EFFECTIVENESS OF PRODUCT PACKAGING ON CUSTOMER PATRONAGE OF BOURNVITA IN EKITI STATE

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ABSTRACT*: The study 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 R^2 change, in order of hierarch, 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.*

KEY WORDS: Customer patronage, packaging, size, colour, packaging material, quality of product content and shape

INTRODUCTION

There is growing consensus among researchers and practitioners, in the field of marketing and business, that packaging plays a pivotal role in the success or failure of sale of any product in the highly competitive market (Mohebbi, 2014). This shows that in the contemporary global competitive market, attracting new customers, expanding the market, while maintaining the existing one, has become issue of concern among various companies operating in the same market. For these reasons, necessity is placed on those companies, especially companies that are producing similar products, to device a means of how their product can be distinct from their competitors operating in the same market environment. In real life, customer might not have pre knowledge about a product before entering into a store, hence, the intention to purchase will be mostly

influenced by what is communicated at the point of purchase. Therefore, package becomes an essential factor for such customer to take a decision. Considering various products in the market environment, certain product may be considered very essential to all consumers with respect to their demographic characteristics like; age, sex, income level of personality, and status among others. Deliberately, consumers may not be in the mood to buying such product because of certain conditions, especially finance, or such customer is being advice to abstain from it for a while. At times, necessity may be placed on a consumer to start consuming a product, such as bournvita, which is the focus product of the study, for certain reasons. Generally, bournvita is a product that is considered as ''cash cow'', for Cadbury Nigeria Plc., that has been witnessing consistent modification and improvement in terms of different sizes, colours, shapes, portability, packaging materials, product information in its life circle. Shah, Ahmad and Ahmad, (2013) revealed that a good combination of these attributes would assist consumers to identify the product, enable easy delivery and ensure of product safety.

Past researchers have shown that there is no consensus of opinion on how product should be packaged as regards universal classification and methods (Daliya & Parmar, 2012; Zekiri & Hasani, 2015; Gilaninla, Ganjima & Moradi, 2013; Azad & Hamadavipor, 2012). In the same vein, authors in the past focused on specific element of a particular packaging like: food, milk, detergent, tooth paste, rice, beverage (Nilforushan & Haeri, 2015; Gomez, Consuegra & Molina 2015; Gilaninla, Ganjima & Moradi, 2013;Rasheed, Olanipekun & Adetunji, 2015; Oladele, Olowookere, Okolugbo, & Adegola, 2015; Akabogu, 2014; Mousavi & Jahromi, 2014; Adam & Ali, 2014; & Dadras, 2016) and their effect on consumer patronage. Report from these authors showed that packaging serves as a strong weapon not only to draw the attention of consumers to itself, but to galvanise purchasing intent. However, the findings are rarely empirically investigated on Bournvita as a product.

Researchers in the past attested to the significant relationship between the product packaging, such as colour, size, material, quality of content and shape, and consumer buying behaviour, using different locations, with various products such as milk, food, rice, detergent, and tooth paste, and different methods of analyses (see Nilforushan & Haeri, 2015; Gomez, Consuegra & Molina, 2015; Gilninia, Ganjima & Moradi, 2013; Rasheed, Olanipekun & Adetunji, 2015; Oladele, Olowookere, Okolugbo, & Adegola, 2015; Akabogu, 2014; Mousavi & Jahromi, 2014; Adam & Ali, 2014). However, the relevance of these packaging constructs has not been empirically investigated in the developing country like Nigeria, in emerging market like Ekiti state, and specifically on Bournvita, which virtually dominates substantial part of the market in the state. Also, the study of Ahmed, Parmar and Amin (2014) in Karachi; Hess, Singh, Metcalf and Danes (2014) in California; Mousavi and Jahromi (2014) in Shiraz; Mohebbi (2014) in Iran; Jafari, Sharifnia, Salehi and Zahmatkesh (2013) in Iran; Silayoi, Speece, 2005 in Thailand; Farooq, Habib & Aslam, 2015 in Punjab; Hussain, Ali, Ibrahim, Noreen and Ahmad (2015) in Pakistan; Gomez, Consuegra and Molina (2015) in Spain; and more importantly, the notable existing studies in Nigeria context, Olawepo & Ibojo (2015); Oladele, *et al*., (2015); Borishade, Oluseyi, Favour & Prosper (2015); Rasheed, Olanipekun & Adetunji (2015) were carried out on different products

and not on Bournvita, which is the focus of this study. Infact, the use of hierarchical regression is rarely adopted in literature.

