THE INFLUENCE OF PRODUCT PACKAGING ON THE MILLENNIAL CONSUMER’S BUYING BEHAVIOUR – A CASE STUDY OF THE JUICE, NECTAR AND STILL DRINKS CATEGORY IN KENYA

BY

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UNITED STATES INTERNATIONAL UNIVERSITY - AFRICA

SUMMER, 2017
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A Research Project Submitted to the Chandaria School of Business in Partial Fulfilment of the Requirement for the Degree of Masters in Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY - AFRICA

SUMMER, 2017
STUDENT’S DECLARATION

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

Signed: ___________________________ Date: ___________________________

Antonina Agata (ID. No:645175)

This project has been presented for examination with my approval as the appointed supervisor.

Signed: ___________________________ Date: ___________________________

Dr. Peter Kiriri

Signed: ___________________________ Date: ___________________________

Dean, Chandaria School of Business
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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 in writing this paper. I acknowledge and appreciate Fensy Kitonga who assisted immensely in the research process. Many thanks to the respondents who participated in the study and made it a success.

Finally, I wish to thank my brother, Bonaventure Agata for the continuous support, encouragement and guidance provided throughout the pursuit of my MBA programme
ABSTRACT

Research has been done in both the academic and professional worlds in what the influence various packaging elements have on consumer perception and by extension the power it has on consumer buying behaviour. The millennial consumer's buying behaviour is of great interest to researchers, both academic and professional alike however not much has been done on the influence packaging has on the millennial consumers' choice of juice, nectar and still drinks.

The purpose of this research was to assess the effect packaging has on the millennial consumer's choice of juice, nectar, and still drinks in Nairobi. More specifically, the research was guided by three research questions: How does the packaging material used influence the millennial consumer buying behaviour of Juices Nectar and Still Dinks? How does package functionality influence the millennial consumer's buying behaviour of Juices Nectar and Still drinks? How do the elements of design of the package influence the millennial consumer’s buying behaviour of Juice, Nectar and Still Drinks?

The research employed a descriptive design and utilized the United States International University-Africa students as the population for this study. A sample size of 357 students was selected through a probability sampling design (stratified and systematic sampling), and was furnished with questionnaires to facilitate data collection. Relationships were drawn on the cause of different elements of packaging and effects on choice. The information was then analysed and subjected to interpretation to further understand the association between different packaging types and the effects on millennial consumer choice of juice, nectar and still drinks brands. 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.
From the study, packaging material emanates as having a great influence on millennial consumer buying behaviour of juices, nectar, and still drinks. Health concerns related to packaging material as well as environmental concerns related to the packaging material have the greatest influence on decisions made by the millennial consumers when they are shopping for juice, nectar, and still drinks.

The study also found that packaging functionality has a great influence on millennial consumer buying behaviour of juices, nectars, and still drinks. The ability of the packaging to preserve the product, handling efficiency, storage, and learning about the product from the packaging (communication) are the most influential packaging functionality factors on millennial consumers buying behaviour.

In addition to the packaging material and functionality, the study concludes that elements of packaging design have a great influence on millennial consumer buying behaviour of juices, nectars, and still drinks. Packaging colour, graphics, and package labelling are the most important elements of packaging design considered by millennial consumers when purchasing products. Millennial consumers prefer purchasing products that have attractive packaging.

A major recommendation emanating from this study is that organizations should focus on packaging material that doesn’t contain chemical substances that have negative effects on the health of the consumers in the long run. The organizations should also use packaging material that is environmental friendly and should also be recyclable in order to reach more millennial consumers who are keen on recycling and are greatly concerned with green purchasing as well as packaging that communicates the health benefits of taking the drink.

The study also recommends further academic research into other factors that influence the millennial consumers buying decision on product packaging and other factors that may influence the millennial consumers’ buying behaviour of beverages in Kenya
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

The world’s leading brands know that packaging entails more than just protecting products, keeping them fresh, or enabling their safe transport from one place to another. Packaging helps organizations in their marketing efforts (Marinac, 2015). According to a source, the American Marketing Association has defined marketing as an important function in an organization and a set of processes for creating, communicating, and delivering value to customers and managing customer relationships in a manner that is useful to an organization and all its stakeholders. Marketing entails more than the activities carried out by employees in a marketing department. Marketing is not just the selling of goods and services but it is a process that ensures delivery of value and benefits to the ultimate consumer. Marketing entails creating long-term, mutually benefiting relationships as well as understanding that business firms have many stakeholders such as the employees, suppliers, customers, government, public, etc. (Lamb, Hair & McDaniel, 2009).

Marketers are conversant with the term ‘marketing mix’ created by Neil Borden, president of the American Marketing Association (Marinac, 2015). The term became popular after Neil Borden used it in his book, The Concept of Marketing Mix, which was published in 1964. Borden’s marketing mix entailed product planning, pricing, branding, distribution channels, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact finding and analysis. Jerome McCarthy grouped these into four categories that are now called 4 P’s of marketing. The 4 P’s are Product, Price, Promotion, and Place (Chandrasekar, 2010).

As a source notes, the marketing mix elements are factors an organization can control when operating in the micro or macro environment. The product (the 1st P) must be able to meet and exceed a customer’s expectations. The price (the 2nd P) is the cost of the product and any changes to it affects the marketer’s entire strategy. Promotion (the 3rd P) involves the efforts a marketer puts to ensure customers become aware of the new product. Product packaging
plays a huge role in the promotion of a product. The 4th P is for place; this involves how a product is distributed in order to reach the ultimate consumers. Product packaging has become a very important part of the marketing mix (Marinac, 2015). Product packaging is now considered the 5th P of the marketing mix (Kotler & Keller, 2012).

As a source notes, packaging should not be an afterthought, it should be seen as an important part of a marketing strategy. A new lid, wrapper, design, an easier way of opening and closing a product, or an easier way of storing the product can give an organization an edge over their competitors (Pride & Ferrell, 2010). Packaging plays an integral part in the marketing mix and is part of the marketing process. It impacts upon the image of a product and brand, the product’s functionality, and ultimately the consumer’s perception of satisfaction. So important is the role of packaging that like a brand name, it can influence a consumer’s attitude towards a product and by extension affecting the consumers purchasing decisions (Dibb, Simkin, Pride & Ferrell, 2006). Packaging is no longer viewed as to majorly function as a container but also as marketing tool (Taiye, Ogunnaike, Dirisu & Onochie, 2015).

According to Polyakova (2013), packaging designs and packaging as a whole is one of the marketing tools that have become popular and important in the marketing mix. With increased competition, marketers are increasingly seeing the need to use packaging to differentiate their products with the aim of attracting consumers to choose their products over the competitor’s product. Innovative packaging has been used to augment a product, differentiating it from others to the consumer (Jobber, 2010). The purchase decision process can be quick as an impulsive purchase or take days or even months. The packaging of a product can influence this decision (Capon, 2012). The package of a product offers the first contact a consumer has with the product. A good package not only protects the product inside but draws the consumer in and encourages product choice, building trust towards the brand (Gillian & Wilson, 2012).

Packages can act as “five-second commercials” for the product and also affects consumers’ later product experiences and post purchase behaviours. They’ve been instances where
packages to certain products are attractively displayed at home. Distinctive packaging is also an important part of a brand’s equity and therefore most marketers treat packaging and labelling as an element of product strategy (Kotler & Keller, 2012). Various studies have been carried out to assess the influence, if any packaging may have on the consumer choice of a product. Silayoi and Speece (2004) examined consumer response to packaging among consumers for packaged food products in Bangkok, Thailand and found that there’s a strong segmentation in response to packaging. The three segments that were evident according to Silayoi and Speece (2004) are convenience oriented, information seeking, and image seeking and they follow patterns common worldwide. It is important for marketers to understand the relationship between the consumers’ choices in the various segments and the design characteristics of the packaging of food products (University of Miami, 2014). Thus, the utilization of the important role packaging elements play in food packaging by marketers may impact the selling of food products (Ahmed, Parmar & Amin, 2014).

A study carried out in Athens, Greece aimed to examine the different nonverbal attributes of food and beverage (with a focus on cereals and fruit juices) packages that affect consumers’ expectations of food and beverages product healthiness found that indeed consumer perceptions on the healthiness of food is influenced by the packaging and thus influencing the buyer decision. There’s need for studies to examine the impact functional attributes of packaging such as shape and packaging material have on consumer choice (Sioutis & Scholderer, 2011). In a study carried out in Finland, Russia, and Germany on the effect of packaging on consumer choice in the purchase of milk, found that packaging elements such as colour and the graphics are the most noticeable elements (Polyakova, 2013). The design of the package influences the consumer’s choice however packaging design preferences strongly depend on the target group and may vary from culture to culture (Lal, Yambrach, & McProud, 2015).

Polyakova (2013) recommends that further studies need to explore on how different design elements vary from country, culture and specific target groups. In addition to this, a study carried out in the Lulea University of Technology in Sweden, on the influence product packaging has on brand images well as purchase decision found that packaging does to some
extent influence consumer’s perception of the brand and by extension the purchase decision process (Kok & Nguyen, 2014). The different combinations of the elements of packaging used communicate symbolic brand meanings to consumers. From the functionality aspect of the package for example convenience in the use of the package to what is communicated by the package to the consumer, the capability of the package to attract the consumer’s attention at the point of purchase is evident (Ahmad & Ahmad, 2015).

In Nigeria, a study was carried out on the food and beverages categories to investigate the role of product attractiveness in stimulating a consumer’s interest in a product and the effect labelling and package design has on the consumer purchase decision. The main core findings from the results obtained revealed that consumers are attracted to buying the product because of its shape, colour and design of the package. Thus, packaging plays positive role in the consumer purchase decision (Dirisu, Ogunnake, Onochie & Taiye, 2015). The plastic packaging manufacturing sector in Kenya is the most developed in regards to technology. The sector is also so competitive. As the International Trade Centre 2008 report indicates, the demand for plastic packaging is increasing due to the growth of the economy. The total number of industries dealing with plastics and rubber was 173 in 2008. As the source further notes, Kenya has the largest and most sophisticated steel industry in the region. Due to this, most neighbouring countries come to Kenya for their packaging needs (Owuor, 2012).

Juice, nectar, and still drinks are beverages that are of various types. Consumers of all ages, income levels, tastes, and preferences can find a drink they prefer among these categories. All these categories of beverages have different degrees of natural juices, fruit extract, vegetables, or herbs. The ready beverage is regulated by national and regional food legislation in each country. Juice has always been considered a breakfast beverage and technology enables firms to have variations in the juices in terms of flavouring, blends, and fortifications. Following the current trend of providing healthy foods and beverages, adding vegetable to juices would give an organization an edge over their competitors (Tetra Pak, 2015). As a source further notes, in 2015, the global category for juice, nectar, and still drinks was 187 billion litres and is projected to increase by 1.6 percent compound annual
growth rate between 2015 and 2018 due to the growing markets and niche hotspots (Apfoodonline, 2015).

The growing demand for healthy foods and beverages such as 100% juice, is making organizations focus on the product content as well as the product packaging. For example, various types of packaging such as aseptic packages allow beverages to retain their nutritional value, natural taste, colour, and texture without additional preservatives for a long time (Tetra Pak, 2015). Proper packaging prevents spillage and maintains the product freshness. This is one of the factors that attracts the middle and upper class consumers. In Africa, South Africa and Nigeria are the leading markets for Juice, Nectar, and Still drinks. Kevian Kenya Limited was the first organization in Kenya to provide juices that are 100% juice content (Pick N Peel) in 1999. In 2012, the organization invested in state of the art equipment that enabled it to improve its product processes as well as the product packaging and this resulted to an increased market growth (Kevian Kenya, 2015).

1.2 Statement of the Problem

Waitueka (2015) carried out a study on the effect of packaging has on consumer choice of washing detergents in Nairobi. The findings of the research were that various elements of packaging such as the visual, informational and functional were critical in the designing of a package (Vyas, 2015). These elements needed to be taken into consideration as they influenced consumer choice on buying trends and patterns (Ali & Adam, 2014). Waitueka encourages that future studies look not just into just the packaging elements but individual brands and make analysis on given brands within the packaging.

Different consumers have different wants and needs, and for a marketer to succeed, it is imperative to understand consumers based on their unique needs, wants and behaviours. Studying consumers’ shopping habits and behaviours is a necessity. This is where market segmentation comes into play (Rani, 2014). Market segmentation entails grouping customers into groups that have common needs and will have a similar response to a market activity targeted at the group (Kerin, Kartley & Rudelius, 2009). Kotler and Keller (2012) point out
the major criterion of market segmentations as geographic, demographic, psychographic and behavioural (Kotler & Keller, 2012). Due to the different market segments, companies now use product differentiation strategies to target the different segments and have the consumer feel that their products are better than the other products in offer (Goyat, 2011). One of the major demographic segmentations have been based on age- the period a person was born being influenced by certain key characteristics in that period and thus playing a key role in their purchase behaviour. Different generation characteristics and attributes specific to them (Williams & Page, 2011). Little has been written about the millennials as consumers – how they interact with brands and how they make buying decisions (The Boston Consulting Group, 2012).

