

PACKAGING ATTRIBUTE AND MARKETING PERFORMANCE OF FOOD AND BEVERAGES FIRMS IN RIVERS STATE

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ABSTRACT

This study focused on examining the association between packaging attribute and marketing performance of food and beverages firms operating in Rivers State. The study adopted a cross-sectional survey research design. The target population of this study was made up of twenty-seven (27) food and beverages firms operating in Rivers State. This study adopted census sampling technique because the population is small. That means all the elements in the population, i.e. the entire food and beverages firms in Rivers State were studied. However, four (4) respondents from each of the twenty-seven firms making a total of 108 respondents were drawn to provide data for the study. Structured questionnaire designed in five point Likert scale of very high to very low extent was used to collect primary data. However, the researcher was able to retrieve only sixty-six (66) copies of the questionnaire distributed, while fifty-seven was used for analysis. The Pearson Movement Product Correlation and Partial Correlation were used to determine the correlation between the variables in the study with the aid of the Statistical Package for Social Sciences (SPSS) version 23.0. The study found that packaging attribute and marketing performance are correlated as packaging attribute posited statistically a significant relationship with measures of marketing performance covered in the study. The study concludes that packaging attribute has a strong, positive and significant influence on marketing performance of food and beverage firms in Rivers State. We therefore recommend amongst others that food and beverage firms in Rivers State should focus on packaging attribute and make customers' interests their priorities and develop product strategies based on the needs and wants of customers and should analyze packaging graphic and colour to take advantage of opportunities in the industry.

Keywords: *Packaging attribute, packaging graphic, packaging colour, marketing performance, repeat purchase, customer loyalty.*

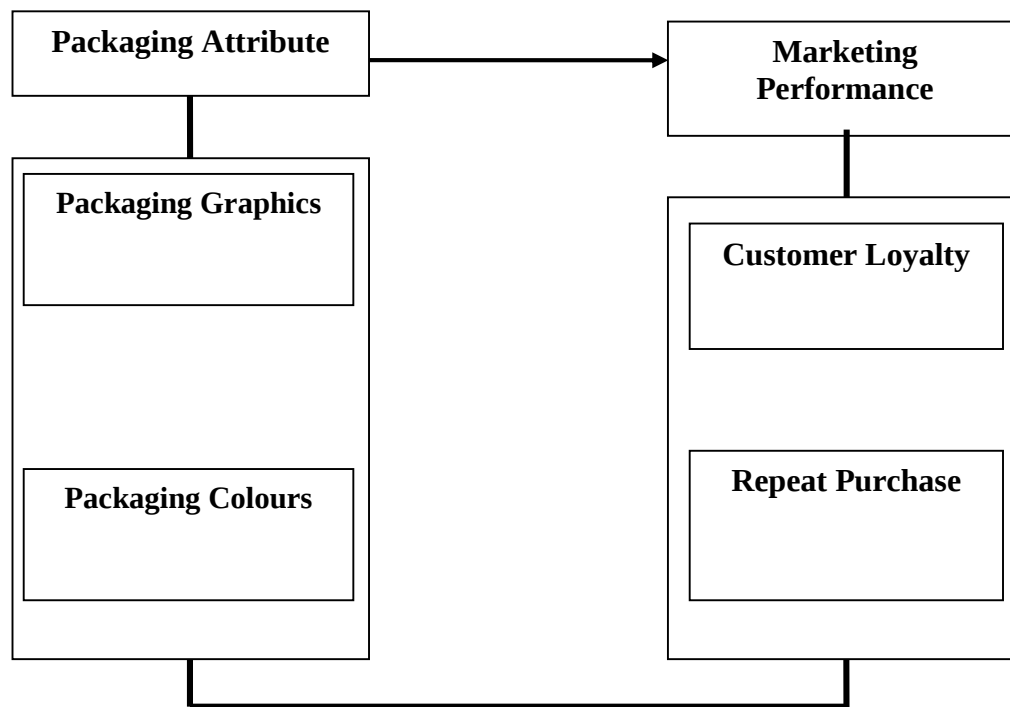
INTRODUCTION

In highly competitive industry such as beverages, satisfying the consumers should be the primary focus of firms that wish to sustain success. Traditionally, packages provide functional benefits such as containment, preservation, protection, convenience, handling, promotion and storage. However, the function of a product package has changed with the increased importance placed on self-service marketing by many stores and the fact that more and more buying decisions are made at the point of purchase (Belch, Belch & Purani, 2011). The changing consumer buying behaviour has also placed product package as an important marketing tool to stimulate impulsive buying behaviour, increase customer loyalty and promote purchase (Harsha & Amulya, 2017). Packaging as a marketing tool, has become increasingly important to manufacturers and marketers. As a product component, it is one of the means used by firms to showcase and attract consumers to their products. Thus, packaging has a crucial role to play in influencing consumers' purchase decision as well as patronage and can also be a determining factor in the success or failure of a firm's product. According to Harsha and Amulya (2017), packaging can play an attention catching role in the success or failure of a product in the market. The authors opined that its success depends a lot on how it is designed by its creator. Kotler and Armstrong (2016) described packaging as involving the process of designing and producing the container or wrapper for a product. Packaging can also be described as all the activities of preparing goods for transportation, storage and sale. The food and beverages industry has witnessed huge investments in packaging due to technological advancements. Organizations depend a lot on the creative and innovative ideas of packaging experts to stand out among their competitors. Thus, beverages manufacturing firms require the development and implementation of good packaging strategies that can have a positive influence on marketing success and the performance of the firms' products.

