

# INFLUENCE OF PRODUCT PACKAGING INFORMATION AND VISIBILITY ON CONSUMER BUYING DECISION FOR BRANDS OF BREAD IN DELTA STATE

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## ABSTRACT

*The study investigates the influence of product packaging information and visibility on consumer buying decision of brands of bread in Delta State. The study adopted a descriptive research design using a survey research method. The population of the study comprises of the consumers of brands of bread in Warri, Asaba and Sapele. The sample size of 384 consumers was derived using Topman formula, which is used for unknown population. A structured questionnaire was used for data collection. Data collected were analyzed using descriptive and inferential statistics while the hypotheses formulated were tested using multiple regression statistical technique at 0.05% level of significance. Findings of the study indicated that product package information and visibility had a positive significant influence on consumer buying decision for brands of bread in Delta State. The study concludes that customer choices for brands of bread in Delta State were significantly and positively influenced by product packaging. The study recommended that bread manufacturers and other stakeholders should continue to invest in and enhance product package information to sustain consumer purchase of brands of bread in Delta State. They should also endure to maintain and improve on the visual attributes of the bread package to sustain consumer patronage.*

**Keywords:** Product, packaging, information, visibility, buying decision

## 1.1 INTRODUCTION

In reality, every business firms strive competitively to keep existing customers and encouraging new ones for their products and services in the industry. Packaging is one of the most important operational marketing techniques and practices that certain businesses use to keep and promote both existing and new consumers. To put it another way, packaging serves as a marketing technique that is primarily intended to preserve and uphold a product's reputation in the eyes of the public (Dillon, 2023). Businesses are gradually realizing how effective attractive packaging is at evoking and establishing instantaneous or spot-on consumer recognition of a brand in recent times (Keller & Armstrong, 2018). Packaging though an aspect of physical product casing is an

integral tool of modern-day business operations to protect products and services against competitors in the industry. In the cutthroat business world, it's also a crucial component of the marketing mix that projects the company's brand image. Physical products need packaging to prevent damage and make the product and brand appealing to the intended consumer base for attention and acquisition. It is essentially designed to protect, promote and provide convenient recognition and handling of the product. Displaying a product is very important in attracting the attention of the consumer to buy the product; therefore, an alluring package/package becomes imperative.

Dillion (2023) defined packaging as the activities targeted towards the designing and producing the container or wrapper for a product. However, packaging has evolved beyond simply producing a container to protect and preserve the product image; it has evolved into a marketing promotional tool that replaces the traditional salesman system by attracting consumer attention, giving a unique and positive impression of the product, and providing current information about the product as well.

Packaging equally helps consumer to carefully identify and differentiate a product from competing brands of rivals in the market place and space. Package is a product protection and value creation method from the external environment (Rambabu & Porika, 2020). Packaging is also defined as a material that contains a consumer good with the aim of keeping it clean and ensuring that the product can be attractively presented (Hiren, 2022). Product packaging is seen as an external component of a product, meaning that while it is connected to the actual product, it is not a part of the actual product (Maimuna et al., 2021). Packaging is the external part of a product that embraces the physical appearance of the container and it includes the design, colour, shape, label and materials used. The extrinsic element is used to identify, characterize, safeguard, exhibit, and market the product. Additionally, it is designed to be readily marketed, stored, and protected from harm (Nur et al., 2020).

In order to get a competitive edge, the majority of marketing companies also work in packaging, creating a box that presents an appealing image that will draw customers in. The packaging has evolved into a symbol in modern marketing that conveys positive or negative inferred meanings about the product. Packaging is becoming a useful tool in the cutthroat marketing world for capturing consumers' buying intentions. Packaging affects the buying decision-making process of some classes of consumers in the market. It gives firm the ample opportunity to convince a prospective customer towards brand selection, because consumers are exposed to packages as a form of promotion (Benjamin, Ajisafe et al., 2019; Hiren, 2023). Packaging makes identical products stand out from one another and makes it easier for customers to select the ideal product from a large selection of similar products.

