evoke feelings of trust, confidence, security, strength, and many other desirable associations.

## **2.2 The role of packaging and labeling as marketing tools**

Packaging has increasingly gained popularity as a competitive marketing weapon. In a crowded market place, packaging and presentation at the point of sale may be the sole means of attracting attention and purchase. Consequently, the need for continuous innovation is obvious (Pilditch, 1973).

Irwin (1986) asserts that, it is to the marketer's advantage to understand that the most acute packaging perspective is that of the consumer. Very often, to even the discriminating, well-educated consumer, the package is viewed as the product. It is certainly the consumer's primary source of information about the product. It discloses the contents, the quantity, the convenience or positive features, the value, the use instructions and most definitely, the point of difference from other products. To the consumer, a package is to a product what a book is to words. One simply does not exist without the other. For the marketer, the package assumes additional identities. It is the most economical, efficient, and desirable vehicle to move the product to the point of consumption, preserving the product as nearly as possible in its condition at the moment of production (Baker, 1991). The optimal package must at the same time dispense product while protecting it from destructive influences. It must support or enhance the quality of the product, stimulating the desire to purchase (Desmond, 2003).

The basic function of any package is to protect its contents in transit, in storage, and in use. This criterion plays a major role in determining the shape, size and materials used in developing the pack (Borden, 1965). The pack design depends largely on the nature of the contents in terms of their value, physical composition and durability. It is also important to consider the length of the distribution channel, and hence the amount of handling the package will receive, and variations in climatic conditions encountered between the point of manufacture and sale. Manufacturers must essentially use packages that make maximum use of a given space, as transportation and storage costs are usually computed on the basis of weight and/or volume (Daniel, 1969). At the retail level, the space/ volume factor affects the number of items that can be put on display, and is frequently used to measure retail productivity. Consequently, retailers will avoid packs, which occupy a disproportionate amount of space relative to their value (Baker, 1991).

Through the adoption of a distinctive pack and brand name, manufacturers are able to differentiate their products at the point of sale, and develop advertising and promotional strategies designed to create consumer preference for their products (Dean & Talazyk, 1972). Further, by packaging the product themselves, the manufacturer is able to exercise much greater control over the conditions in which the ultimate consumer will receive it, and so avoid dissatisfaction arising from poor storage and packing at the retail level. Many competing products are incapable of differentiation on the basis of objective criteria, and in such instances, packaging often constitutes the sole distinguishing feature upon which the product's success or failure depends (Borden, 1965).

Paine (1962) argues that, manufacturers can increase demand for their products by offering the consumer a variety of different sizes. In addition to catering for variations in household size and usage rates, a range of pack sizes enables the manufacturer to reach consumers with limited purchasing power. Many products are not consumed immediately the package is opened but are used over varying periods of time. To prevent spoilage, such products must be packed in resealable containers, the most familiar of which are the screw-top bottle and jar, and lever-lid can. These packaging designs aid in the preservation of the products (Briston & Neill, 1972).

Visual appeal is also an equally important aspect of pack design, particularly in the case of luxury or semi-luxury products where the pack itself may add to the image of the product quality, which the manufacturer is seeking to create (Kotler, 2000). Besides, consumers demand packages that satisfy their information needs. Certain information is required by law, for example, statement of weight and composition of the product. In addition to this basic information, consumers favor a clearly marked price, information on how the product should be used, and preferably, some view of the contents themselves. All these aspects of the product are embodied on packs and labels (Baker, 1991).

Marketing executives are becoming increasingly convinced that packaging is a key ingredient in the marketing mix. The reason is the impact of brand imagery, a primary function of design (Frey, 1965). With the proliferation of product categories, it is acknowledged by marketers and designers that the function of the package is to target specific consumer groups with products that offer minute advantages or differences. This idea carries further. The brand imagery

established by the package transcends its physical origin. Beyond a certain point, the consumer does not think simply of the package, but rather of the image originating with the package and conveyed through a multitude of other promotional media (Pilditch, 1973). This imagery, an outgrowth of what advertising agencies call the “unique selling proposition”, becomes the perception of the product in the consumer’s mind and the single most important motivator of purchase. Thus, for all marketing purposes, the brand imagery conveyed by the package becomes the product until the purchase is made and the consumer opens the package. At this point, the value of both the brand imagery and the product depend on the consumer’s satisfaction—which in turn can be enhanced by the package and its design (Irwin, 1986).

According to Pilditch (1973), the brand imagery launched by the physical package is expressed in real terms that generate specific reactions by the consumers. This is a function of the three Cs of design: configuration, color, and copy. Through the meticulous development of brand imagery with these tools, the designer engenders precisely the visual qualities associated with the uniqueness of the product. For a premium-level food, these characteristics can include appetite appeal, elegance, exclusivity, convenience and so on. Within pharmaceuticals, brand imagery can emphasize efficiency, reliability and purity. These strengths of brand imagery not only help to attract the consumer, they also function to build the consumer’s faith.

Because of the sophistication of packaging as a marketing instrument, careful development of creative packaging can bring to the marketer’s doorstep a large consumer universe than originally anticipated (Kotler, 2000). Consistency is a marketing virtue. From the time the product imagery is refined until the final package is placed on the shelf, the adaptation and translation of that imagery in various promotional and advertising applications become part of the marketing program. Much of the work the marketers and designers accomplish is directed at the development of a unified, understandable imagery refined to have the most positive and durable impact on the consumer. Unique physical packaging can offer a potent stimulus to sales in delivering intriguing special brand identification for the product—along with utilitarian characteristics (Paine, 1972).

Packaging holds the key to brand identity, which provides direction, purpose and meaning for the brand. It helps to establish a relationship between the brand and the customer by generating a value proposition involving functional, emotional or self-expressive benefits (Aaker, 1996).

Stapleton (1974) maintains that, packaging embodies compelling selling power in its design. Through use of graphic and structural design, packaging helps to establish product identity and provide information on contents. Packaging is used to provide a persuasive argument for purchasing the product it contains, particularly at the point of sale. Thus, packaging is an integral part of marketing strategy (Pilditch, 1973).

The consumer in the supermarket is faced with a choice of over three thousand products and will probably spend an average of less than half an hour choosing those required. Unless the consumer knows precisely what he or she wants, the purchase will be on impulse reaction (Schewe et al, 1983). A Gallup poll undertaken in nineteen sixty nine in consort with the Association of Point of Sale Advertising revealed that only twenty per cent of shoppers entered supermarkets with a shopping list. Thus, once inside the store, the package has a vital role in generating a sale. To generate an impulse purchase, the package has to communicate the benefits to be derived from the product contained. As such, the package design, in less than the second it is viewed, must be recognizable (Borden, 1965).

Some companies are finding that increases in their large advertising budgets are having a negligible effect on sales, and that their money brings in a better return in other areas, one of them being packaging. Kimberly Clark are reported to have experienced this some years ago when re-packaging their facial tissues resulted in an extra two per cent on their brand's share of the market. However, this does not mean advertising is losing its ground to packaging—it is still important (James, 1967). It is the function of packaging to clinch the sale and maintain an after-sales impact. It is often quoted that no advertisement is ever read as often as the package. Not only is the package viewed in the store, where it bears out the original advertising message, but also in many cases, it is viewed in the home during the period of consumption (Stapleton, 1974).

In situations of oligopolistic-type competition, where competing products are perceived to be homogeneous, a price-cut in an effort to increase sales will most likely be met by competitors. They will however be less likely to react to a new package design. The package of a product may be used in an effort to extend the product life cycle. Updating design may help to give the pack a more contemporary image. It is increasingly difficult to come up with completely new products,



but any variety of packaging innovations can be introduced to offer features a consumer wants and will be willing to pay for—a form of product innovation (Irwin, 1986). The growing number of convenience products, for example, ring-pull cans for soft drinks, may exemplify this. The convenience factor is not limited to the consumer. In the same vein, wholesalers and retailers will favor products with packages that are easy to stock, price, mark, display, and identify (Borden, 1965).

McCarthy (1971) puts forth additional functions of packaging as a marketing tool. He contends that new features of a package help to maintain the interest of the trade in the product concerned. They will also provide extra help for salespersons to use in selling to the trade. Besides, seasonal fluctuations in demand may be smoothed out through packaging. The canning and deep-freezing of some perishable products like strawberries enable all the year round consumption. In addition, the package design for a particular product may be varied in order to expand the market by appealing to different market segments. Moreover, detailed appraisal of the current performance of packaging may reveal that cost reductions are possible through an alternative packaging form, for example, plastic pots as opposed to glass pots for cosmetics (Daniel, 1969). The application of multi-packaging to low profit margin mass consumption food products allows more worthwhile price reductions than when one pack is sold on its own. This is of particular interest in premium offers. Better still, the introduction of new packaging can extend the life of a product. Gold Wonder Crisps, in presenting the product in a plastic film bag as opposed to the conventional glassine paper bag, was able to extend the shelf life to a period of weeks rather than days. Finally, the size of a unit pack may be scaled in proportion to the shipping case with dimensions, which may be scaled in relation to the container used for distribution. Thus, maximum use of available space may be made (Baker, 1985).

Better protective packaging is especially important to intermediate customers such as distributors and wholesalers, who may have to absorb the cost of goods damaged in transit. Besides, packaging is vital to retailers. They benefit from both the protective and promotional aspects of packaging (Frey, 1965). Packaging, which provides better protection, supermarket operators claim, can reduce store costs by lessening breakage, shrinkage and spoilage, preventing discoloration, and stopping pilferage. And packaging can increase sales by such promotionally oriented moves as offering smaller or larger sizes, more multi-packs, better pictures of the product itself, illustration of the product in use, and more effective use of color (Borden, 1965).

Packaged goods are regularly seen in retail stores and may actually be seen by many more potential customers than the company's advertising. An effective package sometimes gives a firm more promotional impact than it could possibly afford with conventional advertising efforts (Ennew). Promotionally oriented packaging also may reduce the total distribution costs. An attractive package may speed turnover so that total costs will decline as a percentage of sales. Notably, rapid turnover is one of the important ingredients in the success of self-service retailing (Wizenberg, 1986).

