THE EFFECT OF PACKAGING ON CONSUMER CHOICE
OF WASHING DETERGENTS IN NAIROBI

BY

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A Project Report Submitted to the Chandaria School of Business in Partial Fulfillment of the Requirement for the Degree of Masters in Business Administration (MBA)

USIU AFRICA

SUMMER 2015
STUDENT’S DECLARATION

I declare that this research project is my original work and has not been presented in any other university, college or institution other than United States International University, Nairobi for academic credit.

Signed ___________________________       Date _________________________

Sylvia Waitueka (ID No 625778)

This research project has been submitted for examination with my approval as the appointed university supervisor.

Signed ___________________________       Date _________________________

Dr. Peter Kiriri

Signed ___________________________       Date _________________________

Dean, Chandaria School of Business
ACKNOWLEDGEMENT

I would like to acknowledge and extend my gratitude to the lecturers of United States International University who instilled knowledge throughout my time at the institution.

Special thanks to my supervisor Dr. Peter Kiriri for his support and guidance from initial stages of conceptual inception to the final stages. I acknowledge and appreciate Jefwa Rua and Edward Mukasa who assisted immensely in the research process. Many thanks to the respondents who participated in the study and made it a success.
DEDICATION

To my family for supporting my endeavors, thanks and may God bless you.
ABSTRACT

The general purpose of this research was the assessment of the effect of packaging on consumer choice of washing detergents in Nairobi. More specifically, the research was guided by three research questions: What is the effect of Visual Elements of Packaging on Consumer Choice? How do Informational Elements of Packaging affect Consumer Choice? What is the effect of Functional Elements of Packaging on Consumer Choice?

The research used descriptive research design to answer the research questions. This was done through collecting primary data to determine the research objectives. The information was collected from a study population of three supermarkets with a total sample of 120 respondents.

Descriptive and inferential statistics was utilized in data analysis. This involved frequency, percentages and chi square tests. Tables and figures provided pictorial representation of the data for the research. Microsoft Excel and Statistical Package for Social Sciences (SPSS) were used in data analysis.

The research design determined the types of packaging that exist and the reason for their variant effects on the choice of consumers in Nairobi. Relationships were drawn on the cause of different packaging types and effects on choice. Chi squares were used to determine the relationship between the elements and packaging on consumer choice on detergents. The results were out-rightly positive in all situations for all elements visual, informational and functional. These showed the importance of carefully automating packaging in order to influence consumer choice and increase sales through marketing.

With regard to the question on the effect of visual elements on consumer choice, color was the most important factor of major concern by consumers. The respondents were very concerned with labeling of the packaging when asked the effect of informational elements on consumer choice. Of major importance regarding the effect of functional elements of packaging on consumer choice was the technology used. Detergent consumers were very concerned with the friendliness and safety of the package and thus the level of technology used was instrumental when choosing their product of choice.
From the findings, the respondents confirmed that most the visual elements, informational elements and functional are very critical when designing a package. In order to influence consumer choice on buying trends and patterns, these elements were taken into consideration and exercised. This helped gain competitive advantage.

The main conclusion was that consumers must be involved in the process of packaging so that the right decisions made by manufacturers without making any assumption regarding the final packaging of the detergents. This enhanced the marketing of detergents to a larger extent. It took into consideration the needs of the consumer as early as when making the decision to packaging till the time the product was delivered to selling points to when it was consumed.

An important recommendation made from the study was that with numerous technologies coming up that enhanced packaging the functionality of the package was the most important element. Better materials should be taken into consideration due to environmental awareness and safe guard the safety and health of the customers and their households. Manufacturers and investors aware of these factors while customers are rapidly becoming aware of packaging functionality and greatly it into consideration while making consumption decisions. Some technologies need to be used to enhance packaging through getting consumer feedback and generate their feedback.

Research and development for the market and involving consumers while designing the end product should be done more often by manufacturers. This is inorder to know consumer needs and standards for the packaging. All stakeholders, from investors to consumers, should be highly involved in the process. This will ensure all elements are captured effectively and the right elements are utilized.
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<tr>
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<td>Central Business District</td>
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<tr>
<td>IGD</td>
<td>Institute of Grocery Distribution</td>
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<tr>
<td>NCBD</td>
<td>Nairobi Central Business District</td>
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<tr>
<td>RFID</td>
<td>Radio Frequency Identification</td>
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Problem

Undoubtedly, consumer choice; especially for a consumer-centered marketing, is a significant determinant in the adoption of a firm’s marketing strategy and its performance in the competitive and dynamic environment of global market. According to the marketing concept, organizations have to satisfy consumer preferences so as to make profits. In the realization of this concept, companies must understand their customers’ needs and wants to provide products and services that their customers may purchase and use appropriately. The dynamics of consumer choice makes it difficult, because the thinking, feelings, and actions of consumers as well as the entire society at large are constantly dynamic and changing. The importance of ongoing consumer behavior research and analysis is highlighted by the growing fact of constant changes in consumers and their environments (Kolb, 2008).

The effects of globalization on consumer behavior have multiple consequences for the market and marketing strategies. The increase in the world trade and increasing integration of the world’s major economies will mean that decisions on marketing strategies will continue to be an important issue for academic research and marketing practice (Viswanathan and Dickson, 2007). As Zou and Cavusgil (2002) suggest there is a major gap in literature of generally accepted conceptualization of global marketing strategy. Henceforth, the increasing significance of marketing strategies on organizational performance and the growing impact of globalization on consumer choice and their response and attitudes towards it put companies in a dilemma of adopting variant strategies.

Point of purchase buyer decisions increases the potential for the packaging to influence choice product and communicate to consumers (Clement, 2007). It is said that the best way to make the first impression count is through packaging. The attributes in the packaging of tangible products could help protect your goods and impress your clientele. Protection often results in minimal competition whilst impressed consumers only buy
more and more of what you are selling. The packaging design is the driver for a firm’s communication of its goods. These attributes influence buying decisions among consumers and their selection of a single brand from various others on display. According to Rettie and Brewer (2000), packaging is an essential part of the selling process.

Packaging is in itself a sales promotion tool for corporations around the world. A consumer’s buying behavior also stimulated by the packaging visual, informational and functional elements amongst other characteristics. Packaging becomes an ultimate selling proposition, which often stimulates impulse buying behavior. Increases in sales and marketshare and reductions in market and promotional costs can be brought about by successful packaging. According to Rundh (2005), package appeals to the consumer’s attentiveness towards a certain brand, it goes further to increasing the brand’s image, and stimulates consumer’s perceptions about the product. Packaging conveys distinctive value to products (Silayoi and Speece, 2007). It works as an instrument for differentiation and helps consumers to decide on the product from a wide range of parallel products, while stimulating customer’s buying behavior (Wells, Farley and Armstrong, 2007).

Previous researches show no consensus on the overall classification of packaging elements and how different types of packaging impact on consumer purchase decision. A few researchers try to examine all potential packaging elements and their effect on consumer choice (Butkeviciene, Stravinskiene, and Rutelione, 2008). Others delve into specific elements of packaging and their effects on buyer decision (Ampuero and Vila, 2006; Madden, Hewett and Roth, 2000; Underwood, Klein and Burke, 2001).

The ability to understand consumer response to packaging in Asia is critical to food companies competing globally. This is due to the huge size of the market with its population estimated in the billions. Thailand is one of the leading markets for such trends with its packaged food industry being highly competitive. The Thai industry is a major player in the world market. Thailand is the world's fifth largest food exporter; more than half of its exports are made to three major markets namely Japan, North America, and Europe (The Nation, 2003). Packaged food products constitute to part of its massive amounts of exports. The rapid growth of modern retailing in Asian markets, where packaging plays a critical role in communication, merchandising and consumer choice, is
akeycatalystfor the competitive environment for fast moving consumer goods (FMCG) (The Nation, 2002).

Packaging, along with marketing and high quality raw materials, is one of the three critical areas where SMEs need to develop more expertise (Asawanipont, 2003). A key to maximizing the overall impact of packaging is by understanding consumer view and response to a package. Many observers, among them AC Nielsen which is a prominent international consumer research company, believe that consumers globally are likely to have a roughly similar response to any FMCG, despite their obvious cultural differences (The Nation, 2002). Understanding consumers in one highly competitive market should provide a useful guide for others, even if some details of execution need to differ across countries. Researchers have found numerous elements of behaviour toward FMCG brands to be similar among middle class consumers across a number of Asian markets (Speece, 1998, 2002, 2003). In many respects, consumer choice and preferences in these markets does not seem far off from how Europeans may view brands (Speece, 2000).

A key issue to note is that, in Asia, many consumers are loyal to a small set of FMCG brands, rather than to a single one. Often, hardly half the consumers have made specific brand choices before they enter the convenience store, as a few brands are acceptable to them. In this case it is evident that the package truly is critical for these shoppers hence, it ought to communicate the advantages of the food product inside. Many consumers are becoming more careful shoppers, paying more attention to information about packaged food products (Speece, 2003). This trend, indubitably, is across the board. For instance, in the UK, the Institute of Grocery Distribution [IGD] (2003), established that up from only 13 per cent in 2000 of consumers surveyed, 61 percent now look for product information on food labels.

Certain trends suggest that the demand for convenience will continue increasing as young consumers take their habits with them into old age and such is why it is a key driver for food choice worldwide (IGD, 2002). Research done by IGD (2002) came to a conclusion that more impulsive and impatient consumers have driven the transition toward more informal dining and a decline in the traditional fixed meal times. The trend is quite predominant in middle class population to the extent that some popular restaurant chains have found it beneficial, through modern retail stores, to move into distribution of
packaged food as their customers do not always have time for a restaurant meal (Jitpleecheep, 2003).

In the African market, the use packaging elements could offer a means to differentiate products and could have a positive effect on consumer purchase decisions. There is increasing interest in these markets with underprivileged population. This interest is likely to develop higher as African states intensify their efforts to fight poverty. Traditional higher income markets in South Africa and Egypt face possible strain as an effect of the global economic slowdown (Eighty20, 2009). Although the low-income market is a viable and highly untapped market, Knowledge Resources (2011) cautions that marketers need to take the time to understand Africa and realities of this market since its consumers display specific and unique needs relatively incomparable to the rest of the world. The purchasing power and preferences within this market necessitates that marketers offer more than just a product or brand.

Understanding the choice of consumers who have limited income and infrastructure and live in rural or urban informal settlements provides unique research challenges. The challenges, among which, include limited access to respondents, low literacy levels and language barrier (Huchzermeyer and Karam, 2006). Consequently, there is inadequate research on low-literate consumer shopping behavior. Actually, the purchase choice of an illiterate consumer has a higher likelihood of being based on implicit assumptions about literate consumer behavior (Gau and Viswanatha, 2008), disregarding the unique nature of the “poor” consumer.

According to Prahalad (2010), “emerging consumers”, those at the “bottom of the pyramid” should not be discredited since they constitute a significant market. Ironically, this market is often either seen as unimportant due to their limited income or exploited by availing to them low cost substandard products (Prahalad, 2010). In addition, in this market, little effort is made to comprehend the consumers’ needs and expectations. The result is a consistently under-served market by the organized private sector. Nonetheless, businesses that have overcome this skepticism realize that the African market offers viable business opportunities (Prahalad, 2010). A similar opportunity is found in the food industry whereby the food expenditure of the average household income of consumers in
the lower living standard measure (LSM) groups can amount up to 70% (Schönfeldt et al., 2010).