Consumer buying decision making process relates to series of activities that the consumer undertakes before purchasing a product; starting from the searching for information and evaluating alternatives about the product before arriving at a decision of choosing and eventually purchase of such a product with the sole aim of satisfying his/her needs and desires (Olalekan & Adewale, 2019). However, the effect of packaging on the consumer's purchasing decision making begins firstly; by influencing his/her perception about the product through the visual elements of the package display, such as design, colour, size, and shape, then, stimulating the emotional areas of

his/her brain to influence his/her preferences and choices as well. Often times, most marketing firms have come up with different innovative packaging in order to have more market-share for their brands as a process of motivating consumers to patronize and purchase their products. This has invariably forced the company to take on a variety of innovative projects and calculated risks in order to position their product for competitive advantage. According to Sanfilippo (2023), packaging features typically raise consumer awareness, give clear information about the product and communicate it to the audience of the target consumer, as well as communicate the brand attributes that will position the product in the minds of consumers and, in the end, set it apart from its rivals' or competitors' products. The study' objective is to determine the influence of product package information and visibility on consumer buying decision for brands of bread in Delta State.

## **2.0 LITERATURE REVIEW**

### **2.1 Product Package Information**

Product package information refers to the creation of the exterior of a product. It contains choices for shape, material, and colour as well as fonts, graphics, and colour that may be used to wrap, a box, a can, a bottle, or any other type of container (Beacom et al., 2021). One useful element that aids in efficiently delivering the goods to the customer is the packaging design. Additionally, it engages us through sight, touch, and sound—and, depending on the product or package, maybe smell and taste—while narrating a tale (Marr, 2023). Understanding the product, who is purchasing it, and how they are purchasing it are all important steps in the packaging design process. Prior to beginning the design process, it is critical to identify the target demographic or ideal customer. The ideal customer should be drawn in by the product's packaging design (Khan & Ullah, 2014).

In the opinion of Yew, et al. (2020), the physical materials and design elements used to encase and present a product are known as product packaging information. It includes the wrapping, box, or container used for protection during storage, display, and transit. Packaging also acts as a brand ambassador and a communication tool. Information about product packaging passes through several design, production, and printing procedures. Information on packaging should ideally be practical and functional, visually appealing, and consistent with the brand's identity. When developing packaging, factors like cost-effectiveness, sustainability, and durability are carefully taken into account (Yew, et al., 2020).

#### **2.1.1 Legal Requirement of Packaging**

Design of packaging is characterized by the needed information, which is been required by the relevant regulatory agencies such as National Agency for Food and Drug Administration and Control (NAFDAC), Standard Organization of Nigeria (SON), International Standard Organization (ISO) and Manufacturers Association of Nigeria (MAN) to appear on it. These legal requirements direct all firms to give appropriate information on the product such as:

- NAFDAC number
- Manufacturing date
- Expiring date
- Manufacturing address
- Product description
- Storage condition
- Net weight
- Nutritional Information/ingredients

- Usage Instruction
- Country of origin

These needed information gives credence to the product by motivating the consumers to buy the products. If these legal requirements are not discovered in the product's box design, many customers could believe that the item is low-quality, unoriginal, or (fake) inferior. Some product packaging, however, is so badly made that it is unable to draw in or trick a potential buyer into becoming a customer. For certain products, the majority of these authorities fall short in ensuring compliance.

### 2.1.2 Obtaining Legal Ownership

The legal ownership is informative, an important aspect of product packaging. This ensures that the product is properly identified and protected. The following are the means of obtaining legal ownership.

**Trademark:** Trademark is used to differentiate product packaging from other competitor, and all requires the technological and innovative expertise to secure the ownership of these legal rights.

**Patent Right:** This right is solely given to a manufacturer that came up with new innovation or who invented a new product into the market.