The millennials are a generational cohort born between 1980 and 2000. They are considered an important segment of consumers who impact the future of markets (Deloitte, 2016). It is therefore important to understand how packaging shapes and impacts the millennial consumers’ buying behaviour and purchasing decisions. Like every other generation, the millennials exhibit certain unique qualities that make them different from the preceding generations (Fromm & Garton, 2013). Some of the core characteristics, millennials share are that they are value driven and prefer smart consumption and consider packaging as part of the shopping experience (Stora Enso Packaging Solutions, 2015). These studies on millennials have been on general consumer purchase behaviour but not specifically on the juice, nectar and still drinks categories and specifically in Kenya.

Demographic surveys place Kenya at an average population age of 19 years old. This practically makes the country a teenager. This also means that millennials make up the largest percentage of the population in Kenya (Kenya National Bureau of Statistics, 2012). This has informed the undertaking of this study, to determine what influence packaging may have on the Kenyan millennial consumer’s decision in the purchase of juice, nectar and still drinks. Research on millennial buying behaviour has been done considering only developed countries such as the United States of America, European Union countries, as well as United Kingdom of and Australia (Lukina, 2016).
According to Tetra Pak, (2009), in 2008 The Economist published the results of a survey that revealed, 12 per cent of consumers spend an average of 90 seconds reading the contents on a product packaging before making a purchase. This is quite a long time to spend on one product when there are many different products to purchase. Many consumers cannot tell the difference between juice, nectar, and still drinks. They normally refer to all these categories of drinks as juice. The consumers instead tell the differences depending on the taste and package size, which does not always assist them purchase a product that they actually want. More so, lack of proper packaging has created problems in the juices category since consumers intending to purchase healthier drinks cannot tell the difference between 100% juices and the ones with little or no content juices. Consumers therefore tend to look at the price of competing brands and make a purchase which doesn’t meet their expectations. It is due to this, that the study sought to investigate the influence of product packaging on the millennial consumer’s buying behaviour – a case study of the juice, nectar and still drinks category in Kenya.

1.3 Purpose of the Study

The purpose of the study was to investigate the influence of product packaging on the millennial consumer buying behaviour with a relation to the Juice, Nectar and Still Drinks Category in Kenya.

1.4 Research Questions

The study was guided by the following research questions;

1.4.1 How does the packaging material used influence the millennial consumer buying behaviour of Juices Nectar and Still Dinks?

1.4.2 How does package functionality influence the millennial consumer’s buying behaviour of Juices Nectar and Still drinks?
1.4.3 How do the elements of design of the package influence the millennial consumer’s buying behaviour of Juices, Nectar and Still Drinks?

1.5 Importance of the Study

This study investigated the relationship between a product’s package and a millennial consumer’s decision to purchase based on the package. The information emanating from this research will be of benefit to the following;

1.5.1 Consumers

This study will be important to consumers because they will know the important qualities of product packaging to look for when purchasing products. Consumers will also learn that there is a difference between juice, nectar, and still drinks.

1.5.2 The Juice, Nectar and Still Drinks Processors

Juice, Nectar and Still Drinks processors with presence in the Kenyan market or future intention of the said, who are keen on market information with respect to product packaging and consumer choice, which may inform their strategies.

In addition to this, packaging material manufacturers and suppliers of the juice, nectar and still drinks food category in the Kenyan market and those with the intent of doing so in the Kenyan market will also benefit from this study.

1.5.3 Policy Makers

Policy makers and institutions that influence policy such as the Kenya Bureau of Standards (KEBS) will benefit from this study. KEBS is interested in the material used in the packaging of food used as well as the impact it may have on the quality of food packaged. Since the study will also capture the material of packaging as part of the elements, the study will be beneficial to KEBS.
1.5.4 Researchers and Academicians

This study would be of benefit to researchers seeking information on marketing strategy of the juice, nectar and still drinks (JNSD) category market in Kenya, with a focus on product packaging and consumer choice. It will shed more light on packaging’s influence on consumer perception on JNSD brands and by extension brand preference. In addition to this, the study will add onto previous studies done on millennial buying habits by highlighting the Kenyan market and specifically the JNSD category. The study will also be of benefit to the research and development of packaging material and packaging in the JNSD categories.

1.6 Scope of Study

The study focused on the aspects of packaging that may have an effect in the consumer choice of juices, Nectar and still drinks available in Kenya. The target population consisted of students at the Chandaria School of Business at the United States International University-Africa. (USIU-A) The study was carried out at USIU-A campus in Nairobi County over a period of three months.

The study had some challenges during data collection. This is because data was collected when students were sitting their mid semester exams and were therefore busy preparing for their exams. Convincing these students to spare some time to fill out questionnaires was difficult. To mitigate against this challenge, questionnaires were administered to business major students who were in the cafeteria and other recreational facilities on campus.

1.7 Definition of Terms

1.7.1 Consumer Behaviour

Consumer behaviour refers to the buying behaviour of individuals, families, or households. There are four factors that are known to affect consumer behaviour. These factors include; culture, social factors, personal factors, and psychological factors (Prasad, 2009).
1.7.2 Design Elements

These are the features found in a specific design. For example, marketers can ensure a packaging design has elements such as attractive fonts, large font sizes, eye catching colours, and images etc. (Knight & Glaser, 2005).

1.7.3 Packaging Functionality

Package functionality is the role or purpose of product packaging. For example, protecting the product during transportation (Wells, Farley, & Armstrong, 2007).

1.7.4 Millennial Consumers


1.7.5 Packaging

All the activities of designing and producing the container for a product (Kotler & Keller, 2012).

1.7.6 Juice

100% fresh fruit content in beverage. It is therefore a pure product with no preservatives, sweeteners or artificial colour (Neves et al, 2011).

1.7.7 Nectar

25% - 99% of pure juice content. It can contain sweeteners, colouring and preservatives (Neves et al, 2011).

1.7.8 Still Drink

Juice content is less than 25%. In many countries, it may contain 3% - 5%. Contains a larger quantity of additives (Neves et al, 2011).

1.8 Chapter Summary

This chapter has briefly introduced a background into the study of product packaging the millennial consumer choice in the juice, nectar and still drinks category in Kenya. It has discussed how certain aspects of a product package such as material, design, and size influence the millennial consumer buying behaviour. Chapter two is the next chapter and it
will discuss literature that has been gathered under packaging and consumer behaviour. Chapter three will discuss the methodology that was employed for this study. Chapter four will present the results and findings of the study while chapter five will present the discussions, conclusions, and recommendations of the study.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

In this chapter, the literature review of the existing research literature on the influence of product packaging on the millennial consumer buying behaviour is going to be critically reviewed. Specifically, the chapter will discuss the influence of packaging material on consumer buying behaviour, the influence of package functionality on consumer buying behaviour, the influence of package design on consumer buying behaviour, and conclude with a chapter summary.

2.2 Influence of Packaging Material on Consumer Buying Behaviour

Packaging material is anything that is used to cover or protect something (Pohtam, Deka, and Dutta, 2016). The millennial consumers are the biggest consumption generation in most countries and they largely influence the growth rate of all sectors of the industry. In history, the millennials are the most digital savvy consumers. They rely on social media and internet when shopping and in everything else that they do. This group of consumers is constantly changing the consumption patterns which demand improved, genuine, and locally made products that are well packaged. This is influencing the way different brands market themselves to the millennial consumers (Fry & Kim, 2015).

2.2.1 Material Quality

Pohtam, Deka, and Dutta (2016) argue that, the packaging material has a great influence on the buying behaviour of consumers. This is because consumers prefer high quality packaging. Any type of material that is used especially to protect something should be of high quality. Consumers’ perception of the product’s quality depends on the quality of the packaging material. According to Deliya and Parmar (2012), high quality materials are more preferred than low quality ones. The first packages to be used in the olden days were made of natural materials that were available during that period. Examples of materials first used in packaging included: reed baskets, wineskins also known as bota bags, wooden boxes, pottery
vases, ceramic amphorae, barrels of wood, bags that were woven, etc. Processed materials such as early glass and containers made from bronze were mostly used in packaging. As the source further notes, the study of old packaging is a key factor in archaeology. As discovered, iron and tin were largely used in packaging in the 19th century (Deliya & Parmar, 2012).

According to a source, paperboard cartons and corrugated fibreboard boxes were first used in the 19th Century while improvement in the packaging methods in the 20th century involved Bakelite closures on bottles, transparent cellophane over wraps and panels on cartons. These methods improved the processing efficiency and ensured food safety. With time, marketers started including aluminium and plastic materials when packing their products to increase performance and functionality which would in turn boost their sales. This shows how packaging material influence the customers’ buying behaviour (Deliya & Parmar, 2012). The total packaging aspect determine the uniqueness and originality of a given product. The product characteristics determine how customers perceive the product regarding quality and from these, different brand preferences are made. As a source notes, consumers associate the package material quality with the product quality. Products packed with high quality material are deemed to be of high quality while low quality packaging material indicates low quality products. Hence, the package material becomes the symbol of quality when purchasing products such as food and beverages (Silayoi & Speece, 2007).

2.2.2 Environmental and Health Concern

Nowadays, people are concerned with green purchasing because of the growing campaigns to protect the environment. Green purchasing is the act of buying environmental friendly products, these are products that do not bring any harm to the environment. Environmental friendly actions include re-using, recycling, reducing use of non-biodegradable packaging materials (Rundh, 2013). Health and wellness concern has considerably affected the food and beverage industry. Consumers are now more conscious of how various products affect their health. This makes consumers substitute foods and beverages that are considered unhealthy.
with healthy ones. The packaging material used on foods and beverages has also been an issue of concern (Fry & Kim, 2015).

According to a source, the millennial generation is the most concerned with health matters compared to any other generation. The millennials are concerned with the chemical substances found in foods and beverages as well as the chemicals found in product packaging. For example components such phthalates and bisphenol-A found in product packaging materials. Many millennials may not know the specific chemical components found in some packaging material but they have still changed the products they purchase to avoid the chemical exposure in the packaging material. Many researchers are studying the effects of exposure of chemicals such as bisphenol-A (BPA) through product packaging. These compounds are commonly found in plastic packaging and plastic lining in aluminium cans. Millennials are keen on purchasing beverages that have less plastics in their packaging (Glass Packaging Institute, 2014).

Clem (2008) argues that consumers are engaging in green purchasing because they have become more social conscious and want to protect the environmental resources. Environmental marketing has become a strategy to convince consumers that a firm’s products are environmental friendly compared to the competitors’ products. This strategy is meant to give them a competitive edge. Customers are able to differentiate a firm’s products when they are faced with many options in a supermarket. Environmental marketing is being used as a strategy to entice the millennials who are currently influencing the growth rate of different sectors of the economy. The developing allure of green product has enabled organizations to attract more customers and increase their sales by concentrating on marketing strategies that stress on the environmental friendliness of the product or the product packaging (Turner, 2012).

According to Mostafa (2007), environmental conscious consumers who insist on knowing how products and their packaging affect the environment before they make any purchases are known to have a ‘green purchase’ behaviour. The millennials are known to be the most environmental conscious consumers compared to other generations due to their high
education levels, technological reliance, and media exposure. However, studies reveal that other factors such as brand loyalty, comfort, convenience, and price have a greater influence on millennial consumers purchasing behaviour than their concern for environmental protection in food and beverage product packaging (Dolan, McKeon, Mellon, & Turner, 2012).

According to Pride and Ferrell (2010), it is important for organizations to use packages that are environmentally friendly because a half of all garbage is made up of plastic packages that have been thrown away. For example, polystyrene containers, soft drink plastic bottles, and plastic bags used for carrying groceries among other things. Plastic is not the best material for packaging because it is not biodegradable and as paper might seem as the best option because it is biodegradable, it involves destruction of trees and other important resources. As McCabe (2014) notes, marketers are using packaging as an opportunity to market their firm to environment sensitive consumers. Many organizations have become more conscious about the impact of their product packaging towards the environment. This has led them to produce product packaging that is recyclable. For example, Procter and Gamble, a multinational company is packing concentrated detergents which requires less packaging compared to the ready to use type of detergent. H.J.Heinz is also finding other ways of packaging their ketchup instead of their previous plastic packaging. However, as organizations look for alternative product packaging, not all consumers are happy switching from the type of product packaging they are used to the new one because the new environment sensitive product packaging might not be as effective and convenient as the previous one, for example previous plastic packaging that is convenient but not environment friendly (Pride & Ferrell, 2010).