If presentation of a product have relationship with patronage, then, the question is to what extent does size, colour, shape, packaging material, quality of product content, that are attributes of packaging, could influence customer to patronise a particular product? This is the question, which this research work intends to answer. To achieve the objective of this work, the paper is structured into five sections. Following this introduction is literature review, section three is research method. After this, there is results and discussion. The last section is summary conclusion and recommendations.

LITERATURE REVIEW

Product Packaging:

From the view of Panwar (in Borishade, Ogunnaike, Favour and Prosper, 2015),product packaging is the act of containing, protecting and presenting the contents through the long chain of production, handling and transportation to their destinations as good as they were, at the time of production.

In the view of Deliya and Parmar (2012), packaging can be defined as an extrinsic element of the product. They stressed further that it can also be defined as a container product. Silayoi and Speece (2005) see packaging as the overall features that underline the uniqueness and originality of the product. In the view of Ahmed, Parmar and Amin (2014), packaging is described as a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behaviour.

Urich, Campana and Malkewitz (in Oladele, *et al.,* 2015), opined that product packaging constituted an essential aspect of projecting a firm's brand's image. Kotler and Armstrong (as cited in Mousavi&Jahromi, 2014) viewed packaging as inclusion of design and production of container or wrapper for a product. Packaging is any container closed that a product by it will be offered to the market for sale or by which necessary information about the product is transmitted to the consumer (Venous, Davar, Sefanian and Mitra (in Gilaninla, Ganjinla, &Moradi, 2013).

Charles, Joe and Carl (in Zekiri and Hasani, 2015) pointed out four distinct marketing functions being performed by packaging to include, it contains and protects the product; it promotes the product; it helps consumer use the product; and it facilitates recycling and reduces environmental damage.

Generally, packaging, in this era of stiffly competitive marketing business environment, has become a tool of impetus; and its roles has drastically and steadily shifted, from the traditional function of protecting the product against dirt, theft, deterioration, damage and mishandling, to the modern function of becoming a tool to arouse, instigate and appealing to customer's attention. It also conveys useful information about the product itself at the point of sale or while still on the shelf. In this study, packaging is defined as the totality of attributes that distinguished a particular

product, among others, and that can effectively communicate its values to the end users for attraction purpose while on shelf or at point of sale.

Customer patronage:

According to Oliver (1999), customer patronage is defined as a deeply held commitment to repurchase a firm's products at the expense of a competitor offering. Adiele, Grend and Chinedu (2015) see customer patronage as the means of a respondent's rating for his or her firm's sales volume, profit margin and customer retention level. According to Oxford Advance Learner's Dictionary (1995), patronage can be described as the support and encouragement given by a patron. Also, Oxford English Dictionary (as cited in Adiele, Grend, &Chinedu, 2015), described customer patronage as a person or thing that eats or uses something or a person who buys goods and services for personal consumption or use. In this study, again, customer patronage is defined as the supports a firm enjoy from the customers.

EMPIRICAL INVESTIGATION

Product packaging and Customer Patronage.

Ahmed, Parmar and Amin (2014), in the study; impact of product packaging on consumer's buying behaviour in Karachi, noted that packaging is considered as the most important factor that influenced consumer buying behaviour. In their conclusion, elements like colour, packaging material, design of wrapper and innovation were found to be important factors when consumers were making any buying decision. Methods deployed included; simple random sampling, 5 points Likert scale ranging from (1) strongly disagree to (5) strongly agree structured questionnaire for data collection, descriptive statistics and Pearson's correlation for analysis.