According to Kariuki and Karugu (2014), a successful shopper feels a sense of satisfaction, execution and fulfillment. Emotional and psychological shopping reasons have become the new wave of modern society (Keller, Aperia and Georgeson, 2008). In today’s dynamic and competitive environment, manufacturers are compelled to maintain the products and services up to standard quality in order to satisfy the consumer’s needs and wants and repeat purchase practices in the future especially for the first time buyers. Functional packaging may require necessary development of a nice package design of the product. Previous research evidence has shown that many consumers purchase product based on attractiveness of the product’s origin whereby it satisfies the consumers’ needs (Prahalad, 2006).

The consumer’s decision making process is influenced by internal and external environmental variables. Marketers have to understand these variables so that they know why consumers behave in the manner they do and how their minds are influenced and conditioned (Subrahmanyan and Gomez, 2008). With more than 900 million consumers in over 54 countries, speaking over 2000 languages, Africa is not a homogenous market where companies can merely import or manufacture products and try to sell to without considering the diversity and complexity of the consumers’ preferences, needs, aspirations and challenges (Mahajan, 2008). Conversely, there has been a paradigm shift, with fresh focus on strategies to serve this market better. Many local and international companies have begun to operate in emerging markets such as Africa (Mahajan, 2008). As African consumer’s progress up the economic pyramid, corporates are increasingly being attracted to this market.

Coughlin and Gerrishon (2012) research on product technology revealed that in Kenya, during the 1980’s, the choice of packaging materials by the Kenya Co-operative Creameries (KCC) had made marketing of milk unnecessarily foreign-exchange intensive. In spite of the existence of cheaper and well-developed technologies, KCC continued to use the packaging technology supplied by Tetra Pak, a multinational corporation. Subsequently, tetra pack classic and tetra pack aseptic, which is made from hard foil paper, were the only milk packaging designs for processed milk available in
Kenya (Muriuki, 2011). After the untimely liberalization of milk processing sector in 1992, ways of packaging, size of content and most of all the variety of milk products, has increased tremendously. A wide variety of milk processing technologies exist in Kenya and they dictate the method of packaging (Ynze, 2008). In such a basic industry as milk processing the effect of packaging on consumer choice can be seen as companies venture into different packaging types and sizes to satisfy variant needs.

Key preferences by consumers on the type of packaging features were an eye catching appearance which had to be distinct to the product and unmistakable. Youthful clientele cited appearance as a Unique Selling Proposition USP especially in the current competitive environment full of monotonous products. The aesthetic design, shape and color with creative printing and artwork on the package would lead to attractiveness of the product to consumers. Confectionery goods like candy are in this category which is the reason many supermarkets stack the teller counters with sweets so as to influence impulse buying and therefore increased revenues. In essence, impulse buying will occur when product display and attractive packaging is significant in product display (Ghani and Kamal, 2010).

Visual elements of the package represent the product especially for low involvement consumers, like most in Nairobi, or those in a hurry to make a purchase. Most consumers are attracted to the designs or quality of the package depending on their preference and perceptions. The challenge for marketers is on integrating a packaging decision model that is effective into the package of a product. The packaging elements are a crucial marketing communication tool. With new trends emerging in every industry, firms are known to update new color schemes every so often (Triplett, 1996). Automobile makers are an excellent example, known to change about 30% of their colors annually. They incorporate color consultants for advice on color schemes especially when launching new cars.

Functionality factors in clearly displaying directions of use, environmentally friendliness as well as safety measures help boost sales of some products in the line of cosmetics, games, aerosol sprays and detergents. Consumers find it important when the product they choose from the counter answers all the questions they have on its ability and degree to satisfy. According to Rettie and Brewer (2004), packaging design and its use as a vehicle
for communication and branding is developing as it takes the role of an element of marketing communication. Consumers often look at packaging before they identify the brand especially with FCMGs. This has kept true to a study carried out revealing that approximately 73% of buyer buying decisions are made at the point of sale (Connolly and Davidson, 1996).

Researchers endeavor to attach meanings to colors. Red has been associated with danger (Lane, 1991). Interestingly enough the color is common for packaging insecticide cans such as Doom brand by Reckitt Benkiser. Color meanings help in cueing consumers in the buying process. Pharmavite’s Nature Made vitamins, for instance, were packed in a black can with white labeling. After interviewing consumers, it was revealed that they mistook the vitamins for poison. The Western culture associates black with poison. Consequently, Pharmavite changed the package colors to beige and brown to avoid the misunderstanding (Lane, 1991).

**1.2 Statement of the Problem**

In their study on key factors that influence brand loyalty among soft drink consumers Kirwa, Chandrasekeran, Odera and Ogutu(2013) revealed that product price, customer satisfaction, promotion, cultural background, brand name, promotion, and brand quality were the strongest influencing factors among consumers. According to Kola and Akinyele (2010) creating effective communication with customers was concluded to be the most important aspect in services marketing during their study of effectiveness of advertising and personal selling in the services sectors. In that respect, the researcher intended to focus on the effect of packaging on consumer choice of washing detergents and mainly concentrate on Nairobi.

Packaging was important as a tool for branding and communication with the target market in the emerging competitive business environment. It was important to have an understanding of consumer behavior toward various products and how packaging came to light as a basis for their buying decisions. The Kenyan market was consistently underserved by the organized private sector owing to little effort made to comprehend the consumers’ needs and expectations especially through packaging. In his study on the
fortune at the bottom of the pyramid, Prahalad (2010) advised businesses to overcome this skepticism and realize that the African market offers viable business opportunities.

1.3 Purpose of the Study

The purpose of this research was to determine the effect of packaging on consumer choice of washing detergents in Nairobi.

1.4 Research Questions

1.4.1 What is the effect of visual elements of packaging on consumer choice?
1.4.2 How do informational elements of packaging affect consumer choice?
1.4.3 What is the effect of functional elements of packaging on consumer choice?

1.5 Importance of the Study

1.5.1 Investors

In Kenya, companies like Unilever covering a whole range of household products including detergents, packaging is imperative. The idea is to sell to their diverse clientele from different cultures. Consequently, for the company, the visual, informational and functional elements of the package can help them have a competitive advantage over Proctor and Gamble, Bidco Oil and other manufacturers.

1.5.2 Employees

This study provides proper guidelines for marketers in packaging their products. The research gives an intense understanding of the effect of informational, visual and functional elements on consumer choice. This will help marketers arrive at decisions on the marketing communications tools they could use on the packaging of their products to create the intended influence on their target consumers. The study is designed to appreciate packaging as a vital marketing promotional tool.

1.5.3 Academicians

The research will help in the assessment of the effect of packaging on consumer choice. More specifically, the research will investigate the influence of informational packaging
on consumer choice, the effect of packaging according to functionality and finally assess the influence visual packaging had on consumer choice. These three elements of packaging were typified each into two groups to examine their effect on product choices made by the end user.

1.6 Scope of the study

The study was meant to understand the effect of packaging on consumer choice. The specific area of study was the choice of washing detergents by consumers in Nairobi. The research reviewed responses from shoppers in three major supermarkets in the Central Business District; namely Nakumatt Lifestyle, Tuskys Enkarasha and Uchumi City Square Hypermat. In each supermarket, forty respondents were sampled for the questionnaire, giving a total of 120 respondents used for data collection. The research was carried out in the month of September to December.

This survey experienced limitations in non-cooperative respondents that were not willing to take the questionnaire while others experienced difficulty understanding the questions. These shortcomings were mitigated by offering incentives to respondents who took part in the survey. The researcher bought a 50g packet of additional detergent that the consumer purchased. The questionnaires underwent validation by pretesting so as to reduce ambiguity of the questions and ensure the respondents easily comprehended and responded with ease.

1.7 Definition of Terms

1.7.1 Packaging

Packaging includes any package or container by which necessary information about a product is communicated to consumers or marketed for sale (Rousta, Venus, Davar and Ebahimi, 2006).

1.7.2 Visual Elements

Visual elements are the properties that affect the emotions of consumer the way they transmit the information which include color and material quality (Silayoi and Speece, 2007).
1.7.3 Informational Elements

Informational elements can be defined as data that is accurate forms the basis of the product in the packaging (Lamela and Krigen, 2001)

1.7.4 Consumer

A consumer is a person that acquires goods or services for direct use or ownership rather than for resale or use in production and manufacturing as defined by Silayoi and Speece (2007).

1.7.5 Functional Elements

Functional elements includes the particular purpose of the packaging as opposed to the product itself in terms of the quality and structure (Orth and Malkewitz, 2008)

1.8 Chapter Summary

The decision to package enabled corporates create the right clout leading to profitability and a competitive brand presence in the dynamic business environment. At the same time the wrong package for tangible goods could have led to negative balance sheets and a landslide plunge into bankruptcy due to cash flow problems. However, studies on packaging concentrated more on visual elements in relation to the finances and performance of the corporate rather than the effect packaging had on the consumer choosing the product. In spite of the uncertainty, marketers and corporate owners packaged their products without doing proper research on consumer choice.

Chapter Two went through previous studies done by researchers on the subject of packaging. The relationship between consumer choice and packaging was reviewed in detail through data collection in Chapter Three. Thereafter data analysis was carried out in Chapter four whereby the data that was collected was presented in tables and figures. Chapter Five was important in discussing the data and making conclusions and recommendations for future research.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter analyzes previous research on the study of packaging. Different firms, globally and business practitioners and analysts have brought to light the influence and importance of packaging for goods. Using three research questions, the researcher will relate them to prior knowledge and suggest further research. Key elements of the package that primarily affect consumer choices and thus their purchasing decisions can be classified into three distinct groups: the visual, informational and functional elements.

2.2 Effect of Visual Elements of Packaging on Consumer Choice

Visual representation package with respect to color schemes, shapes, product price, symbols and the overall messages on a product are critical in influencing consumer choice especially in low involvement scenarios or when they are in a hurry (Silayoi and Speece, 2004). Low involvement goods are the category of goods bought without much thought and frequently. Their purchase and searching time is kept at its minimum. These products are usually of low value but of high volume (Hingley, 2007). Food and drinks fall under this category. Thus, a package has its critical characteristic of being the firm’s salesman on the shelf and can either attract or repel potential consumers.

2.2.1 Color of the Package

The development of color preferences can be best understood through associative learning. Associative learning occurs when individuals make connections among events that take place in the environment (Shimp, 1991). In it color preferences for certain products are learnt based on associations consumers have formed from their previous experiences. For example green is associated with nature and freshness. A favorable experience with a color leads to the consumer’s preference for it. The latter is often true. Classical conditioning is a mechanism for creating the association and explains the process of associative learning.
Classical conditioning has been used to alter products color preferences. Gorn (1982) paired blue and beige pens with music that was pleasant and unpleasant. Subjects were exposed to some pleasant music paired with a certain colored pen chose the pen of that color. Associative learning principles are seen to affect color preferences. Marketing and business practitioners who understand the paradigm of associative learning may manage to make better color decisions regarding aspects of the marketing mix.

Silayoi and Speece (2007) through focus groups he carried out found that both visual and informational elements in design packaging influenced purchase decisions. This is the reason marketers constantly use attractive visual imagery, recognizable characters, color and design to ensure their product stands out to consumers. This concept of visual elements is supported by Dammler and Middelmann-Motz (2002) who asked readers to picture each other in a foreign country where they could not read the language. In such an event, judgments about products would be made purely on a visual level.