It is commonly known that millennial consumers are keener in protecting the environment’s natural resources compared to the previous generations (Gaudelli, 2009). This makes the millennials to be the main target of green marketing strategies. More studies reveal that millennials are genuinely interested in protecting the environment and will engage in activities that encourage environmental conservation (Lu, Block, & Joseph, 2013). However, researchers are yet to prove that the millennials environmental concern has led to any major
behavioural changes. Although millennials may have high levels of education regarding environmental conservation, many of them do not consider it their responsibility to change their way of life in order to protect the environment. This is because they would choose personal comfort over environmental advantages (Head, 2013).

2.2.3 Convenience

As a source argues, everyone prefers product packaging that is easy to handle. For example, wholesalers prefer product packaging that facilitates easy shipment of the product, easy storage, prevents spoilage and breakages, and prolongs a product’s shelf life. On the other side, consumers prefer product packaging that is easy to handle, use, open and close, tamper proof or child proof, as well as easy to store. Product packages that are difficult to open and reclose are among customers’ major complaints (Lamb, Hair, McDaniel, 2009). As life has become hectic, consumers prefer taking some of their healthy beverages on the go. For example, taking breakfast as they drive to work, taking drinks as they run their errands or as they walk from one place to another. This is because they need to make the most out of the little time they seem to have. Convenient product packaging is therefore very important to consumers (Tetra Pak, 2009).

The packaging material greatly influences the packaging convenience. Good packaging material enhances convenience in distribution, handling, display, storing, sale, opening, reclosing, use, and re-use. Packaging enables to carry out group packaging, where fragmented objects can be carried from one are to another in one package, and this guarantees handling efficiency (Karedza & Sikwila, 2017). Proper packaging materials minimizes chances of theft of the packed product. Products that have been tampered with leave traces of being opened since the packaging becomes physically damaged and cannot be resealed. In such cases, the packaging material becomes very important when trying to avoid theft of the product or parts of the product. Packaging can also include anti-theft devices (Deliya & Parmar, 2012).
2.3 Influence of Package Functionality on Consumer Buying Behaviour

Package functionality is the role or purpose of product packaging. The first to define packaging as the ‘silent salesman’ was Pilditch in 1957 who argued that the package must come alive at the point of purchase in order to replace the salesman (Wells, Farley, & Armstrong, 2007).

2.3.1 Logistical Function

According to a source, the logistical function of packaging is to protect product from physical damage and environmental conditions when the product is being transported through the distribution channels. This is considered as the basic function of packaging. This function could increase the packaging cost since marketers consider very many factors. For example, destination of the product, distribution channel, time, and environmental conditions. This is because the product has to be protected from factors such as spoilage, loss, theft, or misplaced goods. Some types of packaging include anti-theft devices. Rundh (2013) explains, the basic function of the product is to preserve the product integrity by protecting the food or beverage from germs during transportation because defective food and beverage packaging can be a health hazard to the consumer. Further study shows that, packaging gives products a physical protection where it protects the product from shock, vibration, compression, and extreme temperatures. Packaging also provides the products with a barrier from oxygen, water vapour, or dust. Packaging enables small objects to be put together so as to facilitate easier transportation and handling efficiency (Deliya & Parmar 2012).

In developed countries, packaging is becoming an important issue in trade and a very critical factor for logistical reasons in the developing countries (World Packaging Organization, 2009). So much food goes to waste due to poor logistics and packaging methods. According to a source, the packaging industry accounted for a turnover of $485 billion including machinery sales in 2004 and the turnover was estimated to reach $564 billion in 2009 (World Packaging Organization, 2008). Research has shown that many packaging solutions are
developed per year so as to help in the distribution and protection of food and beverage products in new market areas (Rundh, 2013).

As a source notes, packaging solutions have become very important in the world nowadays because without the advanced ways of packaging people wouldn’t be able to transport perishable goods such as food and beverages over wide geographical areas. According to the Swedish research organization Innventia (2011), the packaging material costs for Fast Moving Consumer Goods (FMCG) can be as much as 20 per cent of the sales price. Developing countries are experiencing losses in the food and beverage industry. This has been caused by poor packaging and packaging methods which causes damages to the products during transportation and storage. The lack of special storage facilities such as cold chain facilities aggravates the packaging problem. Approximately 10 per cent of fruit and vegetable estimated to be worth 10 billion Euros is wasted in transit due to poor packaging methods within the European Union (World Packaging Organization, 2009). According to a source, a product’s packaging major function is to protect goods from any kind of contamination, extreme environmental conditions, or poisoning. Packaging provides physical protection from vibrations, shock, chemicals, and other unwanted substances. Any product that reaches the consumer in good condition is said to be a ‘clean’ package (Deliya & Parmar, 2012).

2.3.2 Marketing Function

The second function of packaging is basically a marketing role. Packaging enables organizations to create eye-catching methods of marketing their products’ characteristics directly to the consumer. Packaging is considered to be a key marketing tool for informing the consumers about the firm’s products (Hellstrom & Nilsson, 2011). From a marketing viewpoint, product packaging is an extrinsic cue and consumers see the packaging of the product before they even get to use the product itself (Orth & Marchi, 2007). Product packaging could therefore be considered as a means of marketing the product to the ultimate consumer where the packaging enables product evaluation, brand differentiation, and consumer influence (Thalhammer, 2007). Researchers have noted that packaging is
becoming more important because marketers have realized it is the last stage of marketing the product to the consumer as packaging influences the consumers on the crucial purchase-decision moment (Matsatsinis, Grigoroudis, & Samaras, 2007).

As a source notes, packaging has become a sales promotion tool for many marketers in the world (Raheim, Vishnu & Ahmed, 2014). Packaging has become a crucial selling proposition which encourages impulse buying. A very attractive product packaging makes consumers buy the product even if they don’t really need it. An attractive packaging also attracts customers to try out a new product in the market which they had not really budgeted for. An effective product packaging attracts new customers, increases sales and profits while still minimizing marketing and promotional costs. Silayoi and Speece (2007) explain that packaging is very important in differentiating brands and assists consumers choose products from a wide range of similar products. This shows that packaging plays a major role in influencing a consumer’s buying behaviour (Wells, Farley & Armstrong, 2007).

According to a source, the number of consumers using bottled water is growing daily. The number of middle income consumers who use such products is also growing. These demands for proper packaging of this type of drink. The marketing environment is increasingly becoming competitive and the consumers’ changing lifestyles and need for self service activities have changed the role of product packaging. Marketers are maximizing the use of product packaging as a sales promotion tool (Deliya & Parmar, 2012).

### 2.3.3 Communication Function

Packaging can be considered as a form of communication because it influences consumers’ perception regarding the value of the product, it helps different competitors in the market differentiate their brand, and customers are able to identify themselves with a particular brand and develop a sense of loyalty to it. This shows that packaging determines how a consumer perceives a product in terms of quality and preference. Packaging is an important communication tool because it is the last thing that a consumer sees before making that important decision of purchasing the product (Lotongkum, 2009). Packaging is also
important because it helps organizations communicate information about their products. Customers like having all the important information about a product before making a purchase. For example, food and beverage products have ingredient information on the package so that customers can know if they are allergic to certain ingredients of the product or if they are okay with the calorie level of the product. The trend towards living healthy is making food labelling so important because consumers are able to make informed choices before purchasing a product (Wang, 2013).

As a source notes, not all information on the package is good since it may cause confusion because it maybe too much and incorrect. This misleads the consumers when making their purchase decisions and it makes them not have repeat purchases of the product. Some product packaging have information whose font size is too small and almost illegible. This reduces the ability of consumers knowing more about the product. To avoid this, consumers shouldn’t have so many alternatives and evaluative elements (Deliya & Parmar, 2012). The final purchase decision is influenced by very many factors. For example, consumers may change their mind about purchasing a product because they haven’t seen enough advertising on the product or the product packaging information doesn’t communicate much about the product. Packaging would be very crucial in such a scenario because the product marketing will be done by the packaging which will ultimately determine the brand preference (Jugger, 2008).

2.3.4 Portion Control

Packaging determines how much of a product a consumer takes. Organizations may have different sizes of a product depending on a target market. Larger packages encourage consumers to consume more of a product at a go. For example, beverages such as soft drinks and juices come in different sizes and the larger sizes are meant to entice consumer buy the drinks during hot weather. Consumers engage in impulse buying when the product they want is readily available (Mamo, 2014). An organization can increase the number of times a product is used by finding other ways that the product can be used. For example, an organization can increase the packaging size of butter and tell consumers that they can spread
it on their bread and still use it to fry food. As a source notes, package size influences the frequency at which the products are used, the period, and place the products are used (Kotler & Keller, 2006).

According to a source, package size attracts consumers. When shopping, consumers prefer products that are packed in larger, taller packages. Consumers tend to think different types of shapes determine the product quantity. Consumers also believe that the quantity of a product depends on how attractive the product package is (Hoyer & Maclnnis, 2010).

2.3.5 Recyclability

The millennial generation has the highest number of consumers keen on buying food and beverage products that have renewable packaging material. This shows that majority of the millennials value recycling. As a source notes, as much as millennials prefer packaging that can be recycled, most of them do not know which materials are renewable. For example, they are not aware if glass can be renewed. Most of the boomers generation consumers compared to the millennial generation know that glass can be recycled. As millennial consumers look for drinks that are packaged in renewable material, they may not buy any drink that is packaged in glass since they are not aware that glass can be recycled (Glass Packaging Institute, 2014).

2.4 Influence of Package Design on Consumer Buying Behaviour

Deliya and Parmar (2012) argue that the product packaging design communicates so much about a product and determines how a product brand is perceived in the market. This has influenced the organizations to focus on the design of the package when marketing the product to the consumers. Kuvykaite, Dovaliene, and Navickine(2009) note that packaging design is a silent salesman that influences consumers’ purchase decision. Packaging design is a great factor that also influences consumers’ impulse buying. Orth and Malkewitz (2008) agree that packaging design is a combination of many factors that are made to accomplish a specific goal. Product package design influences the customers’ value of the brand (Bruce & Daly, 2007).
2.4.1 Graphics Design

Chaiwat (2008) asserts that, packaging design can be a strategy to achieve organizational objectives. It’s difficult to find products according to the package design especially if there are so many products on a shelf. Some packaging designs might have an untidy message format or too many elements on a single label. In such circumstances, consumers get confused when they are deciding which element of the package design is the most important to consider before they purchase the product. An effective package design ensures consumers are able to access the product information faster and consumers are able to choose the product among a variety of competing products. Marketers can ensure this by; having attractive fonts, large font sizes, eye catching colours, and images etc. (Knight & Glaser, 2005). Products packages that have colours that look different on a shelf tend to attract customers. For example a coloured product package on a shelf with black and white product packages would be the first one to be seen by shoppers. Graphic designs that are attractive influence consumers to purchase a particular product (Young, 2005). The packaging graphic design generally comprises of two aspects; Aesthetics and Details.

2.4.1.1 Aesthetics

According to Rundh (2013), a proper packaging design would attract new customers and enable an organization meet its objectives while still increasing consumer satisfaction. The aesthetic and functional components of a package design determine how a product will fare in the market. Aesthetic part of the package design relates to the colour, shape, and graphics of the package.

Asawangkura (2005) explains that the aesthetic aspect part of the packaging design has three parts. The first part is the text elements which contains the information about the product. The text should be easy to read and easy to understand. The second part is the illustrations that make customers feel like they are buying the product of their dreams and associate with the function of the product so as to make it more appealing. Finally, the third part of the aesthetic part of the graphics design deals with colour. Consumers attach different colours
with past experiences, emotions, or beliefs. For example, pink is used in products meant for girls, blue is associated with boys, white shows cleanliness, and red is mainly used in stop signs or to indicate danger. Therefore, different colours influence the attitude of a consumer (Deliya & Parmar, 2012).

According to a source, colours are so symbolic and have cultural meanings. For example, in Britain and France, having a combination of blue and red shows that a person is patriotic. The importance of colour associations in different cultures influence marketers to focus on the different colour schemes in their package designs. Marketers are keen on which colours to use in their advertisements and packaging (Solomon et al., 2006). Marketers should also be careful when using colour since each culture has a different view regarding a particular colour. For example, Green is not the best colour to use in product packaging in Egypt since religious leaders once wore it while in other countries, green represents nature and life and is therefore appreciated. Black and white packaging in Japan would be inappropriate since those are mourning colours, in other countries, black and white represents professionalism and class. Purple would also be an undesirable colour to use in Hispanic countries as it is associated with death while in other countries purple is acceptable since it represents royalty (Burnett, 2008).