Pack design changes are often used to create an illusion of a new product for the general public, and also for dealers and salesmen. Packaging is part of the attempt to create a distinctive product to which customers can be loyal. It is a major means of identification (Irwin, 1986). According to James (1967), the pack must be integrated with the whole plan to promote a brand image. The nature of the pack must be consistent with the advertising, which has preceded the introduction of the customer to the actual product. Quality advertising and brand names must have quality-type packaging to achieve the consistency needed to complete the brand image. Expensive sales promotion may be wasted if, at the point of sale, the customer does not identify the pack as projected in the promotion. Basically, the pack is part of advertising (Evans, 1982).

The pack must be the correct size, shape, and color to exploit customer motivation. Customers irrationally project the color of the pack to the contents within. The shape or texture of a pack can be used to exploit certain basic drives within the customer's subconscious (Shimp, 1997). Besides, the pack should be the correct size for the normal customer acting rationally; this is related to the size of the unit for which the purchase is made, for example, average family, and the life of the contents once opened. In addition, the pack should respond to irrational motivation on size and price. Impulse purchasing should be exploited (James, 1967).

According to Shimp (1997), there is a tendency for consumers to impute characteristics from a package to the brand itself. This tendency is called sensation transference. A package communicates meaning about a brand via its various symbolic components: color, design, shape, size, physical materials, and information labeling. All of these components must interact harmoniously to evoke within buyers the set of meanings intended by the brand marketer. The notion underlying good packaging is gestalt. That is, people react to the whole, not to the individual parts (Delozier, 1976).

Daniel (1969) argues that, even non-impulse purchasers are often influenced by irrational motives, which make them unwilling to lay out more than a certain sum of money on a product at any one time. This explains why for instance toothpaste and jam of larger, more economical sizes may not be easy to sell. Where the customer is concerned with labor saving, the pack should be convenient; tubes and aerosols are classic examples. Moreover, the pack must maintain the product at the quality standard expected by the customer as a result of any advertising and branding (Etzel et al, 1997). The maintenance of quality standards in all packed goods is most important because of the unwillingness on the part of the customer to "try it" again when close substitutes are usually available; the contents of a pack cannot usually be inspected to offset a past disappointing experience. Identification by the pack, in this case, becomes a selling disadvantage (Daniel, 1969).

Peter and Donnelly (1991) contend that, distinctive packaging is one method of differentiating a relatively homogeneous product. The package must be capable of protecting the product through the channel of distribution to the consumer. In addition, it is desirable for packages to be a convenient size and easy open. It should be attractive and capable of being used as an in-store promotional tool. According to Paine (1962), the brand name is perhaps the single most important element on the package because it serves to identify and differentiate the product from others. A good brand name can evoke feelings of trust, confidence, security, strength, and many other desirable associations

Etzel (1997) outlines the purposes and importance of packaging thus: First and foremost, packaging prevents tampering with products, notably medications and food products, in the warehouse or the retail store. The design and size of a package can also help deter shoplifting. That is why small items, such as compact discs, come in larger than needed packages. Besides, packaging provides protection after the product is purchased. Packaged goods are generally more convenient, cleaner and less susceptible to losses from evaporation, spilling and spoilage (Evans, 1982). Again, "child proof" closures thwart children from opening containers of medications and other potentially harmful products. Finally, packaging persuades consumers to buy the product. Packaging can identify a product, and thus may prevent substitution of competitive products. Packaging can also assist in getting a product noticed by consumers. The average shopper spends twenty minutes in the store, viewing twenty products a second. At the point of purchase—such

as a supermarket aisle—the package can serve as a “silent salesperson”. (Pilditch, 1973). In the case of middlemen’s brands, which are typically not heavily advertised, packaging must serve as the means of communicating with shoppers. Furthermore, promotional copy on the package will last as long as the product is used in its packaged form (Kotler, 2000).

Kotler (2000) observes that, appropriate levels of visual aesthetics on packages are vital; they communicate the product and brand attributes. He identifies a couple of factors that have contributed to the phenomenal growth of packaging as a marketing tool. Foremost, is the increasing popularity of self-service shopping. Given that shoppers pass through thousands of items, and that, fifty three percent of all purchases are impulse, an effective package operates as a “ five second commercial”. Alongside this, is the rising consumer affluence, which means that they are willing to pay a little more for the convenience, sophistication, dependability and prestige of better packages. Besides, innovative packaging is perceived to reflect the quality of the product, thereby stimulating brand purchase. This translates into profits for producers and intermediaries. Toothpaste pump dispensers, for example, have captured twelve percent of the toothpaste market because they are more convenient and less messy.

### **2.3 Considerations in the development and evaluation of package designs**

According to Stapleton (1974), the appearance of a package is critically important, and can be varied through the use of color, shape or size, graphic illustration and package copy. The combination of these elements is used to establish the identity of the manufacturer, say what the product is, and establish a reason for buying the product. In addition, within a self-service environment, the package must instantly attract attention to itself from amongst the competing products on the shelf (Kotler, 2000). Again, the pack should be pleasing, especially when it remains in the home during the product’s use. The color of a package is very central to the general appearance of the pack and makes the first and probably the greatest impact on the consumer. The main significance of color is to create certain psychological and physiological reactions, which can be used in package design (Shimp, 1997).

Colors have the ability to communicate many things to prospective buyers, including quality, taste, and the product’s ability to satisfy various psychological needs. The strategic use of colors in packaging is effective because colors affect people emotionally. For example, the so-called high-wavelength colors of red, orange, and yellow possess strong excitation value and induce

elated mood states (Shimp, 1997). Red is often associated with vitality, energy, excitement, passion, warmth and sensuality. Close-up toothpaste effectively uses red in its packaging. Orange is an appetizing color that is often associated with food. Yellow, a good attention getter is a warm color that has a cheerful effect on consumers. Green connotes abundance, health, nature and serenity. In recent years, green has come to stand for environmentally friendly products, and as a cue to consumers, of reduced fat. Blue suggests coolness, distinction, and refreshment and, is often associated with laundry and cleaning products. Finally, white signifies purity, cleanliness, and mildness (Delozier, 1976).

According to Delozier (1976), color preferences can vary according to age, income, education, geography, race, sex, and mental and physical health. Race affects color preference. Latins, for example prefer red, whereas Scandinavians prefer blues and greens. Education levels correlate with a preference for delicate colors. An individual's personality may influence his color preferences. It appears that athletic people prefer red; intellectuals, blue; egotists, yellow and so forth. Moreover, extroverts tend to favor red, whereas introverts have a predilection toward blue. Regarding age, babies prefer bright colors (red, yellow); older children favor red and blue; and with maturity, there is a preference for blues and greens. In most cases, women favor bright colors, while men go for dull colors, such as green, gold and blue. Different colors, however, mean different things to different people. Marketers must thus ensure that colors of their packages connote the right meaning, which resonates with the targeted consumers (Desmond, 2003).

Schiffman and Kanuk (1996) contend that, the color of a package can indicate characteristics about the product it contains. Pink may be suggestive of a cosmetic product; integrating green on the package of a chocolate bar suggests a mint flavor; a blue and white combination give impression of cleaning and hygiene as on a toothpaste pack. Color can be an important factor in establishing the identity of a company's range of products. The yellow of Eastman Kodak is one of the best examples.

Product quality is enhanced through combining appropriate colors associated with a refined taste. Gold, maroon and purple are prominent in this respect, while for cheap, mass consumption products, yellow is more appropriate. Package (product) color often is the determining factor in a customer's acceptance or rejection of a product, whether it is a dress, a table, or an automobile

(Foxall, 1998). In fact, color is so important that the United States Supreme court confirmed in early 1995 that the color of a product or its packaging can be registered as part of a trademark under the Lanham act. Color by itself can qualify for trademark status when it identifies and distinguishes a particular brand, and thus indicates its source (Etzel et al, 1997).

As with other marketing mix elements, a differential advantage might be gained by identifying the most pleasing color, and in knowing when to change colors (Foxall, 1998). If a garment manufacturer or the person responsible for purchasing merchandise for a retail store guesses wrong on what will be the fashionable color in women's clothing, disaster may ensue. Color can be extremely important for packaging as well as for the product itself. Color specialists say it is no coincidence that Marlboro, Coca-Cola and Campbell are all top-selling brands. In each case, red is the primary color of their packaging or logo. Red may be appealing because it evokes feelings of warmth, passion and sensuality (Schiffman and Kanuk, 1996).

In the early 1990s, some firms in crowded industries sought an edge by eliminating color in their products. Pepsi introduced colorless Crystal Pepsi, trying to position it as healthier than Caramel-colored colas; Coca-Cola countered with Tab Clear. Transparent products are intended to be associated with more favorable attributes such as "pure" and "mild". Of course, they may be perceived as little more than water. The popularity of such clear products has plummeted. The publisher of New Product News gave the verdict, "clear is dead" (Pilditch, 1973).

The size of a package will, to a large extent, be dictated by its contents. Notably, a container should not be so large that it could deceive or mislead the consumer as to the quantity of its contents. The shape of a package offers more scope in design. Design refers to the organization of the elements on a package. An effective package design is one that permits good eye flow and provides the consumer with a point of focus (Shimp, 1997). A distinctive shape compared to competitors' packs assists instant recognition even when the brand name may have been forgotten. It is desirable that the shape of a package invites handling, for once a person has picked up a pack, he is halfway to buying it. If he finds that the package is of an inconvenient shape in the hand, a moment's hesitation will cause the pack to be returned to the shelf (Delozier, 1976). Shape, in some cases, conveys the properties of the product: delicacy or strength denoting a feminine or masculine product. The chosen shape and size of the container in the case

of foodstuffs or household products must fit into the average size of fridge or cupboard (Stapleton, 1974).

Graphic illustration and photography should provide the easiest means of establishing the contents of the package, but may be dispensed with where the packaging form affords viewing of the product. A glass bottle or transparent film permits faster recognition. The illustration in other instances may show a new use for a product, or, where the product itself is not particularly attractive (like disinfectant), the ingredients (pure or lavender) may be featured (Ennew, 1993). The trademark is an easy method of conveying the brand or corporate name as it emphasizes a family of products as a unit (Briston & Neill, 1972).