**Copy Right:** It gives the existence and ownership. The right by law to be the entity which determines who right as it pertains to one or more production.

**Logo:** Logos serve to represent a given firm through a visual image that can be easily understood and recognized. As a key part of an organization's identity, a logo must try to communicate the brand essence of a company or what the organization represents.

## 2.2 Product Package Visibility

Product pack visibility is defined by Shukla et al. (2022) as the capability of products to be discovered, recognized, and interacted with. The conventional view is that the visibility of product packaging is significantly impacted by two primary elements: the product's placement within the store and its presentation to the consumer. The positioning of products inside an online catalogue is important in e-commerce, but how they show up in front of a potential customer has a greater influence on whether or not they make a purchase (Rambabu & Porika, 2020). Product packaging visibility, product safety, weight, cost, ease of opening and re-sealing, ease of use and aesthetics are parameters that must be given utmost importance to during the packaging process and in that particular order.

According to Dillion (2023), product packaging visibility does not only mean the "Shelf-Share" of the product but the packaging aspect of it i.e. (the allure, appeal, and attractiveness). Dillion (2023) highlighted that visibility can have several benefits for businesses. Increased brand loyalty is one of the biggest advantages. Customers are more inclined to trust a company and stick with it when it is open and honest about its goods and services. Walker, McGuinty, Charlebois & Music's research study from 2021 revealed that 94% of consumers are inclined to stick with a brand they believe to be transparent. Furthermore, 73% of consumers are prepared to pay extra for a product that they believe to be completely transparent. Another benefit of product pack visibility is to improved communication among all stakeholders. In addition, when communication is open and honest from the outset, everyone benefits. Product packaging visibility can also lead to transparent consumer buying decision-making, which leads to trust and goodwill among stakeholders.

### 2.2.1 Attributes of Packaging under Visibility

An increasing number of marketers are becoming interested in using package features as an effective marketing technique to advertise goods and services. Packaging is one of the most important factors influencing consumers' purchasing decisions and has a significant impact on marketing strategy (Lim et al., 2020).

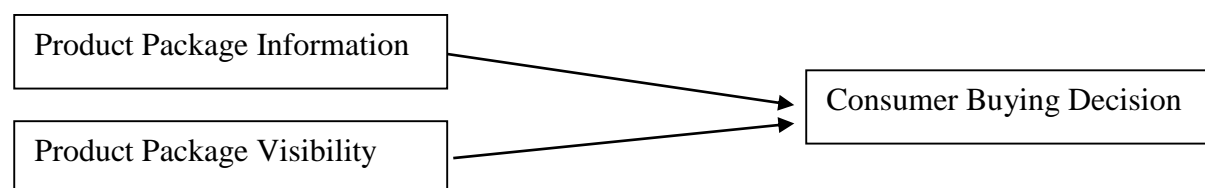
### 2.2.2 Brand Awareness

Brand awareness is the process a customer recognizes a brand in a variety of contexts. Two aspects of brand knowledge are brand awareness and the associative network memory model (Keller & Armstrong, 2018). When making a purchase, consumers take brand awareness into account. A buyer cannot move forward with a purchase unless they have confidence in the product category and the brand they are interested in, and they must be able to comprehend a sufficient number of distinct qualities to make a purchase. According to Keller and Armstrong (2021), creating brand awareness is the first stage in promoting a new product or reviving an established brand. According to Keller et al. (2021), brand awareness is correlated with the ways, in which brand identities are stored in consumers' memories and is quantified by how effectively customers can recognise the brand in different contexts. Strong brand awareness can be a predictor of future brand success, and it plays a significant role in the decision-making process when consumers make purchases.