Keillor (2007) argues that, as a general rule, marketers should strive to ensure the product package colour stands out when a product is on a shelf among many competing products. For example, having a product package with bright colours among competing products that have dark and dull colours. Poturak (2014) explains that colours influence a customer’s perception regarding a particular product. The effective use of colour on a packaging design takes much thought and research since colours have different meanings and association in different cultures. A colour that might be perfect for product packaging in one market might be unacceptable in a different market. When it comes to tastes and preferences different colours would have different meanings. For example, pink and red packaging shows that the product is sweet, green packaging shows that the product is minty or organic. In advertisements, marketers use yellow or red to show that the product is new. Marketers should choose a
product packaging colour depending on the impression they want to create in the mind of the consumer (Gofman, 2010)

As a source notes, colour harmony between a product and its packaging is necessary. For example matching the colour of a drink and its package influences the consumers’ perception regarding the quality of the drink (Esmailpour & Rajabi, 2016). Colour is a very effective tool in marketing as it determines how a brand will fare in the market amongst many competing brands. Organizations have to carry out thorough research when picking a packaging colour for a particular product so that it doesn’t look similar to the competitors’ colours. This would ensure consumers don’t get confused when picking a product from the shelf. Sometimes when shopping, consumers don’t check the product’s brand name but the colour of the product package. This would affect the sales of an organization if customers keep confusing the firm’s product with the competitors’ products because of the similar colours used in product packaging (Mamo, 2014).

In order to have an effective advertising, a product package must be appealing to the consumer. Poturak (2014), confirms that packaging has an important role in attracting customers. Proper attention on the aesthetics of the package design such as the colour size, and shape of the project enables an organization to have effective advertising. Previous research shows that modifying an old package may be the best way to make it more appealing to the consumers and influence their purchase decision. Sometimes where consumers cannot tell the quality of a product, they look at the size of the package to make the final decision of whether or not to purchase the product (Deliya & Parmar, 2012). Previous studies show that consumers tend to buy products that are in larger packages than smaller ones. This shows that size of the product stimulates the consumers’ buying behaviour. Consumers would prefer buying the larger package because it is less expensive per unit compared to two smaller packages of similar products. An organization should pay more attention on the aesthetics of the packaging design as well as ensuring the product is readily available in order to achieve their marketing objectives (Schlossberg, 2008).
Packaging design might be the most difficult design sector compared to any other in marketing. This is because, the packaging design directly affects the sales of an organization’s product which in turn affects total revenue made by the organization. Product packaging design might determine the success or failure of an organization (Ambros & Harris, 2011). The main driver of creating a packaging design is to create a product package that will be unique and stand out from the competing product packages on the shelf. A proper packaging design should have few words on the label and highlighting the key aspect of the package design. Eye-catching packaging design graphics ensure the product is visible among many competing products on the shelf and this will influence a consumer’s buying decision (Poturak, 2014).

2.4.1.2 Details of Design

The details of the packaging design influence the consumer buying decision. Graphics on the packaging help in informing the consumer about the product. For example, describing, identifying the product brand, giving the content of the product, the benefits of using the product, the instructions of using the product, and all other details of the product that a consumer might find important. Deliya and Parmar (2012) confirm that the font type and size on the packaging design helps in attracting the consumers. Creative fonts on the packaging design play a big role in attracting new customers to purchase the product. A good packaging design enables a firm to convey messages directly to the consumer. This makes packaging the most effective way of communicating the brand message to the target market (Wells, Farley, & Armstrong, 2007).

According to Loria (2016), a design message on a package has a greater effect on a consumer’s behaviour. Determining what the target market wants and designing the package accordingly becomes the greatest factor that differentiates an effective package design from a non-effective packaging design. The information on the package should reflect what consumers are looking for in a product. The details on the packaging design determine whether the consumers will buy the product or not. Organizations should ensure the message details on the packaging reflect what the consumers want as well as what the organizational
values stand for. Research shows that consumers are loyal to brands that contain genuine messages on the product package. This is a great factor that influences the consumers’ purchasing decision. Marketers should also be careful when designing the message on the package, as it could be deemed too much or misleading (Silayoi & Speece, 2007).

Loria (2016) argues that a picture on a package may paint a thousand words but the message on the package has a greater influence on a consumer’s buying behaviour. Details of the package design such as the ingredients of product have a great influence on the millennial consumer’s buying behaviour. As a source notes, millennial consumers are ‘smart consumers’. This is because they are more concerned with the health benefits of a product and that makes them focus on the ingredients’ list in the product packaging to determine whether they will buy the product or not. The other generations such as the baby boomers are ‘informed consumers’. This is because they just want to be informed about the product’s ingredients in order to know about the calorie and fat content but that doesn’t really affect their purchase decision (Fry & Kim, 2015).

Packing designs tend to run out of vogue after a very short time but constant research on what the consumers want enables the marketers to know when the consumers’ tastes and preferences change. The increasing competition between different organizations requires marketers to have innovative designs that create customer awareness while still providing a competitive edge for the organization (Ampuero & Vila, 2006). A product packaging design can influence a consumer’s purchase decision within the last five seconds before a purchase. The most popular packaging design may not be the one that gets customers to make the actual product purchase. This means that the product with the most popular design might remain on the shelf for a very long time. Messages put on either side of the main visual may not increase the effectiveness of the packaging design because customers are compelled to focus on different directions of the label hence creating confusion (Young, 2008).
2.4.2 Differentiation

According to Jafari, Nia, Salehi, and Zahmatkesh (2013), organizations can use packaging designs to differentiate themselves from the competitors. In the past, packaging designs have been used as a strategic tool for differentiation because it gives the organization a competitive edge over its competitors. Packaging design can be used to differentiate between various food and beverage products and create preferences among different brands. Brand preferences create customer loyalty where customers will only insist on buying the product that they already know and trust. Orth and Malkewitz (2008) explain that details on the packaging design are very important as they influence the consumers’ purchase decision. The consumers normally see the packaging design before they see the product itself. The quality of the product will therefore be assumed to be as good as the product’s packaging design. This means that marketers are able to influence the consumer’s behaviour through the packaging design. The main goal of the packaging design is to differentiate the product from the competitors so that the consumers can purchase the product. A packaging design helps in identifying a particular brand (Klimchuk & Krasovec, 2007).

Long (2016) argues that millennial consumers have become a great force in the industry such that their decisions prompt the marketers to differentiate their brands with unique and creative packaging. Details of the packaging design communicate value of the product which can be used as a source of differentiation. For example, details on the packaging design may influence consumers to pick a single product from a shelf with so many competing products. Orth et al. (2007) confirm that packaging design is an important aspect of marketing since it determines how consumers perceive a particular brand. Details of the packaging design can be made to convey different messages. For example, a brand that offers quality or affordable products. Details of the package design can also be used to influence the customers’ purchasing decision. An effective package design can stimulate impulse buying behaviour which will lead to increased sales, high revenue, and overall profitability of the organization. This confirms that packaging design is one of the most important factors influencing consumer buying decision (Mamo, 2014).
A product packaging design is so important since it helps an organization differentiate itself and create a preferred brand in the minds of the consumers. As Zekiri and Hasani (2015) note, a good brand image is very important as it can be a source of differentiation that gives an organization a competitive advantage over its competitors. The brand image influences how consumers perceive the value of the product compared to other competitor products. The brand image is important as it increases the familiarity of a particular product. It is important for an organization to have an effective packaging design message for a sustainable brand success (Loria, 2016).

According to Wijaya (2013), brand image involves the customer’s perception towards a particular brand. ‘The brand name can signify the subjective or objective state of reality’. Consumers tend to buy products that they already know. Customers with a preferred brand rarely take time deciding on which product to purchase because they will automatically replace a product that runs out with a similar product from the same brand. It is assumed that consumers prefer well-known brands than new ones because a well-known brand has already been tested and accepted in the market (Zekiri & Hasani, 2015). Over 70% of the purchase decisions are made at the shelf. This is because the different packaging designs enable differentiation of products which lead to a preferred brand. Marketers already know packaging designs help in differentiating products, therefore, they strive to create packaging designs that will strengthen an organizations brand image (Ahmad, Billo, & Lakhan, 2012).

2.4.3 Innovation

Rundh (2013) explains that innovation is very important in the design of new packages. Innovation helps marketers have package designs that are easy to open, more convenient (e.g. take away food), tamper proof, and easy storage at home. According to Zekiri and Hasani (2015), having innovative packaging designs enables consumers to perceive the products in question as high quality products. An innovative packaging design can add value to a product if it entails adding features that consumers deem important. Nowadays, marketers ensure product packaging designs have features that consumers feel meet their needs and preferences. According to Mensonen and Hakola (2012), in the past, marketers used to
concentrate on visual packaging design. Visual packaging consists of colours, graphic shapes and images, typography, and illustrations and marketers should focus on each of these attributes to create unique and innovative packaging designs (Venter et al., 2011).

The design of innovative packaging solutions requires marketers to have effective packaging designs that will ensure an organization is able to make more revenue to cover the costs associated with creating the packaging solution. It might be difficult for organizations to realize some of their packaging design solutions because of the high costs incurred in creating the designs. Additionally, there might be hidden costs in the production, filling, and sealing of the package (Rundh, 2013). Marketers must strive to have new innovative packaging designs that communicate value to a customer since they associate the product packaging design with the overall quality of the product. It’s important to carry out market research before developing a new design. This is because marketers will be able to incorporate designs that are most favoured by millennial consumers. The current trends and behaviours of different consumers normally influence new packaging design innovations (Karedza & Sikwila, 2017).

According to Rundh (2013), new innovations on packaging designs face challenges such as the nature of the product. For example, liquids, solids, gels, tablets, etc. require different types of packaging designs. The most preferred packaging design is the one that is produced in the most cost efficient manner. Any new innovative packaging designs need to be produced with existing materials and technology. Millennial consumers are known to purchase products that have unique packaging designs. This makes organizations work extra harder to provide new and unique packaging designs (Wells, Farley, & Armstrong, 2007). As a source notes, millennial consumers prefer products that have appealing packaging designs (Long, 2016).

2.5 Chapter Summary

This chapter has been divided into three parts depending on the research questions of this study. The first part reviewed existing literature on the influence of packaging material on the consumer buying behaviour. The second part reviewed existing literature on the influence of
packaging functionality on the consumer buying behaviour, and the third part reviewed existing literature on the influence of packaging design on the consumer buying behaviour. The next chapter which is chapter three will discuss the research methodology. It will specifically discuss the research design, the population and sampling design, the data collection methods, research procedures, and data analysis methods.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction
This chapter analyses the research methodology that was used in the study on the influence of product packaging on the millennial consumer’s buying behaviour. The first part of the chapter will cover the research design, the second part will cover the population and sampling design, the third part will cover the data collection methods, the fourth part will cover the research procedures, and the fifth part of the chapter will cover the data analysis methods that were used. The last part summarizes the chapter.

3.2 Research Design
A research design is a framework that establishes the blue print for collection, measurement, and analysis of data. It shows how the different aspects of the research are anticipated (Coldwell & Herbst, 2004). This study adopted a descriptive research design where data is obtained to describe the characteristics of the topic under study. Obtained data is meant to describe who, what, when, and how much (Cooper & Schindler, 2006). Descriptive design is used because it helps provide information of the current situation of a problem in relation to the variables at hand. Descriptive research provides a precise and valid representation of the factors that relate to the objectives of the study (Creswell, 2014).

3.3. Population and Sampling Design
3.3.1 Population
According to Saunders, Lewis, and Thornhill (2016), a population is the universe, people or things that need to be studied. The target population for this study consisted of students at the Chandaria School of Business at the United States International University- Africa in Nairobi County. The population total number is 3,338 students as shown in Table 3.1.
Table 3.1 Population Distribution

<table>
<thead>
<tr>
<th>Level of Study</th>
<th>Student Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduates</td>
<td>2,300</td>
<td>69%</td>
</tr>
<tr>
<td>Graduates</td>
<td>983</td>
<td>29%</td>
</tr>
<tr>
<td>Doctoral</td>
<td>55</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>3,338</td>
<td>100%</td>
</tr>
</tbody>
</table>

United States International University – Africa (2017)

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

A sampling frame or a population frame is a list of individuals in a population (Burt, Barber, & Rigby, 2009). In this case the sampling frame was obtained from the registrar at the United States International University - Africa. The most reliable source of information regarding student population in every learning institution can be obtained from the learning institution’s registrar.