The use of color is obvious and well- developed and can be effective because of strong brand associations. However, people in different cultures develop their own unique color affinity. Companies also use packaging attributes such as graphics that include layout and the use of powerful product photography, to create an image to help in attracting and sustaining attention. According to Hutchinson (2010), as the beverage market continues to grow, the need to differentiate a product from its competitors in the market also increases and one way to achieve this is through various packaging techniques. The role of packaging in the beverage industry cannot be underestimated. Packaging attributes attracts consumer's attention to a particular product, enhances its image, and influences customer's perceptions about product (Rundh, 2015). Moreover, the packaging attributes of a product imparts unique value to products and works as a tool for differentiation and hence stimulates performances (Underwood, Klein, & Burke, 2011). Mohd (2010) concluded that perceived value significantly influences the purchasing intention of food products and that brand preferences guide their future behaviors. Many studies have been conducted in the area of packaging across the world. However, these studies have failed not come up with a shared conclusion in relation to the influence of packaging attribute on marketing performance (Silayoi & Speece, 2014; Vila & Ampuero, 2017; Kuvykaite, 2019). Kuvykaite (2019) stated that the difference of the findings in this area depends on the context of the research. This seems to suggest that the lack of a common answer to the phenomenon under study is because of diverse contexts, situations/localities products under consideration, among other issues that affect marketing performance.

Although the surveys conducted have attempted to examine the link between packaging attributes and marketing performance, few of the studies have focused on the Kenyan hence the findings from the researches cannot be used in the Nigeria context. More so, Nigeria manufacturers underrate the importance of proper packaging and it is often relegated to functional purpose of transport (Shah, Ahmad, & Ahmad, 2013). From the available literature, there is no study that has looked at the relationship between packaging attributes and marketing performance of packaged foods and beverages firms in Rivers State. Failure to consider these issues will imply that no understanding will be reached with regards to how packaging attributes relates marketing performance for packaged food. This will present challenges to marketers because they will not focus on packaging attributes and designs for their products resulting to inappropriate packaging designs. More so with increased competition from global organization and the global village phenomenal, local marketers will face stiff competition from international organization as they will lack packaging innovation of products and understanding of customers to gain and maintain a competitive advantage in order to survive in the business environment.

This study therefore aimed to fill this gap by examining the relationship between packaging attributes and marketing performance of food and beverages firms in Rivers State.



Conceptual framework of the relationship between packaging attribute and marketing performance

Source: Researcher Desk, 2026.

Theoretical Framework

The study used the theory of trying to advance the role played by packaging attribute on marketing performance. The theory was advocated by Bagozzi and Warsaw (1990) in their book; “supply chain value addition by Packaging” it focuses on the assessment of trying to act, especially purchasing tendencies. In this case trying to buy an item, in other words, in theory of trying “an attitude toward a reasoned action is replaced by an attitude toward trying and an intention is restricted to an intention to try” how a product is packaged and labeled elicits all these chain reactions in the mind of consumer (Ghosh, 2019). The theory of trying divided goals into two categories: intermediate and end-state goals. In relation to this theory, Ballot and Fontane (2010) identified two main reasons of why consumers may fail to try to consume. Firstly, consumers may fail to consider the options available to them. Secondly, consumers may consciously refrain from buying for various reasons. The theory of trying provides an interesting alternate approach to the models previously considered. Rather than examining explicit behavior, the model assesses trying to act. Subjective norms, attitude toward the process or means of trying, attitudes and expectations of success and attitudes and expectations of failure are posed as the key antecedent variables to intention to try; itself the key precursor to trying. An illustrative and descriptive label makes a consumer to want to try an item while clear and consistent branding helps the consumer act the subsequent buying time (Witjaksono, 2012). Based on pack design, that is if its protective and attractive, past behavior has been found to influence consumer choice in a number studies; Tari, Molina and Castejun (2010) and Tukamuhabwa, Eyaa and Derek (2011), thus integrated as a key influence within the theory. Zai (2021) suggests in discussion of this theory that rather than consumers having behavioral intentions, they rather have behavioral goals in many situations, and they must expend effort and make the purposive endeavor to fulfill these goals. To date the theory of trying has mostly been applied to supply chain consumer buying related decisions, and many studies have applied it to retail consumption decisions concerning product packaging. In this study, the trying theory is linked to packaging attribute variable.