The printed package copy describes the contents of the pack and how they are used. Ideally, the copy should be simple, legible and attractively arranged within the overall package design, permitting the other elements in the design to work to full effect (Foxall, 1998). The following are prominent features of package copy: Layout—the face of the pack will be read from left to right as the eye moves. The basic information to be presented on the front panel in descending order includes corporate/brand identification, product name and description, any consumer information or benefits and legal requirements. The back panel of the package can be used more freely; Lettering—copy tends to be less legible in capital letters than in smaller type, and words will be more legible if the space between the words is greater than the thickness of type. The typeface can also help to say something about the product; for example, a script style can denote a traditional style product (Stapleton, 1974). Legal requirements—ingredients and weights should be in legible colors, as consumers must not feel that this information is being concealed in any way. Surface of the pack—as not all products have flat display panels, some special considerations are necessary. Identifying copy on cylindrical shape should cover at least sixty per cent of the circumferences so that it will be visible even if the package is placed badly on the shelf (Stapleton, 1974).

Baker (1985) outlines additional criteria to be considered in package evaluation, which include: appearance; protection; function; cost; and disposability. The appearance of a product (package) is vitally important to the vast range of fast moving consumer goods, which are sold through self-service outlets. Given that most retailers will carry three or four brands of a given product, the package provides a critical visual cue at the point of sale, acting both as a reminder of

specific needs, and a distinguishing feature between the product and closely competitive offerings. In addition to providing distinctive and appealing means of identification, the pack must also provide the user with information about its contents. Protection of the contents is probably the single most important criterion involved in pack design and construction. Damage may arise from physical and /or chemical causes of which the most important are: Chemical-interaction between the container and its contents; ingress of vapor or liquids; ingress of micro-organisms; Loss of liquid or vapor; Physical- compression/ impact/ vibration/ puncturing; effect of temperature; effect of light; attack by insects / rodents and so forth; pilferage/ tampering.

According to Briston and Neill as cited by Baker (1985), packaging performs two basic functions: those concerned with its end use; and those concerned with its behavior on the packaging / filling line. The most important of the end-use factors are seen as display, ease of opening, convenience and dispensing. Display means making the contents visible to the prospective user rather than appearance of the pack itself. While it is not always possible to use packaging, which displays the contents, for example, where a light-resistant pack is used to protect the contents, such as unexposed photographic film from damage, the majority of users like to be able to examine an object prior to purchase. This instinct is firmly grounded in the injunction not to buy 'a pig in a poke' and frequently creates a conflict between the seller, who wants to protect his stock from damage, and the buyer, who is eager to buy something he has inspected closely, such as books sealed in shrink-wrap. In such circumstances, it may be necessary to have a display or demonstration model available, with the remainder of the stock being sold in sealed containers.

The problem of ease of opening is a real one and has become acute in the case of many products, which use new packaging materials such as plastic and foil pouches and foil-sealed plastic containers, such as those used for yoghurt or portions of butter, jam and so on (Daniel, 1969). Similar problems of opening may be experienced with tear-off sealing strips on liquid containers, and can be a source of frustration to users. Many of these new approaches to packaging have been developed in an attempt to achieve the third function of convenience, often to the extent that product and package have become completely integrated, as is clearly the case with packaging in aerosol containers. Similarly, dispensing the product is closely related to ease of opening and convenience, and provides numerous opportunities for manufacturers to differentiate their products through close attention to these features (Baker, 1985).



The second basic group of features manufacturers must take into account when making packaging decisions is concerned with its behavior on the packaging or filling line (Baker, 1985). It follows that, the greater the standardization and the more basic the pack, the greater are the production economies open to the producer. Most packaging equipment and machinery are extremely sophisticated and therefore costly. Conversely, such standardization may be in direct conflict with the desire to cater for user needs, and has led to considerable emphasis on contract packaging, where equipment is used to service a number of manufacturers. The importance of careful assessment of cost-benefit is a major factor underlying all packaging decisions (Frey, 1965).

Baker (1985) identifies four areas where packaging is of significant importance to the marketing of the product, and packaging costs must be closely controlled: where the cost of the packaging is high relative to the product costs, for example cosmetics, toiletries and specialty goods; annual expenditure on packaging materials is high, for example, household cleaning products, tobacco and cigarettes, and food products; the unit product cost is high, for example, electrical appliances, watches, specialty chemicals and wines / spirits; a large number of items are handled, for instance, automobile spare parts, private label products and so on. According to Frey (1965), cost-control procedures for packaging are very similar to those involved in the manufacturing process as a whole, and demand a fine balance between perceived value added, losses due to inadequate packaging and the actual costs incurred.

The final criterion in developing packaging is disposability of the pack. This factor has become of particular importance in recent years due to increased public awareness of the need to protect the environment from litter and pollution caused by discarded packaging (Kotler, 2000). While comparatively few consumers would actually reject a product because of non-biodegradable packaging material, the potentially bad effects caused by litter bearing distinctive brand names warrants careful considerations of ways of avoiding such criticism (Baker, 1985).

Frey (1965) sets out the characteristics of a good package as follows: Economical-to manufacturer (on standard equipment by regular suppliers); to fill (on standard equipment within the plant); to move (on conventional carriers at normal cost). Functional- in transit (for protection); in stores (for merchandising); at home (for convenience). Communicative-of brand

(to distinguish from competitors); of product (to identify contents); of usage (to point out special uses). Attractive- in color (appropriate to nature of product); in design (readily distinguishable from competitors); in graphic impact (to gain attention and hold interest).

Ideally, new packaging should be test-marketed, as success at this stage will indicate a high chance of success (Kotler, 2000). The ultimate success of a package will be determined by the role it plays as an integral part of marketing strategy in the market place. The package design itself is therefore conceived in relation to other marketing communications. Its featuring in press and television advertising must assist recognition at the point of sale. As part of the product, the package must provide some definite advantage (unique selling proposition) compared to existing competitive brands. The value of packaging design, as a direct expression of marketing should not be underestimated. A. C. Nielsen, the market research agency reported that sixty seven per cent of new product failures were traced to the inadequacy of packaging (Stapleton, 1974).

Kotler (2000) highlights various tests that are available for measuring consumer's response to a package design in relation to competitive packs. They include: Visibility—this refers to how easily a package can be found in its natural habitat of massive displays. This is usually measured using such perceptual tools as: Tachistoscope—determines the speed of recognition by a consumer of the package and distance at which the elements of design are recognized; Threshold illumination meter—the amount of light required for recognition; Angle meter—at which angle can the pack (label) be noticed; Apparent size meter—which label appears larger at equal distance; Distance meter—how many meters away can the package be noticed. Information—an effective package and label must quickly and clearly signify its contents. Emotional appeal—combination of various design elements such as color, typography, illustration and materials all contribute to the packaging gestalt. Grouping of the above features may render a package expensive or cheap, modern or stodgy, for young or old people.

#### **2.4 The influence of package-label induced perceived product quality on brand preference**

Baker (1991) contends that there is no agreement on a definition of product quality, even though it is universally recognized as significant. One professional society defines product quality as the set of features and characteristics of a good or service that determine its ability to satisfy needs (Foxall, 1998). Despite what appears to be a straightforward definition, consumers frequently

disagree on what constitutes quality in a product—personal tastes are deeply involved; what you like, another person may dislike. It is important to recognize therefore that, quality, like beauty, is to a large extent “in the eyes of the beholder” (Schiffman & Kanuk, 1996).

Besides personal tastes, individual expectations also affect judgements of quality.

That is, a consumer brings certain expectations to a purchase situation. Sometimes you have high expectations, as with a product that is being heavily advertised. Other times you have modest expectations, as with a course for next semester that is referred to as “not too boring” (Baker, 1991). Consumer’s evaluation of a product’s quality depends on whether the actual experience with the good or service exceeds, meets or falls short of expectations. For some companies, optimal quality means that the product provides the consumer with an experience that meets, but does not exceed expectations. The rationale is that there is no sense in incurring added costs to provide what amounts to excessive quality. Other businesses, however, strive to exceed consumers’ expectations in order to produce high levels of customer satisfaction and, in turn, brand loyalty (Etzel et al, 1997).

Because it is not easily duplicated, many organizations seek to build product quality to gain a differential advantage. In one survey of managers, quality was the most mentioned basis for a strong differential advantage. At least, an enterprise certainly needs to avoid a differential disadvantage related to product quality (Aaker, 1996).

Packaging and labeling greatly influences the consumer purchase decision-making process. Schiffman and Kanuk (2002) meticulously explore views of consumer decision-making models that relate to packaging and labeling. These views are grounded in the cognitive and emotional models. The cognitive model portrays the consumer as a thinking problem solver. Within this framework, consumers are frequently pictured as either receptive to or actively searching for products and services that fulfill their needs and enrich their lives. The cognitive model focuses on the processes by which consumers seek and evaluate information about selected brands. Within this context, consumers are viewed as information processors (Desmond, 2003). Information processing leads to the formation of preferences and, ultimately purchase intentions. The cognitive view also recognizes that the consumer is unlikely to even attempt to obtain all available information about every choice. Instead, consumers are likely to cease information-seeking efforts when they perceive that they have sufficient information about some of the

alternatives to make a “satisfactory” decision (Foxall, 1998). This model recognizes the pivotal role played by the marketing mix strategies, and particularly, the marketing communication mix of which packaging is part and parcel. It is upon this understanding that packaging and labeling have been accorded much the same attention as the other elements of the marketing communication mix (Briston & Neill, 1972). The product information embedded on packs and labels greatly leverage advertising efforts in influencing a favorable purchase decision. As such, packs and labels must carry the most relevant, compelling and striking information and features about the brand in question, so as to enrich the consumer understanding and hence preference for the brand on a crowded retail shelf (Borden, 1965).

On the other hand, the emotional view is grounded on the argument that, consumers are likely to associate deep feelings or emotions such as joy, fear, love, hope, sexuality, fantasy, and even a little “magic” with certain purchases or possessions. These feelings or emotions are likely to be highly involving. For instance, a person who misplaces a favourite fountain pen might go to great lengths to look for it, despite the fact that he or she has six others at hand (Schiffman & Kanuk, 2002). If we were to reflect on the nature of our recent purchases, we might be surprised to realize just how impulsive some of them were. Rather than carefully searching, deliberating, and evaluating alternatives before buying, we are just as likely to have made many of these purchases on impulse, on a whim, or because we were “emotionally driven” (Desmond, 2003). When a consumer makes what is basically an emotional purchase decision, much emphasis is placed on the current mood and feelings (“Go for it”). This is not to say that emotional decisions are not rational. Indeed, buying products that afford emotional satisfaction is a perfectly rational consumer decision. Some emotional decisions are expressions that “you deserve it” or “treat yourself”. For instance, many consumers buy designer label clothing, not because they look any better in them, but because status labels make them feel better. This is a rational decision (Foxall, 1998).