3.3.2.1 Sampling Technique

The study adopted stratified sampling technique under probability sampling to identify the sample size from every level of study at Chandaria School of Business. Stratified sampling refers to a sampling technique that ensures all subgroups in the population are represented in the same proportion as they exist in the population. Stratified random was used because students in every level of study at Chandaria School of Business were represented in the same proportion as they exist. Finally, simple random sampling technique was used to identify the sample within each level of study because it was more convenient.
3.3.2.1 Sample Size

According to Cooper and Schindler (2014) a sample size is a small representation of the entire population. The study had a sample size of 357 respondents. The formula used to get the required sample size was the Yamane’s formula.

\[ n = \frac{N}{1 + Ne^2} \]

Where; \( n \) = sample size, \( N \) = Population Size, \( e \) = Margin of error (0.05)

Stratified sampling method was used to obtain the representative proportion of samples from every level of study

\[ ni = \left( \frac{Ni}{N} \right) \times n \]

Where: \( ni \) = number of respondents to be selected from every level of study, \( Ni \) = Population size,

\[ N = \text{Overall population size}, \ n = \text{Desired sample size} \]

Table 3.2: Sample Size Distribution

<table>
<thead>
<tr>
<th>Level of Study</th>
<th>Student Population</th>
<th>Sample Size</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduates</td>
<td>2,300</td>
<td>246</td>
<td>10.7%</td>
</tr>
<tr>
<td>Graduates</td>
<td>983</td>
<td>105</td>
<td>10.7%</td>
</tr>
<tr>
<td>Doctoral</td>
<td>55</td>
<td>6</td>
<td>10.9%</td>
</tr>
<tr>
<td>Total</td>
<td>3,338</td>
<td>357</td>
<td>10.7%</td>
</tr>
</tbody>
</table>

3.4 Data Collection Methods

The study used structured questionnaires to collect primary data. The questionnaires were divided into four sections. The first section of the questionnaire contained the demographic information. The second section was based on the first research question, it focused on the influence of packaging material on consumer buying behaviour. The third section of the questionnaire was based on the second research question, it focused on the influence of package functionality on consumer buying behaviour. Finally, the fourth section was based
on the third research question, it focused on the influence of package design on consumer buying behaviour. The questionnaire was close-ended and had a five point likert scale to know the extent to which respondents feel about a particular question. The scale ratings were as follows: Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2, and Strongly Disagree = 1. The researcher had trained research assistants to assist in data collection. The questionnaires were distributed to the students at USIU- A.

3.5 Research Procedures
The research process began by developing the questionnaire which were guided by the research questions. Research assistants from the university were trained to assist in the data collection process. The researcher sought permission to carry out research at the Chandaria School of Business. The researcher also requested the dean of students to allow the research assistants to collect data from the students. A pilot study was carried out to test the reliability of the data collection instrument. The pilot study included collecting data from 15 respondents from USIU-A. The questionnaires were administered to the respondents through a drop and pick method because it was fast, cheaper, and it was a reliable way of getting a higher response rate. Phone calls were also used to reach students who were left to fill the questionnaires at their own free time and return them at a later date.

3.6 Data Analysis Methods
The data analysis started by going through the filled questionnaire to ensure they were filled correctly. The data was coded, cleaned, analysed, and interpreted. The data analysis techniques that were used in the study were descriptive statistics and inferential statistics. Descriptive statistics included frequencies and cross tabulations. Inferential statistics include Pearson correlation to test the relationship between the variables in the study. The data analysis results were presented using tables, graphs, and pie charts. Data was analysed using Statistical Package for Social Sciences (SPSS) and excel.
3.7 Chapter Summary

The chapter described the methodology that was used in the study on the influence of product packaging on the millennial consumer buying behaviour. The chapter started by describing the research design, the target population, and the sampling design used in the study. Data collection method that was used in the study was described followed by research procedures and the data analysis methods that were applied in the study. The next chapter is chapter four which will present the results and findings of the study.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the results and findings of the study. Descriptive statistics and inferential statistics were used in the analysis of data. The results are presented in tables, graphs, and pie charts. The first section presents the results of the respondent’s demographics. The other sections present data according to the research questions which are; how does the packaging material used influence the millennial consumer buying behaviour of juices, nectar, and still dinks? How does package functionality influence the millennial consumer’s buying behaviour of juices, nectar, and still drinks? And how do the elements of design of the package influence the millennial consumer’s buying behaviour of juices, nectar, and still drinks? The chapter ends with a chapter summary.

4.1.1 Response Rate

The questionnaires distributed to the respondents were 357 and of these, 350 questionnaires were filled and returned while 7 questionnaires were not returned. The total response rate was 98%. According to Mugenda and Mugenda (2003) and Kothari (2004). A response rate of fifty percent is considered to be good while a response rate of seventy percent and above is considered to be excellent. The study had a response rate of 98% which is considered excellent for the study.

![Response Rate](image)

**Figure 4.1: Response Rate**
4.2 Demographic Information

This section presents the respondents’ demographic information such as the respondents’ gender, age, relationship status, level of education, and monthly income.

4.2.1 Gender Distribution

The results in figure 4.2 indicate that the majority of the respondents were female at 59% while the male respondents were 41%. This information was useful since male and female millennial consumers may have different product packaging preferences.

![Gender Distribution](image)

**Figure 4.2: Gender Distribution**

4.2.2 Age Distribution

According to the results in figure 4.3, 63% of the respondents were between the age of 17 and 23, 26% of the respondents were between the age of 24 and 30, 10% of the respondents were between the age of 31 and 38 while 1% of the respondents were over 38 years old. The results were good for the study since the millennial respondents were the majority at 99%.
Figure 4.3: Age Distribution

4.2.3 Relationship Status

The results in figure 4.4 show that majority of the respondents were single at 62%, respondents who were in a relationship were 23%, respondents who were married were 12%, and respondents in other relationship status were 3%.

Figure 4.4: Relationship Status
4.2.4 Household Occupants

According to the findings in figure 4.5, 36% of the respondents have 4 to 6 occupants in their household, 32% of the respondents have 2 to 3 occupants in their household, 24% of the respondents live alone, and 8% of the respondents have more than 6 occupants in their households. This information was useful because buyers’ product packaging preferences are also influenced by the occupants in their households.

![Household Occupants](image)

Figure 4.5: Household Occupants

4.2.5 Level of Education

The findings in figure 4.6 show that majority of the respondents at 71% were undergraduates. This category was followed by graduates at 27% and doctorate at 2%. This information was necessary in determining whether millennial consumers’ level of education influenced their choice of product packaging.
4.2.6 Monthly Net Income

The results in figure 4.7 reveal that majority of the respondents at 53% have a monthly net income of Ksh. 20,000 and below. This category is followed by respondents who have a monthly net income of more than Ksh. 100,000 at 21%. 18% of the respondents have a monthly net income of Ksh. 20,001 to 60,000 and 8% of the respondents have a monthly net income of Ksh. 60,001 to 100,000.
4.2.7 Cross Tabulation between Gender and Household Occupants

According to the findings on table 4.1, majority of the respondents were female and their households have 4 to 6 occupants. These were 78 of the 346 respondents who answered the gender and household occupants questions. The least respondents were male respondents who have more than 6 occupants in their household, these were 10 of the respondents. 4 of the 350 respondents did not answer the two questions on gender and household occupants.

Table 4.1: Cross Tabulation between Gender and Household Occupants

<table>
<thead>
<tr>
<th>Household Occupants</th>
<th>Gender</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>Male</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>46</td>
<td>37</td>
<td>83</td>
<td></td>
</tr>
<tr>
<td>2-3</td>
<td>61</td>
<td>48</td>
<td>109</td>
<td></td>
</tr>
<tr>
<td>4-6</td>
<td>78</td>
<td>47</td>
<td>125</td>
<td></td>
</tr>
<tr>
<td>More than 6</td>
<td>19</td>
<td>10</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>Total Responses</td>
<td>204</td>
<td>142</td>
<td>346</td>
<td></td>
</tr>
<tr>
<td>Non Responses</td>
<td></td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>350</td>
<td></td>
</tr>
</tbody>
</table>

4.2.8 Cross Tabulation between Relationship Status and Household Occupants

According to the results on table 4.2, majority of the respondents were single and have 4 to 6 occupants in their household. The category with the least respondents was married/more than 6 household occupants which had 1 respondent and the other relationship status/1 household occupant which had one respondent. 3 of the 350 respondents did not answer the two questions on relationship status and household occupants.
Table 4.2: Cross Tabulation between Relationship Status and Household Occupants

<table>
<thead>
<tr>
<th>Relationship Status</th>
<th>Single</th>
<th>In a Relationship</th>
<th>Married</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Occupants</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>62</td>
<td>18</td>
<td>2</td>
<td>1</td>
<td>83</td>
</tr>
<tr>
<td>2-3</td>
<td>60</td>
<td>29</td>
<td>18</td>
<td>4</td>
<td>111</td>
</tr>
<tr>
<td>4-6</td>
<td>71</td>
<td>28</td>
<td>21</td>
<td>4</td>
<td>124</td>
</tr>
<tr>
<td>More than 6</td>
<td>22</td>
<td>6</td>
<td>1</td>
<td>0</td>
<td>29</td>
</tr>
<tr>
<td>Total Responses</td>
<td>215</td>
<td>81</td>
<td>42</td>
<td>9</td>
<td>347</td>
</tr>
<tr>
<td>Non Responses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>350</td>
</tr>
</tbody>
</table>

4.3 The Influence of Packaging Material on Millennial Consumer Buying Behaviour of Juices, Nectar, and Still Drinks

Several statements that show influence of packaging material on millennial consumer buying behaviour of juices, nectar, and still drinks were identified. A 5 point Likert scale was used where, 1= strongly disagree, 2=disagree, 3=neither, 4=agree, and 5=strongly agree.

4.3.1 Material Quality

The results on table 4.3 show that majority of the respondents at 61% prefer to see the package contents prior to purchasing where 33% strongly agreed and 28% agreed. 20% of the respondents do not prefer to see the package contents prior to purchasing where 12% disagreed and 8% strongly disagreed. The remaining 19% of the respondents were neutral to the statement. The results further indicate that respondents prefer to see the package contents prior to purchasing had the highest mean at 3.67 while packaging material does not influence purchasing decision had the lowest mean at 2.74. Packaging material does not influence the purchasing decision had the highest standard deviation while the packaging material quality is related to product shelf life had the lowest standard deviation at 1.234.
Table 4.3: Material Quality

<table>
<thead>
<tr>
<th>Material Quality</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Total</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of packaging material depicts quality of the product</td>
<td>13%</td>
<td>15%</td>
<td>24%</td>
<td>30%</td>
<td>18%</td>
<td>100%</td>
<td>341</td>
<td>3.24</td>
<td>1.285</td>
</tr>
<tr>
<td>I prefer to see the package contents prior to purchasing</td>
<td>8%</td>
<td>12%</td>
<td>19%</td>
<td>28%</td>
<td>33%</td>
<td>100%</td>
<td>341</td>
<td>3.67</td>
<td>1.262</td>
</tr>
<tr>
<td>The packaging material quality is related to product shelf life</td>
<td>10%</td>
<td>11%</td>
<td>27%</td>
<td>29%</td>
<td>24%</td>
<td>100%</td>
<td>340</td>
<td>3.46</td>
<td>1.234</td>
</tr>
<tr>
<td>Packaging material does not influence my purchasing decision</td>
<td>22%</td>
<td>25%</td>
<td>21%</td>
<td>18%</td>
<td>13%</td>
<td>100%</td>
<td>336</td>
<td>2.74</td>
<td>1.334</td>
</tr>
</tbody>
</table>

4.3.2 Environmental and Health Concern

According to the findings on table 4.4, majority of the respondents are concerned about their health when it comes to material used in the packaging of the product. These were 70% of the respondents where 47% of the respondents strongly agreed and 23% agreed. 16% of the respondents do not agree where 9% disagreed and 7% strongly disagreed. 14% of the respondents were neutral to the statement. The results further reveal that consumers are concerned about their health when it comes to material used in the packaging of the product had the highest mean at 3.94 while consumers are more concerned about the product brand than the packaging material had the lowest mean at 3.30. Environmental concerns are key to consumers when purchasing a product had the highest standard deviation at 1.280 while consumers are concerned about their health when it comes to material used in the packaging of the product had the lowest standard deviation at 1.264.
Table 4.4: Environmental and Health Concern