Concept of Packaging Attributes

Packaging can be described in different ways. According to Kotler and Armstrong (2016), packaging is the process of designing and producing the container or wrapper for a product. Agariya, Johari, Sharma, Chandraul and Singh (2012) described packaging as a container for a product including the physical appearance of the container such as the design, colour, shape, labeling and material. According to Department of Environment, Northern Ireland (2010), packaging is referred to all products produced through material of nature to be used for the containment, protection, handling, delivery and preservation of goods from the producer to the user or consumer. According to Saliba (2013) Packaging is the act of containing, protecting and presenting the contents through the long chain of production, handling and transportation to their destinations in as good a state, as they were, at the time of production Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company. Harsha and Amulya (2017) defined packaging as the wrapper of product that holds the information regarding the product and the manufacturer of a product. They established that packaging is an essential element that influences the consumer buying decision and it has a great influence on the company's success in an environment that is competitive. A package protects the contents as the product moves through its marketing channel and while it is in use. A packaging also prolongs the shelf life of a product, which is important to producers, middlemen, and final buyers. Increasing attention focused recently on package safety, especially for drugs, household cleaners, and other products that are potentially dangerous, particularly to children (Peck, 2015).

Package must serve as a silent salesperson and attract the shopper's attention. Packaging is becoming an increasingly aspect of marketing strategy. Companies are seeing packaging as a way to attract customers to new and existing brands .Packages use design, colors, shapes, pictures, and materials to try to influence consumer's perceptions and buying behavior (Ngonela *et al.*, 2014). In the view of Kamiah (2017), packaging is the activity of designing and producing the container or wrapper for the product. It is an important and effective sales tool for encouraging consumers to buy a firm's products. In the author's view, it is a powerful medium for sales promotion and it must perform the following basic functions: protection, ease of handling and storage, convenience in usage etc. and should not be deceptive and convey any deceptive message. The author asserts that it is the best method for attracting consumers to buy products. Garrison (2019) observes that packaging refers to all those activities related to designing, evaluating and producing the container for a product. Packaging is not useless; consumers sometimes think that packaging is an incidental part of the product. In reality, packaging fulfils essential functions as to conserve, protect, transport products, provide information and facilitate handling until the products reaches its final consumer (Heide & Olsen, 2017; Etuk *et al.*, 2022; Inyang *et al.*, 2022; James & Inyang, 2022). Adam and Ali (2014) opined that packaging attributes are divided into two categories, the visual attributes (material, design, graphics, size, colour) and the verbal attributes (product information (label), brand name, country of origin) which may have positive or negative influence on marketing success. Packaging is the first thing that a customer's sees before buying the product. Packaging as a tool for communication was investigated by Gonzalez, Thorhsbury and Twede, (2007) while considering that many consumers engage in impulse buying. From their investigation, it can be said that packaging is the only link between a consumer and a product in the store. There are various studies that have been done on the impact of general product packaging (Lifu, 2012; Ladipo and Rahim, (2013); Nayyar, (2012); Kumar and Bishnoi, (2011);

Dimensions of Packaging Attribute

This study adopted packaging graphic and packaging colour as dimensions of packaging attribute.

Packaging Graphic

Graphics on the package are telling detailed information about the product. It becomes a product branding or identity, followed by the information. However, eye-catching graphics make the product stand out on the shelf and attract the consumers. Graphics can affect through colors and printed lines on the package on which different signs and symbols are located. Holograms and combinations of various materials can encourage consumers to touch the package, thereby inspiring them to try the product (Rundh 2009). Graphic design is the combination of brand name, color, typography, image, shape, size, and information about the product whose function is to influence consumers in their purchasing decisions (Chavda, 2020). Graphic design

communicates brand personality through many elements, including a combination of brand logo, colors, fonts, pictorials, product descriptions, shapes and other elements that provide rich brand associations (Hamdar *et al.*, 2018; Etuk *et al.*, 2022; Mpuon *et al.*, 2021). Waheed *et al.* (2018) observed that though products' graphic design is an integrated element of the promotional mix, it is also an important carrier of brand equity in the store. An important role of package design is that it enables a brand to gain the attention of consumers easily. Furthermore, Deo and Hosee (2017) argued that package design helps consumers find the brand of their choice by enabling them cut through clutters of products at retail stores and if they do not have any strong preference of a brand, then attractive designs, at least, gain their attention to consider a particular product for evaluation.

Consumers can also be persuaded to try the actual product through the usage of graphics on packaging when the combinations of different materials used in graphics and holograms such as lamination with aluminum foil or some different kind of printing can inspire a consumer to touch the product packaging and hence make the consumer to try the actual product (Al Saed *et al.*, 2016; Mpuon *et al.*, 2023). Lynsey (2013) opined that graphic images on a package can establish interest and also increase consumer curiosity for a specific product. The author established that packaging image is different and it has the capacity to establish interest for that product. Smith and Taylor (2003) opined that graphics can communicate on diverse levels, meaning that it can also create uniqueness to reinforce a brand image or name, help in shelf appearance and reposition. The authors further established that graphics add value to the product through aesthetic quality. Tobias (2013) observed that pictorial elements are noticeable, if is placed on the right side, while textual elements of packaging are observed, when it is placed on left side. This implies that for proper placement of graphics both pictorial and textual elements are very important in product packaging. Package graphic could add value in the physical appearance of a brand and increase its aesthetic quality. Moreover, in many situations, package design could create a positive mood and could match with or satisfy the lifetime hidden aspirations of a consumer (Chavda, 2020). Also, a good package design may easily attract customers' attention to a product on display and influence consumers to patronize products on a trial basis. This premise is backed by the study of Luke (2019), which revealed that design of wrapper had a significant effect on consumers' buying behavior (consumer attractiveness, preference, patronage and loyalty) towards Tecno phones in Yenagoa Metropolis. The premise is also corroborated by the study of Maende (2018), which revealed that design of packaging wrapper had a significant influence on consumer choices of food and beverage products in Kenya.