Visually attractive packages evoke in consumers, positive associations of brands. They create an exacting impression of the product that lies inside the pack. A meticulously developed package design, with effectively attractive visual aesthetics, projects a very positive image of the product, leading to positive perception of the product quality (Foxall, 1998).

According to McClure and Ryans (1968), as quoted by Foxall (1998), it has been estimated that some ninety per cent of the stimuli individuals perceive come to them through the agency of sight; much of the rest comes through hearing. All elements of the marketing mix communicate something about the brand to the consumer. As such, pack sizes, shapes, and packaging materials may all affect sales through influencing the consumer's perception of a firm's overall market offering (Frey, 1965).

Interesting studies have been made of the ways in which consumers perceive the products they buy and the brands they regularly choose. One such study was to discover whether blindfolded beer drinkers were capable of distinguishing types and brands of beer. It also wished to determine the effect of brand identification on consumers' reactions to, and evaluations of beers. It was concluded that participants in general did not appear to be able to discern the taste differences among the various brands, but apparently, labels and their associations did influence their evaluations (James, 1967). These findings indicate that customers' perception of products derive from marketing efforts such as packaging and labeling driven brand images and brand differentiation in addition to the physical characteristics of the product. Further, it can be concluded that in some cases, those product attributes, which are marketing based may be the consumer's only guide to want satisfaction (MaCarthy, 1971). A recent investigation of the reasons for product failure shows that, in most cases, it is the product itself or its package that is at fault, and misunderstandings regarding consumers' perceptions are undoubtedly responsible for many of these failures (Foxall, 1998).

Consumers subconsciously exercise a great deal of selectivity with respect to stimuli they receive from the environment (Schiffman & Kanuk, 1996). They may look at some things, ignore others, and turn away from others altogether. As such, people only receive a small fraction of the stimuli they are exposed to. The main effects of packages and labels on consumer perception differ from brand to another. What matters is the vividness and ability of packages and labels to evoke imagery processing of product consumption (Desmond, 2003).

Ennew (1993) points out that effective packaging and labeling assists in arresting the attention of the consumer, and subsequent brand purchase. The consumer subjectively rates the quality of the product on the basis of the package. This introduces the concept of perceived quality and its influence on brand selection.

Evans (1982) defines perceived quality as the value consumers attach to a product on the basis of its ability to meet the needs and expectations of the consumer. Consumers base their perception of quality on intrinsic and extrinsic cues of a product. Intrinsic cues are the physical characteristics of a product like color, flavor, aroma, size, shape and so on. In the absence of actual experience with a product, consumers often evaluate quality on the basis of extrinsic cues. These are features external to the product like the package, labels, store image, or country of origin (Foxall, 1998).

Human perception of quality is dependent on visual image. Objective quality describes the actual technical superiority or excellence of products. This type of quality refers to measurable and verifiable superiority based on some pre-determined ideal standards (Schiffman & Kanuk, 1996). At the point of purchase, consumers cannot always evaluate relevant intrinsic attributes of a product. Cue utilization theory suggests that, consumers tend to use extrinsic cues as surrogate indicators of product quality, of which packages and labels are part. This often occurs under the following circumstances: when the consumer is unfamiliar with the product; when insufficient opportunity exists for the consumer to evaluate the intrinsic attributes of a product; and, when the consumer cannot make adequate evaluation of the intrinsic attributes (Desmond, 2003).

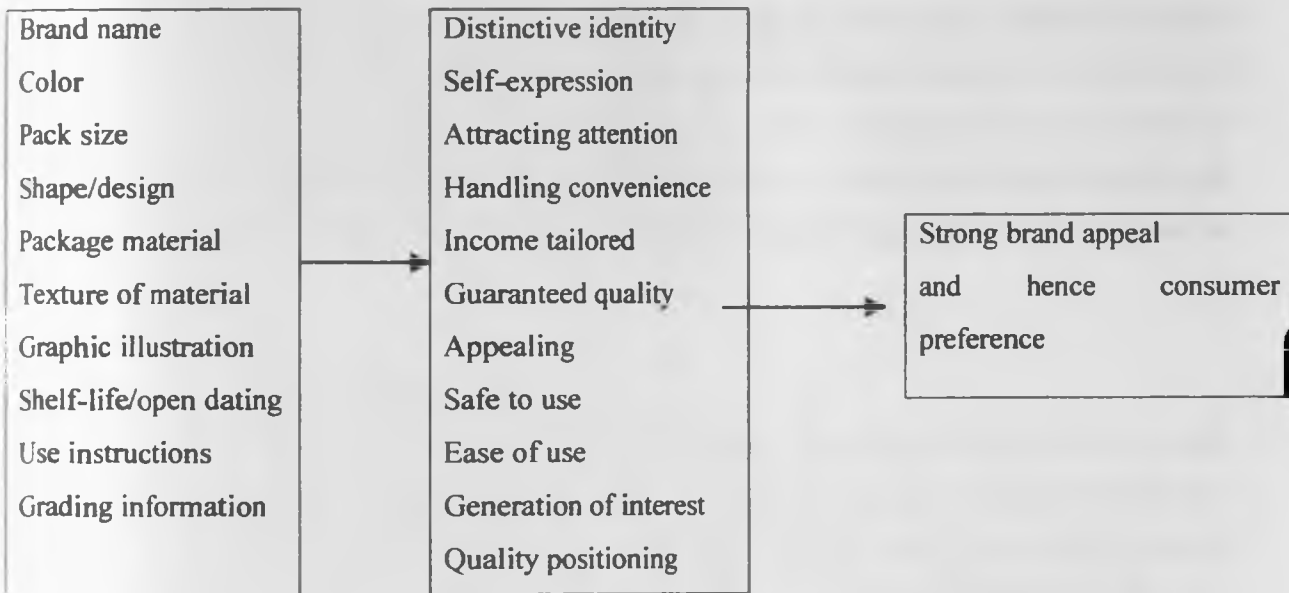
Dean and Talarzyk (1972) point out that, the purchase decision of the consumer arises from perceived value, which is a consequence of perceived quality, based on intrinsic and extrinsic attributes of a product; and packages and labels fall under the extrinsic attributes. Many consumers lack enough time, ability and resources to objectively assess brands. Their purchase decisions are therefore many times influenced by the affect (emotional feelings towards brands) because of extrinsic rather than intrinsic variables. As such, all elements of marketing activities largely focus on making the consumer perceive quality in the market offers, thereby forming a reason for purchase of the product (Foxall, 1998).

According to Schiffman and Kanuk (2002), marketers use the concept of perceived quality to position their products as either premium, value for money, or economy in the market. It is a key strategic variable for many firms, and hence, the defining point of product differentiation.

### 2.5 Summary of the literature review

From the literature review, it is apparent that, packages and labels do protect, distinguish, identify, and grade products. They also form, describe and cast a holistic picture of the brand into consumers' minds, in terms of personality (imagery) and quality, thereby attracting attention, influencing quality perception, and ultimately, brand preference, choice and purchase. Attention will therefore be given to the following variables with respect to their influence on toothpaste brands preference. These variables constitute the conceptual framework of the study.

**Table 2.5 Conceptual framework of the study**



## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 Research design**

This study was a descriptive survey. It sought to describe the relationship between product packaging and labeling, and consumer brand preference. According to Churchill (1987), a good descriptive study presupposes much prior knowledge about the phenomenon under study. Descriptive studies require a clear specification of the who, what, when, where, why, and how of the research. The study was therefore descriptive, as it perfectly fitted the above criteria.

#### **3.2 Population**

The population of interest in this study comprised shoppers in key retail outlets in Nairobi's Central Business District. These outlets included Nakumatt, Tusker Mattresses, Woolmatt, and Uchumi. They were specifically selected because they handle relatively huge traffic flows of shoppers, and it is where the actual browsing and selection of products take place; shoppers can practically interact with the products and provide well-balanced responses that are not based on past memories.

#### **3.3 Sample size and sampling design**

A total of 200 shoppers were selected via convenience sampling, and interviewed as they shopped in the selected outlets. An equal number of shoppers was drawn from each outlet. In a study, where the population of interest is quite big and dispersed over a vast region, a sample size of 200 is deemed to be representative. Wachira (2002) used a sample of 200 respondents in a study whose population of interest was quite similar to the one under consideration in this study.

#### **3.4 Data collection method**

Primary data were collected using a structured questionnaire, which was administered by research assistants. The questionnaire was divided into two parts. Part A sought to give a profile of the respondents, while part B aimed to establish the extent to which packaging and labeling components influenced consumer preference for toothpaste brands and, which components were most influential and, what consumers perceived them to mean.



### 3.5 Operational dimensions of packaging and labeling

The following parameters were considered as key elements in the evaluation of the concepts of packaging and labeling:

**Table 3.5 Operational dimensions of packaging and labeling**

| Dimensions of packaging | Relevant issues  | Relevant question |
|-------------------------|--|-------------------|
| Brand name              | Colgate<br>Close-up<br>Aquafresh<br>White dent<br>Others                           | 5                 |
| Pack size               | 25 ml- small<br>50 ml- large<br>100 ml- economy<br>120 ml- family<br>150 ml- giant | 6                 |
| Color                   | Red<br>Blue<br>White<br>Green<br>Orange<br>Combination                             | 7                 |
| Shape/design            | Rectangular<br>Cylindrical (pump)  | 8                 |
| Package material        | Metal (tin)<br>Laminate (plastic)  | 9                 |

|                         |  |    |
|-------------------------|--|----|
| Texture of the material | Smooth<br>Shiny  | 10 |
| Graphic illustration    | Font size<br>Copy pattern<br>Photography                                       | 11 |
| Usage instructions      | How many times to brush in a day.<br>Safety precautions<br>Toothbrush movement | 12 |
| Shelf (product) life    | Manufacture date<br>Expiry date  | 13 |
| Grade information       | The world's no. 1 toothpaste<br>The world up close<br>The whole mouth paste    | 14 |

The above table highlights the operational dimensions of packaging and labeling, the parameters that were used to measure the dimensions (relevant issues), and the corresponding question (s) in the questionnaire that captured the issues.