<table>
<thead>
<tr>
<th>Environmental and Health Concern</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Total</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental concerns are key to me when purchasing a product</td>
<td>10%</td>
<td>14%</td>
<td>25%</td>
<td>26%</td>
<td>26%</td>
<td>100%</td>
<td>340</td>
<td>3.43</td>
<td>1.280</td>
</tr>
<tr>
<td>I am concerned about my health when it comes to material used in the packaging of the product</td>
<td>7%</td>
<td>9%</td>
<td>14%</td>
<td>23%</td>
<td>47%</td>
<td>100%</td>
<td>340</td>
<td>3.94</td>
<td>1.264</td>
</tr>
<tr>
<td>I am more concerned about the product brand than the packaging material</td>
<td>11%</td>
<td>18%</td>
<td>23%</td>
<td>28%</td>
<td>21%</td>
<td>100%</td>
<td>339</td>
<td>3.30</td>
<td>1.273</td>
</tr>
</tbody>
</table>

4.3.3 Convenience

According to the findings on table 4.5, consumers prefer re-usable packaging material e.g. plastics. This statement had majority (45%) of the respondents where 26% of the respondents agreed and 19% strongly agreed. 30% of the respondents do not prefer re-usable packaging material e.g. plastics where 17% strongly disagreed and 13% agreed. 25% of the respondents were neutral to the statement. Consumers prefer re-usable packaging material e.g. plastics had the highest mean at 3.18 while product price is more important than the packaging material had the lowest mean at 3.03. Consumers prefer re-usable packaging material e.g. plastics had the highest standard deviation at 1.343 while consumers are more concerned about the packaging convenience rather than the packaging material had the lowest standard deviation at 1.259.
Table 4.5: Convenience

<table>
<thead>
<tr>
<th>Convenience</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Total</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am more concerned about the packaging convenience rather than the packaging material</td>
<td>13%</td>
<td>23%</td>
<td>26%</td>
<td>22%</td>
<td>16%</td>
<td>100%</td>
<td>333</td>
<td>3.05</td>
<td>1.259</td>
</tr>
<tr>
<td>I prefer re-usable packaging material e.g. plastics</td>
<td>17%</td>
<td>13%</td>
<td>25%</td>
<td>26%</td>
<td>19%</td>
<td>100%</td>
<td>331</td>
<td>3.18</td>
<td>1.343</td>
</tr>
<tr>
<td>Product Price is more important than the packaging material</td>
<td>16%</td>
<td>22%</td>
<td>22%</td>
<td>24%</td>
<td>16%</td>
<td>100%</td>
<td>330</td>
<td>3.03</td>
<td>1.322</td>
</tr>
</tbody>
</table>

4.4 The Influence of Package Functionality on Millennial Consumer Buying Behaviour of Juices, Nectar, and Still Drinks

Several statements that show influence of packaging functionality on millennial consumer buying behaviour of juices, nectar, and still drinks were identified. A 5 point likert scale was used where, 1= strongly disagree, 2=disagree, 3=neither, 4=agree, and 5=strongly agree.

4.4.1 Logistical Function

Most of the respondents (65%) feel that product preservation influences their product purchase decision. As the results on table 4.6 indicate, 37% of the respondents agreed and 28% of the respondents strongly agreed. 16% of the respondents do not feel that product preservation influences their product purchase decision where, 11% of the respondents disagreed while 5% disagreed. 18% of the respondents were neutral to the statement. This statement also had the highest mean at 3.71 while consumers are more concerned about the storage of the product when purchasing a product had the lowest mean at 3.55. The results further indicate that consumers are more concerned about the storage of the product when purchasing a product had the highest standard deviation at 1.217 while handling efficiency influences consumer product purchase decision had the lowest standard deviation at 1.098.
### Table 4.6: Logistical Function

<table>
<thead>
<tr>
<th>Logistical Function</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Total</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product preservation influences my product purchase decision</td>
<td>5%</td>
<td>11%</td>
<td>18%</td>
<td>37%</td>
<td>28%</td>
<td>100%</td>
<td>330</td>
<td>3.71</td>
<td>1.145</td>
</tr>
<tr>
<td>Handling efficiency influences my product purchase decision</td>
<td>5%</td>
<td>8%</td>
<td>24%</td>
<td>37%</td>
<td>25%</td>
<td>100%</td>
<td>331</td>
<td>3.69</td>
<td>1.098</td>
</tr>
<tr>
<td>I am more concerned about the storage of the product when purchasing a product</td>
<td>8%</td>
<td>12%</td>
<td>20%</td>
<td>36%</td>
<td>24%</td>
<td>100%</td>
<td>332</td>
<td>3.55</td>
<td>1.217</td>
</tr>
</tbody>
</table>

### 4.4.2 Marketing Function

According to the results on table 4.7, majority of the respondents choose different packaging depending on the occasion of consuming the product. These were 56% of the respondents where 32% of the respondents agreed and 24% of the respondents strongly agreed. However, 23% of the respondents do not choose different packaging depending on the occasion of consuming the product where, 12% of the respondents strongly agreed and 11% of the respondents disagreed. 20% of the respondents were neutral to the statement. Results further indicate, consumers pick a package depending on its closure had the highest mean at 3.47 while consumers choose a product because of the opening convenience had the lowest mean at 3.32. Consumers choose different packaging depending on the occasion of consuming the product had the highest standard deviation at 1.293 while consumers pick a package depending on its closure had the lowest standard deviation at 1.139.
Table 4.7: Marketing Function

<table>
<thead>
<tr>
<th>Marketing Function</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Total</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I choose different packaging depending on the occasion of consuming the product</td>
<td>12%</td>
<td>11%</td>
<td>20%</td>
<td>32%</td>
<td>24%</td>
<td>100%</td>
<td>331</td>
<td>3.46</td>
<td>1.293</td>
</tr>
<tr>
<td>I pick a package depending on its closure</td>
<td>8%</td>
<td>11%</td>
<td>27%</td>
<td>35%</td>
<td>19%</td>
<td>100%</td>
<td>331</td>
<td>3.47</td>
<td>1.139</td>
</tr>
<tr>
<td>I choose a product because of the opening convenience</td>
<td>11%</td>
<td>13%</td>
<td>24%</td>
<td>38%</td>
<td>14%</td>
<td>100%</td>
<td>323</td>
<td>3.32</td>
<td>1.190</td>
</tr>
</tbody>
</table>

4.4.3 Communication Function

Millennial consumers (66%) learn more about the product from the packaging. The results on table 4.8 show that 40% of the respondents agree and 26% of the respondents strongly agree. However, 15% of the respondents do not learn more about the product from the packaging where 9% of the respondents disagreed and 6% of the respondents strongly disagreed. 20% of the respondents were neutral to the statement. The mean for the statement was 3.27 while the standard deviation was 1.114.

Table 4.8: Communication Function

<table>
<thead>
<tr>
<th>Communication Function</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Total</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I learn more about the product from the packaging</td>
<td>6%</td>
<td>9%</td>
<td>20%</td>
<td>40%</td>
<td>26%</td>
<td>100%</td>
<td>327</td>
<td>3.72</td>
<td>1.114</td>
</tr>
</tbody>
</table>
4.4.4 Portion Control

Majority of the respondent (45%) as shown on table 4.9 feel that the product portion they require determines the brand they purchase where, 30% of the respondents agree and 15% of the respondents strongly agree. 29% of the respondents do not feel that the product portion they require determines the brand they purchase where, 19% of the respondents disagree and 10% of the respondents strongly disagree. 26% of the respondents were neutral to the statement. The mean for the statement was 3.22 while the standard deviation was 1.206.

Table 4.9: Portion Control

<table>
<thead>
<tr>
<th>Portion Control</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Total</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The product portion I require determines the brand I purchase</td>
<td>10%</td>
<td>19%</td>
<td>26%</td>
<td>30%</td>
<td>15%</td>
<td>100%</td>
<td>324</td>
<td>3.22</td>
<td>1.206</td>
</tr>
</tbody>
</table>

4.4.5 Recyclability

The results on table 4.10 show that majority of the respondents (52%) feel that packaging that can be recycled influences their product purchase decision where 28% of the respondents agree and 24% of the respondents strongly agree. 25% of the respondents do not feel that packaging that can be recycled influences their product purchase decision where 14% of the respondents disagree and 11% of the respondents strongly disagree. 24% of the respondents were neutral to the statement. The statement had the highest mean at 3.39 while package disposal influences the product consumers purchase had the lowest mean at 3.21. Packaging that can be recycled influences consumer product purchase decision had the highest standard deviation at 1.284 while package disposal influences the product consumers purchase had the lowest standard deviation at 1.260.
Table 4.10: Recyclability

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Total</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package disposal influences the</td>
<td>10%</td>
<td>22%</td>
<td>25%</td>
<td>24%</td>
<td>19%</td>
<td>100%</td>
<td>322</td>
<td>3.21</td>
<td>1.260</td>
</tr>
<tr>
<td>product I purchase</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Packaging that can be recycled</td>
<td>11%</td>
<td>14%</td>
<td>24%</td>
<td>28%</td>
<td>24%</td>
<td>100%</td>
<td>333</td>
<td>3.39</td>
<td>1.284</td>
</tr>
<tr>
<td>influences my product purchase</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.5 The Influence of Package Design on Millennial Consumer Buying Behaviour of Juices, Nectar, and Still Drinks

Several statements that show influence of packaging design on millennial consumer buying behaviour of juices, nectar, and still drinks were identified. A 5 point likert scale was used where, 1= strongly disagree, 2=disagree, 3=neither, 4=agree, and 5=strongly agree.

4.5.1 Graphics Design

According to the results on table 4.11, majority of the respondents at 74% feel that the graphics used on the package draw consumers to reading what it communicates where 43% of the respondents agreed and 31% of the respondents strongly agreed. 14% of the respondents do not feel that the graphics used on the package draw consumers to reading what it communicates where 9% of the respondents disagreed while 5% of the respondents strongly disagreed. 13% of the respondents were neutral to the statement. The graphics used on the package draws consumers to reading what it communicates had the highest mean at 3.85 while the font size of the information on the product packaging influences consumer purchase decision had the lowest mean at 2.98. The attractiveness of the font of the information on the product packaging influences consumer purchase decision had the highest
standard deviation at 1.254 while the graphics used on the package draw consumers to reading what it communicates had the lowest standard deviation at 1.106.

Table 4.11: Graphics Design

<table>
<thead>
<tr>
<th>Graphics Design</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Total</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packaging colour creates interest in the product</td>
<td>10%</td>
<td>6%</td>
<td>14%</td>
<td>36%</td>
<td>34%</td>
<td>100%</td>
<td>331</td>
<td>3.79</td>
<td>1.252</td>
</tr>
<tr>
<td>The graphics used on the package draw me to reading what it communicates</td>
<td>5%</td>
<td>9%</td>
<td>13%</td>
<td>43%</td>
<td>31%</td>
<td>100%</td>
<td>333</td>
<td>3.85</td>
<td>1.106</td>
</tr>
<tr>
<td>The detailed design of a package communicates quality</td>
<td>7%</td>
<td>13%</td>
<td>16%</td>
<td>38%</td>
<td>26%</td>
<td>100%</td>
<td>328</td>
<td>3.63</td>
<td>1.199</td>
</tr>
<tr>
<td>The package labelling enhances my knowledge on the product</td>
<td>5%</td>
<td>9%</td>
<td>14%</td>
<td>41%</td>
<td>31%</td>
<td>100%</td>
<td>329</td>
<td>3.83</td>
<td>1.126</td>
</tr>
<tr>
<td>The font size of the information on the product packaging influences my purchase decision</td>
<td>14%</td>
<td>22%</td>
<td>28%</td>
<td>24%</td>
<td>12%</td>
<td>100%</td>
<td>330</td>
<td>2.98</td>
<td>1.224</td>
</tr>
<tr>
<td>The attractiveness of the font of the information on the product packaging influences my purchase decision</td>
<td>11%</td>
<td>18%</td>
<td>24%</td>
<td>29%</td>
<td>17%</td>
<td>100%</td>
<td>331</td>
<td>3.23</td>
<td>1.254</td>
</tr>
</tbody>
</table>
4.5.2 Differentiation

The findings on table 4.12 reveal that majority of the respondents (68%) feel that the package design makes consumers brand of choice competitive where, 43% of the respondents agree and 25% of the respondents strongly agree. 16% of the respondents do not feel that the package design makes consumers brand of choice competitive where, 10% of the respondents disagree and 6% of the respondents strongly disagree. 16% of the respondents were neutral to the statement. The brand name, logo, and image suggest product value had the highest mean at 3.77 while that the package design makes consumers brand of choice competitive had the lowest mean at 3.69. The package design makes consumers brand of choice competitive had the highest standard deviation at 1.140 while the brand name, logo, and image suggest product value had the lowest standard deviation at 1.123.

