

An Assessment of the Role of Branding and Packaging in the Product Market

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Abstract²

The study is on examining the role of branding and packaging in the marketing of a product. We perceived that the role branding and packaging of a product could play in the marketability of the product cannot be overstated. Hence, the objective of the study is to assess what role branding and packaging plays in the marketing of a product. The sample population comprised of a cross section of Lecturers and students of Kogi State University, Anyigba. The study sourced primary data through the use of questionnaire and interview method from the sampled population. Secondary sources were; textbooks, sales document, journals and internet facility. The study made use of statistical tools like the frequency table and percentage to present its data, while the chi-square research technique was used to analyze and interpret collected data with reference to our stated hypotheses. Our results revealed that there is a strong relationship between the branding and the packaging of a product and the marketability of the product. This intuitively means that the brand name of a product and the manner in which the product is packaged plays a significant role in the marketability of the product and in its sales. We therefore recommended that producers of goods should end eavour to build for themselves a brand name that is enduring to guarantee a measure of control and shares in the product market. In addition, the packaging of their product should also be such that can attract a buyer naturally without necessarily tasting the content of the product.

Keywords: Assessment, Role, Branding, Packaging, Product, Market

1. Introduction

All products that constitute a commodity (an article of trade) are presented for sale at the marketplace. This gives consumers variety of products from where the consumers can make choice of what product will satisfy their quest. However, it is noteworthy to know that it is not every product that is brought to the market place will enjoy high level of patronage and be bought by the consumers.

In a world of unprecedented competition organisations having goods and services to sell to the consumers need to brain storm to be able to satisfy their consumers and retain the organisation in the market place, hence the organisations need to choose concrete marketing mix to enable them compete favourably (Daramola, Bello and Okafor, 2014). The essence of marketing mix is the product development while the product mix is the set of activities that start with perception of market opportunity that leads to the end with production, sales and delivery of the product (Ulrich and Eppinger, 2007). Product mix cannot be completed without proper branding and packaging of the product (Daramola et al, 2014). Branding and packaging play a significant role in the differentiation, presentation and protection of goods preservatives. The aspect of packaging is to store products, reduce any form of damage, loss to the goods and curtail pilferage while branding is much more than a name for labelling a product.

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Consumers who buy certain product not minding other products are said to be loyal to such brand as they have internalised the purchasing to the point where it is no longer a conscious decision (Vaid, 2003). However, every producer wants this as they no longer have to invest time and money in convincing consumers to buy their products. Consumers have this notion that a brand speak to them and represents a lifestyle they have or aspire to have or even give them a special service they want and it is important that organisations maintain and manage this relationship. Brand design being a differentiator as well as a territorial marker even as some believed that it is not only about ubiquity, visibility and functionality but also emotionally bonding with the target group of customers which could be attributed to the packaging (Daramola et al, 2014).

This work is divided into five (5) different sections. Apart from the introduction in section I, we have the statement of problem, the objectives of the study and the hypothesis to be tested, section II provides the literatures and the significance of branding and packaging. Section III addresses the methodology of the study to analyse respondents' responses on the impact of branding and packaging on product sales while section IV dwells on the presentation and discussion of results, section V contains the concluding remarks and recommendations.

Statement of the Problem

Think of all the choices on a supermarket shelf. Choices among brands of pasta, cereal, beverages, cleansers, and toilet paper continue to proliferate by the day. Most of us have ample brands of automobiles, clothing, phone services, electronics, banks, and stock brokerages to choose among. Why choose one over another?

In today's overcrowded marketplace, almost all of the brands are parity goods and services—products that are equivalent in value (Daramola et al, 2014). In essence, without brand names, each product or service is a commodity. It is the branding that distinguishes each one. For example, if a consumer wants to purchase tea—a packaged commodity—there are a great variety of brands from which to choose, all offering the same type of quality and flavors, more or less. Aside from price differences, why a consumer chooses to buy one brand of tea over another has mostly to do with her brand experience—her reaction to the packaging, visual identity, advertising, and perception of the brand (Daramola et al, 2014).