## 2.3 Consumer Buying Decision

Buying decision is one of the main components of consumer behaviour. Consumer buying decision is the step by step that consumers use when buying goods and services (Nwobodo et al., 2023). A buying decision is a problem-solving strategy used in human activities to fulfil needs and desires by acquiring an item or service. It includes identifying needs and wants, gathering information, weighing options, making the purchase, and acting on the purchase behaviour (Swastha, 2012). Consumer behaviour can be defined as specific actions taken by an individual that are directly related to the usage of products and services, as well as decision-making regarding the planning and execution of activities. The decision-making process that consumers use to make purchases will depend on their behaviour. The steps a customer must take before making a purchase are described in this buying process. How customers truly make their purchasing decisions require a grasp of the fundamental psychological processes (Okeke & Amobi, 2020). The manner a particular consumer makes his/her buying decision may be differ from that of others; hence, the individual consumer involved and the context in which the decision is made; determine how the decision will be.

### Conceptual Framework



**Figure 2.1:** Conceptual model of components and their hypothesized relationships

### **2.3.1 Product package information and consumer buying decision**

Information is the most significant aspect of product packaging that impacts on consumer buying decision. Due to increasing self-service and changing consumer lifestyles, impulsive buying behavior is growing increasingly (Ahmad, Billo, & Lakhan, 2012). A product package should be informative with visual appeals, Dibie and Olannye (2022) so that customers can quickly recognize and distinguish a company's products from others. Production package information creates the first impression in the minds of consumers. Consumers tend to develop interest on product when its packaging is informative.

### **2.3.2 Product package visibility and consumer buying decision**

Visibility of packaging can influence consumer's buying decision and attraction in many different ways. The elements of packaging and its influence on consumers buying behaviour as studies may have it (Adelina & Morgan, 2007) reported that in recent time visibility and packaging could be considered as one of the most essential elements of marketing communications. They indicated that visibility of product's packaging has an important influence on buying decision of consumers, revealing that the influence of elements of packaging can influence the buying decision of consumers.

## **2.2 EMPIRICAL REVIEW**

Salem (2022) studied the Effect of Visual and Verbal Elements of Food Product Packaging on Consumer Buying Decision. The objective of the study is to identify consumers' attitudes toward the visual and verbal elements of food product packaging and to examine its impacts on their buying decision. An online survey research design was used. The population of this study was the consumers in United Arab Emirates. The participants were asked to answer an online survey based on their past or current experience with food products shopping and the extent to which the product's packaging influences their buying decisions. Online questionnaire was used for the collecting of data in order to test the validity of the research hypotheses. The sample was determined based on the number of participants in the online survey. A total of 200 questionnaires were submitted back and used in the final analysis. The questionnaire consisted of three separate parts; the first part was regarding participants' demographic characteristics. The visual elements were measured by 23 five-point items (1=strongly disagree/ very unsatisfied to 5=strongly agree/ very satisfied) included the effects of package design (5 items), package color (5 items), package size, package shape (6 items), and package materials (3 items). Also, the verbal elements measured by (10 items) (1=strongly disagree to 5=strongly agree), including the effect of product information (4 items), brand name (4 items), and country of origin (2 items). The third part included (6 items) to measure the effects of packaging elements on the consumers' buying decisions. The findings shows that the visual elements of packaging (Color – Design – Shape) affect positively consumers' buying decisions for food products. The results also indicates that the verbal elements of packaging (Product Information – Product Name) affect positively consumers' buying decisions.

Ladipo and Rahim (2013) investigates packaging and the incidence of information overload in a low-risk market, with special reference to grocery products. A descriptive research design based

on cross-sectional approach was employed. Simple random sampling technique was used to select three retail stores within Lagos metropolis. A total of 300 consumers were surveyed, using convenience sampling technique. The approaches to data analyses were descriptive (mean and standard deviation) and inferential statistics, using Pearson moment correlation analysis. Obtained data were analyzed via Statistical Package for Social Sciences (SPSS-17). Findings of the study shows the following propositions: Firstly, packaging is significantly recognized as a source of product information. Secondly, consumers are aware that packaging carries product information. Thirdly, consumers employ packaging information to make purchase decision. Finally, consumers considers (7 items of product information) adequate in making purchase decisions. The study concludes that consumers make use of few items of product information on packaging and the need for companies to take into consideration only items of product information that are relevant to consumer purchase decision. It was observed that this will reduce information overload and simplify consumer buying decision. However, focusing on these key items of product information will also reduce cost of production, which leads to price reduction, increased patronage and by extension profitability.