### 3.6 Data analysis techniques

Descriptive statistics were employed. Responses were put into frequency distribution tables to measure dimensions with the highest concentration and hence, the greatest influence on brand preference. Mean scores and standard deviation were also used to determine attributes with the greatest and least impact, where, the greater the variation (standard deviation) from the mean implied minimal influence on brand preference.

## CHAPTER FOUR

### DATA ANALYSIS AND INTERPRETATION

#### 4.1 Introduction

This chapter contains summaries of data findings and their possible interpretations. The chapter has been divided into two sections. The first section analyses the socio-demographic information of the respondents, while the second section analyses the influence of packaging and labeling on consumer preference for toothpaste brands. Two hundred (200) respondents were sampled and interviewed by a research assistant using a structured questionnaire. 100% response was achieved.

#### 4.2 Demographic information of the respondents

The demographic information of the respondents considered in the study included gender of the respondents, age, income per month and education level attained. The findings are presented below:

##### 4.2.1 Gender of the respondent

From the results, 44% of the respondents were male, while 56% were female. This shows that, majority of the respondents were female.

##### 4.2.2 Ages of the respondents

The findings showed that 3% of the respondents were under 18 years old, 23% were aged between 19 – 25 years, 43% were aged between 26 – 34, and 31% were above 35 years old. This means that, majority of the respondents were aged between 26 – 34 years.

##### 4.2.3 Level of Education

From the findings, 2% of the respondents had attained primary level of education, 16% secondary education, 46% and 36% were college and university graduates respectively. This shows that, majority of the respondents were college and university graduates.

##### 4.2.4 Monthly Income

The survey revealed that 17% of respondents had a monthly income of less than Ksh. 10,000, 16% had a monthly income of between Ksh 10,000 – 20,000, 32% had a monthly income of between Ksh 20,001 – 30,000, 29% had a monthly income of between Ksh 30,000 – 40,000, while 6% had a monthly income of Ksh.40, 000 and above. This means that, majority of the respondents had a monthly income of between Ksh 20,001- 40,000

**Table 4.2: Demographic profile of the respondents**

| <b>Demographics</b>    | <b>Frequency</b> | <b>Percentage</b> |
|------------------------|------------------|-------------------|
| <b>Gender</b>          |                  |                   |
| Male                   | 88               | 44                |
| Female                 | 112              | 56                |
| <b>Total</b>           | <b>200</b>       | <b>100</b>        |
| <b>Age</b>             |                  |                   |
| Under 18 years         | 6                | 3                 |
| 19 - 25 years          | 46               | 23                |
| 26 - 34 years          | 86               | 43                |
| Above 35 years         | 62               | 31                |
| <b>Total</b>           | <b>200</b>       | <b>100</b>        |
| <b>Education Level</b> |                  |                   |
| Primary                | 4                | 2                 |
| Secondary              | 32               | 16                |
| College                | 92               | 46                |
| University             | 72               | 36                |
| <b>Total</b>           | <b>200</b>       | <b>100</b>        |
| <b>Monthly Income</b>  |                  |                   |
| Less than Ksh. 10,000  | 34               | 17                |
| Ksh. 10,000 - 20,000   | 32               | 16                |
| Ksh. 20,001 - 30,000   | 64               | 32                |
| Ksh. 30,000 - 40,000   | 58               | 29                |
| Above Ksh. 40,000      | 12               | 6                 |
| <b>Total</b>           | <b>200</b>       | <b>100</b>        |

### 4.3 Consumer's most preferred toothpaste brand and pack size

#### 4.3.1: Most favorite toothpaste brand

Manufacturers adopt a distinctive pack and brand name to differentiate their products at the point of sale, and develop advertising and promotional strategies designed to create consumer preference for products.

**Table 4.3.1: Most favorite toothpaste brand**

| <b>Brand</b> | <b>Frequency</b> | <b>Percentage</b> |
|--------------|------------------|-------------------|
| Colgate      | 64               | 32                |
| Close-up     | 62               | 31                |
| Aquafresh    | 48               | 24                |
| White dent   | 24               | 12                |
| Cliden       | 2                | 1                 |
| <b>Total</b> | <b>200</b>       | <b>100</b>        |

The survey revealed that Colgate was the most preferred brand, taking 32% of the respondents; Close-up by 31% of the respondents; Aquafresh by 24% of the respondents; White dent by 12% of the respondents, while Cliden was preferred by 1% of the respondents. All in all, Colgate and close-up emerged the most preferred toothpaste brands.

**4.3.2 Preferred pack size**

Consumers prefer different pack sizes. This normally depends on household size, usage rate and income levels.

**Table 4.3.2: Preferred pack size**

| Pack Size        | Frequency  | Percentage |
|------------------|------------|------------|
| 25 ml - small    | 12         | 6          |
| 50 ml- large     | 38         | 19         |
| 100 ml - economy | 94         | 47         |
| 120 ml - family  | 42         | 21         |
| 150 ml- giant    | 14         | 7          |
| <b>Total</b>     | <b>200</b> | <b>100</b> |

From the findings, 6% of the respondents preferred 25 ml pack size, 19% preferred 50 ml, 47% preferred 100 ml, 21% preferred 120 ml, while 7% favored 150 ml. This shows that, majority of the respondents preferred the economy and family pack sizes respectively.

**4.3.3 Reasons for the preferred pack size**

The reasons for pack size preference are analyzed in the table below.

**Table 4.3.3: Reasons for pack size preference**

| Reason                            | Frequency | Percentage |
|-----------------------------------|-----------|------------|
| Pocket Friendly                   | 166       | 83         |
| Convenient for the consuming unit | 154       | 77         |

From the findings, 83% of the respondents preferred their pack sizes because of being pocket-friendly, while 77% of the respondents preferred their respective pack sizes because of being convenient for the consuming unit.

#### 4.4 Importance of packaging and labeling components in determining choice of toothpaste brand

The respondents were to rate the relative importance of packaging and labeling components in determining their choice of toothpaste. These were measured in a five-point likert scale, where the range was 'Extremely Important' to 'Not important at all'. The scores of 'Not important at all' and 'a little important' have been taken to represent a variable, which is important to a small extent (S.E.) (equivalent to mean score of 0 to 2.5 on the continuous likert scale :  $0 \leq S.E. < 2.5$ ). The scores of 'Important' have been taken to represent a variable that is important to a moderate extent (M.E.) (equivalent to a mean score of 2.5 to 3.9 on the continuous likert scale:  $2.5 \leq M.E. < 3.9$ ). The scores of both 'Very important' and 'Extremely important' have been taken to represent a variable, which is important to a large extent (L.E.) (equivalent to a mean score of 4.0 to 5.0 on a continuous likert scale:  $4.0 \leq L.E. < 5.0$ ). A standard deviation of  $> 1.5$  implies a significant difference in opinion among respondents.

The components under consideration include package color, package shape/design, brand name, pack size, package material, graphic illustration, usage instructions, shelf/product life, and grade information.

##### 4.4.1 Relative importance of Color

Colors have the ability to communicate many things to prospective buyers, including quality, taste, and the product's ability to satisfy various psychological needs. The strategic use of colors in packaging is effective because colors affect people emotionally.

The results on the relative importance of color are presented in the table below.

**Table 4.4.1: Relative importance of Color**

| Color       | Mean Score | Std Deviation |
|-------------|------------|---------------|
| Green       | 4.69       | 0.58          |
| White       | 4.67       | 0.47          |
| Red         | 4.32       | 0.66          |
| Combination | 4.21       | 0.87          |
| Blue        | 3.97       | 0.32          |
| Orange      | 3.41       | 0.68          |

To a large extent, green (4.69); white (4.67); red (4.32) and combination (4.21) colors were considered important in determining brand choice, while blue (3.97) and orange (3.41) were

considered to be important to a moderate extent. The standard deviation ranged between 0.32 to 0.87, implying insignificant difference in opinions among the respondents.

#### 4.4.2 Relative importance of Shape and Design

Effective shape and design permits a good flow of the eye and provides the consumer with a point of focus.

**Table 4.4.2: Relative importance of Shape and Design**

| Shape/ Design      | Mean Score | Std Deviation |
|--------------------|------------|---------------|
| Rectangular        | 4.83       | 0.91          |
| Cylindrical (Pump) | 3.97       | 1.6           |

The shape and design attributes were rectangular (4.83) and cylindrical (pump) (3.97). These attributes were considered to be important to large and moderate extent respectively. Rectangular shape recorded a standard deviation of 0.91, which meant insignificant differences in opinion, while cylindrical design registered a standard deviation of 1.6 indicating a significant difference in opinions among the respondents.

#### 4.4.3 Relative importance of Package Material

**Table 4.4.3: Relative importance of Package Material**

| Package Material   | Mean Score | Std Deviation |
|--------------------|------------|---------------|
| Metal              | 4.91       | 0.87          |
| Laminate (Plastic) | 3.86       | 0.71          |

It is clear from the table above that, metal (4.91) was considered important to a large extent in determining brand choice, while plastic (laminate) (3.86) was considered important to a moderate extent. The standard deviation ranged from 0.71 to 0.87, indicating insignificant differences in opinion among the respondents.

#### 4.4.4 Relative importance of Texture of packaging material

**Table 4.4.4: Relative importance of Texture of packaging material**

| Texture of the material | Mean Score | Std Deviation |
|-------------------------|------------|---------------|
| Shiny                   | 4.32       | 1.03          |
| Smooth                  | 3.73       | 1.12          |

Shiny texture (4.32) of packaging materials was considered to be important to a large extent, while smooth texture (3.73) was considered important to a moderate extent as illustrated in the

table above. The standard deviation ranged from 1.03 to 1.12, meaning that differences in opinion were insignificant.

#### 4.4.5 Relative importance of Graphic illustration

**Table 4.4.5: Relative importance of Graphic illustration**

| Graphic Illustration | Mean Score | Std Deviation |
|----------------------|------------|---------------|
| Photography          | 3.93       | 0.97          |
| Font Size            | 3.71       | 0.25          |
| Copy Pattern         | 3.58       | 0.94          |

Graphic illustrations, that is, photography (3.93), font size (3.71) and copy pattern (3.58) were considered to be important to a moderate extent. The standard deviation recorded a range of 0.25 to 0.97. This means the respondents' opinions were largely similar.