Consumers' intentions to buy also depend on the degree to which they expect the product to satisfy their expectations about its use (Silayoi and Speece, 2007). Satisfying this consumers' or customers' expectation most often times does not wait or get to the point when the product tasted. Rather, it begins with the sight of the product on display either on the shelf in the supermarket or on the stall in an open kiosk. This first contact of the consumer with the product could either make him decide on buying the product or not. This decision most times depends on the outward appearance of the products. This is where the concept of branding and packaging comes to play. That is, ordinarily a well branded and packaged product could attract a prospective buyer at first sight, whereas a poorly branded and packaged product can as well repel a potential buyer at first sight as well. This speaks volume of the place of branding and packaging in the market place. Hence, this study is out to assess the role branding and packaging plays in the marketing of a particular product in the market place.

• Research Questions

The research questions for this study are stated thus:

- i. Is there any relationship between a product brand and its packaging in the marketing of the product
- ii. What role does the branding and packaging of a product plays in the marketing of the product?

• Objectives of the Study

The objectives of this study are:

- i. To examine the nature of relationship between the branding and packaging of a product and the marketing of the product.

- ii. To assess the role of product branding and packaging plays in the marketing of the product.

Research Hypothesis

The hypotheses that shall guide this study are as stated thus:

Hypothesis One

Null Hypothesis: There is no significant relationship between the branding and packaging of a product in the marketing of the product

Alternative Hypothesis: There is a significant relationship between the branding and packaging of a product in the marketing of the product

Hypothesis Two

Null Hypothesis: Branding and packaging does not play any significant role in the marketing of a product.

Alternative Hypothesis: Branding does play significant role in the marketing of a product.

- **Significance of the Study**

The significance of a study aimed at examining the role of branding and packaging in the marketing of a product cannot be over-emphasized, given the fact that how a product is branded and packaged can greatly influence consumers' choice of what product to buy or purchase. As such, doing a study that would assess how branding and packaging affects product sales should be considered apt and necessary, as it will help to sample people's opinion on the place of branding and packaging in their market product choices. The findings from the study will add to existing literatures in this area and will be a reference for scholars and future researcher.

2. Literature Review

Conceptual Framework

Branding: According to AMA (1994) is a "name, term, sign, symbol or design or a combination of any of them with intended to encourage prospective customers to differentiate a producer's product (s) from those of the competitors". The major function of branding is to give convenience and clarity in decision making by providing a guarantee of performance as well as communicate a set of expectations thereby offering certainty and facilitating the buying process.

Emotionally, the importance of a brand is to evoke a set of associations and furthermore, symbolise the consumers' personal through brand imagery. The essence of branding includes more than the definitions failed to achieve (Marketing in a Global Economy Proceedings, 2000). Images and symbols must relate to exploit the needs, values and lifestyles of consumers in a way that the meanings involved give added values and differentiate the brand from other brand for the product to be successful (Broadbent and Cooper, 1987). Wholly, a brand can be described as a "trademark that communicates a promise" (Philips, 1998). The set of symbolic and functional attributes that the marketplace associates with the brand is the promise therein. Symbolic attributes are those that fulfil internally generated needs for self-enhancement, role position, group membership or ego identification as asserted by Park et al. (1996) but the functional brand asserted attributes solve an externally generated consumption related problem.

Ambler and Styles (1996) assert that when the brand is seen as an addition to the product in which view the brand can be called an identifier, this is known as "product plus view" while the holistic view is the view that communicates the focus on the brand itself which is considered to be much more than just the product, hence brand is considered as the sum total of all elements of marketing mix. Brand is explained based on their elements i.e. those trademark able devices that serve to identify and differentiate the brand which are: ego, brand names logos, symbols, characteristics, slogans, jingles and packages (Keller, 2002). Very basically, a brand is a proprietary name for a product, service, or group. (In this book, the term "group" is

used to denote a company, organization, corporation, social cause, issue, or political group (Cengage-Learning, 2011). For the sake of brevity, all branded entities—whether a product, service, or group that has benefited from any type of branding—will be referred to as a brand. On a more multifaceted level, a brand is the sum total of all functional and emotional assets of the product, service, or group that differentiate it among the competition.