Color constraints have become a new force that marketing practitioners are using to influence consumer purchase decision and therefore, make their products appeal to the buyers. An example is Igloo Products Corporation who developed colored coolers for their firm and incorporated a color consultant to come up with the colors. Igloo attributes a 15 percent increase in sales to the new colors (Silayoi and Speece, 2007).

Color is the product attribute that attracts consumers. It is also the variable of a product that allows buyers to make fashion statements. According to (Lane, 2011), the knowledge of color preferences of consumers is consequential because marketers who recognize which colors in their lines sell best may be able to trim product offerings and reduce manufacturing costs. The product photography, color combinations and graphics, all create an image on the package. There is a strong relationship between marketing communications and consumer decision-making especially in low involvement consumers. In this group, marketers believe that graphics and color become critical since the evaluation of product attributes is of less importance in their low involvement purchase decisions (Grossman and Wisenblit, 2009).

Marketers feel that that they should regularly update colors. Automobile manufacturers are known to change approximately 30 percent of their colors each year and use color
consultants to advise them on the color palette three to four years before a color is introduced (Triplett, 1996). Nonetheless, high risk purchase consumers fall in this category of conforming to the color trends. What’s of further interest is the fact that only certain product categories are commonly purchased due to the color preferences of the consumers. A clear understanding of these simple concepts and the product category can help firms avoid the unnecessary rush to match the current color trends.

Packaging represents up to 10 per cent of the retail cost of a product. The figure can go up to 40 per cent for luxury goods like cosmetics. However, Robertson (1990) argues that despite the key role packaging plays, it is often regarded as a necessary evil or an unnecessary cost. He acknowledges the viewpoint arises since the functions of packaging are either unknown or not considered fully.

The effect of color is the most obvious and well-studied (Imram, 1999). Food product expectations can be generated from cues like the packaging and color. Consumer perceptions of an acceptable color are associated with perceptions of other attributes, such as flavor, packaging, nutrition and satisfaction levels. Positive effect can be achieved by manipulating various packaging variables. Packaging color can be influential as well as clear packs that allow viewing food color and brand name appearance. In food service, the food products chosen for display and sale by caterers are selected for their color and appearance attributes (Imram, 1999).

2.2.2 Packaging Material Quality

The features of a package can accentuate a product’s uniqueness and originality. Quality judgments are highly influenced by product characteristics reflected by packaging. These judgments play a role in the formation of brand preferences. If the package communicates low quality, consumers frequently assume that the product is of a similar quality. If the package appears to be high in quality, consumers transfer the quality perception to the product acknowledges Underwood et al. (2010). Packaging is symbolic in communicating favorable or unfavorable implicit meaning about the product.

The permeability of the packaging material is a critical feature of the package affecting the quality of the product especially if its food. Quality materials should be selected to provide an extended shelf life with excellent barrier properties. Therefore, based on
permeability, understanding factors for material selection is an essential part of the package design process. The traditional passive packaging is not effective in protecting food products because of constraints in food distribution and storage. The innovation of active packaging has emerged due to stringent food additive regulations, the extended shelf life of processed foods and the consumers demand for minimal addition of preservatives to food products.

Plastics, synthetic, polymeric products of the petrochemical, coal or gas industry; can be molded into any shape, are aesthetically pleasing and have low density and friction coefficient (Soroka, 2012). Synthetic polymers, biopolymers are also available. They are intended to be more sustainable, eco-friendly and biodegradable. However, these biomaterials have not been able to replace plastics due to the technical and economic advantages the latter offer. Plastics are made from polymers that consist of chemical compounds composed of long molecules made up of chains of small repeat units (monomers).

Migration of compounds from the packaging into the product may cause odors, different flavors, or other compounds. This may pose a risk if migration occurs under conditions that can cause regulatory concerns. Absorption of product components into the packaging is another interaction that could affect the quality and safety of the products. Some interactions can eventually affect the overall integrity of the package and product. Additives have a significant role in molding the functionality and barrier properties of plastic packaging materials used in food industry. Criticisms raised by Peattie (1992) with regard to packaging are that companies use excessive packaging, utilize scarce raw materials to produce it and that once discarded packaging creates extra litter. The converse view by the Institute of Logistics and Distribution Management is that packaging itself actually reduces wastage with its role in the protection and preservation of products. The following year, Brisson (1993) argued that many problems might be reduced if packaging was reused, recycled or reconsumed.

Latest qualitative research into consumer attitudes on packaging indicates consumers are now expecting all packages to be environmentally friendly. It is unclear though the extra cost the consumers are prepared to bear so as to have this and how important they deem it to be compared with the convenience and attractiveness of the package (Gray and
Guthrie, 2000). Consequently, pressure is now mounting on companies. They range from informal pressure through consumer pressure and that of lobby groups raising awareness. In other instances, pressure has been formalized through legislation. Quality packaging has many influences such as protecting a product that may be vulnerable to external influences like water, sunlight, air, odors, bacteria and moisture. In certain cases, packaging protects the surroundings from a product, e.g. toxic chemicals, as well as protecting the product from shocks and vibration in transport and handling.

2.3 Effect of Informational Elements of Packaging on Consumer Choice

According to Ampuero and Vila (2006), the package is acknowledged as one of the most effective marketing communication tool, since consumers are actively involved in the communication process in which they study the package, seeking to get the proper information. Verbal information, which is transferred with informational packaging elements, influences the cognitive orientation of a potential consumer. Hence, as the element of communication, the package, oriented to the message, transfers the comprehensive product, information, helps to position it in consumer behavior and influence his choice. The package is considered as a communication element oriented to the behavior and the message in scientific literature basing on Rettie and Brewer (2000).

2.3.1 Brand

According to Rundh (2005), packaging has a great impact on consumer choice as far as the brand is concerned. Consumers are more attracted to a product because of the brand since they have a perception of it in advance. Packaging acts as a marketing tool for that product. It is therefore one of the most vital tools of marketing for any product.

Keller (2010) defined brand image as a frame of reference by which a consumer will associate a particular brand. A good image usually enhances the value of the brand in the eyes of the buyer by differentiating it from other competing brands as well as by increasing its desirability (Hsieh, Pan, and Setiono, 2004). Consequently, a favorable image leads to increased equity, consumer buying behavior, loyalty and overall performance of brand (Hsieh et al, 2004). Brand image is measured in terms of the usage of the brand, benefits a brand offers or attributes of the brand.
According to Kolb (2008), a label may only carry the brand name or just a great deal of information. Before purchase a buyer will seek this information and one of the sources of such information is the label particularly in fast moving consumer goods (Caswell and Padberg, 2009). With the onset of impulse buying behavior labeling also communicates to the consumer.

Packaging, as one of the techniques used by marketers to influence children preferences and therefore influence purchase decisions, no longer simply serves a functional purpose. It has developed into an important element of branding, positioning and communication as part of an integrated marketing communications campaign (Ahmed et al., 2005). Rettie and Brewer (2000) have described packaging as “a vehicle for communication and branding”. Similarly, Hill and Tilley (2002) describe packaging as “the silent salesman”. A Henley Centre study found that 73 percent of purchase decisions are made at point of sale with packaging as a key influencer on peoples’ choice (Rettie and Brewer, 2010).

Although brand attractiveness has not been examined in the framework of consumer-brand relationships, it has been discussed as an important factor in interpersonal relationships (Kowner, 2005). Source attractiveness is an influence of brand perceptions (McCracken, 1989). These findings suggest that attractive brands, just as attractive people, may be perceived as possessing certain relationship advantages compared to those perceived as less attractive. These advantages are and include influencing consumer purchase decisions and choice of products.

In a study on products marketed to children, Fitzhugh and Lobstein (2000) classified a children’s food product as one which used “familiar cartoon characters appealing to children (like Tony the Tiger, Mr Men); child-oriented animals (like dinosaurs); child-oriented product shapes (like alphabet pasta); use of words such as ‘kids’ or ‘ideal children’s snack’ or ‘perfect for school lunch boxes’” in their packaging design. Marketers intentionally target more children through their branding of product packaging. They do this by anticipating children’s developing interest on the product as a result of the packaging and hence pressure and influence their parents’ buyer behavior.

In the very dynamic and competitive retail environment that is experienced by businesses today, there is systematic increase in packaging role in influencing purchasing decision
process of consumers (Ragaert, Devlieghere and Dbevere 2004). The lifestyle of consumers and increasing self-service at the point of sale is a great contributing factor and as a result, companies are using packaging to stimulating impulse buying, increase market share as well as reduce promotional costs (Rita, Aiste and Laura, 2009). Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad (2013), agree that organizations should integrate the brand attachment, brand image, environmental effects and their impact on consumer choice when deciding on a product package.

2.3.2 Labeling of the Package

Labeling gives a message to a consumer that the product has the features he wants and it is the best from the other brands in the same line of products (Rita, 2009). Sometimes labeling and packaging make consumer think that he really needs that particular product. Many consumers imagine that this product doesn’t have what they have seen before. Therefore, many questions are raised at the time of purchasing on the quality of the product; if it may have some side effects and so on.

Labeling is everything written on the packaging or any other thing else ranging from simple tag or a designed graphics. It is possible for a label to only contain the brand name of the product or contain all the information about the use, applications or ingredients of the product based on Kotler (2001). According to the FDA (2007), a product label must contain at least the product’s brand name, ingredients, manufacturer’s name and address, net weight and other nutritional facts of the product. In any case that the label is not placed in a proper way or not clear to the consumers then there is a possibility that consumer will not purchase that product altogether.

Many firms use packaging and labeling as a tool for attracting the buyers towards the product and increase revenue sales acknowledges Butkeviciene, Stravinska and Rutelione (2008). Consumers are willing and ready to pay more for the products that have good brand name in comparison to those which don’t have a similar brand image. The success of any business brand name is very important (Randall, 1997). Authors have confidence that in this era of globalization and competition the role of the brand is imperative to increase a company’s market share.
Different sizes similarly appeal to consumers with different involvement. The low price for some low involvement products is made possible through cost savings resulting from reduced packaging and promotional expenses. Generics, which are one such product, are usually packaged in larger size, quite enticing to consumers looking for good deals. These consumers reason that, the low price of the generics, in the right size of packaging, offering excellent value for money (Prendergast and Marr, 2008).

Many consumers in low involvement believe the package is the “product”. The likely reason being that because impressions formed during initial contact can have lasting impact. It is the product attribute which most directly communicates to the target consumer with reference to a study by Randall (1997). Written information on the package often assists consumers in making their decisions carefully whilst considering variant product characteristics. Nevertheless, this packaging information can create or lead to confusion by conveying either misleading, inaccurate or too much information. Certain businesses use dense writing styles coupled with small fonts to immerse extensive information on the label, resulting in poor legibility and confusion. As noted, most buyers consider it important to refer to the information on the package so as to compare quality and value. In the food industry, the trend toward healthy eating has highlighted the significance of food labeling allowing consumers, through package labeling, the opportunity to cautiously consider alternatives and make informed choices.