In the same vein, Hess, Singh, Metcalf and Danes (2014), in a study on the impact of consumer product package quality on consumer satisfaction, brand perceptions, consumer investment and behaviour in California, showed that packaging characteristics were indivisible component of the product and important to evaluation of the overall consumption experiences. Hence, packaging has a critical role to play in building profitable consumer-brand relationships. Qualitative, experimental and structural modelling analysis techniques were used as methods.

Also, Mousavi and Jahromi (2014) studies on examining the relationship between packaging and consumer buying (a case study: comparison of pasteurized 1.5L milk of brands Roozaneh and Mihan) in Shiraz city showed that packaging elements like colour, context image, packaging material, style of writing, cover design, printed information and innovation have positive significant relationship with consumer buying behaviour. Methods employed included; structured questionnaire for collecting data and descriptive and inferential statistics for analysis.

In the same vein, Mohebbi (2014) on a study of the art of packaging: an investigation into the role of colour in packaging, marketing, and branding in Iran showed that graphic and colour play key roles in promoting product sales. Mohebbi study was basically qualitative.

Shah, Ahmad and Ahmad (2013) work on the role of packaging in consumer buying behaviour (A study of University Students of Peshawar Region KPK Pakistan) showed that packaging was an important element that influences consumer buying behaviour. Shah, *et al.,* affirmed that the consumer buying decision was strongly based on packaging and its features. Elements considered in their studies include; colour, packaging material, background image, and design of the wrapper, printed information, innovation and font style. Method employed included the use of questionnaire to gather data, and simple random sampling of 100 populations.

Deliya and Parmar (2012) study was on the role of packaging on consumer buying behaviour in Patan District. They affirmed a significant relationship between packaging and consumer buying behaviour. They pointed out that the positive relationship was hinged on the increasing self-service and changing consumers' lifestyle. Methods employed included; questionnaire to source data, simple random sampling, descriptive and inferential statistics for analysis.

Also, studies of Zekiri and Hasani (2015) on the role and impact of the packaging effect on consumer buying behaviour showed positive relationship between the independent variables and dependent variable. However, quality of the packaging material, innovation and practicality, and package design, were considered most important. Primary and secondary data sources, descriptive and inferential statistics were used as methods analysis.

In Jafari, Sharifnia, Salehi and Zahmatkesh (2013) on a study of the influence of package on consumer behaviour in Iran, which focused on foods products in chain stores, the report showed that package components have different impacts during the various processes of consumer behaviour. The study was basically qualitative.

In addition, Gilaninia, Ganjinia, Moradi (2013) on importance of product packaging and its impact on consumer purchasing process in Iran showed that packaging was considered has having a huge impact on customer decision at every stage of its process.

Morever, the studies of Gilaninia, Ganjinia, and Moradi (2013) on effect of packaging elements on consumer purchasing decisions (a case study of detergent market) in Iran showed that there was a significant relationship between packaging elements (i.e. information and visual) and consumer purchasing decision both before and after purchase. Methods adopted included; questionnaire for data collection, simple random sampling, descriptive and inferential statistics as analytical tool.

Azad and Hamdavipour (2011) study on effects of purchasing characteristics on consumer's purchasing confidence showed that it was only information that was capable of influencing consumer's purchase confidence while visual elements do not have much impact. The reason for this result may be because their research actually was not to find out what instil confidence in consumer's mind before taken decision to purchase a particular product. So, this calls for further investigation. Methods employed included; Likert scale questionnaire to source data while data were analysed using regression analysis.

Silayoi and Speece (2005) investigation of the importance of packaging attributes: a conjoint analysis approach in Thailand showed that perceptions about packaging technology played the most important role overall in consumer likelihood to buy. Methods employed included; survey design, convenience sampling technique and conjoint analysis.

Oladele, Olowookere, Okolugbo and Adegbola (2015) investigated product packaging as a predictive factor of consumer patronage of toothpaste in Ado-Ekiti. The study showed positive nexus between visual elements of packaging like (quantity, quality and colour) and customer patronage. Methods employed included; questionnaire for data collection, purposive sampling technique and Pearson-correlation for analysis.