Packaging Colour

Packaging colour has the ability to evoke certain emotions and influence customer perceptions. Hupfer and Gardner (2016) found that warm colors such as red, orange and yellow tend to evoke positive emotions like excitement and happiness, while cool colors like blue and green evoke feelings of calmness and trust. Firms can leverage these emotional responses by selecting colors that align with the desire consumer perception and emotion for their food and beverage products.

The package colour can have a significant effect on consumers' ability to recognize the product, the meaning conveyed by the package, its novelty and contrast to other brands and company's names. Every colour has a special meaning which can influence consumers' feelings and mindsets (Yeo *et al.*, 2020). Packaging has a huge role to play in product positioning (Naik, 2015). Packaging is a source of attraction for the consumer and helps in the brand promotion of the product (Pradhan, 2020). Colours have the potential to create a deep and long-lasting impression and image about the product or brand (Imiru, 2017). According to Heide and Olsen (2017), packaging color is the combination of various colors (such as red, orange, yellow, green, blue, or purple) displayed on a product's package to attract customers' attention and stimulate patronage. Packaging colors also play a crucial role in creating brand recognition and differentiation. Kwoon *et al.* (2016) found that consistent use of packaging colors across product lines can enhance brand visibility and recognition. For example, Coca-Cola's iconic red packaging has become synonymous with the brand. Additionally, using unique or unconventional colors in packaging can help firms differentiate themselves from competitors and create a memorable impression on consumers. The impact of packaging colour can vary across cultures and regions, colors may have different meanings or associations in different cultures, and firms must take these factors into account when expanding into international markets. For instances, red is traditionally associated with luck and prosperity in Chinese culture, while it represents passion and excitement in Western cultures.

The color of a package plays a significant role because it relays more than just a message about the product (Benjamin *et al.*, 2019). Color is suggestive and it is important to use colors which suggest a positive character of the product. It is deemed to be a more effective tool for information transmission than words as the message reaches the consumer instantly on sight at the point of purchase with no need for interpretation (Etuk *et al.*, 2022; Inyang *et al.*, 2022). This entails that the package color symbolizes either positive or negative meaning about the product. According to Osisanwo (2017), in packaging, packaging can help draw consumer attention. It is used by companies to differentiate their products from other competitors. Color is an essential component of packaging because consumers expect certain type of colors for particular products (Etuk *et al.*, 2022; James & Inyang, 2022). In support of the above views, Alagala *et al.* (2018) assert that using positive color associations on a product's package has the capacity to improve consumers' loyalty and patronage of the product. Packaging colors significantly influence the marketing success of food and beverages firms, they can evoke specific emotions, grab attention, enhance brand recognition, and create differentiation. However, it is essential for firms to consider cultural and regional influences to ensure effective marketing strategies.

Concept of Marketing Performance

Kotler and Armstrong (2010) define marketing as the process by which companies create value for customers and build strong relations in order to capture value from customers in return. In the view of AMA (2013), marketing is the activity, set of institutions and processes for creating communicating, delivering and exchanging offering that have value for customers, clients, partners and the society at large. Marketing is still no doubt the unique function of the business enterprise, and no prosperous business is possible without effective marketing (Peary, Omwenga & Mike 2016). Marketing performance is a multidimensional process that includes the three dimensions of effectiveness, efficiency and adaptability; the effectiveness and efficiency of an organization's marketing activities with regard to market-related goals, such as revenues, growth, and market share (Gao, 2010), improving marketing performance, and specifically the ability to pinpoint the drivers of marketing performance, is a major concern for marketing and other business executives. The ability to analyze performance across all activities and generate improved results defines the information nirvana marketers are looking for (Raab, 2009). As the pressure to improve performance increased and budgets come under closer scrutiny, organizations are now faced with finding new ways to make marketing activities more effective, efficient and yield higher marketing success (Ateke & Iruka, 2015). The marketing department is one of the most effective departments in terms of the general performance of the enterprise therefore the success or deficiency of the marketing department is a determinant of the general performance of the enterprise (Şükrü & Ayhan, 2016).

Measures of Marketing Performance

This study measured marketing success with customer loyalty and repeat purchase.

Customer Loyalty

Customer loyalty is one of the essential indicators of marketing performance. It connotes buying goods or services from a particular outlet for the second time or continually. It is a situation where a satisfied customer who had used a firm service on product continuously carryout shopping in that same firm or the organisation (Alshurideh, 2014). It is important to note that, for a customer to be loyal to a particular product or brand, such customer must be satisfied. This will create loyal clients for retention and repeat purchase behaviour (Adiele & Opara, 2014). Cassidy & Wymer (2016) conceptualized customer loyalty as "one's feelings of devoted attachment to the loyalty object, rather than repeated commercial transactions. Loyalty of customer is regarded as the behavioral propensity to prefer one brand to all others due to customers' satisfaction with the product, service or the business organization, its convenience or performance, or even the brand's familiarity and comfortableness (Tuan & Rajagopal, 2017). Loyalty by customers is also facilitated through service quality and management. Since competition is intense, it is imperative for organisations to build long term relationships with customers as against mere business transactions. For customers to continue on the part of the clients, relationship marketing should be at the forefront in managing customers. Customer loyalty is influenced by certain characteristics of the firm and its products (Fardia & Ardyan, 2015). Thakur (2016) defined attitudinal loyalty as a customers' intention to remain committed to specific provider in the marketplace by repeating their purchasing experiences. According to Lima and Fernandes, (2017) customer