2.4 Effect of Functional Elements of Packaging on Consumer Choice

2.4.1 Packaging Structural Design

Orth and Malkewitz (2008) reckon that there is a wide spectrum of researchers and scholars agree package design generates evaluative judgments with consumers. Two of the most frequently examined design-based judgments include impressions of a brand’s quality and personality (Orth and Malkewitz, 2008). Peck and Wiggins (2006) recommend that tangible package elements can add to the brand’s image. According to Lindstrom (2005), Coca-Cola’s use of the glass bottle to reinforce its brand image and the feel of the bottle in the consumers’ handy triggers desired brand evaluations. Peck and Childers (2005), note that studying touch may result in insights with respect to brand judgments and consumer choice preferences.
Although the primary purpose of packaging is used to protect products from damage while in transit from one place to another (Wells et al, 2007), other factors have become increasingly vital. To a consumer, packaging plays a major role when products are purchased and packaging has become more crucial since this is the first thing a consumer sees before making the final decision to buy a product in a store. This function has also increased with the increasing level of self-service systems in most retail branches. In this situation, packaging provides suppliers with the last opportunity to persuade presumptive buyers before product and brand selection.

Packaging and packaging design has therefore been recognized as an important ingredient for marketing purposes. All packaging elements such as selection of packaging material, design in the form of shape and colors, text, structures and image need to be combined to provide the consumer with visual sales arguments when buying and using the product. This is in line with what Ampuero and Vila (2006) found in their research on consumer perceptions of product packaging. The possibility of designing innovative and consumer-friendly packaging is obviously only limited by the creativity and imagination of the design team, although material properties and costing can place limitations on the packaging solution.

The structural design of the package in terms of size, shape, and elongation will influence consumer judgment and decisions, but not always in easily uncovered ways. Consumers appear to use simple factors as visual heuristics to make volume judgments. Generally, perceive more elongated packages are perceived to be larger, regardless of the fact that they frequently purchase these packages and can experience true volume (Raghubir and Krishna, 2009).

Packaging has become more than a logistic function to protect and preserve the product during its distribution in the supply chain and, to be successful; it must fulfill several marketing functions before reaching its ultimate customer. A functional packaging must also contain the product, maintaining the quality of the product without any spillage. Another major function is communication in relation to the customer. A package must communicate the content of the product and how it can be used together with other necessary information acknowledge Grundvag and Østli (2009). The consumer must feel that they will receive some benefit from using the product in relation to competitive
offerings and this need to be presented on the packaging. An effective and convincing packaging is the best way to present the product to the consumer.

2.3.2 Package Technology

Technology developed for packaging directly evolves with the contemporary trends in consumer behavior and products. Mostly, consumers are willing to pay slightly more for enhanced value of the product, which indicates their desire for higher quality. However, packaging development is constrained in creating products that fully meet and satisfy consumer needs, wants and preferences. Innovation must develop new packages that are increasingly efficiently produced, environmentally friendly, leading to a longer shelf life, and meet maximum safety requirements concludes McIlveen (1999).

Ghoshal and Cagan (2009) attest that a consumer, during product consumption, will interact with a package through the influential sense of touch while opening the package, using the product and finally disposing off the package. Depending on their individual experience a positive or negative feeling may emerge based on the packaging attributes. The resulting positive or negative attitude influences consumer choice, as acknowledged by Blackwell, Maniard and Engel, 2009).

Product packaging, including that of detergents, ought to be designed in such a way that its functional attributes make it easy for consumers dispose of and in some cases reuse the package (Hamli and Daleen, 2010). Most products face aggressive competition, which require consumers to select a certain item among other products in the store. Competitive packaging solutions can use technology to create attractiveness and functionality of the package enabling the consumer to either see or estimate the value of what they can get for their money.

An established practice in a market segment can reveal the specific configurations (pack size, weight, and volume) that need to be followed. However, an innovative packaging can change the rules. The intensive competition requires innovative design to create customer awareness, as Ampuero and Vila (2006) point out.

Intensive competition in retail stores requires that a customer can identify a certain brand, as most researchers (Selame and Koukos, 2002; Underwood and Klein, 2002;
Underwood, 2003; Clement, 2007) have argued. This identification should be possible in a situation where the product is competing with several other brands. The findings in various studies emphasize the importance of market research in relation to developing new packaging solutions. Many packaging design projects have a short lead time, but new requirements compel management to ensure they are well-informed about the market segment by listening to consumers and analyzing the results from other participants in the supply chain.

A supermarket may store more than 40,000 items. A requirement from customers and authorities is that the information is clear and readable. This implies that the technology used in terms of packaging material, ink on labels, wrappers, transportation and storage facilities allow for legibility of the packaging labels and other information. For example, products stored in refrigerators should not use paper labels but instead have information delivered on the cans or bottles and plastic materials such as in soft drinks. The packaging should convey descriptive information, as Selame and Koukos (2006) have shown. Criticism from environmental organizations and governments about over packaging products has also focused interest on environmental and ethical issues. This has become an important factor in the packaging of many products.

Common knowledge now is that in order to satisfy customers, marketers are becoming increasingly ethically conscious. They are reacting to demand for more responsible behavior in terms of the ways and manners in which products are presented to customers, like product packaging, and provision of clear information on nutritional content of their products, particularly where products could be seen as being marketed towards vulnerable groups such as children (Pettersson and Fjellstrom, 2006).

Marketing managers come up with strategies and tactics aimed at providing customer satisfaction through value addition when developing a marketing strategy. This is managed in relation to the existing competitive situation in the external environment and the controllable variables are blended into a suitable marketing mix. Packaging has emerged as an important component for innovation and product differentiation at the point of sale. Lauterborn (1990) describes the variables necessary using the four Cs; convenience for the customer, customer value and benefits, cost to the customer, and communication including customer relationships.
In certain cases, the technology used in packaging is used to communicate with the consumer. It is paramount to note that packaging is the only factor that communicates a message to the buyer about the product in the store. Packaging is used for the protection of goods from contamination and damage during transportation in the supply chain. Consumers are sensitive and don’t want the kind of packaging that is prone to pilferage, spillage, contamination, inconveniences as well as carries germs or infections. Therefore, they often check or evaluate a pack, the nature of the contents and ensure the quality of the product before making a purchase decision as highlighted by Grundvag and Østli (2009).

2.5 Chapter Summary

This study highlighted some factors that managers need to consider when developing new packaging solutions. The focus was to show the importance of innovative packaging solutions in order to stay competitive. This was underscored by changing consumer behavior and a number of other factors which have a direct or indirect effect on packaging demand irrespective of the size and growth of the market.

Research methodology was done to determine research design and the data collection methods that were used in the study. Data was collected using questionnaire on the three research questions. The data collection process was carried out in three major supermarkets in Nairobi’s CBD.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

The objective of this study was to determine the effect of packaging on consumer choice. This chapter aimed at studying the research designs for the study. It encompassed the research design used for the research. It addressed the target population, research design, sampling procedure, research techniques, data collection and data analysis methods. At the end, a summary of the chapter was provided.

3.2 Research Design

The study adopted descriptive and explanatory research techniques. According to Marczyk, DeMatteo, and Festinger (2005), descriptive research aims at describing, explaining and interpreting conditions that are happening in the present. The technique was important in answering investigative questions and making clear hypothesis. This research design was concerned with measuring activities; their types, when, where and by whom they were done.

With descriptive research, the researcher concentrated on the size, nature, existence or distribution of the variables under study by answering questions on what, where, when or how much. Measures of central tendency such as mean was used to categorize data collected. Other descriptive statistics utilized included measures of dispersion, percentages and frequency distributions, used to make conclusions and recommendations on the data. Explanatory research using the regression method determined the relationship between packaging and consumer choice. The research designs assisted in analyzing the effect of packaging on consumer choice of washing detergents in Nairobi.

The study comprised of three independent variables namely functional, visual and informational elements of packaging. The dependent variable in the research was consumer choice. Independent variables under study were packaging functional, informational and visual elements.
3.3 Population and Sampling Design

3.3.1 Population

The population under study comprised washing detergent customers in Nairobi. The consumers consisted individuals of all genders and across all age groups above eighteen years. They were investigated to understand the effect of choice of washing detergents by consumers. This population consisted shoppers at Nakumatt, Uchumi and Tuskys supermarkets. All three retail holdings were located in Nairobi, Kenya.

The scope of the sample included adult men and women shopping at the three major retail supermarkets in the Nairobi Central Business District (NCBD). Individuals from Nakumatt Lifestyle, Tuskys Enkarasha and Uchumi City Square Hypermart were the main respondents in the study totaling to one hundred and twenty individuals. This helped acquire non biased information from different groups of people.

The researcher collected information from each of the three retail stores on the number of shopper. With that the percentage number of shoppers from each of the supermarkets was calculated. The Table 3.1 below shows the average number of shoppers per day.

<table>
<thead>
<tr>
<th>Supermarket</th>
<th>Number of Shoppers</th>
<th>Percentage No. of Shoppers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nakumatt Lifestyle</td>
<td>1400</td>
<td>42</td>
</tr>
<tr>
<td>Tuskys Enkarasha</td>
<td>1000</td>
<td>29</td>
</tr>
<tr>
<td>Uchumi Hypermart</td>
<td>1000</td>
<td>29</td>
</tr>
<tr>
<td>Total</td>
<td>3400</td>
<td>100</td>
</tr>
</tbody>
</table>

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

A sampling frame is defined as the list of elements from which the sample is drawn and is also referred to as the working population according to Onwuegbuzie and Collins (2007). The sampling frame is used to help choose the members of the target population that the researcher wants to investigate. The Official Yellow Pages Kenya as at 2014 showed a total of 141 listed supermarkets in Nairobi.
The specified supermarkets chosen for the research were the leading retailers in the Central Business District in terms of floor space. These companies were located strategically in Nairobi. The companies were as follows:- Nakumatt Lifestyle, Uchumi Hyper Aga Khan Walk and Tuskys Enkarasha. The time period of the data collected from the survey was one Sunday in the month of December 2015.

**3.3.2.2 Sampling Technique**

In choosing supermarkets, the researcher employed judgmental sampling when selecting the sampling units (supermarkets) under study. It is a type of non-probability sampling technique where the researcher selects units to be sampled based on their knowledge and professional judgment. This technique is also known as purposive sampling. According to the researcher’s judgment, the three supermarkets were easily accessible as they were in the Nairobi CBD. To the researcher’s knowledge, the retail outlets attracted a large number of clientele. Due to the huge floor space in these retail outlets, the researcher could have room to indulge the detergent consumers in a one-on-one and get them to fill the questionnaires with ease and without disruptions.

For the choice of washing detergent consumers, the sample population that was used to respond to the questionnaires was selected using systematic random sampling. This is a probability sampling technique that popularized by the fact that each population is given a non-zero chance of selection. The researcher selected respondents through systematic sampling where every fifth person purchasing a washing detergent in the supermarkets was selected to participate in the study. With this method the researcher wanted to reduce the level of bias and error as well as enhance simplicity in that it was easier for the researcher to instruct the field worker on how to systematically go about data collection.