Also, Farooq, Habib and Aslam (2015) worked on influence of product packaging on consumer purchase intentions in Punjab. Result showed that there is a positive association between the product packaging and customer purchase intention. Methods adopted included descriptive analysis, probability sampling technique and the use of questionnaire to gather information.

In addition, Hussain, Ali, Ibrahim, Noreen and Ahmad (2015) worked on impact of product packaging on consumer perception and purchase intention in Pakistan. It was revealed that packaging inspired consumer to have good perception and intention.

Also, Olawepo and Ibojo (2015) worked on the relationship between packaging and consumer purchase intention: A case study of Nestle Nigeria product showed positive nexus between packaging and consumer purchase intention. Methods employed included primary and secondary data sources, structured questionnaire, random sampling technique and multiple regressions.

Adam and Ali (2014) investigated the impact of verbal elements of packaging of packaged milk on consumer buying behaviour in Karachi. The result showed a nexus between nutritional information, product information and country of origin and consumer buying behaviour. Methods use included questionnaire for collecting data, convenience sampling technique and Pearson-correlation for analysis.

In Gomez, Consuegra and Molina (2015), the importance of packaging in purchase and usage behaviour of milk in Spain was investigated. The result showed that packaging technical, functional and information quality contributed in no small measured to customer satisfaction. Meanwhile, Gomez, *et al.,* investigation was on satisfaction rather than patronage, the fact remains that since satisfaction is an antecedent of patronage, this makes their studies relevant to the present study. To achieve objectives, 7 point Likert scale questionnaire, convenience sampling and partial least squares were utilised.

Additionally, study of Borishade, Oluseye, Favour and Prosper (2015) on empirical study of packaging and its effect on consumer purchase decision in a food and beverages firm in Nigeria concluded that packaging plays a positive role in the purchase decision. Descriptive statistics, 5 point Likert ordinal scale questionnaire, simple random sampling technique and multiple regressions were used as research methods.

Moreover, Rasheed, Olanipekun and Adetunji (2015) in a study, product package and customer brand commitment in food and beverages markets of Lagos state Nigeria, concluded that there is a strong positive relationship between product package and consumer brand commitment. The relevance of their studies to the present research is that when a customer is committed there is tendency to patronise such product. Methods adopted included the use of 6 point Likert scale questionnaire, proportionate sampling technique, descriptive statistics and simple regression.

Nilforushan and Haeri (2015) investigated the effect of packaging design on customers' perception of food products' quality, value, and brand preference, using Pegah pasteurized cheese, in Isfahan city as case study. Result showed positive significant attitudes toward food product packaging design on customers' brand preference. Methods employed included the use of questionnaire to collect data, simple random sampling technique and structural equation modelling.