Table 4.12: Differentiation

<table>
<thead>
<tr>
<th>Differentiation</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Total</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The package design makes my brand of choice competitive</td>
<td>6%</td>
<td>10%</td>
<td>16%</td>
<td>43%</td>
<td>25%</td>
<td>100%</td>
<td>329</td>
<td>3.69</td>
<td>1.140</td>
</tr>
<tr>
<td>The brand name, logo, and image suggest product value</td>
<td>5%</td>
<td>9%</td>
<td>19%</td>
<td>38%</td>
<td>29%</td>
<td>100%</td>
<td>328</td>
<td>3.77</td>
<td>1.123</td>
</tr>
</tbody>
</table>

4.5.3 Innovation

The results on table 4.13 reveal that majority of the respondents at 65% feel that the overall attractiveness of a product packaging influences consumer purchase decision where, 33% of the respondents agreed and 32% of the respondents strongly agreed. The statement also had the highest mean and standard deviation at 3.76 and 1.191 respectively.
### Table 4.13: Innovation

<table>
<thead>
<tr>
<th>Innovation</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Total</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>An innovative design relates to my decision to purchase a product</td>
<td>6%</td>
<td>11%</td>
<td>19%</td>
<td>41%</td>
<td>23%</td>
<td>100%</td>
<td>328</td>
<td>3.64</td>
<td>1.138</td>
</tr>
<tr>
<td>The overall attractiveness of a product packaging influences my purchase decision</td>
<td>7%</td>
<td>9%</td>
<td>18%</td>
<td>33%</td>
<td>32%</td>
<td>100%</td>
<td>330</td>
<td>3.76</td>
<td>1.191</td>
</tr>
</tbody>
</table>

### 4.6 Correlations and Regression

#### 4.6.1 Correlations between Millennial Consumer Factors and Packaging

Correlation analysis was used in the study to establish the relationship between millennial consumer factors (such as household occupants, level of education, and monthly net income) and packaging (packaging material, packaging functionality, and packaging design). The findings on table 4.14 reveal that there is a strong positive linear relationship between level of education and monthly net income at $r = 0.689; p \leq 0.01$. Packaging functionality and packaging design have a strong positive linear relationship at $r = 0.603; p \leq 0.01$. Packaging material and packaging functionality have a strong positive linear significance at $r = 0.535; p \leq 0.01$. The results of the analysis also reveal that there is a strong positive linear relationship between packaging material and packaging design at $r = 0.524; p \leq 0.01$. Household occupants and level of education have a weak inverse linear relation at $r = -0.179$ where correlation is significant at 0.01.
Table 4.14: Correlations between Millennial Consumer Factors and Packaging

<table>
<thead>
<tr>
<th></th>
<th>Household Occupants</th>
<th>Level of Education</th>
<th>Monthly net income</th>
<th>Packaging Material</th>
<th>Packaging Functionality</th>
<th>Packaging Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Occupants</td>
<td>Pearson Correlation</td>
<td>.179**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.001</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>348</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level of Education</td>
<td>Pearson Correlation</td>
<td>-.099</td>
<td>.689**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.082</td>
<td>.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>307</td>
<td>308</td>
<td>308</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monthly net income</td>
<td>Pearson Correlation</td>
<td>-.093</td>
<td>.090</td>
<td>.060</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.085</td>
<td>.096</td>
<td>.296</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>344</td>
<td>346</td>
<td>305</td>
<td>305</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Packaging Material</td>
<td>Pearson Correlation</td>
<td>-.089</td>
<td>.065</td>
<td>.090</td>
<td>.535**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.106</td>
<td>.238</td>
<td>.120</td>
<td>.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>334</td>
<td>335</td>
<td>298</td>
<td>333</td>
<td>335</td>
<td></td>
</tr>
<tr>
<td>Packaging Functionality</td>
<td>Pearson Correlation</td>
<td>-.089</td>
<td>.065</td>
<td>.090</td>
<td>.535**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.106</td>
<td>.238</td>
<td>.120</td>
<td>.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>334</td>
<td>335</td>
<td>298</td>
<td>333</td>
<td>335</td>
<td></td>
</tr>
<tr>
<td>Packaging Design</td>
<td>Pearson Correlation</td>
<td>.008</td>
<td>.070</td>
<td>.049</td>
<td>.524**</td>
<td>.603**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.885</td>
<td>.199</td>
<td>.401</td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>333</td>
<td>334</td>
<td>296</td>
<td>332</td>
<td>325</td>
<td>334</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
4.6.2 Multiple Regression Model Summary

Regression analysis was carried out to determine if household occupants, level of education, and monthly net income are significant determinants of what millennial consumers consider important while making buying decisions on product packaging. The results in table 4.15 reveal that household occupants, level of education, and monthly net income account for only 0.9% of the variation in what millennial consumers consider important while making buying decisions on product packaging. These results reveal that 99.01% of variation in what millennial consumers consider important while making buying decisions on product packaging is explained by other factors.

Table 4.15: Multiple Regression Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.096a</td>
<td>.009</td>
<td>-.001</td>
<td>.626</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Monthly net income, Household Occupants, Level of Education

4.6.4 Multiple Regression Coefficients

The model that was used for the multiple regression analysis was;

\[ Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \ldots + \beta_n x_n + \varepsilon \]

Where;

\( Y \) = Dependent Variable (Packaging); \( \beta_0 = \) Constant, \( \beta_1 \) \( x_1 \) + \( \beta_2 \) \( x_2 \) + \ldots + \( \beta_n \) \( x_n \) = Independent Variables (household occupants, level of education, and monthly net income) and \( \varepsilon \) = Error term.

The multiple regression model is therefore;

Packaging = 3.393 - 0.025 (Household occupants) + 0.084 (Level of Education) + 0.009 (Monthly net Income)
Table 4.16: Multiple Regression Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unstandardized</td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>3.393</td>
<td>.148</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Occupants</td>
<td>-.025</td>
<td>.040</td>
<td>-.037</td>
<td>-1.634</td>
</tr>
<tr>
<td>Level of Education</td>
<td>.084</td>
<td>.097</td>
<td>.069</td>
<td>.859</td>
</tr>
<tr>
<td>Monthly net income</td>
<td>.009</td>
<td>.041</td>
<td>.018</td>
<td>.225</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Packaging

4.7 Chapter Summary

This chapter has provided the results and findings of the study which were presented in graphs, pie charts, and tables. The results were presented according to the research questions which were: how does the packaging material used influence the millennial consumer buying behaviour of juices, nectar, and still drinks? How does package functionality influence the millennial consumer’s buying behaviour of juices, nectar, and still drinks? And how do the elements of design of the package influence the millennial consumer’s buying behaviour of juices, nectar, and still drinks? The following chapter, which is chapter five will present the discussions, conclusions, and recommendations of the study.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction
This chapter discusses the research findings of the influences of product packaging on the millennial consumer buying behaviour with a relation to the juice, nectar, and still drinks category in Kenya. This chapter presents the summary of the research, discussion, conclusions, and recommendations of the study.

5.2 Summary
The purpose of the study was to investigate the influence of product packaging on the millennial consumer buying behaviour with a relation to the juice, nectar, and still drinks category in Kenya. The research questions of the study were: how does the packaging material used influence the millennial consumer buying behaviour of juices, nectar, and still drinks? How does package functionality influence the millennial consumer’s buying behaviour of juices, nectar, and still drinks? And how do the elements of design of the package influence the millennial consumer’s buying behaviour of juices, nectar, and still drinks?

The population of the study was made up of 350 students in the Chandaria School of business. These were undergraduates - 71% of the population, graduates 27%, and doctoral students 2% of the population. 59% of these respondents were female while 41% of the respondents were male. From the study, millennial respondents were the majority at 99%. These were respondents between the ages of 17 to 38. Respondents in other age groups were only 1% of the total respondents. This was good because millennial respondents were the target respondents for the study. The data collection instruments used for the study were structured questionnaires which were divided into sections based on the research question. Descriptive and inferential statistics were used in the study. Statistical Package for Social Sciences (SPSS) and Microsoft excel were used in the analysis of data.
The first research question was; how does the packaging material used influence the millennial consumer buying behaviour of juices, nectar, and still drinks? The study found that the statement most respondents strongly agreed with was the statement on packaging material and health concerns. 47% of the respondents strongly agreed they are concerned about their health when it comes to material used in the packaging of the product, 23% of the respondents agreed, 14% had neutral views, 9% of the respondents disagreed, while 7% of the respondents strongly disagreed. This shows that more than half of the respondents are concerned about packaging material’s effect on their health.

The second research question was; how does package functionality influence the millennial consumer’s buying behaviour of juices, nectar, and still drinks? The study found that the statement most respondents agreed with on packaging functionality was the statement on respondents learn more about the product from the packaging where 40% agreed that they learn more about the product from the packaging, 26% strongly agreed, 19% were neutral to the statement, 9% disagreed, and 6% of the respondents strongly disagreed. More than half of the respondents at 66% learn more about the product from the packaging.

The third research question was; how do the elements of design of the package influence the millennial consumer’s buying behaviour of juices, nectar, and still drinks? The study found that the statements most respondents agreed with on packaging design were; the graphics used on the package draw them to reading what it communicates (where 43% agreed, 31% strongly agreed, 12% were neutral, 9% disagreed, and 5% strongly disagreed) and the package design makes consumers’ brand of choice competitive (where 43% agreed, 25% strongly agreed, 16% were neutral, 10% disagreed, and 6% strongly disagreed). Majority of the respondents therefore felt that the graphics used on the package draw them to reading what it communicates and the package design makes consumers’ brand of choice competitive.
5.3 Discussion

5.3.1 The Influence of Packaging Material on Millennial Consumer Buying Behaviour of Juices, Nectar, and Still Drinks

The study revealed that majority of the respondents at 70% are concerned about their health when it comes to material used in the packaging of the product. This is in line with Fry and Kim (2015) who argue that consumers are now more conscious of how various products affect their health. This makes consumers substitute foods and beverages that are considered unhealthy with healthy ones. The packaging material used on foods and beverages has also been an issue of concern. Millennial consumers therefore, buy drinks that have packaging that doesn’t expose them to unsafe chemical substances.

The findings of the study revealed that 51% of the respondents feel that environmental concerns are key to them when purchasing a product. These were majority of the respondents and Clem (2008) agrees by arguing that consumers are engaging in green purchasing because they have become more social conscious and want to protect the environmental resources. The results confirm that environmental marketing has become a strategy to convince consumers that a firm’s products are environmental friendly compared to the competitors’ products. Most of the respondents at 54% felt that quality of packaging material depicts quality of the product. These results agree with Silayoi and Speece (2007) who noted that the package material becomes the symbol of quality when purchasing products such as food and beverages.

Millennial consumers associate the package material quality with the product quality. Products packed with high quality material are deemed to be of high quality while low quality packaging material indicates low quality products. Deliya and Parmar (2012), agree that high quality materials are more preferred than low quality ones. 53% of the respondents further revealed that the packaging material quality is related to product shelf life. However, 49% of the respondents felt that product brand is more important than the packaging material and 40% of the respondents felt that product price is more important than the packaging material. The study shows that only 31% of respondents feel that packaging material does not
influence their purchasing decision. This shows that packaging material is an important factor to the millennial consumers when making purchasing decisions.

The study revealed that some millennial consumers (38%) are more concerned about the packaging convenience rather than the packaging material. Lamb, Hair, and McDaniel (2009) agree that consumers prefer product packaging that is easy to handle, use, open and close, tamper proof or child proof, as well as easy to store. Product packages that are difficult to open and reclose are among customers’ major complaints. Generally, everyone prefers product packaging that is easy to handle. In most cases, packaging convenience depends on the packaging material. Karedza and Sikwila (2017) confirm this by saying good packaging material enhances convenience in distribution, handling, display, storing, sale, opening, reclosing, use, and re-use.

5.3.2 The Influence of Packaging Functionality on Millennial Consumer Buying Behaviour of Juices, Nectar, and Still Drinks

The study established that communication is a very important factor when purchasing a product. From the results, millennial consumers (66%) learn more about the product from the packaging. This helps them decide whether to buy a product or not. Lotongkum (2009) agrees that packaging is an important communication tool because it is the last thing that a consumer sees before making that important decision of purchasing the product. 56% of the respondents choose different packaging depending on the occasion of consuming the product. This would mean that consumers on the go and consumers at home might have different product packaging preferences where consumers at home are more concerned with the product since they can have the drink in a cup, bottle, or any container while consumers on the go might prefer drinks that have packaging that protect them from physical damage that causes spillage and other environmental conditions. This is in line with Rundh (2013) who agrees that, the basic function of the product is to preserve the product integrity by protecting the food or beverage from germs during transportation because defective food and beverage packaging can be a health hazard to the consumer.
Further study shows that, packaging gives products a physical protection where it protects the product from shock, vibration, compression, and extreme temperatures. Proper packaging ensures the drink doesn’t spill when travelling or when stored at home. However, 23% of the respondents do not choose different packaging depending on the occasion of consuming the product. All consumers whether at home or on the go will prefer packaging that ensures easy storage. The study showed that 60% of the respondents are more concerned about the storage of the product when purchasing a product, 54% of the respondents pick a package depending on its closure, and 52% of the respondents choose a product because of the opening convenience. These results are in line with Lamb, Hair, and McDaniel (2009) who argue that consumers prefer product packaging that is easy to handle, use, open and close, tamper proof or child proof, as well as easy to store.