#### 4.4.6 Relative importance of Usage instructions

**Table 4.4.6: Relative importance of Usage instructions**

| Usage Instructions                | Mean Score | Std Deviation |
|-----------------------------------|------------|---------------|
| Safety Precautions                | 3.91       | 0.69          |
| Toothbrush Movement               | 3.78       | 0.91          |
| Number of times to brush in a day | 3.21       | 0.58          |

Usage instructions, that is, safety precautions (3.91), toothbrush movements (3.78) and, number of times to brush in a day (3.21) were considered important in determining toothpaste choice to a moderate extent. From the table, the standard deviation range indicated insignificant differences in opinion.

#### 4.4.7 Relative importance of Shelf life

**Table 4.4.7: Relative importance of Shelf life**

| Shelf Life       | Mean Score | Std Deviation |
|------------------|------------|---------------|
| Expiry date      | 4.92       | 0.93          |
| Manufacture Date | 4.83       | 0.97          |

Shelf life attributes, that is, expiry date (4.92) and manufacture date (4.83) were considered important in determining toothpaste brand choice to a large extent. The standard deviation ranged from 0.93 to 0.97. This indicated negligible differences in opinion.



#### 4.4.8 Relative importance of Grade Information

**Table 4.4.8: Relative importance of Grade Information**

| Grade Information              | Mean Score | Std Deviation |
|--------------------------------|------------|---------------|
| The world's no. one toothpaste | 3.81       | 0.69          |
| The whole mouth paste          | 3.71       | 0.71          |
| The world up close             | 3.66       | 0.67          |

To a moderate extent, grade information attributes, that is, the world's number one toothpaste (3.81), the whole mouth paste (3.71) and the world up close (3.66) were considered moderately important in determining toothpaste brand choice. The standard deviation range of 0.67 to 0.71 implied insignificant differences in opinion among the respondents.

#### 4.4.9 Summary of relative importance of packaging & labeling attributes

**Table 4.4.9: Summary of relative importance of packaging & labeling attributes**

| Packaging & Labeling Attributes | Mean Score | Std Deviation |
|---------------------------------|------------|---------------|
| Pack size                       | 4.96       | 0.65          |
| Shelf-life/ expiry date         | 4.93       | 0.59          |
| Package material                | 4.92       | 0.74          |
| Brand name                      | 4.89       | 0.83          |
| Package Color                   | 4.87       | 0.65          |
| Package shape and design        | 4.83       | 0.71          |
| Graphic illustration            | 3.94       | 0.67          |
| Texture of the material         | 3.91       | 0.65          |
| Grade information               | 3.71       | 0.64          |
| Usage instructions              | 3.56       | 0.69          |

Packaging and labeling attributes that included pack size (4.96), shelf-life/ expiry date (4.93), package material (4.92), brand name (4.89), package color (4.87) and package shape and design (4.83) were considered important to large extent in determining toothpaste brand choice, while the other attributes comprising graphic illustrations (3.94), texture of the material (3.91), grade information (3.71) and usage instructions (3.56) were deemed important to a moderate extent. Overall, the standard deviation ranged from 0.59 to 0.83, implying that the respondents' opinions differed insignificantly.

#### 4.5 The meanings of toothpaste packaging and labeling components to consumers

Package and labeling components considered in this case included brand name, color of the package, shape/ design of the package, pack size, package material, texture of the material, shelf life, graphic illustration, grade information and usage instructions.

##### 4.5.1 Color of the package

**Table 4.5.1: Color of the package**

| Color of the package | Frequency | Percentage |
|----------------------|-----------|------------|
| Emotional appeal     | 178       | 89         |
| Taste (Flavor)       | 166       | 83         |
| Quality              | 142       | 71         |
| Gender appeal        | 124       | 62         |

Color of the package communicated emotional appeal to 89% of the respondents, taste (flavor) to 83% of the respondents, quality to 71% of the respondents and gender appeal to 62% of the respondents. Thus, color of the package overly reflected emotional appeal and taste (flavor) about the toothpaste brands considered in the study.

##### 4.5.2 Brand name

**Table 4.5.2: Brand name**

| Brand Name      | Frequency | Percentage |
|-----------------|-----------|------------|
| Distinction     | 196       | 98         |
| Quality         | 166       | 83         |
| Self-expression | 144       | 72         |

Brand name communicated distinction to 98% of the respondents, quality to 83% of the respondents, and self-expression to 72% of the respondents. This shows that, brand name mainly communicated distinction, which by extension encompasses self-expression, and quality of the toothpaste brand.

#### 4.5.3 Shape / design of the package

Table 4.5.3: Shape / design of the package

| Shape/ design of the package | Frequency | Percentage |
|------------------------------|-----------|------------|
| Eye-catching                 | 182       | 91         |
| Handling Convenience         | 166       | 83         |
| Femininity                   | 116       | 58         |
| Masculinity                  | 44        | 22         |

The overriding meanings emanating from shape/design were visual attraction (eye-catching) at 91%, and handling convenience at 83%.

#### 4.5.4 Pack size

Table 4.5.4: Pack size

| Pack size                         | Frequency | Percentage |
|-----------------------------------|-----------|------------|
| Convenient for the consuming unit | 200       | 100        |
| Pocket friendly                   | 192       | 96         |

Pack size communicated convenience for the consuming unit to all the respondents, and being pocket-friendly to 96% of the respondents.

#### 4.5.5 Package material

Table 4.5.5: Package material

| Package material   | Frequency | Percentage |
|--------------------|-----------|------------|
| Ease of use        | 192       | 96         |
| Guaranteed quality | 184       | 92         |

Package material communicated ease of use to 96% of the respondents, and guaranteed quality to 92% of the respondents.

#### 4.5.6 Texture of the material

Table 4.5.6: Texture of the material

| Texture of the material | Frequency | Percentage |
|-------------------------|-----------|------------|
| Visually appealing      | 182       | 91         |
| Emotionally exciting    | 178       | 89         |

Texture of the material communicated visual appeal to 91% of the respondents, and emotional excitement to 89% of the respondents.

#### 4.5.7 Shelf (product) life

**Table 4.5.7: Shelf (product) life**

| Shelf (product) life | Frequency | Percentage |
|----------------------|-----------|------------|
| Safe to use          | 194       | 97         |
| Quality guaranteed   | 186       | 93         |

Shelf / product life communicated product safety to 97% of the respondents, and guaranteed quality to 93% of the respondents.

#### 4.5.8 Graphic illustration

**Table 4.5.8: Graphic illustration**

| Graphic illustration | Frequency | Percentage |
|----------------------|-----------|------------|
| Attractive           | 178       | 89         |
| Holding attention    | 168       | 84         |
| Product's benefits   | 134       | 67         |

Graphic illustration communicated attractiveness to 89% of the respondents, attention holding to 84% of the respondents, and product's benefits to 67% of the respondents.

#### 4.5.9 Grade Information

**Table 4.5.9: Grade Information**

| Grade information        | Frequency | Percentage |
|--------------------------|-----------|------------|
| Quality positioning      | 176       | 88         |
| Self-expression (status) | 126       | 63         |

Grade information communicated quality positioning to 88% of the respondents and self-expression to 63% of the respondents.

#### 4.5.10 Usage Instructions

**Table 4.5.10: Usage Instructions**

| Usage instructions | Frequency | Percentage |
|--------------------|-----------|------------|
| Guaranteed safety  | 134       | 67         |
| Ease of use        | 126       | 63         |

Usage instructions communicated guaranteed safety to 67% of the respondents and ease of use to 63% of the respondents.

#### 4.6 Relationship between demographic dimensions of consumers and the influence of packaging and labeling

Labeling and packaging attributes influence consumers' brand choice differently, depending on the demographic variables of the consumers, which among others include gender, age, education level and income.

##### 4.6.1 Gender versus relative importance of packaging and labeling attributes

**Table 4.6.1: Gender versus relative importance of packaging and labeling attributes**

| Attributes               | Male                |                |           | Female              |                |           |
|--------------------------|---------------------|----------------|-----------|---------------------|----------------|-----------|
|                          | Extremely Important | Very Important | Important | Extremely Important | Very Important | Important |
| Pack size                | 88%                 | 12%            |           | 89%                 | 11%            |           |
| Shelf-life/ expiry date  | 86%                 | 14%            |           | 73%                 | 27%            |           |
| Package material         | 85%                 | 15%            |           | 81%                 | 8%             | 11%       |
| Brand name               | 89%                 | 7%             | 4%        | 83%                 | 13%            | 4%        |
| Package Color            | 71%                 | 19%            | 10%       | 89%                 | 11%            |           |
| Package shape and design | 56%                 | 38%            | 6%        | 66%                 | 17%            | 17%       |
| Graphic illustration     | 16%                 | 36%            | 48%       | 19%                 | 27%            | 54%       |
| Texture of the material  | 12%                 | 61%            | 14%       | 24%                 | 13%            | 63%       |
| Grade information        | 16%                 | 56%            | 28%       | 25%                 | 59%            | 8%        |
| Usage instructions       |                     | 59%            | 31%       | 11%                 | 10%            | 71%       |

It is clear from the above table that, the influence of some packaging and labeling components on brand choice differed according to the gender of the consumer. For example, color scored 89% importance to women against a distant 71% to men.

##### 4.6.2 Gender versus the brand name meaning

**Table 4.6.2: Gender versus what the brand name meaning**

| Brand meaning   | Male      |            | Female    |            |
|-----------------|-----------|------------|-----------|------------|
|                 | Frequency | Percentage | Frequency | Percentage |
| Distinction     | 88        | 100%       | 108       | 96%        |
| Quality         | 66        | 75%        | 100       | 89%        |
| Self-expression | 46        | 52%        | 98        | 87%        |

The brand name communicated distinction of the brand to more males compared to females. On the other hand, it communicated quality and self-expression to more females than males.

**4.6.3 Gender versus relative importance of various colors in brand choice**

**Table 4.6.3: Gender of the respondent versus relative importance of various colors in brand choice**

| Color       | Male                |                |           | Female              |                |           |
|-------------|---------------------|----------------|-----------|---------------------|----------------|-----------|
|             | Extremely Important | Very Important | Important | Extremely Important | Very Important | Important |
| Green       | 73%                 | 19%            | 8%        | 42%                 | 39%            | 19%       |
| White       | 69%                 | 27%            | 4%        | 72%                 | 21%            | 9%        |
| Red         | 42%                 | 47%            | 11%       | 86%                 | 11%            | 3%        |
| Combination | 27%                 | 63%            | 10%       | 39%                 | 53%            | 8%        |
| Blue        | 67%                 | 24%            | 9%        | 48%                 | 37%            | 15%       |
| Orange      | 29%                 | 51%            | 20%       | 46%                 | 21%            | 23%       |

Green and blue colors were found to be more appealing to males, while on the other hand, white, red, combination and orange were more popular with females.