**3.3.2.3 Sample Size**

The sample size of 120 was the ideal size of washing detergent consumers. The supermarkets provided the researcher with data indicating the average number of shoppers they had in a day visiting their premises. With this, the researcher chose a 5% sample size that was deemed representative for the population to get a total sample size of 170 respondents as shown in Table 3.2 below.
Table 3.2: Sample Size

<table>
<thead>
<tr>
<th>Supermarkets</th>
<th>Average Number of shoppers</th>
<th>Percent Sample Size</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nakumatt Lifestyle</td>
<td>1400</td>
<td>5</td>
<td>70</td>
</tr>
<tr>
<td>Tuskys Enkarasha</td>
<td>1000</td>
<td>5</td>
<td>50</td>
</tr>
<tr>
<td>Uchumi Hyper</td>
<td>1000</td>
<td>5</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td>3400</td>
<td></td>
<td>170</td>
</tr>
</tbody>
</table>

The sample size for washing detergent consumers was calculated based on Yamane’s formula. Where:

\[ n = \frac{N}{1 + Ne^2} = \frac{170}{1 + 170(0.05^2)} = 119.2982 \text{ approximately 120} \]

\( n \) = the sample size
\( N \) = the size of population
\( e \) = the acceptable sample error

By using Yamane’s formula of sample size with an error 5% and with a confidence coefficient of 95% (Yamane, 1967), the calculation from a population of 170 came up with 119 consumers from all the sampled three supermarkets. To account for possible attrition, the number of subjects was increased to 120.

3.4 Data Collection Methods

Primary data was required for this research exercise. The primary data was collected using semi structured questionnaires adopted in the research proposal. Primary data was utilized by the researcher for the specific purpose of addressing the research problem. The questionnaires were divided into two parts. The first was based on the consumer’s background information while the second part asked questions directed to the reasons for consumer’s choice of washing detergents based on the three research questions: - What is the effect of visual elements of packaging on consumer choice?, What is the effect of informational elements of packaging on consumer choice?, What is the effect of functional elements of packaging on consumer choice?.

26
The questionnaires assisted in collecting data from sample that was selected. This was used to represent a population to which the findings of the data were generalized. Ordinal measurement level of questionnaires was used based on a five point likert scale. The responses of the questionnaire were set in the positive direction based on the rating scale of (strongly agree, agree, neutral, disagree, and strongly disagree).

3.5 Research Procedures

The researcher hired two trained research assistants to help collect data using the questionnaires. The questions were simple and to the point. They were easy to understand so the respondents would not get impatient filling in their responses.

Filter questions were used to screen respondents and ensure they met the requirements. A five level likert scale was used to rate the responses. Clarification of information and responses was managed to ensure complete understanding by both respondents and researcher. The researcher systematically selected every fifth customer to answer the questionnaires as the researcher waited.

Validating the questionnaires helped find out the degree to which this instrument conformed to establishing the truth. Pre testing which involved testing the questionnaire on a small sample of respondents was carried out to verify the instrument’s validity. The validity and reliability of the data was ascertained through pre-testing the questionnaire on ten (10) respondents in Nairobi before carrying out data collection. These ten respondents were not part of those selected for the actual data collection. They included business professionals, retailers and consumers. This helped improve the questionnaire by identifying potential problems and therefore eliminating them. Once irregularities were sited, the researcher went on to amend the questionnaire.

The administration of the questionnaires was done on a Sunday afternoon in the end of the month when most consumers did their monthly shopping and took more time than usual in supermarkets. The researcher gave an incentive of buying the chosen washing detergent for the respondents who accepted to answer the questionnaires. This way there was a higher chance in the rate of response.
3.6 Data Analysis Methods

The data analysis was based around the research objectives. The questionnaires after being filled were edited for consistency and checked if they had been fully completed. The following step involved coding the data to group the data into categories. The researcher employed descriptive and inferential statistics. Descriptive statistics utilized mean and frequencies to summarize the data. Inferential statistics using regression and chi square made suitable conclusions on the data collected. Data analysis using Statistical Package for Social Sciences (SPSS) tools assisted in presenting the data in tables and figures.

3.7 Chapter Summary

In the chapter the research methodology used sample size and population to get accurate information on the study. Descriptive research design employed in the research helped the researcher collect, organize, summarize data and present the variables. The research focused on judgmental sampling and systematic sampling techniques to collect the data. The chapter also explained the data collection tools to be used. Methods of descriptive and explanatory statistics would be used for data analysis. These would include pictorial representations of percentages, frequency tables, and adopted the use of chi square tables. The following chapter was instrumental in the presentation of results and findings of the research.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter showed the research questions findings and results by analyzing the data collected from washing detergent consumers in the field. The background information taken from the respondents and analysis findings were based on the objectives of the research. The research questions were divided into four sections. For this study, 120 questionnaires were issued, out of these, 114 respondents returned their questionnaires. There was a response rate of 95% which was representative to make suitable conclusions for the research.

4.2 Background Information

The respondents’ background information was offered in this section. The gender, age, level of education and level of family income were major factors of interest about the consumer. This information would bring meaning in understanding the different choices respondents make.

4.2.1 Gender of Respondents

The questionnaire started by finding out the gender of the respondents. The research showed that there were respondents drawn from both gender groups. The study implied the respondents varied in terms of the different roles they played in the family set up as users and providers while purchasing the washing detergents.

The 114 respondents sourced from the three supermarkets, all genders were well represented. 49 respondents were male representing 43% of the respondents. The remaining 65 were of female gender reflecting 57% of the respondents under study. This meant that there were more female washing detergent shoppers than male as shown in the Table 4.1 below.
Table 4.1: Gender of Respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Distribution</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td></td>
<td>49</td>
<td>43</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td>65</td>
<td>57</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>114</td>
<td>100</td>
</tr>
</tbody>
</table>

4.2.2 Age Bracket

In the study, the researcher requested that the respondents indicate their age. The main respondents sampled were youth of between eighteen to twenty one years of age with others being 30-39 and 40 and above years of age. No respondents sampled were under 18 years. The respondents were distributed from the age of 18 to above 40 years. 48 percent of the consumers were between the age of 18-29 while 27 percent were between 30-39. 25 percent of the sample population was above 40 years. This was the least represented age bracket as shown on the following Table 4.2.

Table 4.2: Age Bracket

<table>
<thead>
<tr>
<th>Age bracket</th>
<th>Distribution</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Years</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td></td>
<td>55</td>
<td>48%</td>
</tr>
<tr>
<td>30-39</td>
<td></td>
<td>31</td>
<td>27%</td>
</tr>
<tr>
<td>40 and over</td>
<td></td>
<td>28</td>
<td>25%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>114</td>
<td>100%</td>
</tr>
</tbody>
</table>

4.2.3 Number of Occupants in the Household

The study wanted to find out the number of occupant the respondents had in their households. There was 1 occupant in 18.6% of the sample, 37.2% claimed to be two or three in their home, 33.6% had between 4 to 6 occupants while only 10.6% had more than 6. Table 4.3 below showed a summary of the findings of the research on the number of occupants in the household of the detergent consumers sampled.
Table 4.3: Number of Occupants in the Household

<table>
<thead>
<tr>
<th>Occupants in Household</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>21</td>
<td>18.6</td>
</tr>
<tr>
<td>2-3</td>
<td>42</td>
<td>37.2</td>
</tr>
<tr>
<td>4-6</td>
<td>38</td>
<td>33.6</td>
</tr>
<tr>
<td>More than 6</td>
<td>12</td>
<td>10.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>113</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.2.4 Level of Family Income

The level of income is very key when it comes to purchasing power thus the researcher had to verify the level of income of the respondents. The results were 15% earned less than Ksh 30000, 31% earned between Ksh 30000 - 60000, while 23% earned between Ksh 60000-90000. A relative 30.1% earned above Ksh 90,000. With this it showed that of all the respondents those that earned less than Ksh 30,000 were the least washing detergent consumers at the three supermarkets as in the Table 4.4 below.

Table 4.4: Level of Family Income

<table>
<thead>
<tr>
<th>Level of income</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 30,000</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>30,000-60,000</td>
<td>36</td>
<td>31.9</td>
</tr>
<tr>
<td>60,000-90,000</td>
<td>26</td>
<td>23</td>
</tr>
<tr>
<td>90000 and above</td>
<td>34</td>
<td>30.1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>113</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.2.5 Level of Education

The respondents were requested to provide the researcher with information on their level of education. A total of 59.3 percent of the respondents were of university level of education while 22.1 percent were of tertiary level and 16.8 percent were of secondary level. The least was 1.8 percent whowere of primary level education. The supermarkets had a majority university level consumers of washing detergents. Table 4.5 showed a summary of findings on the level of education.
Table 4.5: Level of Education

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>2</td>
<td>1.8</td>
</tr>
<tr>
<td>Secondary</td>
<td>19</td>
<td>16.8</td>
</tr>
<tr>
<td>Tertiary</td>
<td>25</td>
<td>22.1</td>
</tr>
<tr>
<td>University</td>
<td>67</td>
<td>59.3</td>
</tr>
<tr>
<td>Total</td>
<td>113</td>
<td>100</td>
</tr>
</tbody>
</table>

4.2.6 Marital Status

The researcher was interested in finding out the marital status of the respondents. In this single respondents were 38.9 percent, 23 percent were in a relationship and 27.4 percent were married. 10.6 percent did not fall under the three categories. This indicated that among the consumers of washing detergents, those that were single were the majority as in Table 4.6.

Table 4.6 Respondents Marital Status

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>44</td>
<td>38.9</td>
</tr>
<tr>
<td>In a relationship</td>
<td>26</td>
<td>23.0</td>
</tr>
<tr>
<td>Married</td>
<td>31</td>
<td>27.4</td>
</tr>
<tr>
<td>Other</td>
<td>12</td>
<td>10.6</td>
</tr>
<tr>
<td>Total</td>
<td>113</td>
<td>100</td>
</tr>
</tbody>
</table>

4.3 Visual Elements of Packaging on Consumer choice

The first objective of the study was to establish the effects of visual elements on packaging on consumer. These visual elements are such as color and the material quality used in packaging. This was to determine the effects of both color and material to consumer choice when purchasing detergents.

4.3.1 Package Color relates to the Product Cleanliness and Freshness

One of the visual elements that were to establish the relationship between packaging and consumer choice was color. The respondents were requested to state the relation of color to the product freshness and product type. They were also asked to identify if the color presented attractiveness and if it created interest in buying the product.
The results showed that the relation of color to product freshness was low with a mean of 2.8125 while the relationship of the attractiveness of color and its influence to consumer choice was above average with a mean of 3.7232. The relationship of packaging color to the product type was above average with a mean of 3.3125 and the color creating interest in the product had a mean of 3.8125. This showed that color is a very vital component in packaging in terms of attracting customers. The results are as shown in the Table 4.7 below.

**Table 4.7: Packaging Color**

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packs colour relates to the product cleanliness and freshness</td>
<td>11</td>
<td>18</td>
<td>32</td>
<td>33</td>
<td>18</td>
<td>2.8125</td>
</tr>
<tr>
<td>Package colour is attractive</td>
<td>1</td>
<td>15</td>
<td>25</td>
<td>44</td>
<td>27</td>
<td>3.7232</td>
</tr>
<tr>
<td>Package colour has relationship with product type</td>
<td>5</td>
<td>20</td>
<td>37</td>
<td>35</td>
<td>15</td>
<td>3.3125</td>
</tr>
<tr>
<td>Package colour creates interest in the product</td>
<td>3</td>
<td>12</td>
<td>21</td>
<td>43</td>
<td>33</td>
<td>3.8125</td>
</tr>
</tbody>
</table>

### 4.3.2 Material Quality

The study looked at the material quality as a visual element in influencing consumer choice. The relationship between the material quality and the product shelf indicated a mean of 3.243 which was average and indicated that the material quality had effects on the perception of the consumer in terms of product shelf life. When asked the relationship of material quality to the product price there was a response mean of 3.544 which was way above average to indicate that the choice of material quality for packaging highly affected the products price.