According to Cengage-Learning (2011) the term brand could be thought of as having three integrated meanings:

- i. The sum total of all characteristics of the product, service, or group, including its physical features, its emotional assets, and its cultural and emotional associations;
- iii. The brand identity as applied to a single product or service, an extended family of products or services, or a group; and
- iv. The on-going perception by the audience (consumer or public) of the brand.

According to De Chernatony and MacDonald (1998) a successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant unique added values which match their needs most closely. This definition is applicable to the instance where emphasis is laid to increase value that accrue to the consumers buying the established brand rather than the generic or commodity product. The value of a strong brand lies in the impression left with anyone who comes in contact with the organisation and the most compelling reasons for effective branding is to achieve customer loyalty and support a premium price as buyers rely on experience and long held attitudes of a brand and successful brands are often focused on one particular market segment (Lead Edge, 2005).

The essence of branding is recognised as one of the key weapons in organisation in competitive markets. Brand investment has been found to contribute to the attainment of positional advantages and hence performance is feasible (Simms and Trott, 2006). Consumers perceive brands differently, but brand management may strive to communicate a specific and consistent image to the market and depending on consumer's relationship-intensity with such brand. Brand management and research may be well advised to acknowledge the relationship knowledge, attitude and behavior (Koll and Wallpach, 2009). Branding starts with the artists signing their works as far as fine arts is concerned. Brands play progressions of important roles which improve consumers' lives and enhance the financial value of the organisations (Wonglorsaichon and Sathianrapabayut, 2008).

Packaging; on the other hand, and according to DEFRA (2010) is "all products made of any materials of any nature to be used for the containment, protection, handling, delivery and preservation of goods from the producer to the user or consumer". Also being an extrinsic attribute of a branded article that should not be underestimated, it must have protective function and can also exert an influence on the brand image experienced by the customers (Reizbos, 2003). Hise and McNeal, 1988 assert that the less money expended on advertising in the creation of a brand image, the more important packing becomes, and hence packaging has therefore been called "the silent salesman at the point of sales". Ann, 2008 posits that the product packaging needs to be very simple and with colourful impression which is used for product on sight attraction, packaging has strong influence on consumer perceived value, resulting in intention to purchase. Kalid et al.(2006) opine that customer attraction obtained through emotion is often by product packaging design, art, clothing and consumer goods hence designers must deem emotion in packaging product design. Belleau et al. (2007) assert that if the product packaging design shows it is trustworthy and adaptable, it will then increase the perceived value of the consumers. Packaging design of product can mesmerize a consumer Fung et al. (2004) Packaging is an important part of the organisation's reputation that acts a major role in communicating the product icon and better packaging shows that it is a quality product (Dileep, 2006).

There has been an emerging trend to use packaging as a brand communication's vehicle and primary role of product packaging as a means to enchant consumers' attention is by breaking through the competitive clutter. Underwood et al.(2001) consider packaging to be the most essential communication medium. It is obvious that packaging plays a crucial role, especially from the consumers' perspective due to the fact that a

product's packaging is what attracts consumers firstly since self-service sales environments have increased, the role of packaging has gained momentum thus, and packaging has become the silent salesman as it informs buyers of qualities and benefits of a product (Ampuero and Villa, 2006). Nestle tailored packaging of some of its products to certify consumers of all ages can use their products easily. This organisation took a leading role for developing this design philosophy thereby putting the customers in the centre (Daramola et al, 2014).