**4.6.4 Gender versus what color of the package communicated about the brand**

**Table 4.6.4: Gender versus what color communicated about the brand**

| Meaning of color | Male      |            | Female    |            |
|------------------|-----------|------------|-----------|------------|
|                  | Frequency | Percentage | Frequency | Percentage |
| Emotional appeal | 72        | 82%        | 106       | 95%        |
| Taste (Flavor)   | 68        | 77%        | 98        | 88%        |
| Quality          | 47        | 53%        | 95        | 85%        |
| Gender appeal    | 38        | 43%        | 86        | 77%        |

The brand meanings associated with packaging color were more pronounced with females than men, though emotional appeal scored highly (82%) among men as well.

#### 4.6.5 Gender versus preferred toothpaste brand

**Table 4.6.5: Gender versus preferred toothpaste brand**

| Brand name   | Male      |             | Female     |             |
|--------------|-----------|-------------|------------|-------------|
|              | Frequency | Percentage  | Frequency  | Percentage  |
| Colgate      | 22        | 25%         | 42         | 38%         |
| Close-up     | 29        | 33%         | 33         | 29%         |
| Aqua fresh   | 20        | 23%         | 28         | 25%         |
| White dent   | 16        | 18%         | 8          | 7%          |
| Cliden       | 1         | 1%          | 1          | 1%          |
| <b>Total</b> | <b>88</b> | <b>100%</b> | <b>112</b> | <b>100%</b> |

From the findings, more females preferred Colgate and Aqua fresh, whose predominant colors are red for Colgate, and a combination of red, white and blue for Aquafresh.

#### 4.6.6 Gender versus what the package design communicated about the brand

**Table 4.6.6: Gender versus what the package design communicated about the brand**

| Package design's meaning | Male      |            | Female    |            |
|--------------------------|-----------|------------|-----------|------------|
|                          | Frequency | Percentage | Frequency | Percentage |
| Eye-catching             | 81        | 92%        | 101       | 90%        |
| Handling Convenience     | 69        | 78%        | 97        | 87%        |
| Femininity               | 17        | 19%        | 99        | 88%        |
| Masculinity              | 44        | 50%        |           |            |

The design of the package overwhelmingly communicated 'eye-catching' to males, and handling convenience and femininity to females.

#### 4.6.7 Gender versus the relative importance of packaging material

**Table 4.6.7: Gender versus the relative importance of packaging material**

| Packaging material | Male                |                |           |                    | Female              |                |           |
|--------------------|---------------------|----------------|-----------|--------------------|---------------------|----------------|-----------|
|                    | Extremely Important | Very Important | Important | A little important | Extremely Important | Very Important | Important |
| Metal              | 73%                 | 27%            |           |                    | 71%                 | 21%            | 8%        |
| Laminate (Plastic) | 41%                 | 57%            | 2%        |                    | 56%                 | 33%            | 11%       |

The metallic packaging material was considered extremely important by both genders, with an insignificant difference in opinion of 2 %. Therefore, despite the enmass shift to laminate by the toothpaste industry, metallic primary packaging was still more popular.

#### 4.6.8 Monthly income level versus preferred pack size

**Table 4.6.8: Monthly income versus preferred pack size**

| Monthly income        | 25 ml -<br>Small | 50 ml -<br>Large | 100 ml -<br>Economy | 120 ml -<br>Family | 150 ml -<br>Giant |
|-----------------------|------------------|------------------|---------------------|--------------------|-------------------|
| Less than Ksh. 10,000 | 13%              | 85%              | 2%                  |                    |                   |
| Ksh. 10,000 - 20,000  | 6%               | 66%              | 28%                 |                    |                   |
| Ksh. 20,001 - 30,000  |                  |                  | 29%                 | 56%                | 15%               |
| Ksh. 30,000 - 40,000  |                  |                  | 8%                  | 40%                | 52%               |
| Above Ksh. 40,000     |                  |                  |                     | 17%                | 83%               |

The respondents with a monthly income of less than Ksh 20,000 mostly preferred 50 ml-large pack size; those with income level of between 20,001-30,000 preferred 120 ml- family pack size, while those with monthly income of above Ksh. 30,000 preferred 150 ml- giant pack size. This shows that, the income levels of the respondents greatly determined the preferred pack size, that is, the higher the income, the bigger the pack size.



## CHAPTER FIVE

### DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter highlights the findings of the study as well as conclusions and recommendations thereof.

#### 5.2 Discussions

The objectives of the study were to establish the extent to which toothpaste packaging and labeling influence brand preference by consumers, and whether, influence of packaging and labeling on toothpaste brands preference differs according to certain socio-demographic dimensions of consumers.

The findings revealed that, brand name is one of the leading packaging attributes in influencing consumer preference for toothpaste brands. According to Dean & Talarzyk (1972), the adoption of a distinctive pack and brand name enables manufacturers to differentiate their products at the point of sale, and develop advertising and promotional strategies designed to create consumer preference for their products. From the findings, Colgate emerged as the most popular brand, followed by Close-up, and Aquafresh taking a distant third position. According to the Steadman group (2005), Colgate dominates the toothpaste industry with the highest market share, followed closely by Aquafresh, then Close-up respectively. It is clear from the findings that, Close-up is rated the second most popular brand, and not Aquafresh as established by the Steadman survey. Popularity notwithstanding, the brand names symbolized distinction, self-expression, and a basis for quality positioning to a vast majority of the respondents. According to Aaker (1996), packaging holds the key to brand identity, which provides direction, purpose, and meaning for the brand. It helps to establish a relationship between the brand and the consumer by generating a value proposition involving functional, emotional, and self-expressive benefits.

Paine (1962) argues that, manufacturers can increase demand for their products by offering the consumer a variety of different sizes. In addition to catering for variations in household size and usage rates, a range of pack sizes enables the manufacturer to reach consumers with limited purchasing power. The respondents preferred their respective pack sizes because of either being convenient for the consuming unit, or, being pocket friendly. The findings showed that the

income level of the respondents determined the preferred pack size, that is, the higher the income, the bigger the pack size.

Shape and design of the package communicated visual attraction, handling convenience, femininity and masculinity to respondents, and were found to influence consumer preference to a great extent. A distinctive shape compared to competitors' packs facilitates instant recognition even when the brand name may have been forgotten. It is desirable that the shape of a package invites handling, for once someone has picked up a pack, they are halfway to buying it. If they find that the package is of an inconvenient shape in the hand, a moment's hesitation will cause the pack to be returned to the shelf (Delozier, 1976). Shape, in some cases, conveys the properties of the product: delicacy or strength denoting a feminine or masculine product (Stapleton, 1974). A whopping 88% of female respondents affirmed that packaging design connoted femininity, while only 44% of male respondents affirmed that it signified masculinity. The variance is fundamentally significant, indicating that the influence of packaging on brand preference differs according to certain demographic characteristics of consumers.

Colors have the ability to communicate many things to prospective buyers, including quality, taste, and the product's ability to satisfy various psychological needs. The strategic use of colors in packaging is effective because colors affect people emotionally. For example, the so-called high-wavelength colors of red, orange, and yellow possess strong excitation value and induce elated mood states (Shimp, 1997). Product quality is enhanced through combining appropriate colors associated with a refined taste (Foxall, 1998). Color of the package communicated emotional appeal, taste (flavor) of the product, quality and gender appeal to the respondents. All these meanings were perceived through the agency of sight, confirming the overriding significance of visual cues in influencing toothpaste brand preference. Nonetheless, there were significant differences between males and females with respect to the meanings derived from the various colors. For instance, it was only 43% of male respondents who acknowledged that color symbolized gender appeal, against a staggering 77% of female respondents. Red and white appeared to be more popular with females, while green and blue were more fashionable with males. This may explain why Colgate was predominantly a popular brand with females. According to Delozier (1976), women favor bright colors, such as red, while men go for dull colors, such as green, gold and blue. He continues to observe that, different colors cast different

meanings to different people. All in all, color was considered important to a large extent in determining brand choice.

Graphic illustration and photography should provide the easiest means of establishing the contents of the package, but may be dispensed with where the packaging form affords viewing of the product. Illustration may show a new use (benefit) for a product (Ennew, 1993). From the findings, graphic illustration communicated attractiveness, attention holding and product's benefits to the respondents. Frey (1965) observes that, a good package should be attractive in graphic impact to gain attention and hold interest. Graphic illustrations were considered important to a moderate extent in determining brand choice.

According to Baker (1991), consumers demand packages that satisfy their information needs. Certain information is required by law, for example, statement of weight and composition of the product. Further to this basic information, consumers favor a clearly marked price, information on how the product should or may be used, and preferably, some view of the contents themselves. All these aspects of the product are embodied on packs and labels. Schewe (1983) maintains that, labels give instructions about how to use products. Usage instructions communicated guaranteed safety and ease of use to the respondents, and were considered important to a moderate extent in determining brand choice.

Shelf / product life signified product safety and guaranteed quality to the respondents. Schewe et al (1983) observes that, of late, labeling has come to include unit pricing and open dating. Open dating tells consumers about the expected life of the product so that they can avoid products that may be spoiled.

Visually attractive packages evoke in consumers, positive associations of brands. They create an exacting impression of the product that lies inside the pack. A meticulously developed package design, with effectively attractive visual aesthetics, projects a very positive image of the product, leading to positive perception of the product quality (Foxall, 1998). Texture of the packaging material communicated visual appeal and emotional excitement to the respondents. This finding further underscored the supreme importance of visual cues in attracting consumers to brands; it is what the eye sets on, and the symbolic meaning thereof generated that carries the day.

The product information embedded on packs and labels greatly leverage advertising efforts in influencing a favorable purchase decision. As such, packs and labels must carry the most relevant, compelling and striking information and features about the brand in question, so as to enrich the consumer understanding and hence preference for the brand on a crowded retail shelf (Borden, 1965). Peter and Donnelly (1971) assert that, a grade label identifies the product's judged quality with a letter, number or word. Grade information communicated quality positioning and self-expression to the respondents.