The other relationship that was researched on was the relationship between material quality and product quality. A mean of 3.432 was achieved which was satisfactory enough to imply that material quality moderately influenced product quality and thus consumer choice. The material quality in relation to the decision to purchase the product
had a mean of 3.5625. This was above average indicating that the better the choice of material quality the higher the chance that respondents would purchase the given brand or product. The respondents were further asked to indicate whether both color and material quality make their brand of choice competitive and a mean of 3.884 was derived giving the impression that both color and material quality are important when determining the packaging of detergents to enhance competitiveness. The results were as shown in the Table 4.8 below.

Table 4.8: Packaging Material Quality

<table>
<thead>
<tr>
<th>Material quality relates to product shelf life</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package material quality has relationship with the product’s price</td>
<td>6</td>
<td>19</td>
<td>38</td>
<td>34</td>
<td>14</td>
<td>3.243</td>
</tr>
<tr>
<td>Package material quality relates to product quality</td>
<td>5</td>
<td>15</td>
<td>29</td>
<td>40</td>
<td>23</td>
<td>3.544</td>
</tr>
<tr>
<td>Package material quality relates to your decision to purchase product</td>
<td>7</td>
<td>16</td>
<td>30</td>
<td>38</td>
<td>20</td>
<td>3.432</td>
</tr>
<tr>
<td>The color and material quality of the package make your brand of choice competitive</td>
<td>6</td>
<td>13</td>
<td>29</td>
<td>40</td>
<td>24</td>
<td>3.5625</td>
</tr>
<tr>
<td>Mean</td>
<td>3</td>
<td>8</td>
<td>21</td>
<td>47</td>
<td>33</td>
<td>3.884</td>
</tr>
</tbody>
</table>

4.3.3 Chi-Square Tests

The actual values were used to obtain the p-value with the expected values derived from the obtained value multiplied by the percentage of the summation of the particular responses from respondents. The Pearson Chi-square Value was 105.6396 and the associated P-value (Asymptote Significant Value) was 0.000338. This value was less than 0.05 indicating that there was evidence against the null hypotheses and therefore was rejected.

It suggested that the observed data was inconsistent with the assumption that the null hypothesis was true and thus that hypothesis was rejected from the p-value. This meant the alternate hypothesis that packaging visual elements had an effect on consumer choice was true. The chi-square test was as represented in the Table 4.9 below.
### Table 4.9: Chi Square Test

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>105.6396</td>
<td>112</td>
<td>0.000338</td>
</tr>
</tbody>
</table>

#### 4.4 Effect of Informational Elements of Packaging on Consumer Choice

The second objective of the research was to establish the effects of informational elements of packaging on consumer choice which included the categories of labeling and branding.

**4.4.1 Labeling**

Labeling was one of the informational elements of packaging that was used to determine the effects of on consumer choice. Product information as an aspect of labeling gave a mean of 3.434 indicating that the package information would go to an extent of influencing the consumer either to purchase the product or not. Another aspect of labeling that was responded to was the clarity of the product information and a mean of 3.715 which was way above average indicated the importance of clarity in influencing product choice.

The third aspect was on how labeling conveyed meaningful information to the consumer in making the decision to purchase the detergent. The mean or this was 3.645 implying the importance of conveying meaningful information to consumers to influence choice. Convincingly formatted information was also another factor looked into and respondents satisfactorily responded with a mean of 3.754 showing the importance of displaying information in a package in a convincing format. The knowledge of the product was also pegged on the product label and thus would influence the consumer choice in purchasing the product with a mean of 3.645. The results are as shown in the Table 4.10 below.
Table 4.10 Package Labeling

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product information is adequate</td>
<td>3</td>
<td>11</td>
<td>35</td>
<td>47</td>
<td>14</td>
<td>3.434</td>
</tr>
<tr>
<td>Package information is clearly displayed</td>
<td>1</td>
<td>7</td>
<td>32</td>
<td>51</td>
<td>18</td>
<td>3.715</td>
</tr>
<tr>
<td>Package label conveys meaningful information about the product</td>
<td>1</td>
<td>18</td>
<td>22</td>
<td>47</td>
<td>22</td>
<td>3.645</td>
</tr>
<tr>
<td>Package features ie. Information was in a convincing format</td>
<td>2</td>
<td>11</td>
<td>26</td>
<td>44</td>
<td>27</td>
<td>3.754</td>
</tr>
<tr>
<td>Labeling on the package enhances your knowledge on the product</td>
<td>2</td>
<td>11</td>
<td>33</td>
<td>43</td>
<td>21</td>
<td>3.645</td>
</tr>
</tbody>
</table>

4.4.2 Brand

Brand was the other element under informational elements that was looked into. The brand name, logo and image in relation to the product value was crucial and it resulted into an above average mean of 3.593 which was sufficient enough. The conclusion drawn from this was that the brand name, logo and image gave great value and thus influenced consumer choice. The brand name on the package in relation to the respondent’s choice of product gave a mean of 3.381 implying that it was above average in showing that the brand name played a role in determining the choice of product.

The attractiveness of the name, logo and image resulted in a mean of 3.584. This was quite above average and thus showed that consumers were influenced by the attractiveness of the logo, image and name when determining the choice of product to purchase. Both the brand and label indicated that they were important to all respondents in making a choice of whether or not to purchase a particular product with a mean of above average of 3.513. The rest of the respondents who gave other responses had a mean of 0.0088. The results are as shown in the Table 4.11 below.
Table 4.11: Brand

<table>
<thead>
<tr>
<th>Brand name, logo and image suggest product value</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>17</td>
<td>21</td>
<td>38</td>
<td>31</td>
<td>3.593</td>
</tr>
<tr>
<td>Brand name on the package relates to your choice of the product</td>
<td>4</td>
<td>14</td>
<td>28</td>
<td>39</td>
<td>24</td>
<td>3.381</td>
</tr>
<tr>
<td>Brand name, logo and image are attractive</td>
<td>3</td>
<td>12</td>
<td>27</td>
<td>38</td>
<td>29</td>
<td>3.584</td>
</tr>
<tr>
<td>Brand and label information make your brand of choice competitive</td>
<td>3</td>
<td>11</td>
<td>27</td>
<td>29</td>
<td>39</td>
<td>3.513</td>
</tr>
<tr>
<td>Indicate anything else that appeals to you in the detergent's packaging information element</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0.0088</td>
</tr>
</tbody>
</table>

4.4.3 Chi-Square Tests

The Pearson Chi-square Value was 102.33 and the associated P-value was 0.000288. This value was less than 0.05 indicating that there was evidence against the null hypotheses and therefore was rejected. This suggested that the observed data was inconsistent with the assumption that the null hypothesis was true and thus that hypothesis was rejected. This meant the alternate hypothesis that packaging informational elements had an effect on consumer choice was true. The chi-square test was as represented in the Table 4.12 below.

Table 4.12: Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>102.33</td>
<td>109</td>
<td>0.000288</td>
</tr>
</tbody>
</table>

4.5 Functional Elements of Packaging

The final objective of the research was to establish the effects of functional elements of packaging consumer choice. Most of the respondents were not sure on whether the package structure suggested quality.
4.5.1 Package Structure

The final objective was to establish the effects of functional elements of packaging on consumer choice. One of the elements that was looked into was the package structure. The researcher wanted to find out if the structure suggested quality. With a lesser mean of 2.814, it showed that package structure didn’t imply quality to the respondents. The respondents responded with an above average mean of 3.575 that the package structure suggested efficiency. The implication was that the better the structure the more the efficiency communicated to the consumers. Another aspect of structure was the size of the package. The better the size the more the preferable it was for the consumers to purchase with a mean of 3.690. Lastly the package weight, size and shape in relation to convenience resulted in a mean of 3.434 which was just above average. These were important to consider to attract consumer choice. Results were shown in the table below.

Table 4.13: Packaging Structure

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package structure i.e. Shape</td>
<td>10</td>
<td>16</td>
<td>43</td>
<td>28</td>
<td>11</td>
<td>2.814</td>
</tr>
<tr>
<td>suggests quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Structure of the package suggest</td>
<td>3</td>
<td>8</td>
<td>39</td>
<td>32</td>
<td>26</td>
<td>3.575</td>
</tr>
<tr>
<td>efficiency</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Size of the package is preferable</td>
<td>1</td>
<td>14</td>
<td>23</td>
<td>41</td>
<td>29</td>
<td>3.690</td>
</tr>
<tr>
<td>Package structure i.e. Weight, size and shape relates to convenience</td>
<td>2</td>
<td>13</td>
<td>31</td>
<td>38</td>
<td>23</td>
<td>3.434</td>
</tr>
</tbody>
</table>

4.5.2 Technology

The technology was another element considered under the structural elements of packaging in influencing consumer choice in choosing a particular detergent over another. Respondents were asked whether technology used in packaging in relation to ease in opening and use suggested quality. Their responses gave a slightly average mean of 3.027 implying that it may or may not have had an implication on consumer choice when deciding to purchase detergents. The other aspect of technology was the relationship of conservation to the technology used for the material and parts of the package. This resulted in slightly above average 3.311 mean.
The technology used in relation to protection of children showed it was quite important to the respondents as a mean of 3.504 was attained, which was an above average. Safe storage was also preferred in terms of the technology to enhance safe storage with a mean of 3.568 which was well above average. The respondents agreed to an above average extent that both the technology and structure as structural elements were important in making their brand of choice competitive with a mean of 3.697. Thus the two should be considered in determining the packaging of detergents in order to enhance competitiveness. The results are as shown in the Table 4.14.

Table 4.14: Technology used in Packaging

<table>
<thead>
<tr>
<th>Technology used to package ie. Ease in opening, use and closing suggests quality</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11</td>
<td>13</td>
<td>32</td>
<td>34</td>
<td>19</td>
<td>3.027</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Technology used to package ie. Material and parts of package relates to conservation</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>25</td>
<td>29</td>
<td>31</td>
<td>19</td>
<td>3.311</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Technology used for the pack relates to protection from children</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7</td>
<td>17</td>
<td>25</td>
<td>34</td>
<td>26</td>
<td>3.504</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Package technology enhances safe storage from contamination and damage e.g. Water, dirt</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>14</td>
<td>27</td>
<td>40</td>
<td>23</td>
<td>3.568</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Package structure and technology of your brand of choice make it competitive</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>15</td>
<td>23</td>
<td>33</td>
<td>34</td>
<td>3.697</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Indicate anything else that appeals to you in the detergent's packaging functional elements</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0.0088</td>
</tr>
</tbody>
</table>

4.5.3 Chi-Square Tests

The value of the P-value was obtained by getting the obtained value divided by the expected values. The formulae used to obtain the chi-square was Pearson Chi-square Value was 103.72 and the associated P-value (Asymptote Significant Value) was 0.00042. This value is less than 0.05 indicating that there was evidence against the null hypotheses and therefore was rejected. This implied that the observed data was inconsistent with the assumption that the null hypothesis was true and thus that hypothesis had to be rejected. This led to the realization that the alternate hypothesis that
packaging informational elements had an effect on consumer choice was true. The chi-square test was as represented in the Table 4.15 below.