On the basic functions of packaging, Dobson and Yadav (2012) distinguished between those that serve a logistics or marketing role, even though in practice these roles are intertwined. They stated further that the obvious benefit of packaging is the protection of goods to be sold. It prevents damage during transport and storage from the elements, vibration and compression through a physical layer of protection. While protecting goods in transportation, packaging also keeps the freshness of products and enhances the life of perishable food items. These two benefits are mostly concerned with the logistic function of packaging (See Prendergast and Pitt, 1996). Other benefits of packaging to consumers arise from convenience associated with storage and shelving of long-life food items and associated hygiene and safety benefits. In particular the material and shape of packaging can be designed to support these aspects, e.g. material and shapes suitable for stacking in cupboards (e.g. jars, tins and packets) or contained in refrigerators or freezer (e.g. cartons). However, convenience also carries over to actual consumption (e.g. squeezable sauce bottles, screw-top bottles, ring-pull cans, re-sealable bags, and air-tight tins). In practice, a wide variety of materials are used for packaging, with the choice of material reflecting logistical and consumer needs (Dobson et al., 2012). Also, according to Dobson et al (2012), the second function of packaging is essentially a marketing role. Packaging provides an attractive method to communicate and convey messages about product attributes to consumers. Crucially, packaging is the only part of marketing communication which a consumer takes home after the purchase. Consumers also perceive packaging as one of the product attributes, no matter what the functional aspects of packaging as related to logistics considerations. This further emphasises packaging's role in communicating and reinforcing brand values over time; recognising that packaging has the power to build, but also to break brand relationships. Even if a company does not clearly recognise the marketing aspects of packaging, it cannot escape performing the marketing function. Yet, this marketing role is critical in the fast moving consumer goods industry where consumers have limited time for purchasing low-involvement products (Dobson et al, 2012). There is, of course, a danger that the package communicates negatively, but a package designed well for its marketing function helps sell the product by attracting attention and positive communicating with consumers (Silayoi and Speece, 2007). Rundh (2005) conveniently summarises the different functions of packaging and shows how these link to particular business and marketing functions

The Significance of Branding and Packaging Design

This significance of branding and packaging were highlighted in the study done by Daramola, Bello and Okafor (2014). They observed that according to Silayoi and Speece (2007) consumers' intentions to buy depend on the degree to which they expect the product to satisfy their expectations about its use. However, Rettie and Brewer, (2000); Rundh, (2005) are of the opinion that packaging is a primary vehicle for communicating and branding of products to consumers and plays an important role in the branding strategy of fast moving consumer goods. Packaging being a basic function of preservation of product integrity by protecting the actual food product against potential damage from climatic bacteriological and transit hazards (Wells et al., 2007), however, this function has been expanded as packaging's whole features can largely influence quality judgements about the product characteristics and play part of formation of brand preferences (Silayoi and Speece, 2007).

Underwood et al., (2001) assert that package has become a symbol that communicates favourable or unfavourable of a product. Also, packaging can attract consumers' attention, transform the message of the product and distinguish one product from another (Wang and Chou, 2010). Now powerful brand names have consumer franchise to demand strong consumer loyalty hence a lots of consumers demand for these brands by declining substitutes even when the substitutes are offered at lower prices. In marketing parlance, packaging can communicate and reinforce brand values (Lofgren, 2005).

It is expedient for organisations to communicate their brands through packaging so as to gain a competitive edge in the marketplace by engaging the audience to embrace the brand in a new dimension. The communication of a new offer clearly positions the organisation as a brand in a revitalizing way; however, innovative differentiation makes the brand stick out amongst competitors which brings new outwork podium for the brand. It is accepted of any organization to design a new platform through consistent communication which should operate as the compass to communicate the new identity and stimulate the audiences' interest. Every brand is shaped to bring enduring feeling on the minds of the target audiences.

3. Research Methodology

• The Research Design

The approach adopted in the execution of the study was a survey design. The researcher chose survey design as it is one method where a group of people is studied by collecting information from them. More so, this type of design specified how the researcher's data were collected and analyzed. So, the design was specified to use questionnaire and oral interview. This survey was used by the researcher to source for his primary data.