loyalty is a definition that has been long enriched, but an agreement in the literature has not yet been reached. Some authors may refer to customer loyalty simply as repeat purchase. However, this is considered a poor definition because loyalty can mean much more than just a positive buying behavior of the customer towards the company. Repeat business does not depend on customers being loyal to a company but on the company's perceived faithfulness to a specific, unique customer value.

Customer's loyalty can be characterized as one of the important success measurements for different businesses in the marketplace (Nyadzayo & Khajehzadeh, 2016). Marketing practitioners would ultimately embrace appropriate marketing strategies and approaches in order to maintain loyal customers towards their businesses (Zhang *et al.*, 2016). Thomas & Tobe (2013) emphasize that "loyalty is more profitable." The expenses to gain a new customer is much more than retaining existing one. Loyal customers will encourage others to buy from you and think more than twice before changing their mind to buy other services. Customer loyalty is not gained by an accident; they are constructed through the sourcing and design decisions. According to Lovelock (2016), loyalty is an old expression that has traditionally been used to describe enthusiastic devotion to a country, a certain cause, or a human being. Starkov (2018) customer loyalty can be defined as a complex system of loyalty customer's positive relations with a company. Loyalty is the primary goal of relationship marketing and sometimes equates to the concept of relationship marketing. Customer loyalty to the brand is essentially a relational phenomenon and depends on committed teams, employees and suppliers and owners committed to building a company of enduring success that is a network where all participants are key pieces for your support (Admasie2011).

Repeat Purchase

Repeat purchase can be described as the placing of order after order by a consumer from the same organization; it can also be seen as the buying of a product or services by a consumer of the same brand. Repeat purchase customers are customers who are satisfied emotionally, intellectually, physically with an organization offering which could be in the form of a product which exceeds their expectations. Repeat purchase also known as repurchase or replacement sales is when consumer purchases the same brand that replaces the previous purchase which is already consumer, (Kumar 2018). Brand loyalty can be measured through repeat purchase of the brand. Repeat purchase is also an opportunity for marketers to establish long-term customer relationships. A high number of repeat purchases indicates a satisfied and "well-retained" customer, which reduces new-customer acquisition costs and increase overall profitability. The business repeat purchase rate may be increased using web and social media promotions digital loyalty programs, and exceptional customer service. Customer repeat purchase is a good indicator of a long term business sustainability and profitability of an organization; this is because it points to customer satisfaction and retention (Nwulu & Asiegbu, 2015).

EMPIRICAL REVIEW

Packaging now is regarded as an essential component of our modern lifestyle and the way business is organized. Packaging is the enclosing of a physical object, typically a product that is offered for sale. It is the process of preparing items of equipment for transportation and storage and which embraces preservation, identification and packaging of products. Nwobodo, Edim, Jerome and Inyang (2023) conducted a study on packaging attributes and consumers' patronage of milk products. It was conducted specifically to determine the effects of packaging colour, design of wrapper, quality of packaging material, and packaging information on consumers' patronage of evaporated milk brands. It was a cross-sectional study that obtained primary data from 168 consumers of evaporated milk brands using a structured questionnaire. Data analysis was done using descriptive statistics, and the hypotheses developed for the study were tested using multiple linear regression. Consequently, the study revealed that design of wrapper, quality of packaging material and packaging information had significant positive effects on consumers' patronage of evaporated milk brands, while packaging colour had no significant effect in this regard.

Okokon (2020) carried out a study to determine the relationship between packaging attributes and consumer patronage of beverages in Akwa Ibom State. The survey research design was used for this study. Data for the study were obtained through questionnaire administered to 385 respondents across the three senatorial districts in Akwa Ibom State. A multi-stage sampling technique - stratified and simple random sampling techniques

were used to select the respondents for this study. A total of 376 copies of questionnaire were retrieved and used for the analysis. Data obtained for the study were analyzed using tables, frequency and percentage while hypotheses were tested using multiple linear regression. The findings revealed that there is significant positive relationship between design of wrapper, printed information, packaging size, packaging innovation and consumer patronage of beverages in Akwa Ibom State. It was concluded that packaging plays an important role in the marketing of beverages and can be treated as one of the vital components of product that influence consumer patronage. Based on the findings of the study, it was recommended among others that attention should be given to the overall improvement of design of wrapper, printed information, packaging size and packaging innovation by beverage manufacturing firms in offering their products to the target market.