**Table 4.15: Chi-Square Tests**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>103.72</td>
<td>110</td>
<td>0.00042</td>
</tr>
</tbody>
</table>

4.6 Chapter Summary

The findings above related to the objective outlined in chapter one of this research. They gave a clear direction on the effects of packaging to consumer choice in Nairobi as per the respondents. It showed how a brand can be strong and gain from that but largely make a huge mistake in choosing a color that’s not preferred by consumers and heavily lose.

Chapter five handled the discussions. This included findings from chapter four and the recommendations to all stakeholders within the research. For further research as per the findings, the appropriate conclusions were derived.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter consisted of four sections, namely summary, discussion, conclusions, and recommendations following that order. The initial section provided a summary of the important elements of the study which included the study objectives, methodology and the findings. The following subsequent section discussed the major findings of the study with regards to the specific objectives. Section three discussed the conclusions based on the specific objectives, while using the findings and results which were obtained in the fourth chapter. The last sub-section provided were the recommendations for improvement based on the specific objectives. The chapter also provided the recommendations for further studies.

5.2 Summary

The purpose of this research was to determine the effect of packaging on consumer choice of washing detergents in Nairobi. The study was guided by the following research questions: What is the effect of visual elements of packaging on consumer choice? How do informational elements of packaging affect consumer choice? What is the effect of functional elements of packaging on consumer choice?

The study adopted descriptive and explanatory research techniques in order to achieve the results of the topic. The descriptive research, concentrated on the size, nature, existence or distribution of the variables under study by answering questions on what, where, when or how much. Measures of central tendency namely mean were used to categorize data collected. Other descriptive statistics such as measures of dispersion, percentages and frequency distributions were used for presenting data. Explanatory research using the chi square tests was used to determine relationship between packaging and consumer choice. The coding was done using Microsoft excel and data entry undertaken in the analysis using IBM SPSS.
The variables under study were three. They included functional, visual and informational elements of packaging. The population under study was the residents of Nairobi of which a sample of 120 respondents from different backgrounds were used for this particular research. Out of the 120 respondents, 113 returned the questionnaires while seven did not.

Major findings were discovered during the course of the research. Most of the respondents were of the opinion that the visual elements of packaging on consumer choice went a long way when it came to choosing a brand to purchase which were colour and material quality. The package color played a great deal in making in the customer determine whether the product was fresh and clean, that colour created attractiveness to the product thus interest in the product and that package colour was related to the product. The respondents agreed that the material quality of packaging related to the shelf life and quality of the product. These summarized the importance of making package colour attractive and of high quality material in order to influence consumer choice in purchasing of washing detergents.

The study also looked into informational elements of packaging that affect consumer choice. The major elements researched under informational elements were brand and labeling. The brand had a positive relationship on the consumer choice. The brand name, logo and image suggested product value. It related to the choice of the consumer when purchasing a particular brand of detergent due to brand attractiveness. The second key element studied within the informational elements was labeling. Most respondents chose a particular brand because the labeling was clear and well laid out on the packaging. This conveyed details about the product that relayed the information creating knowledge about the product on the package.

The functional elements of packaging and their relationship to consumer choice were researched. The major elements in the scope were structural design and technology. Structural design such as shape of the package and the weight of the package were perceived to be very important by respondents in making the choice to purchase a particular brand. This meant that for a brand to be viewed as that of quality, the structural design had to be done with great care as it critically influenced consumer choice.
The second key element researched under functional elements was technology. Innovation was used to develop new packages that were increasingly efficiently produced, environmentally friendly, leading to a longer shelf life, and met maximum safety requirements. Technology in making packaging easy to open by the consumer, protection from children and conservancy also related to the consumer choice in relation to packaging. The study in general found out that there was a positive relationship between the elements of packaging and consumer choice thus determined the brand to purchase by a consumer.

5.3 Discussions

5.3.1 Visual Elements of Packaging on Consumer Choice

The study findings revealed that the visual elements of packaging on consumer choice play a major role in influencing consumer patterns in purchasing detergents. More than 60 percent of the respondents agreed to the notion that they picked a particular brand as the color was attractive, related to product and created interest in the product. The lowest mean was the color in relation to product freshness and cleanliness which was below average. Most of the respondents either agreed that the color was a major influence in packaging or were not sure that the brand they chose was related to the color of the packaging. A study on the associative learning form of color by Grossman and Wisenblit, (2009) revealed that consumers preferred certain colors in particular product category based on the association they had formed in the past through experience. With the results that were achieved, they showed that color influenced the consumer choice on buying of detergents.

The study looked at the material quality and how it had effects on the packaging thus influencing the consumer choice on purchasing the detergents. Fifty five percent of the respondents were of the opinion that the package material quality related to their decision to purchase the product, while 60 percent are of the opinion that the material quality of the package influenced the pricing which related to the fact that most of the consumers chose a particular brand Many were of the opinion that the package depicted the quality of the detergent since the price was high thus the quality of the product was of high quality. Thus the better the quality of material for the packaging justified a higher price
for the product. In total, the visual elements could influence the consumer choice to purchase the particular product as informed by the findings of the research. If the package communicated low quality, consumers frequently assumed that the product was of a similar quality. If the package appears to be high in quality, consumers transfer the quality perception to the product acknowledges Underwood et al. (2001). Packaging is symbolic in communicating favorable or unfavorable implicit meaning about the product.

Visual representation package with respect to color schemes, shapes, product price, symbols and the overall messages on a product are critical in influencing consumer choice especially in low involvement scenarios or when they are in a hurry (Silayoi and Speece, 2004). The study suggested that marketers should use color associations while designing packaging for products rather than using general preferences of consumers regarding colors.

Color sells products (Randi, 2009). It is a powerful marketing tool that significantly influences consumer purchases, so much that it accounts for 85% of the reason why someone decides to purchase a product (Hemphill, 2005). Marketers must understand the psychology of color in order to use it effectively. Humans associate colors with meanings. These associations are studied extensively in marketing research. This paper explored how color influenced purchasing behavior considering product design, company branding, and the consumer. Nearly all detergents sold had colorful facades. Selecting the right colors to use had an enormous impact on product sales as shown in the research findings it was evident that color had an impact on packaging and its relationship to consumer choice. While no single set of rules governed color choices, the research established general guidelines based on the principle of associative learning, the relationship between color and emotion.

Detergents are meant to portray that they can wash clothes and other items with ease of use and efficiently. Therefore, if a detergent had more appealing package color and the material quality allowed it to be stored for longer without liquids damaging the product then a customer is likely to go for that product.

The first impression makes a lasting impression. Thus for products, the color and material quality will make that impression either last or ignored for the first time and this will
affect the bottom line of the sales of the detergent. To greatly impact the consumers perception these elements had to be taken into serious consideration as consumers related to the product at first instance with the outside look before going and trying it out after it has been bought. The customer did not know at first if the detergent was skin friendly or cleaned easily unless they developed the interest through visual elements such as color and packaging material quality. This directly associated detergent to its packaging.

From the analysis it was clear that producers that choose the best color drove their market and gained competitive advantage over their counterparts in the industry. The image of individual packaging materials was especially diverse. Some materials, such as plastics had the most negative image, albeit their being lightweight and sturdy, thus giving the advantage of maximal service with minimal resource use. It was especially true for composites, which combined several materials for better protection, while using minimal amount of the individual materials. Plastics and composites were ideal packaging materials and therefore were considered preferable. Material quality in packaging could be used with packages being made with improved tamper resistance to deter tampering and also include tamper-evident features that helped indicate tampering.

Chi-square test did test the null hypothesis that the variables are independent. The test compared the observed data to a model that distributed the data according to the expectation that the variables are independent. The observed data did not fit the model, thus the likelihood that the variables were dependent became stronger, thus proving the null hypothesis incorrect. For the visual elements the degree of freedom is 112, the chi-square value is 105.6396 and p-value was 0.000338 thus which was less than 0.05 thus proving the null hypothesis incorrect and thus the visual elements affected the consumer choice when applied to packaging.

5.3.2 Informational Elements of Packaging on Consumer Choice

According to Ampuero and Vila (2006), the package is acknowledged as one of the most effective marketing communication tool, since consumers are actively involved in the communication process in which they study the package, seeking to get the proper information. The informational elements of packaging as per this study were the brand and labeling of the product. According to Rundh (2005) packaging has a great impact on
consumer choice as far as the brand is concerned. The brand as defined by Keller (2003) is a frame of reference by which a consumer will associate a particular brand. Fifty two percent of the respondents suggested that brand image and logo related to the product quality while 62 percent were of the opinion that the brand name was related to the consumers’ product of choice. The findings showed that the brand had a major effect on the consumer of choice. For one to improve the consumer base one had to develop the brand effectively as the consumer perceived differently products as per the brand. The brand could ruin the product if it was not well represented as seen in the findings in this research. The findings showed that in the creation of a strong brand through packaging one was likely to attract more customers and have a strong competitive advantage over competitors.

Labeling was the second informational element of packaging. Labeling gives a message to a consumer that the product has the features he wants and it is the best from the other brands in the same line of products (Rita, 2009). Labeling is everything written on the packaging or anything else ranging from simple tag or designed graphics. For one to get the right information the labeling on the package has to be right and clear enough for the customer to get the right information about the product. The study findings showed that the 52 percent of the respondents were of the opinion that labeling gave knowledge of the product to a greater extent. Sixty three percent of the respondents findings were that the labelingshould be in a convincing format and the knowledge of the product was enhanced by the product label. For a product to be understood by customers and create a great customer base it should give enough information in the label as the findings showed. Thus labeling a product effectively played a major role as per the findings as it gave the right information and enhanced customer knowledge and loyalty to the product.

The labeling should be catchy and also to the point. Communication of one’s product is key one should be able to know the effects of the detergent if any and should be honest in communicating the brand to the relevant customer (Rundh, 2005). Labels were used by marketers to encourage potential buyers to purchase the product. Package graphic design and physical design had been important and a constantly evolving phenomenon for several decades. Marketing communications and graphic design applied to the surface of the package and in many cases at the point of sale display. Most packaging was designed to reflect the brand's message and identity. Labels communicated how to use,
transport, recycle, or dispose of the package. With pharmaceuticals, food, medical, and chemical products, some types of information were required by governments. Some packages and labels were used for track and trace purposes. Most items included their serial and lot numbers on the packaging. The packaging often contained an expiry or best-before date, usually in a shorthand form. Packages indicated their material with a symbol.

Most packages, whether final customer packaging or distribution packaging, were imprinted with information intended to assist the customer. For these consumers, labeling decisions were extremely important for the several reasons. Labels served to capture the attention of shoppers. The use of catchy words caused strolling customers to stop and evaluate the product. The label was likely to be the first thing a new customer saw and thus offered their first impression of the product. The label provided customers with product information to aid their purchase decision or helped improve the customer’s experience when using the product (e.g., recipes). Labels generally include a universal product codes (UPC) and, in some cases, radio frequency identification (RFID) tags, that make it easy for resellers, such as retailers, to checkout customers and manage inventory. For companies serving international markets or diverse cultures within a single country, bilingual or multilingual labels may be needed (Grossman and Wisenblit, 2009). In some countries many products, including food and pharmaceuticals, are required by law to contain certain labels such as listing ingredients, providing nutritional information or including usage warning information.

If the brand was not well communicated then it would impair the consumer’s judgment in making a choice in purchasing the particular detergent. The brand should be well communicated from the packaging to ensure that the customer was informed about the product. As experienced in the analysis on brand most of the respondents agreed that the brand name made the choice of the product gain competitive advantage over other detergents.