## **2.3 THEORETICAL REVIEW**

### **2.3.1 Theory of Reason Action (TRA)**

The Theory of Reasoned Action (TRA) was developed by Martin Fishbein and Icek Ajzen. According to Idibie and Olannye (2022), theory of reasoned action is a model that has its roots in the study of social psychology, a relationship between a person's beliefs, attitudes, intentions, norms, and behaviors. This paradigm asserts that a person's behavior is impacted by their desire to carry it out. The individual's opinions and subjective rules about conduct form this intention in and of itself. According to the idea, subjective norms are a person's view of what the majority of key people in his life feel he should or should not do. According to the reasoned action theory, people's intentions influence their actions, while their behaviors foretell their intentions. Intentions are determined by attitudes toward the conduct, perceived norms, and perceived behavioral control (Idibie and Olannye, 2022). However, TRA model has an equation whereby: Behavioural Intention (BI) = (Attitude Towards the Behaviour (ATB) + Subjective Norm (SN)). This theory shows how consumers make buying decisions based on information, attitude norms are stable and consistent while behavioral intentions predict actual behaviour. It is obvious that, this theory is relevant in terms of purchasing decision.

## **3.0 METHODOLOGY**

The study employed a descriptive research design with a survey methodology. The research design provides an all-inclusive technique for data collecting; the significance of the research design is to choose a research approach, a sample plan, an experiment, and a questionnaire (Penneerelvam, 2014). Survey research design is one in which a group of items are studied by collecting and analyzing data from only a few items believing or considered to be representative of the whole group.

The study was carried out in Warri, Asaba and Sapele that represented the three senatorial districts of Delta State namely; Delta North, Delta South, and Delta Central. Delta State is a state in the South South Geopolitical Zone of Nigeria with a common boundary with Ondo to the West, Edo to the North, Bayelsa to South, and Anambra to the East. Delta State has a population of 4,112, 445 people according to the last census figure (National Population Census 2006) with a Landmark of 17,163.056km<sup>2</sup> (square meters). The state has the following as their ethnic nationality; Urhobos, Isokos, Ijaws, Itsekiris, Ukwanis, Delta Igbos and immigrants. The population of the state comprises of both Federal and State civil servants, private business men/women, farmers and Artisans. The population of the study comprises the consumers of brands of bread under study in Warri, Asaba and Sapele. The population size is unknown because there is no sampling frame, no register or data base that specified the total number of consumers of brands of bread in the specified areas under review. The sample size of the study was determined using Topman formula which is used for unknown population or population proportion determined through a pilot survey, previous survey, intuition or using already established parameter. The estimation of the proportion; P (bread consumers) and Q (non-bread consumers) was sought through a pilot study as contained on table 1.

**Table 1: Determination of Proportion of P and Q through Pilot Survey**

Name	Consumers of brands of bread under review (Yes)	Non-consumers of brands of bread under review (No)	Total
Asaba	9	11	20
Warri	27	33	60
Sapele	12	8	20
<b>Grand total</b>	<b>48</b>	<b>52</b>	<b>100</b>
<b>Proportion</b>	<b>P (0.48)</b>	<b>Q (0.52)</b>	<b>1.00</b>
<b>Percent</b>	<b>48%</b>	<b>52%</b>	<b>100%</b>

Source: Pilot Study, 2024.