Conceptual Framework

The model in figure 1 explained the relationship between product packaging and customer patronage. From the hypothesized relationship of the model, size, colour, shape, quantity of product content and quality of packaging material represent independent variables while customer patronage stands for dependent variable. In the model, it is shown that product packaging is capable of eliciting dual customer behaviour such as satisfaction and dissatisfaction. The model further explains that where customer is satisfied, it will produce customer patronage and where customer is dissatisfied, such customer will seek alternative.
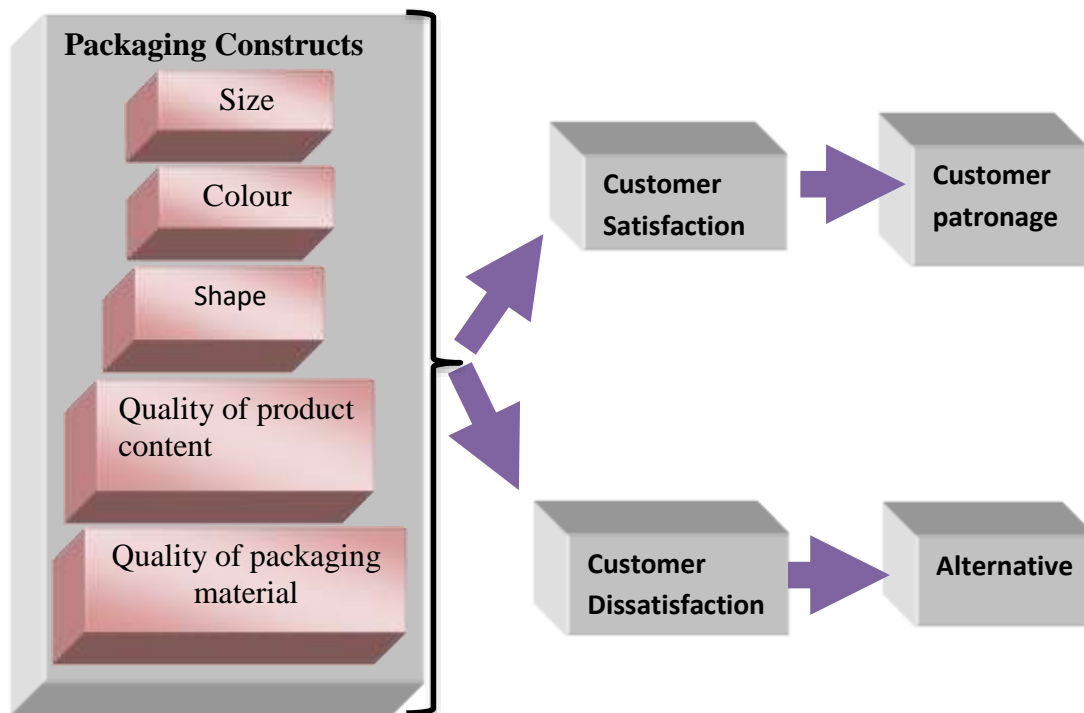

Fig. 1 **Conceptual framework showing the model of independent and dependent variables**
Source: Author's Conceptual Framework, 2016

RESEARCH METHODS

The study used descriptive and inferential statistics. The descriptive was used to elicit information about the demographic characteristics of the respondents. This was done by using structured questionnaire, of which both content and face validity was tested by the experts in the field of marketing. The population comprised the customers that are consuming Bournvita in Ado-Ekiti. The choice of Ado-Ekiti was considered suitable among other towns in the state because the state capital served as a nerve center of which different people across the towns and villages were domiciled. The selected supermarkets and wholesale shops were based on location. Purposive sampling was used to select 350 respondents. The choice of purposive was hinged on the fact that customer patronage for Bournvita has a reason and this may be unique to each customer. Questionnaires were given to them to fill, especially, those that have already paid for the product. Out of the 350 distributed questionnaires, 322 were filled correctly and returned.

Seven Likert scales were used in this study. This have an advantages of eliciting more information from the respondents than five and six Likert scale used by Borishade, Oluseye, Favour and Prosper (2015) and Rasheed, Olanipekun and Adetunji (2015) respectively. Hierarchical regression model was adopted for analysis because it allowed entering variables in steps or blocks in a predetermined order, by researcher, instead of allowing computer entering the variables itself. Using hierarchical regression unfolded how the explanatory variables had independently and jointly predicted customer patronage.

3.2 Hierarchical Multiple Regression Model

$$CB = f(SZ) \dots\dots\dots\dots 1$$

$$CB = f(COL) \dots\dots\dots\dots 2$$

$$IB = f(SH) \dots\dots\dots\dots 3$$

$$IB = f(QC) \dots\dots\dots\dots 4$$

$$IB = f(QM) \dots\dots\dots\dots 5$$

$$IB = f(SZ, COL, SH, QC, QM) \dots\dots\dots\dots 6$$

Integrating equation one to equation five together

$$IB = (\beta_0 + \beta_1 SZ + \beta_2 COL + \beta_3 SH + \beta_4 QC + \beta_5 QM + \varepsilon) \dots\dots\dots\dots 7$$

$$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5 > 0$$

Where:

SZ = Size

COL = Colour

SH = Shape

QC = Quantity of content

QM = Quality of packaging material

ε = Error term

RESULTS AND DISCUSSION

Table 1: Distribution of demographic variables

Variables	Frequency	Percentage (%)
Sex		
Male	127	39
Female	195	61
Age		
20-30	89	28
31-40	101	31
41and above	132	41
Marital Status		
Single	108	34
Married	132	41
Others	82	25
Educational		
University	212	66
Polytechnic	110	34
Occupation		64
Civil Servant	207	
Others	115	36

Source: Field Survey, 2016

Table 4.1 unfolded the characteristics of the respondents. Sex showed that female have the highest frequency value (195) (61%). While male have frequency value of 127 (39%) value. The Highest percentage value for female may be due to the fact that women shoulder most of the responsibility of going to market to purchase goods. Considering age, 41 years and above got the highest frequency value (132) with the highest percentage of 41%, 31-40 years got 101 value with 31% while 20-30 got 89 values with 28%. Also, 41 years and above take the lead. But while considering the closeness of the percentages, it shows that age bracket 30-40, and 41 and above purchase more of Bournvita. Many reasons may have led to this, among are; married, family size, taste, fashion

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and so on. It shows that married take the lead of the highest values (132) followed by single and others respectively. Reasons for this may not be different from what was obtained in 30-40, and 41 years and above. Moreover, respondents from University had the highest frequency value of (212) with highest percentage value of (66%) The reasons may be attributed to the three Universities (Federal, State and Private) currently operating in the state. While Polytechnic take the next value. In the case of occupation, civil servants take the highest frequency value and percentage (207 and 64%). This may be attributed to the fact that the state is more of civil servants than industrial workers. Besides, civil servants have a culture of stocking provision, and buy for their children at home or in hostel.

Table 4.2 **Hierarchical Multiple Regression Analysis for effectiveness of product packaging on consumer patronage Model Summary(b)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.463	.215	.207	3.53900	.215	28.403	3	312	.000
2	.514	.264	.252	3.43673	.049	10.423	2	310	.000
3	.567	.322	.304	3.31462	.058	8.754	3	307	.000
4	.592	.350	.325	3.26588	.028	9.415	4	303	.011
5	.628	.395	.362	3.17341	.0.44	5.479	4	299	.000

Source: Author's computation of SPSS output, 2016

a Predictors: (Constant), Product size, Product colour, Quality of packaging material, Quality of product content and Product shape.b Dependent Variable: Customer patronage

Table 4.2, showed the comparism of each of the five models used. Model one, indicated correlation coefficient between the explanatory variables and customer patronage with R value of .463, .514, .567, .592 and .628. Change in R^2 values showed the contribution of each of the predictors to customer patronage. Product size accounted for 21.5% of variation in customer patronage. Colour accounted for 26.4%, quality of package material accounted for 32.2%, quality of product content accounted for 35% while shape accounted for 39.5%. The result from R^2 values showed that size contributed 21.5%, colour contributed 4.9%, quality of package material contributed 5.8%, quality of product content contributed 2.8% while product shape contributed 4.4%. On examination of explanatory variables, it can be deduced that each variable has significant positive effects on customer patronage. Hence, it can be affirmed that there is a nexus between the two observable variables. This findings is consistent with the findings of Zekiri and Hasani (2015), Borishade, Oluseye, Favour and Prosper (2015), Ahmed, Parmar and Amin (2014), Hess, Singh, Metcalf and

Danes (2014), Mousavi and Jahromi (2014), Gilaninia, Ganjinia, Moradi (2013) and Deliya and Parmar (2012).

However, the present research findings contradicted the findings of Azad and Hamdavipour (2011) which stated that it is only informative that is capable of influencing consumer's purchase confidence while visual elements were considered to be of less effective. Moreover, ranking in order of importance, product size take a lead, followed by quality of package material, product colour, product shape and quality of product content.