Product packages that are difficult to open and reclose are among customers’ major complaints. The study revealed that most respondents (62%) are concerned with one of the basic logistic function of product packaging which is to ensure easier handling efficiency. Deliya and Parmar (2012) agree by saying packaging facilitates easier transportation and handling efficiency. The study revealed that the product portion required by the consumer determines the brand the consumer purchases. This was represented by 45% of the respondents. Millennial consumers may purchase a drink because the packaging is very appealing. For example, during hot weather, consumers will consider cold drinks in a big packaging size compared to the brand. Kotler and Keller (2006) agree that package size influences the frequency at which the products are used, the period, and place the products are used.

Further research shows that consumers also believe that the quantity of a product depends on how attractive the product package is (Hoyer & MacInnis, 2010). The study further revealed that 43% of the respondents feel that package disposal influences the product purchased. The millennial consumers prefer recycling and the Glass Packaging Institute (2014) confirms this by saying millennial consumers look for drinks that are packaged in renewable material, they may not buy any drink that is packaged in glass since they are not aware that glass can be
recycled. The study revealed that some respondents prefer drinks that are in Tetra Pak packaging.

5.3.3 The Influence of Package Design on Millennial Consumer Buying Behaviour of Juices, Nectar, and Still Drinks

The study established that 70% of the respondents felt that the packaging colour creates interest in the product. Keillor (2007) confirms this by saying marketers should strive to ensure the product package colour stands out when a product is on a shelf among many competing products. For example, having a product package with bright colours among competing products that have dark and dull colours. These results show that colour is a very important aspect in product packaging. 74% of the respondents felt that the graphics used on the package draw them to reading what it communicates. Previous research confirms that graphic designs that are attractive influence consumers to purchase a particular product (Young, 2005).

Majority of the respondents (64%) felt that an innovative design relates to their decision to purchase a product. Long (2016) agrees that millennial consumers have become a great force in the industry such that their decisions prompt the marketers to differentiate their brands with unique and creative packaging. Zekiri and Hasani (2015) also confirm that having innovative packaging designs enables consumers to perceive the products in question as high quality products. 68% of the respondents feel that the package design makes their brand of choice competitive. Rundh (2013) confirms that a proper packaging design would attract new customers and enable an organization meet its objectives while still increasing consumer satisfaction. Product packaging design might determine the success or failure of an organization (Ambros & Harris, 2011). The results from the study confirm that organizations should create packaging designs that will be unique and stand out from the competing product packages on the shelf.
The study found out that the package labelling enhances most consumers’ knowledge of the product. This was represented by 72% of the respondents. A good packaging design enables a firm to convey messages directly to the consumer. This makes packaging the most effective way of communicating the brand message to the target market (Wells, Farley, & Armstrong, 2007). 67% of the respondents felt that the brand name, logo, and image suggest product value. These results explain why some consumers buy products from a specific brand and become loyal to that given brand. These findings are also in line with Jafari, Nia, Salehi, and Zahmatkesh (2013) who argue that a packaging design can be used to differentiate between various food and beverage products and create preferences among different brands. Brand preferences creates customer loyalty where customers will only insist on buying the product that they already know and trust.

Majority of the respondents (65%) felt that the overall attractiveness of a product packaging influences their purchase decision. This is in line with Rundh (2013) who argues that, a proper packaging design would attract new customers and enable an organization meet its objectives while still increasing consumer satisfaction. The aesthetic and functional components of a package design determine how a product will fare in the market. The study revealed that millennial consumers consider the general appearance of a product. Poturak (2014), confirms that packaging has an important role in attracting customers. Proper attention on the aesthetics of the package design such as the colour size, and shape of the project enables an organization to have effective advertising.

5.4 Conclusion
5.4.1 The Influence of Packaging Material on Millennial Consumer Buying Behaviour of Juices, Nectar, and Still Drinks

The study concludes that packaging material has a great influence on millennial consumer buying behaviour of juices, nectar, and still drinks. Health concerns related to packaging material, packaging material that allows consumers to see the product, and environmental concerns related to the packaging material have the greatest influence on decisions made by
the millennial consumers when they are shopping for juice, nectar, and still drinks. Millennial consumers are less concerned about the price of the juice, nectar, and still drinks as long as the packaging material is good.

5.4.2 Influence of Packaging Functionality on Millennial Consumer Buying Behaviour of Juices, Nectar, and Still Drinks

The study found that packaging functionality has a great influence on millennial consumer buying behaviour of juices, nectar, and still drinks. The ability of the packaging to preserve the product, handling efficiency, storage, and learning about the product from the packaging (communication) are the most influential packaging functionality factors on millennial consumers buying behaviour. When it comes to packaging functionality, millennial consumers want packaging that provides the basic logistic functions of packaging, communications, and recycling.

5.4.3 Influence of Package Design on Millennial Consumer Buying Behaviour of Juices, Nectar, and Still Drinks

The study concludes that elements of packaging design have a great influence on millennial consumer buying behaviour of juices, nectar, and still drinks. Packaging colour, graphics, and package labelling are the most important elements of packaging design considered by millennial consumers when purchasing products. Millennial consumers prefer purchasing products that have attractive packaging.

5.5 Recommendations
5.5.1 Recommendations for Improvement

5.5.1.1. Influence of Packaging Material on Millennial Consumer Buying Behaviour of Juices, Nectar, and Still Drinks

The findings showed that packaging material is an important factor to millennial consumers when making purchasing decisions of juice, nectar, and still drinks. Based on these findings,
the study recommends that organizations should focus on packaging material that doesn’t contain chemical substances that have negative effects on the health of the consumers in the long run. The organizations should also use packaging material that is environmental friendly because the millennial consumers are concerned with green purchasing.

5.5.1.2. Influence of Packaging Functionality on Millennial Consumer Buying Behaviour of Juices, Nectar, and Still Drinks

The study recommends that organizations should have packaging that serves more than one function. For example; juice, nectar, and still drinks should have packaging that protects them from germs, physical damage, and other environmental conditions as well as packaging that communicates the health benefits of taking the drink. The packaging of the drinks should also be recyclable in order to reach more millennial consumers who are keen on recycling.

5.5.1.3. Influence of Package Design on Millennial Consumer Buying Behaviour of Juices, Nectar, and Still Drinks

The findings of the study have established that the general appearance of a product greatly influences the millennial consumer’s buying behaviour of juice, nectar, and still drinks. The study therefore, recommends that organizations in the beverage industry, especially the juice, nectar, and still drinks, should strive to have packaging design that caters to different consumers such as different packaging colours, variety of packaging sizes, and different product packaging shapes to ensure effective advertising of these products that lead to more purchases.

5.5.2 Recommendations for Further Studies

The study sought to investigate the influence of product packaging on the millennial consumer buying behaviour with a relation to the juice, nectar, and still drinks category in Kenya. The study found out that product packaging has a significant influence on the millennial consumer’s buying behaviour. The study recommends further research on other factors that influence the millennial consumer buying behaviour of beverages in Kenya.
The study also established that consumer’s household occupants, level of education, and monthly net income account for only 0.9% of the variation in what millennial consumers consider important while making buying decisions on product packaging. The study therefore, recommends further research on other factors that influence the millennial consumer buying decision on product packaging.
REFERENCES


Polyakova, K. (2013). *Packaging design as a Marketing tool and Desire to purchase - Bachelor’s Thesis*


APPENDICES

APPENDIX I: QUESTIONNAIRE

INTRODUCTION:

I am a student from USIU-Africa and I am currently carrying out a research for my thesis on “The influence of Product Packaging on the Millennial Consumer Buying Behavior – A case Study of The Juice, Nectar and Still Drinks Category in Kenya.” You have therefore been identified as one of the respondents for this study. Kindly answer all questions appropriate to your circumstances to the best of your knowledge. The information provided will be treated with utmost confidentiality. Thank you.

SECTION A: RESPONDENTS BACKGROUND INFORMATION

(Please tick the appropriate answer)

1. Gender: Female [ ] Male [ ]

2. Age Bracket: 17 – 23 years [ ] 24 – 30 years [ ] 31 – 38 years [ ]

3. Relationship Status: Single [ ] In a relationship [ ] Married [ ] Other [ ]

4. Number of Occupants in the household: 1 [ ] 2 – 3 [ ] 4 – 6 [ ] More than 6 [ ]

5. Level of Education Undergraduate [ ] Graduate [ ]

6. Monthly net income/ Allowance (Kes)
## SECTION B: MATERIAL USED IN PACKAGING

1. The following are statements about packaging of Juice, Nectar and Still Drinks. Please indicate your reaction to each statement by ticking your answer inside the box on a scale of 1-5 where 1= strongly disagree, 2= Disagree, 3= Neither Agree nor Disagree, 4=Agree and 5=Strongly Agree.

<table>
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<tr>
<th>Statement</th>
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<tbody>
<tr>
<td>a). The quality of the material used in the package depicts the quality of the product inside</td>
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<tr>
<td>b). I prefer to see the contents of the package prior to purchasing</td>
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<tr>
<td>c). Environmental concerns are key to me when purchasing a product</td>
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<td>d). I am concerned about my health when it comes to the material used in the packaging of the product</td>
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<td>e). The packaging material quality is related to product shelf life.</td>
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<td>f). I am more concerned about the brand of the product than the packaging material</td>
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<td>g). Price of the product is more important than the packaging material</td>
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<td>h). I am more concerned about the packaging convenience rather than the packaging material</td>
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<td>i). I prefer re-usable packaging material e.g. plastics</td>
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<tr>
<td>j). Packaging material does not influence my purchasing decision</td>
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</table>
2. What other packaging material characteristic influences your purchase decision for Juice, Nectar and Still Drinks?

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SECTION C: PACKAGE FUNCTIONALITY

1. The following are statements about packaging of Juice, Nectar and Still Drinks. Please indicate your reaction to each statement by ticking your answer inside the box on a scale of 1-5 where 1= Strongly Disagree, 2= Disagree, 3= Neither Agree nor Disagree, 4=Agree and 5=Strongly Agree.

<table>
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<tbody>
<tr>
<td>a). I will choose different packaging depending on the occasion of consuming the product</td>
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<td>b). I pick a package depending on its closure</td>
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<td>c). I choose a product because of the convenience of the opening</td>
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<td>d). I learn more about the product from the packaging</td>
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<td>e). The portion of product I require determines the brand I purchase</td>
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<td>f). Package disposal influences the product I will purchase</td>
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<td>g). Product preservation influences my product purchase decision</td>
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<td>h). Handling efficiency influences my product purchase decision</td>
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<tr>
<td>i). I am more concerned about the storage of the product when purchasing a product</td>
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<td>j). Packaging that can be recycled influences my product purchase decision</td>
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</table>
2. What other packaging functionality influences your purchase decision for Juice, Nectar and Still Drinks?

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SECTION D: PACKAGE DESIGN

1. The following are statements about packaging of Juice, Nectar and Still Drinks. Please indicate your reaction to each statement by ticking your answer inside the box on a scale of 1-5 where 1= Strongly Disagree, 2= Disagree, 3= Neither Agree nor Disagree, 4=Agree and 5=Strongly Agree

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<tbody>
<tr>
<td>a). The packaging colour creates interest in the product.</td>
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<td>b). The graphics used on the package draw me to reading what it communicates</td>
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<tr>
<td>c). The detailed design of a package communicates quality</td>
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<td>d). An innovative design relates to my decision to purchase a product</td>
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<td>e). The design of the package makes my brand of choice competitive</td>
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<td>f). The labelling on the package enhances my knowledge on the product.</td>
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<td>g). The brand name, logo and image suggest product value.</td>
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<td>h). The font size of the information on the product packaging influences my purchase decision</td>
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<tr>
<td>i). The attractiveness of the font of the information on the product packaging influences my purchase decision</td>
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<tr>
<td>j). The overall attractiveness of a product packaging influences my purchase decision</td>
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</tbody>
</table>
2. Other than factors listed above, what other marketing factors influence your purchase decisions for Juice, Nectar and Still Drinks?

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