• Research Sample and Sampling Techniques

The researcher sampled a total of one hundred and twenty (120) persons, with a total of thirty five (35) lecturers and a total of eighty five (85) undergraduate and postgraduate students of Kogi State University, Anyigba. Our focus was to seek their opinions on the branding and the packaging of a product and its marketability. The researcher sampled this number because it was not possible to use the entire population of Kogi State for this research, but rather we are more interested in seeking the opinion of those that will truly aid in information collection. In the choice of the sample population for this study, the researcher used purposive and simple random sampling techniques. The technique provided each member of the entire target population equal and independent chance of being selected or included in the sample. Another reason why the researcher chose the technique is that it is a simple and easy probability sampling technique in terms of conceptualization and application. The researcher shared the questionnaire in the lecturers' offices and to students at the school campus, likewise the oral interview.

• Sources of Data

The researcher collected data for this study from both primary and secondary sources. The researcher used questionnaire and oral interview to collect the primary data.

4. Presentation and Analysis of Data

• Presentation of Data

In all, a total of 120 questionnaire were administered, we however got a total of 105 questionnaire duly filled and returned. All the data collected from primary source through questionnaire and oral interview were statistically presented and analysed. Frequency and tabular percentage forms were used for data presentation while Chi-square t-test was used to test and analyse some selected hypotheses as not all were analysed due to time constraints. The data for this study is hereby presented and analyzed below using the Simple Percentage and the Chi-Square statistical technique for test of Hypotheses as appropriate.

Table 4.1.1: Sex Distribution of the Respondents

Gender	No of Respondents	Percentage (%)
Students	72	68.6%
Lecturers	33	31.4%
Total	105	100

Source: Field Work, 2014

Table 4.1.1 above shows that 72 respondents representing 68.6% of the total respondents are students while 33 respondents representing 31.4% are lecturers.

Table 4.1.2: Age Distribution of Respondents

Age Distribution	No of Respondents	Percentage (%)
18-25	45	43%
26-30	30	28%
31-40	15	14%
41-50	10	10%
50 and above	5	5%
Total	105	100

Source: Field work, 2014

Table 4.1.2 above show that 45 respondents representing 43% of the total respondents are between 18-25 years, 30 respondents representing 28% of the total respondents are between 26-30 years, 15 respondents representing 14% of the total respondents are between 31-40 years, 10 respondents representing 10% of the total respondents are between 41-50 years while 5 respondents representing 5% of the total respondents are 50 years and above.

Table 4.1.3: Response on whether they are aware of the concept of Branding and Packaging

Option	Respondents		Total	Percentage (%)
	Students	Lecturers		
Fully Aware	55	22	77	73%
Aware	13	5	18	17%
Rarely disagree	2	3	5	5%
Unaware	1	2	3	3%
Undecided	1	1	2	2%
Total	72	33	105	100

Source: Field Work, 2014

From table 4.1.3 above, it shows that 77 respondents representing 73% are fully aware of the concept of Branding and Packaging, 18 respondents implying 17% says they are aware also; but 5 respondents representing 5% says they are seldom aware, 3 respondents representing 3% says they are unaware at all while 2 respondents representing 2% were undecided.

Table 4.1.4: Respondents' response on whether they agree that there is a relationship between the Branding and the Packaging of a product and the marketability of the product

Option	Respondents		Total	Percentage (%)
	Students	Lecturers		
Strongly Agree	62	25	87	82%
Agree	5	4	9	9%
Strongly disagree	2	3	5	5%
Disagree	1	1	2	2%
Undecided	2	-	2	2%
Total	72	33	105	100

Source: Field Work, 2014

The result in table 4.1.4 above indicates that 87 respondents strongly agreed there is a relationship between the Branding and the Packaging of a product and the marketability of the product representing 82%, 9 responses from respondents merely agreed which amount to 9%, 5 respondents strongly disagreed which indicated 5%, 2 respondents representing 2% disagreed while 2 respondents representing 2% were undecided.