Table 1 shows that out of one hundred persons contacted in Asaba, Warri and Sapele, 20 persons each from Asaba and Sapele and 60 from Warri to determine the proportion of the consumers of brands of bread under investigation and also those who are not. 48 persons representing P (0.48) were consumers while 52 persons representing Q (0.52) were not consumers of bread brands under review in the geographical areas visited. This was supported by (Malhotra & Birks, 2007).

Applying the Topman formula:

$$n = Z^2 (PQ)/e^2$$

Where:

n = Sample size

Z = Confidence level of 95% ie 1.96

P = Proportion of positive response or those likely to be included (consumers) = 0.48

Q = Proportion of negative response or those to be excluded (non- consumers) = 0.52

e = Error margin (5% level of significance)



Applying the formula

$$n = (1.96)^2 \times 0.48 \times 0.52 / (0.05)^2$$

$$n = 3.8416 (0.2496) / 0.0025$$

$$n = 0.95886336 / 0.0025 = 383.54$$

Therefore, the sample size (n) = 384 (approximately).

A structured questionnaire was employed to collect pertinent data for this study. The questionnaire was divided into two sections: part A contains the respondent's personal bio-data, and section B contains the study's specific objectives, which include 25 questions. The study used the Likert scale approach, which ranged from Strongly Agree (SA) = 4, Agree = 3, Disagree (D) = 2, and Strongly Disagree (SD) = 1. The sampling elements were reached using a convenient sample technique. This means that only consumers who were present at the shopping locations and consented to participate in the study were given copies of the questionnaire and returned promptly after completing it out.

The data generated from the field survey were presented in frequency and percentage tables, with descriptive and inferential statistical techniques used to reach generalizations and conclusions. The descriptive statistics made use of simple percentage to analyze the questionnaire response background profile and also to reveal the pattern of responses from each of the multiple regressions. Multiple regression analysis was utilized to evaluate the hypotheses at a 5% level of significance. This is for the purpose of ascertaining the strength of relationship that exists among the variables. Also determine to what extent the independent variables accounted for change on the dependent variable, as well as to test the statistics significance that exists among variables respectively. This was done by using Statistical Package for Social Sciences (SPSS) computation software version 23.0 for window package.

If the probability value calculated is lesser than the critical value of 5% (0.05) it is vital to conclude that the given parameter is significant. In this scenario, it is accepted that there is need to reject the null hypothesis and to accept the alternative. Gujarat and Porter (2009) stated that when we reject the null hypothesis, we say that our findings are statistically significant and vice versa thus the p-value is at (0.05).

Accept Ho, if the p-value if greater than 0.05 and reject Ho if the p-value is less than or equal to 0.05.

#### **4.0 RESULTS**

**Table 2: Frequency Table Showing Respondents' Responses on Product Package Information**

Items	(4) Strongly Agree	(3) Agree	(2) Disagree	(1) Strongly Disagree	Total
5 I know that product package message is very crucial in purchase decision.	103	124	71	48	346
6 I like bread package that has enough information.	88	128	69	61	346
7 I consider the information on the label of the bread package before buying.	123	114	86	23	346
8 Information on product's manufacturing and expiry date is crucial.	156	118	57	15	346

**Source:** Field Survey, 2024

A careful look on table 3 shows that majority of the respondents agreed that product package message is very crucial in purchase decision. Majority of the respondents agreed that bread package that has enough information. A careful look on table 3 shows that majority of the respondents agreed that the information on the label of the bread package before buying. Also, majority of the respondents agreed that information on product's manufacturing and expiry date is crucial. This implies that consumers of brands of bread agreed that information on the product package is a significant factor.