Kosgei (2018) determined the effect of packaging attributes on consumer's buying behaviour of packaged foods in Kenya. The study used descriptive and explanatory research design. A sample of 385 shoppers from three supermarkets in Nairobi was selected using simple random sampling while data was collected using structured questionnaires. The selection of supermarkets was based on judgmental sampling in which location and foot traffic was considered. The results confirmed that the data collected was normally distributed with a P-value greater than 0.05. Data was analysed using descriptive statistics in the form of mean, percentages and standard deviations, and inferential statistics in the form of correlation tests and regression analysis. The data was represented in tables. The study found a statistically significant relationship between graphics colour, packaging size, shape, product information, packaging material and consumer's buying behaviour. More so, this study found out that among all the attributes, package information has the most impact on purchase decisions of packaged foods. The study concluded that the packaging attributes examined, contribute in communicating product quality and features in a manner that affects purchase behaviour.

Package Graphics and Marketing Performance

Karedza and Sikwila (2017) examined the impact of packaging graphics on consumer buying behaviour of FMCG during the hyperinflationary and after the dollarisation era in Zimbabwe. The findings revealed that the element with the most influential factor on purchasing habit of FMCG products is printed information as indicated by more respondents. Thus the correct message will sell a product hence designers and product strategists must think first on all messages they are sending to consumers. Printed information has more bearing on the buying pattern of consumers, followed by size. Background image, colour and font styles were also pointed out as having an effect on the buying behaviour of FMCG products. Wells, Farley and Armstrong (2017) explored the relationship between packaging graphic and quality perception. The study was conducted in the United Kingdom. The study used observation as a research technique. The results showed that more than 43% of consumers use packet photography as proof of product quality. Thus, graphics that attract consumers at the point of sale help the consumers make the purchase decision quickly. This study demonstrated the importance that is placed on package graphics as a tool for differentiation from competitor products. The findings clearly indicated that there is a strong association regarding the influence of package graphics on the purchase decision. In another study by Otterbing (2013), on pictorial and textual packaging graphics, the results showed that if the textual images are placed on the left-hand side they are more likely to be noticed and pictorial images if placed on the right side are more, likely to be noticed. This study was carried out in Sweden using observation as the research methodology of the study. The findings showed that not only are attractiveness of graphics important but the placement of textual and pictorial element is also important so that consumers can notice them.

Packaging Colour and Marketing Performance

Arif and Emine (2021) conducted a study on the effect of packaging color on product sales. Packaging shows structural and visual changes depending on the product type and marketing conditions. The images on the packaging create logical and emotional associations about the product, encouraging consumers to buy. Packaging directly affects purchasing behaviors. Different colors used in the packaging create different purchasing situations for people depending on the age, gender, mood and race of the person. In this study, different packaging and designs in different colors were shown to a sample group of 100 people and the psychology of purchasing behavior (bitter, spicy, chocolate, death, clean, dirty, etc.) created in the group was examined. As a result, it was determined that the effect of color on purchasing varies between 80-100% for

different products. Adebisi and Akinruwa (2019) examined the effectiveness of product packaging on customer patronage. Survey method was adopted. Data were collected using structured questionnaire and purposive sampling was used to determine respondents. Sample size of 322 was used. Collected data were analysed using descriptive statistics and hierarchical multiple regression. Constructs tested as explanatory variables were product size, colour, quality of packaging material, quality of product content and shape. The results showed that all the tested variables have significant positive effects on customer patronage of Bournvita. In order of significant, the R² change, in order of hierarchy, for the variables was: product size = .215, quality of packaging material = .058, colour = .049, shape = .044, and quality of product content = .028. It was concluded that customer decision to patronise could be influenced by taken into consideration size, colour, package material, product content and shape of a product. Based on these findings, it is recommended, among others, that producing different sizes of the product should be a continuous practice that firm should undertake. As well, producers should consciously adopt colours suitable and capable of appealing to customer interest and consequently influence their choice of a product by mere sighting of the package colour.

METHODOLOGY

The study adopted a cross-sectional survey research design. The target population of this study was made up of twenty-seven (27) food and beverages firms operating in Rivers State. The study adopted census sampling technique because the population is small. That means all the elements in the population, i.e. the entire food and beverages firms in Rivers State were studied. However, four (4) respondents from each of the twenty-seven (27) firms making a total of 108 respondents were drawn to provide data for the study. Structured questionnaire designed in five point Likert scale of very high to very low extent was used to collect primary data. However, the researcher was able to retrieve only sixty-six (66) copies of the questionnaire distributed, while fifty-seven was used for analysis. To determine the reliability of the research instrument, a pilot study (pretest) was conducted and the data were subjected to Cronbach alpha reliability test with a threshold of 0.70 set by Nunally (1978). Pearson Movement Product Correlation and Partial Correlation were used to determine the correlation between the variables in the study with the aid of the Statistical Package for Social Sciences (SPSS) version 23.0. This is illustrated below:

Table 1. Reliability Analysis

S/N	Variables	Number of Items	Cronbach's Coefficients	Alpha
1	Packaging Graphics	3	0.728	
2	Packaging Colours	3	0.753	
3	Customer Loyalty	3	0.807	
4	Repeat purchase	3	0.701	

Source: Survey Data, 2026

Results and Findings

Table 2. Questionnaire Analysis

S/N	Questionnaire	Quantity	Percentage (%)
1	Produced Copies	108	100
2	Administered Copies	80	100
3	Retrieved Copies	66	82.5
4	Valid Copies	57	71.25

Source: Field Survey, 2026.