Table 4.1.5: Response on whether they agree that Branding and Packaging plays an important role in the marketing of a product

Responses	Respondents		Total	Percentage (%)
	Students	Lecturers		
Strongly Agree	55	21	76	72%
Agree	1	3	4	4%
Strongly disagree	12	6	18	17%
Disagree	3	2	5	5%
Undecided	1	1	2	2%
Total	72	33	105	100

Source: Field Work, 2014

From table 4.1.5 above, it shows that 76 respondents indicating 72% strongly agreed; 4 respondents representing 4% agreed also that Branding and Packaging plays important role in the marketing of a product, 18 respondents representing 17% strongly disagree to it while 5 respondents representing 5% disagreed and 2% representing 2 respondents were undecided.

Table 4.1.6: Response on to what extent do they think that the Branding and the Packaging of a product have impacted on consumers' choices in the product market

Option	Respondents		Total	Percentage (%)
	Students	Lecturers		
Very High extent	14	11	25	24%
High extent	42	13	55	52%
Low extent	11	3	14	13%
Very low extent	3	2	5	5%
Not at all	2	4	6	6%
Total	72	33	105	100

Source: Field Work, 2014

Table 4.1.6 above indicates that 25 respondents representing 24% strongly agreed that think that the Branding and the Packaging of a product have impacted on consumers' choices in the product market to a very high extent, 52% representing 55 respondents says it is to a high extent as well but 14 respondents representing 13% strongly disagree to it, while 5 respondents representing 5% disagree and 6 respondents amount to 6% were undecided.

Table 4.1.7: Response on how would they rate a well Branded and Packaged product in terms of content

Option	Respondents		Total	Percentage (%)
	Students	Lecturers		
Very High	63	21	84	80%
High	4	7	11	10%
Low	3	2	5	5%
Very low	2	2	4	4%
Undecided	-	1	1	1%
Total	72	33	105	100

Source: Field Work, 2014

Table 4.1.7 above shows that 84 respondents says that they rate a well Branded and Packaged product in terms of content has been very high representing 80%, responses from 11 respondents are of the opinion that

it is high which is about 10%, 5 respondents says that it is on the low side, which represents 5%, 4 respondents says it is very low which constitute 4% while 1 respondents was undecided representing 1%.

Table 4.1.8: Response on whether they agree that the idea of Branding and Packaging is a form of marketing strategy

Responses	Respondents		Total	Percentage (%)
	Students	Lecturers		
Strongly Agree	47	12	59	75%
Agree	18	15	33	12%
Strongly disagree	3	3	6	6%
Disagree	3	2	5	5%
Undecided	1	1	2	2%
Total	72	33	105	100

Source: Field Work, 2014

Table 4.1.8 above indicates that 79 respondents representing 75% strongly agreed that the idea of Branding and Packaging is a form of marketing strategy for a product, 13 respondents agreed to it representing 12%, 6 respondents strongly disagree amounting to 6% and 5 respondents representing 5% disagree while 2 responses which indicate 2% are undecided.

Table 4.1.9: On whether they agree that the Branding and Packaging of a product is one of the ways to advertise the product

Option	Respondents		Total	Percentage (%)
	Students	Lecturers		
Strongly Agree	45	14	59	56%
Agree	12	8	20	19%
Strongly Disagree	10	3	13	12%
Disagree	3	5	8	8%
Undecided	2	3	5	5%
Total	72	33	105	100

Source: Field Work, 2014

Table 4.1.9 above shows that 59 respondents believed that the Branding and Packaging of a product is one of the ways to advertise the product representing 56%, 20 respondents agreed to this as well representing 19%, 13 respondents strongly disagreed representing 12%, 8 respondents representing 8% disagreed as well while 5 respondents representing 5% were undecided.