The order of significance of the variables has practical implications. The first is the product sizes. Bournvita has various sizes making the product affordable for all classes of incomes. This suggests that consumers' levels of income should be considered in product packaging. In this respect, customers should be classed based on their income. Bournvita is a necessity that its consumption is important for students, educated, market women, farmers, and all classes of human being. As noted in table 1, the working class constituted 72% (31 years and above)and mainly civil servant (64%). Civil servants are middle class people, whose income, in Nigeria today were usually irregular because of the bad state of economy, this culminated in arrears of unpaid salaries, making it difficult to buy a big size of Bournvita.

Bournvita distributor should then be arranged to stock various sizes of Bournvita, particularly, the size that would appeal to students, and middle class people. Providuers should also structure their distributions in such a way that cities like Lagos, PortHarcourt and so on, where incomes are high, should have big sizes than small sizes and distribution outlet with low income buyers' characteristics would have smaller sizes than big sizes. One advantage of this is that, distributors and company turnover would increase; overstocking of big sizes in low income areas and under stocking of big sizes in high income areas would be avoided and vice versa. Consequently, expiration of products, because of unsold stock, would be minimised.

Producer should not only be concerned with package colour but the product colour itself. Colour suggests different things to different traditions. While black, for instance, can be attractive to certain traditions, it may be repulsive to another. Because of the traditional conception of that colour, if attractive colour is used to package, but repulsive colour is used to present product, after opening the package, the product could be repulsive. Therefore, producers should strive to adopt colours that suggest the same meaning to all traditions. If not found suitable, colour discrimination can be adopted, for the same product, in different traditions, while the product quality remain the same.

That quality of packaging follows size (ability to purchase) is not a mere coincidence. Purchased materials may not be consumed at once, and hence, there may be need to keep unconsumed part for few days. Good quality packaging that can preserve product for few days is then important to consumers. In Nigeria of today, the most common preservation means were fridge and freezer. However, with irregular electricity, producers should be concerned with providing packaging materials that can offer few days preservation. In this respect, nature of the product should be an important determinant of the package. For instance, if Bournvita is expose to air it will melt. Bournvita package therefore, should be air tight. And package of all sizes should be design to guarantee seal back after use if the content is not exhausted at once.

The position of quality of content did not suggests that consumers of Bournvita were not mindful of product quality, rather, we conceived it as a reflection of the fact that consumers were well

informed of the purpose of the research, which is mainly to consider product packaging rather than product quality. Product quality can be known only after a purchase has been made. And packaging can cause attraction which could lead to purchase.

Product shape may be important to customers in few areas, namely, handily of product. The fact that this variable comes last in the hierarch may be due to the fact that after purchase of a product, the product would be put inside ordinary or customise polythene bag and this played down the importance of attribute of shape such as convenient handily.

CONCLUSION, RECOMMENDATIONS AND POLICY IMPLICATION

It is concluded that customer decision to patronise a product can be encouraged through strategic packaging of products. In other words, good package is an effective tool that can enhance consumers' patronage of Bournvita. Based on these findings the study recommended that;

i. Production of various sizes of product should be encouraged to allow customers have the opportunity to make a choice based on their income.

ii. Again, company should carefully choose colour combination that are capable of appealing to customers' interests and consequently influence their choice of a product by mere sighting of the package.

iii. Container should be of high quality material that will allow the end users to preserve product for some time, and perhaps reuse the container for other purposes even after the content might have been consumed.

iv. Management should adhere and give priority to the quality of product content that can easily dissolve in cold and warm water; and also give it a good colour that can attract rather than repulse on sighting.

v. More importantly, attention should be given to the shape of the product for the sake of convenience and proper handling within and without the business environment.

Policy implication:

Research and development efforts of the producers should be strengthened to know appropriate sizes of product for different categories of income; to identify colours suitable and appealing to different cultures for appropriate discrimination of colours when packaging for different cultures; to know characteristics of packaging quality that customer would find useful; and shape of the package that customers would considered appropriate. Above all, what product attributes could constitute good quality so that product would continuously be effective to customers, and company can enjoy perpetual patronage.

Further studies: Since it is not only visual elements that constitute packaging of Bournvita, therefore, further investigation should be carry out on both informative and visual elements to know, which among the predictive factors that is capable of influencing customer patronage for Bournvita.

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