As shown in the statistics on table 2, a total of 108 copies (i.e. 100%) of the questionnaire were produced. However, only 80 copies (i.e. 100%) of the questionnaire were distributed by the researcher to target respondents. 66 copies (i.e. 82.5%) of the questionnaire were retrieved. The 57 copies (71.25%) distributed were successfully retrieved and used for the analysis. In other words, all the respondents to whom we administered questionnaire provided data used in this study.

TEST HYPOTHESIS

H₀₁: There is no significant relationship between packaging graphic and customer loyalty

Table 3. Correlation of relationship between packaging graphic and customer loyalty

		Packaging graphic	Customer Loyalty
Packaging graphic	Pearson Correlation	1	.888**
	Sig. (2-tailed)		.000
	N	57	57
Customer Loyalty	Pearson Correlation	.888**	1
	Sig. (2-tailed)	.000	
	N	57	57

** . Correlation is significant at the 0.01 level (2-tailed).

The relationship between the variables is indicated by the correlation coefficient (r) of 0.888 which means the relationship between packaging graphic and customer loyalty is very strong and positive. More so, the model shows a probability value i.e. Sig. (2-tailed) value of 0.000 which is less than the critical value. That is to say, $p = 0.000 < 0.05$, indicating that packaging graphic significantly predicts customer loyalty. Therefore, we reject the null hypothesis which states that there is no significant relationship between packaging graphic and customer loyalty; and accept the alternative hypothesis.

H₀₂: There is significant relationship between packaging graphic and repeat purchase

Table 4. Correlation of relationship between packaging graphic and repeat purchase

		Packaging Graphic	Repeat Purchase
Packaging Graphic	Pearson Correlation	1	.795**
	Sig. (2-tailed)		.000
	N	57	57
Repeat Purchase	Pearson Correlation	.795**	1
	Sig. (2-tailed)	.000	
	N	57	57

** . Correlation is significant at the 0.01 level (2-tailed).

From the statistical analysis on table 4.14, the correlation coefficient (r) is 0.795 indicating that the relationship between packaging graphic and repeat purchase is strong and positive. More so, the model shows a probability value i.e. Sig. (2-tailed) value of 0.000 which is less than the critical value. That is to say, $p = 0.000 < 0.05$, indicating that packaging graphic significantly predicts repeat purchase. Therefore, we reject the null hypothesis which states that there is no significant relationship between packaging graphic and repeat purchase; and accept the alternative hypothesis.

H₀₃: There is no significant relationship between packaging colour and customer loyalty

Table 5 Correlation of relationship between packaging colour and customer loyalty

		Packaging Colour	Customer Loyalty
Packaging Colour	Pearson Correlation	1	.511**
	Sig. (2-tailed)		.000
	N	57	57
Customer Loyalty	Pearson Correlation	.511**	1
	Sig. (2-tailed)	.000	
	N	57	57

** . Correlation is significant at the 0.01 level (2-tailed).

From the statistical analysis on table 4, the correlation coefficient (r) is 0.511 indicating that there is a moderate, positive relationship between packaging colour and customer loyalty. More so, the model shows a

probability value i.e. Sig. (2-tailed) value of 0.000 which is less than the critical value. That is to say, $p = 0.000 < 0.05$, indicating that packaging colour significantly predicts customer loyalty. Therefore, we reject the null hypothesis which states that there is no significant relationship between packaging colour and customer loyalty; and accept the alternative hypothesis.

H₀₄: There is no significant relationship between packaging colour and repeat purchase

Table 6. Correlation of relationship between packaging colour and repeat purchase

		Packaging Colour	Repeat Purchase
Packaging Colour	Pearson Correlation	1	.452**
	Sig. (2-tailed)		.000
	N	57	57
Repeat Purchase	Pearson Correlation	.452**	1
	Sig. (2-tailed)	.000	
	N	57	57

** . Correlation is significant at the 0.01 level (2-tailed).

From the statistical analysis on table 5, the correlation coefficient (r) is 0.452 indicating that there is a moderate, positive relationship between packaging colour and repeat purchase. Furthermore, the model shows a probability value i.e. Sig. (2-tailed) value of 0.000 which is less than the critical value. That is to say, $p = 0.000 < 0.05$, indicating that packaging colour significantly predicts repeat purchase. Therefore, we reject the null hypothesis which states that there is no significant relationship between packaging colour and repeat purchase; and accept the alternative hypothesis.

Table 7. Correlation of relationship between packaging attribute and marketing performance

		Packaging Attribute	Marketing performance
Packaging Attribute	Pearson Correlation	1	.809**
	Sig. (2-tailed)		.000
	N	57	57
Marketing Performance	Pearson Correlation	.809**	1
	Sig. (2-tailed)	.000	
	N	57	57

** . Correlation is significant at the 0.01 level (2-tailed).

From the statistical analysis on table 5, the correlation coefficient (r) is 0.809 indicating that there is a very strong, positive relationship between packaging attribute and marketing performance. Furthermore, the model shows a probability value i.e. Sig. (2-tailed) value of 0.000 which is less than the critical value. That is to say, $p = 0.000 < 0.05$, indicating that packaging attribute significantly predicts marketing performance. This result confirms the results of the relationship between the dimensions of packaging attribute and the measures of marketing performance.