Table 4.1.10: Response on whether they agree that sometimes a well branded and packaged product may not necessarily imply a good product

Option	Respondents		Total	Percentage (%)
	Lecturers	Students		
Strongly Agree	12	9	21	20%
Agree	11	7	19	18%
Strongly Disagree	23	11	34	32%
Disagree	21	4	25	23%
Undecided	5	2	7	7%
Total	72	33	105	100

Source: Field Work, 2014

The result in table 4.1.10 shows that 21 respondents believed sometimes a well branded and packaged product may not necessarily imply a good product representing 20%, 19 respondents agreed to this as well representing 18%, 34 respondents strongly disagreed representing 32%, 25 respondents representing 23% disagreed as well while 7 respondents representing 7% were undecided.

Test of Hypotheses

In doing this, we shall recall our statement of hypotheses one and two references to the presented tables above that have direct bearing on stated objectives and hypotheses.

Recall statement of hypothesis one

Hypothesis One

H₀: There is no significant relationship between the branding and packaging of a product and the marketing of the product

H_a: There is a significant relationship between the branding and packaging of a product and the marketing of the product

With reference to table 4.1.4 above, using the Chi-Square research technique formula to test our stated hypotheses, we have:

The formula for the computation of Chi-square (x^2) is given below: the Chi-square method denoted by;

$$X^2 = \frac{\sum(f_o - f_e)^2}{f_e}$$

Computed result is presented in a tabular form as below:

Variables	N	T Cal.	T Crit.	df	Prob.	Remark
Students	72					
Lecturers	33	12.77	5.99	4	0.5	Reject H ₀
Total	105					

Source: Researcher's X² Calculation, 2014

Decision making: from the chi-square research technique, we observed that the calculated result is greater than the table result at the 5% level of significance i.e. 12.77 > 5.99. Therefore, we reject the null hypothesis that there is no significant relationship between the branding and the packaging of a product in the marketing of the product.

Recall statement of hypothesis two

Hypothesis Two

H₀: Branding and Packaging does not play any significant role in the marketing of a product.

H_a: Branding and Packaging does play significant role in the marketing of a product.

Using the Chi-Square research technique formula to test our stated hypothesis two with the content of table 4.1.5 as well, we have: The formula for the computation of Chi-square (x^2) is denoted by; $X^2 = \frac{\sum(f_o - f_e)^2}{f_e}$

VARIABLES	N	T Cal.	T Crit.	df	Prob.	Remark
Students	72					
Lecturers	33	8.68	5.99	4	0.5	Reject H ₀
Total	105					

Source: Researcher's X² Calculation, 2014

Decision making: from the Chi-square research technique, we observed that the calculated result is less than the table result at the 5% level of significance i.e. 8.68 > 5.99. Therefore, we reject the null hypothesis that Branding and Packaging does not play any significant role in the marketing of a product.

Discussion of Findings

Based on the result of analysed data revealed above, it was found that there is a strong relationship between Branding and Packaging of a product in the marketing of the product. This implies that a well branded and packaged product will be more marketable than a product that is not well branded and packaged. This also suggest that consumers are more easily attracted to well branded and packaged product in the product market thereby neglecting the other competitors that are not well branded and packaged. It can be concluded that branding and packaging plays significant role in the marketing of a product.

5. Conclusion and Recommendations

This study examined the role of branding and packaging in the product market. That is, we seek to find out if the purchase of a product can be influenced by the brand name and the way and manner in which the product has been packaged. The study revealed that there is strong relationship between the branding and packaging of the product and the marketing of the product. This intuitively means that a well branded and packaged product dual purpose of attractiveness and marketability.

Obviously, there are brand names that truly increase sales in the product market, when the same product is also well packaged, it becomes a delight for consumers and so the decision to purchase such product is very easy to take for the consumers. However, it was also revealed in the study a well branded and packaged product may not necessarily justify the goodness of its content.

Based on the findings of the study, therefore, we recommend; that producer of goods should endeavour to build for themselves a brand name that is enduring to guarantee a measure of control and shares in the product market. In addition, the packaging of their products should also be such that can attract a buyer naturally without necessarily tasting the content of their products.

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