**Table 3: Frequency Table Showing Respondents' Responses on Product Package Visibility**

Items	(4) Strongly Agree	(3) Agree	(2) Disagree	(1) Strongly Disagree	Total
1 I believe that product design draws customers to a point of purchase.	89	112	77	68	346
2 I think that packaged bread with unique appearance is easily identified by customers.	101	131	88	26	346
3 I trust that product package aesthetic label attracts consumer's attention.	99	115	79	53	346
4 I concur that packaging colour makes product stand out on the shelf.	114	126	67	39	346

**Source:** Field Survey, 2024.

A cursory look on table 2 shows that majority of the respondents agreed and also believed that product design draws customers to a point of purchase. Also, majority of the respondents agreed that packaged bread with unique appearance is easily identified by customers. Furthermore, majority of the respondents agreed that product package aesthetic label attracts consumer's attention. In addition, majority of the respondents agreed that packaging colour makes product stand out on the shelf. This implies that consumers of brands of bread agreed that product package visibility is a significant factor.

**Table 4: Frequency Table Showing Respondents' Responses on Consumer Buying Decisions**

Items	(4) Strongly Agree	(3) Agree	(2) Disagree	(1) Strongly Disagree	Total
1 I buy brands of bread because of the visibility of the package.	102	118	67	59	346
2 I decided to be buying brands of bread due to information on the package.	137	149	38	22	346

**Source:** Field Survey, 2024

An examination of table 4 shows that majority of the respondents agreed that they buy brands of bread because of the visibility of the package. Furthermore, majority of the respondents agreed that they decided to be buy brands of bread because of information on the package.

**Table 6: Multiple Regression Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	.781	.734	.718	1.012	2.002

a. Predictors: (Constant), PVIS, PINF

b. Dependent Variable: Consumer buying decisions on brands of bread

**Table 7: Multiple Regression Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardize d Coefficients	T	P-value (Sig.)	Decision
		B	Std. Error	β (Beta)			
	Constant	0.692	0.035		7.834	.000	
1	PINF	0.497	.039	0.483	5.423	.001	Significant (Accept HA)
	PVIS	0.428	.065	0.419	4.371	.012	Significant (Accept HA)

a. Dependent Variable: Consumer buying decisions on brands of bread

### **Test of Hypothesis One**

Ho<sub>1</sub>: Product package information has no significant influence on consumer buying decision of brands of bread in Delta State.

Hi<sub>1</sub>: Product package information has a significant influence on consumer buying decision of brands of bread in Delta State.

Based on table 7, the t-value of product package information is 5.423. There is a 0.001 p-value. Based on the specified significance level of 0.05, the alternative hypothesis is accepted and the null hypothesis is rejected. Therefore, we conclude that product package information has a significant influence on consumer buying decisions of brands of bread in Delta State.

### **Test of Hypothesis Two**

Ho<sub>2</sub>: Product package visibility has no significant influence on consumer buying decision of brands of bread in Delta State.

Hi<sub>2</sub>: Product package visibility has a significant influence on consumer buying decision of brands of bread in Delta State.

Based on table 6, the t-value of product pack visibility is 4.371. There is a 0.012 p-value. Based on the specified significance level of 0.05, the alternative hypothesis is accepted and the null hypothesis is rejected. Therefore, we conclude that product package visibility has a significant influence on consumer buying decisions of brands of bread in Delta State.

## **5.0 Conclusion and Recommendations**

Product packaging has proved to be a significant marketing tool primarily designed to hold and protect the firm's products in the minds of the consumers. Based on the findings of this study, the researchers concluded that product package visibility has positively and significantly influenced consumer buying decisions on brands of bread in Delta State. Additionally, product package information has had a positive and significant effect on Delta State consumers' decisions about which brands of bread to purchase. Based on the findings from this research work, the following recommendations are proffered:

1. Bread manufacturers, brand managers and dealers as well as other stakeholders should continue to invest in and enhance product package information so as to sustain consumer purchase of brands of bread in Delta State.
2. Bread manufacturers, brand managers and dealers as well as other stakeholders should keep upholding and enhancing the bread package's visual attributes of the bread package so as to maintain consumer patronage.

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