According to Briston and Neill as cited by Baker (1985), packaging performs two basic functions: those concerned with its end use; and those concerned with its behavior on the packaging / filling line. The most important of the end-use factors are seen as display, ease of opening, convenience and dispensing. Package material communicated ease of use and guaranteed quality to the respondents. The problem of ease of opening is a real one and has become acute in the case of many products which use new packaging materials such as plastic and foil pouches and foil-sealed plastic containers, such as those used for yoghurt or portions of butter, jam and so on (Daniel, 1969). Similar problems of opening may be experienced with tear-off sealing strips on liquid containers, and can be a source of frustration to users (Baker, 1985).

### **5.3 Conclusions**

Packaging and labeling are leading tools for persuasive communication. Though at varying degrees, all the components of packaging and labeling under consideration in this study were found to influence consumer preference for toothpaste brands. Attributes, such as brand name, color, design, package material, product life, and pack size emerged as influencing preference to a great extent, with a 4.83 to 4.96 mean score on a continuous likert scale. On the other hand, dimensions including use instructions, grade information, texture of packaging material, and graphic illustration commanded a moderate influence, representing a mean score of between 3.56 and 3.94 on a continuous likert scale. Besides, it was established that, the influence of packaging and labeling on toothpaste brands preference differs according to certain socio-demographic dimensions of consumers, such as income, gender and level of education among others.

### **5.4 Recommendations**

On the basis of this study, marketers of toothpaste brands should focus more on improving and sustaining packaging and labeling components that appeared to influence preference to a great

extent. However, given that the consumer is dynamic, market research should be conducted from time to time with a view to establishing what other components are scaling the consumer preference ladder, in order to give them due attention.

Since all the colors used on toothpaste packaging and labeling appeared to appeal to both genders, a combination of colors is strongly recommended. This is particularly so because, toothpaste, is ideally a unisex product.

Finally, it emerged that, despite the enmass shift by the toothpaste industry from metal to laminate packaging material, consumers still preferred metal material. Their experience was that, laminate contains a lot of gas (pressure) inside, hence lesser toothpaste quantity, leading to a feeling of deceit on the part of the consumer. A reversion to the metal packaging material would deliver a competitive cutting edge.

#### **LIMITATIONS OF THE STUDY**

The study was confined to Nairobi's Central Business District, and this might not give concrete insights into packaging and labeling attributes that appeal to peri-urban and up-country consumers.

#### **SUGGESTIONS FOR FURTHER RESEARCH**

The study should be extended in geographical scope to cover peri-urban and rural areas, so as to give a holistic picture on the extent of packaging influence on toothpaste brands preference by diverse consumers. Besides, subsequent studies should address the other Ps of the marketing mix, that is, place, price and product, with a view to establishing their relative influence on consumer preference for toothpaste brands.

Last but not least, a study should be carried out to determine whether packaging and labeling have influence on consumer preference for durables.

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## APPENDIX I

### LETTER OF INTRODUCTION TO RESPONDENTS

University of Nairobi,  
School of business,  
P.O Box 30197,  
Nairobi.

Dear respondent,

#### RE: COLLECTION OF RESEARCH DATA

I am a postgraduate student at the University of Nairobi, School of business. I am undertaking a management research on **“Influence of packaging and labeling on consumer preference for toothpaste brands: The case of shoppers in selected retail outlets in Nairobi’s Central Business District”**.

You have been selected to form part of this study. This therefore, is to kindly request you to assist me to collect the data by filling in the accompanying questionnaire. The information provided will exclusively be used for academic purposes, and will be treated with utmost confidence; neither your name nor any other details shall appear in my report.

Your co-operation is highly appreciated.

Yours faithfully,

Mulewa B. M.  
(Student)

M. Ombok  
(Supervisor)



## APPENDIX II

### QUESTIONNAIRE

The questionnaire below has two parts. Part A seeks to provide a profile of the respondent, while part B aims to establish the extent to which packaging and labeling attributes influence consumer preference for toothpaste brands and, which attributes are most influential and, what they mean to the consumers.

Please respond to the following questions and, where applicable, mark the relevant box with a tick (✓).

#### Part A

1. Gender of the respondent
  - (a) Male [  ]
  - (b) Female [  ]
  
2. Please tick the age bracket in which you fall.
  - (a) Under 18 years [  ]
  - (b) 19- 25 years [  ]
  - (c) 26- 34 years [  ]
  - (d) Above 35 years [  ]
  
3. What is your education level?
  - (a) Primary [  ]
  - (b) Secondary [  ]
  - (c) College [  ]
  - (d) University [  ]
  
4. What is your average monthly income bracket?
  - (a) Less than kshs. 10,000 [  ]
  - (b) Kshs. 10,000- 20,000 [  ]

- (c) Kshs. 20,001- 30,000 [ ]
- (d) Kshs. 30,000- 40,000 [ ]
- (e) Above 40,000 [ ]

**Part B**

5. Which is your most favorite toothpaste brand?

- (a) Colgate [ ]
- (b) Close-up [ ]
- (c) Aquafresh [ ]
- (d) White dent [ ]
- (e) Other (specify).....

6. Which pack size do you buy most often and why?

- (a) 25 ml- small [ ]
- (b) 50 ml- large [ ]
- (c) 100 ml- economy [ ]
- (d) 120 ml- family [ ]
- (e) 150 ml- giant [ ]

Reasons for pack size

preference.....  
 .....  
 .....  
 .....  
 .....

To what extent are the following packaging and labeling components important in determining your choice of toothpaste brand?

Where 5= extremely important 4= very important 3= important 2= a little important 1= not important at all. Tick appropriately.

- |   | 5   | 4   | 3   | 2   | 1   |
|---|-----|-----|-----|-----|-----|
| <b>7. Color</b>                               |     |     |     |     |     |
| (a) Red                                       | [ ] | [ ] | [ ] | [ ] | [ ] |
| (b) Blue                                      | [ ] | [ ] | [ ] | [ ] | [ ] |
| (c) White                                     | [ ] | [ ] | [ ] | [ ] | [ ] |
| (d) Green                                     | [ ] | [ ] | [ ] | [ ] | [ ] |
| (e) Orange                                    | [ ] | [ ] | [ ] | [ ] | [ ] |
| (f) Combination (specify).....                | [ ] | [ ] | [ ] | [ ] | [ ] |
| <br><b>8. Shape/design</b>                    |     |     |     |     |     |
| (a) Rectangular                               | [ ] | [ ] | [ ] | [ ] | [ ] |
| (b) Cylindrical (pump)                        | [ ] | [ ] | [ ] | [ ] | [ ] |
| <br><b>9. Package material</b>                |     |     |     |     |     |
| (a) Metal                                     | [ ] | [ ] | [ ] | [ ] | [ ] |
| (b) Laminate (plastic)                        | [ ] | [ ] | [ ] | [ ] | [ ] |
| <br><b>10. Texture of the material</b>        |     |     |     |     |     |
| (a) Smooth                                    | [ ] | [ ] | [ ] | [ ] | [ ] |
| (b) Shiny                                     | [ ] | [ ] | [ ] | [ ] | [ ] |
| <br><b>11. Graphic illustration</b>           |     |     |     |     |     |
| (a) Font size                                 | [ ] | [ ] | [ ] | [ ] | [ ] |
| (b) Copy pattern (slanting, horizontal etc)[  | [ ] | [ ] | [ ] | [ ] | [ ] |
| (c) Photography (product use illustration)[   | [ ] | [ ] | [ ] | [ ] | [ ] |
| <br><b>12. Use instructions</b>               |     |     |     |     |     |
| (a) How many times to brush in a day          | [ ] | [ ] | [ ] | [ ] | [ ] |
| (b) Safety precautions (e.g., don't swallow)[ | [ ] | [ ] | [ ] | [ ] | [ ] |
| (c) Toothbrush movement (up & down)           | [ ] | [ ] | [ ] | [ ] | [ ] |
| <br><b>13. Shelf-life</b>                     |     |     |     |     |     |
| (a) Manufacture date                          | [ ] | [ ] | [ ] | [ ] | [ ] |
| (b) Expiry date                               | [ ] | [ ] | [ ] | [ ] | [ ] |

14. Grade information

- |                                |                          |                          |                          |                          |                          |
|--------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| (a) The world's no. Toothpaste | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (b) The world up close         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (c) The whole mouth paste      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

15. Overall, how important are the following packaging and labeling attributes in your choice of toothpaste brand? Where 5= extremely important 4= very important 3= important 2= a little important 1= not important at all. Tick appropriately.

- |                              | 5                        | 4                        | 3                        | 2                        | 1                        |
|------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| (a) Brand name               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (b) Package color            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (c) Package shape and design | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (d) Pack size                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (e) Package material         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (f) Texture of the material  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (g) Shelf-life/expiry date   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (h) Graphic illustration     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (i) Grade information        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (j) Usage instructions       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

16. What do the following package and labeling components communicate (mean) to you about the brand? Tick or specify appropriately.

(a) Brand name

- (i) Quality
- (ii) Self-expression
- (iii) Distinction

Other (s) specify.....

(b) Color of the package

- (i) Quality
- (ii) Taste (flavor)
- (iii) Emotional appeal

(iv) Gender appeal [ ]

Other (s) specify.....

(c) Shape/design of the package

(i) Femininity [ ]

(ii) Masculinity [ ]

(iii) Eye-catching [ ]

(iv) Handling convenience [ ]

Other (s) specify.....

(d) Pack size

(i) Pocket friendly [ ]

(ii) Convenient for the consuming unit [ ]

Other (s) specify.....

(e) Package material

(i) Guaranteed quality [ ]

(ii) Ease of use [ ]

Other (s) specify.....

(f) Texture of the material

(i) Visually appealing [ ]

(ii) Emotionally exciting [ ]

Other (s) specify.....

(g) Shelf (product) life

(i) Safe to use [ ]

(ii) Quality guaranteed [ ]

Other (s) specify.....

(h) Graphic illustration

(i) Attractive [ ]

(ii) Holding attention [ ]

(iii) Product's benefits [ ]

Other (s) specify.....

(I) Grade information

(i) Self-expression (status) [  ]

(ii) Quality positioning [  ]

Other (s) specify.....

(j) Usage instructions

(i) Ease of use [  ]

(ii) Guaranteed safety [  ]

Other (s) specify.....

Thank you for co-operation.