The chi-square was also applied on the informational elements of packaging on consumer choice. The Degree of freedom for the informational elements was 109 while the p-value was 0.000288 and the chi-square value was 102.33. The analysis highly indicated that the
informational elements of packaging played a crucial role in influencing consumer choice and thus the null hypothesis was rejected.

5.3.3 Functional Elements of Packaging on Consumer Choice

The two elements that were researched under functional elements were the structural design and technology. To a consumer, packaging plays a major role when products were purchased. Packaging has become more crucial since this is the first thing a consumer sees before making the final decision to buy a product in a store.

The structural design of the package in terms of size, shape, and elongation influenced consumer judgment and decisions. This was revealed in this research as more than 60 percent were of the opinion that the weight, size and shape suggested quality and convenience. The choice of a consumer was influenced by size as the size may or may not be preferable by the consumer. The competitiveness of the product package was influenced by the technology and package structure with more than 60 percent agreeing to this. This made the structure design a primary element when coming up with a package for a product.

In this E-commerce age where products are displayed online rather than on shelves packaging structural design and structure can add value to a product. Benefits can be obtained from package structures that make the product easier to use while stylistic designs can make the product more attractive to display in the customer’s home acknowledges Rettie and Brewer (2004). The technology with time this affects packaging and thus influencing the consumer choice. Fifty eight percent of the respondents were of the opinion that the technology went long way in protection of the children. The conservation of the environment was related to the technology and was critical when determining the package. It was also a means of communication to the customers.

Packaging is used for the protection of goods from contamination and damage during transportation in the supply chain. Consumers are sensitive and don’t want the kind of packaging that is prone to pilferage, spillage, contamination, inconveniences as well as carries germs or infections. Therefore, they often check or evaluate a pack, the nature of the contents and ensure the quality of the product before making a purchased decision as highlighted by Groundage and Østli (2009). The positive effects packages are the safe
delivery of the product to the consumer while preserving the designed and processed usage and/or aesthetic values of the product. Packaging also plays an important role in saving natural resources by preventing the product to be wasted and the invested material and physical labor getting lost. Since the value of the product generally far exceeds that of the package, the optimal product use, is more important than the optimal package use. While the package prevents the product to be contaminated, it also prevents the environment to be polluted by the product.

To summarize as suggested by Rundh (2000), the packaging is an important tool of optimal resource use. The technology can determine whether the packaging will be optimal to protect the product and after use will the package be harmful to the environment or can it be reused and conserve the environment or can it be decomposed without it polluting the environment. The technology can play a very big role in this era of big data and analysis. Marketers and sales departments can be able to track the shipments and volumes of their sales using technologies such as RFID (Radio Frequency Identification). An electronic article surveillance tag or RFID tag are types of tags that can be activated or detected by devices at exit points and require specialized tools to deactivate. Using packaging in this way is a means of loss prevention.

The chi-square was also applied on the functional elements of packaging on consumer choice. The Degree of freedom for the informational elements was 110 while the p-value was 0.00042 and the chi-square value was 103.72. The analysis highly indicated that the functional elements of packaging played a crucial role in influencing consumer choice and thus the null hypothesis was rejected.

5.4 Conclusions

5.4.1 Visual Elements of Packaging on Consumer Choice

The study concluded that the visual elements of packaging on consumer choice were very critical while determining the packaging of the detergents in order to influence consumer choice. The colour and material quality should be considered carefully when taking the product to the market as they could influence buying positively or negatively. Consumer perceptions regarding certain materials could change the perceived quality of a product.
Changing the packaging could have a variety of effects on sales, costs, brand and retail store placement. Some businesses changed their packaging as a proactive strategy to increase sales, while others did so to cut costs. Before making a change in a product’s box, can or container, reviewing the various results that might occur and their impact on your bottom line had to be considered. If the product sat on a shelf with many other competing products or in an aisle with hundreds of other products, changing the color, size, shape or other features of its packaging could make it stand out for consumers.

5.4.2 Informational Elements of Packaging on Consumer Choice

The study concluded that information was key in considering the packaging of detergents in order to influence the consumer choice. Information is knowledge and that would give a customer the idea to make the decision to buy or not. Thus building a strong brand through packaging and ensuring labeling is correct and accurate to relay the correct information about the product was key. To gain competitive advantage the informational elements had to be well communicated to consumers. Adding temporary messages such as a price discount, contents increase, health benefit or product award inside, an attention-grabbing graphic helped send a targeted marketing message. The results indicated that a good label with detailed and precise information on product significantly impacted customer's confidence while other visible information did not have much impact on customer's confidence.

5.4.3 Functional Elements of Packaging on Consumer Choice

The study finally concluded that the functional elements had a positive effect on consumer packaging. The elements that were put into test were structural design and technology. With technology changing and awareness on issues such as environmental degradation the technology played an important role in ensuring that consumers made the right decision in purchasing the detergents. The structural design also depicted that it was very crucial in packaging and it was be taken into serious consideration to gain competitive advantage in the market by competitors while marketing their products.
5.5 Recommendations

5.5.1 Recommendations for Improvement

5.5.1.1 The Effect of Visual Elements of Packaging on Consumer Choice

In light of the findings on this objective, the study recommended that all stakeholders that come up with strategies should ensure that the visual elements were always updated to the present trends in order to gain competitive advantage on competitors. All investors should invest heavily in research and development in the colour and material quality of the product.

5.5.1.2 The Effect of Informational Elements of Packaging on Consumer Choice

The study recommended that informational elements should be correctly and clearly communicated through the packaging. The best way to attract customers was by ensuring that brand and labeling were well displayed to ensure that they customers clearly understand the product. This would promote enhance customer preference to the product.

5.5.1.3 The Effects of Functional Elements of Packaging on Consumer Choice

Functional elements of structural design and technology were significant. Manufacturers and marketers should adapt emerging technologies to ensure that they enhanced their packages and not to be limited by obsolete technology. Technologies such as RFID were very good in order to come up with not only customer influencing but also environmentally friendly packages. In a world of big data where there was massive data to analyze as a marketer this helped track consumers and understand them better.

5.5.2 Recommendations for Further Studies

This research provided just the backbone of packaging elements and not an in-depth into the individual elements on how they should be applied to packaging in order to influence consumer choice so further studies should be conducted on each and every element. Technology would have been a whole research topic to enquire about within structural design of packaging of detergents and its effect on consumer choice.
Future studies are encouraged to look not just into the packaging elements but individual brands and make analysis on given brands within the packaging realm. With this the researcher could derive the real scenario on the brands relating to packaging. It is also important to find out why one brand could be more successful than another as opposed to just drawing conclusions based on elements themselves.
REFERENCES


APPENDICES

APPENDIX I: LETTER OF INTRODUCTION

WAITUEKA SYLVIA WANGECI

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA (USIU-A)

P.O. BOX 14634-00800.

NAIROBI

Dear Respondent,

**RE: REQUEST TO PARTICIPATE IN THE RESEARCH STUDY**

I am a graduate student at United States International University, carrying out research on THE EFFECT OF PACKAGING ON CONSUMER CHOICE OF WASHING DETERGENTS IN NAIROBI. This is in partial fulfilment of the requirement of the Master of Business Administration degree program at the United States International University-Africa.

The results of this study will contribute to the broad understanding of credit risk management and mitigating factors. Your participation is very essential for the accomplishment of this study and it will be highly appreciated. I guarantee that the information that you will provide will be treated with the utmost confidentiality and will be used only for academic purposes.

Thank you in advance.

Yours sincerely,

Sylvia Waitueka.
APPENDIX II: QUESTIONNAIRE

Any question that may not be appropriate to your circumstances should not be answered.

Section A: Respondents background information

(Tick the appropriate answer)

1. Gender:  Male  Female

2. Age bracket:
   18 – 29 years  30– 39 years  40 years and over

3. Relationship status
   Single  In a relationship  Married  Other

4. Number of occupants in the household?
   1  2-3  4-6  Above 6

5. Level of education achieved?
   Primary  Secondary  Tertiary  University

6. Level of family income
   Less than KSH 30000  KSH 30000-60000  KSH 60000-90000
   more than KSH 90000

7. Which is the brand of your choice?
   Brand A  Brand B  Brand C  Other brands
SECTION B: RESEARCH QUESTIONS

1. VISUAL ELEMENTS OF PACKAGING.

The following are statements about packaging of washing detergents. Please indicate your reaction to each statement by ticking your answer inside the box based on the five (5) levels of agreement below

<table>
<thead>
<tr>
<th>1 - Strongly Disagree</th>
<th>2 - Disagree</th>
<th>3 - Neutral</th>
<th>4 - Agree</th>
<th>5 - Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The pack’s color relates the product to cleanliness and freshness.</td>
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<td>2. The package color is attractive.</td>
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<tr>
<td>3. The package color has a relationship with the product type</td>
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<td>4. The packaging color creates interest in the product.</td>
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<td>5. The material quality was related to product shelf life.</td>
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<td>6. The package quality has a relationship with the product’s price.</td>
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<td>7. The packaging material quality relates to product quality.</td>
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<tr>
<td>8. The package material quality relates to your decision to purchase product.</td>
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<td></td>
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</tr>
<tr>
<td>9. The color and material quality of the package make your brand of choice competitive.</td>
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</tbody>
</table>
2. INFORMATIONAL ELEMENTS OF PACKAGING

The following are statements about packaging of washing detergents. Please indicate your reaction to each statement by ticking your answer inside the box based on the five (5) levels of agreement below.

<table>
<thead>
<tr>
<th>Statement</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The product information is adequate.</td>
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<td>2. The package information is clearly displayed</td>
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<td>3. The package label conveys meaningful information about the product.</td>
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<td>4. The package features i.e. information was in a convincing format.</td>
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<td>5. The labeling on the package enhances your knowledge on the product.</td>
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<td>6. The brand name, logo and image suggest product value.</td>
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<td>7. The brand name on the package relates to your choice of the product.</td>
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<td>8. The brand name, logo and image are attractive.</td>
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<tr>
<td>9. The brand and label information make your brand of choice competitive.</td>
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</table>

3. FUNCTIONAL ELEMENTS OF PACKAGING.
The following are statements about packaging of washing detergents. Please indicate your reaction to each statement by ticking your answer inside the box based on the five (5) levels of agreement below.

<table>
<thead>
<tr>
<th></th>
<th>1 - Strongly Disagree</th>
<th>2 - Disagree</th>
<th>3 - Neutral</th>
<th>4 - Agree</th>
<th>5 - Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The package structure i.e. shape suggests quality</td>
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<td>2</td>
<td>The technology used to package i.e. ease in opening, use and closing suggests quality</td>
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<td>3</td>
<td>The technology used on the package i.e. material and parts of package relate to conservation of the environment.</td>
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<tr>
<td>4</td>
<td>The package structure i.e. weight, size, shape relates to convenience.</td>
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<td>5</td>
<td>The size of the package is preferable.</td>
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<td>6</td>
<td>The structure of the package suggests efficiency.</td>
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<tr>
<td>7</td>
<td>The technology used to package relates to ease in opening, use and closing.</td>
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<tr>
<td>8</td>
<td>The technology used for the pack relates to protection from children.</td>
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<tr>
<td>9</td>
<td>The package technology enhances safe storage from contamination and damage e.g. water, dirt.</td>
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<tr>
<td>10</td>
<td>The package structure and technology of your brand of choice make it competitive.</td>
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</tbody>
</table>