Table 8 Correlation matrix of the relationship between variables

		Packaging Graphic	Packaging Colour	Repeat Purchase	Customer Loyalty
Packaging Graphic	Pearson Correlation	1	.795**	.605**	.888**
	Sig. (2-tailed)		.000	.000	.000
	N	57	57	57	57
Packaging Colour	Pearson Correlation	.629**	.452**	.225	.511**
	Sig. (2-tailed)	.000	.000	.092	.000

	N	57	57	57	57
Customer Loyalty	Pearson	.888**	.785**	.641**	1
	Correlation				
	Sig. (2-tailed)	.000	.000	.000	
	N	57	57	57	57
Repeat Purchase	Pearson	.795**	1	.603**	.785**
	Correlation				
	Sig. (2-tailed)	.000		.000	.000
	N	57	57	57	57

** . Correlation is significant at the 0.01 level (2-tailed).

Table 8, shows the relationships between all the variables in the study. As indicated, packaging graphic has a very strong and strong relationship with customer loyalty and repeat purchase evident in the correlation coefficients of 0.888 and 0.795 respectively. In a similar vein, the analysis shows that packaging colour has a moderate relationship with customer loyalty and repeat purchase indicated by 0.511 and 0.452. Furthermore, in all the results, the probability values are less than 0.05 that means the relationships between the variables are statistically significant.

Discussion of Findings

This study investigated the relationship between packaging attribute and marketing performance of food and beverage firms in Rivers State. Analysis of data revealed that there are positive and significant relationships between all the dimensions of packaging attribute and marketing performance. Particularly, results of the analysis revealed that there is a very strong and positive relationship between packaging graphic and customer loyalty indicated in the correlation coefficient (r) of 0.888. The analysis also shows a correlation coefficient (r) of 0.795 indicating that there is a strong and positive relationship between packaging graphic and repeat purchase. Results of the analysis also showed that there is a moderate and positive relationship between packaging colour and customer loyalty indicated by the correlation coefficient (r) of 0.511. More so, a moderate and positive exists between packaging colour and repeat purchase evident in the correlation coefficient (r) of 0.452. These findings corroborate the findings of similar studies carried out by scholars in other climes and industries. This result corroborates results of several studies which have shown the positive relationship between packaging attribute and marketing success. For example, Nwobodo, Edim, Jerome and Inyang (2023) conducted a study on packaging attributes and consumers' patronage of milk products. It was conducted specifically to determine the effects of packaging colour, design of wrapper, quality of packaging material, and packaging information on consumers' patronage of evaporated milk brands. It was a cross-sectional study that obtained primary data from 168 consumers of evaporated milk brands using a structured questionnaire. Data analysis was done using descriptive statistics, and the hypotheses developed for the study were tested using multiple linear regression. Consequently, the study revealed that design of wrapper, quality of packaging material and packaging information had significant positive effects on consumers' patronage of evaporated milk brands, while packaging colour had no significant effect in this regard.

Furthermore, our finding is in line with the findings of Okokon (2020) carried out a study to determine the relationship between packaging attributes and consumer patronage of beverages in Akwa Ibom State. The survey research design was used for this study. Data for the study were obtained through questionnaire administered to 385 respondents across the three senatorial districts in Akwa Ibom State. A multi-stage sampling technique - stratified and simple random sampling techniques were used to select the respondents for this study. A total of 376 copies of questionnaire were retrieved and used for the analysis. Data obtained for the study were analyzed using tables, frequency and percentage while hypotheses were tested using multiple linear regression. The findings revealed that there is significant positive relationship between design of wrapper, printed information, packaging size, packaging innovation and consumer patronage of beverages in Akwa Ibom State. Adebisi and Akinruwa (2019) examined the effectiveness of product packaging on customer patronage. Survey method was adopted. Data were collected using structured questionnaire and

purposive sampling was used to determine respondents. Sample size of 322 was used. Collected data were analysed using descriptive statistics and hierarchical multiple regression. Constructs tested as explanatory variables were product size, colour, quality of packaging material, quality of product content and shape. The results showed that all the tested variables have significant positive effects on customer patronage of Bournvita. In order of significant, the R² change, in order of hierarchy, for the variables was: product size = .215, quality of packaging material = .058, colour = .049, shape = .044, and quality of product content = .028. It was concluded that customer decision to patronise could be influenced by taken into consideration size, colour, package material, product content and shape of a product. Based on these findings, it is recommended, among others, that producing different sizes of the product should be a continuous practice that firm should undertake. As well, producers should consciously adopt colours suitable and capable of appealing to customer interest and consequently influence their choice of a product by mere sighting of the package colour.

CONCLUSION

This result confirms the results of the relationship between the dimensions of packaging attribute and the measures of marketing performance. These findings corroborate the findings of similar studies carried out by scholars in other climes and industries. On the basis of the foregoing, the study concludes that packaging attribute is a very important means for ensuring the performance of the organizations. Thus, recommended that food and beverage firms should focus on packaging graphic and particularly make customers' interests their priorities and develop product strategies based on the needs and wants of customers and should analyze packaging colour and take advantage of opportunities in the industry.

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