

# The Influence of Packaging Colour and Consumer Brand Favourability of Beverage Products in Rivers State

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**Abstract:** The aim of the study was to examine how the choice of packaging color relates with consumer perception of beverage brands distributed by companies in Rivers State. The study utilized a cross-sectional survey method. The target population included twenty beverage distribution firms in Rivers State, with the entire population being sampled using a census approach. Sixty structured questionnaires were distributed, with 3 respondents from each of the twenty firms. Fifty-two completed questionnaires were collected and analyzed. The Pearson Moment Correlation Coefficient was employed to test the hypotheses. The results indicate a significant and positive correlation between packaging color and consumer favorability towards brands. This correlation was also found to impact brand loyalty and perceived quality positively. Consequently, the study concludes that the color of packaging significantly influences consumer perception of brands distributed by beverage firms in Rivers State. It suggests that managers and marketers, particularly those in charge of product development, should prioritize the selection of packaging colors in their marketing strategies to gain a competitive edge and sustain business success."

**Keywords:** Packaging colour, Consumer brand favourability, Brand loyalty, Perceived quality.

## INTRODUCTION

Packaging is a center showcasing the marketing craftsmanship for each firm that is pursuing growth. The way and methods organizations package their products assume a critical part in showcasing, in light of the fact that it shapes the buyers' most memorable fascination. Didia (2004) characterizes packaging as the advertising, movement that guarantees the arrangement of compartments and coverings for the insurance and advancement of merchandise from point of creation, through the place of utilization. Aside from the down to earth motivation behind assisting with putting away, handle the vehicle and show the product, packaging is utilized to draw in likely clients to the product and to exhibit its ascribes variety, size, realistic plans, cost and quality. It fills in as a place of connection for both product and brand separation. It gives an insight to the customer to frame an impression about the product which results to buying decision of the product. Packaging helps in product advancement and furthermore

assists with separating an organization's product from those of the rivals in a similar market.

An exceptionally certain approach to doing this is to properly package the product to draw in, catch and hold the client. Putting clients at the core of an association's product market definition is the primary job of compelling customer direction the board. (Nwokah & Maclayton, 2006). Packaging of product has turned into a viable method for correspondence to get customers' thought and make them purchase the product in correlation with advancement which is a significant showcasing blend on account of expansion in rivalry in business climate (Muhammad and Kamran, 2014). Once more, product packaging plays out a significant job in promoting correspondences and it very well may be viewed as quite possibly of the main determinant that impact the choices buyers make with respect to buys (Mitul, Deliya, and Parmer, 2012).

Product packaging as a device of sales promotion is exceptionally crucial now because of increase in self-service and

changes in purchaser's way of life. Shima and Farideddin, (2015) upheld this view when they believed that as contest in the commercial center increments, associations execute showcasing techniques to convince clients to buy their products among different brands. Significantly, product packaging fills in as a connection or mark of association or associating rode for both the product and the buyers of the product. It gives the road to the customer to shape an impression about the product (Venter, Merwe, Lager, Kempen, and Bosman, 2011). In buy choice, initial feeling matters when a purchaser moves toward a store, what dazzles and draws in him/her is the product that has been skillfully packaged and situated.

Proper packaging assists to show and promote as it portrays the fixings, dietary data on the pack, shows directions on the most proficient method to utilize the products and admonitions, etc which in more ways than one permit the clients to see the actual products. Every one of these increment buyer fulfillment, favourability, buy and unwaveringness. A decent product packaging assumes the part of a quiet promoter or quiet sales rep through great plan, material, variety blend, style, and its designs messages, other unmistakable highlights to draw in clients. This is in congruity with the assessment of Shima and Ferrideddin, (2015) when they contended that the examination of huge organizations in advertising and deals advancement rehearses propose that product packaging has the best critical contribution to drawing in clients and deals rehearses in homegrown and unfamiliar business sectors. From the prior or going before conversations, proof has large amounts of the examinations and records of many creators concerning product packaging and its staggering impact on consumer brand favourability.

It is evident that not much review appear to have been finished on the investigation of the connection between product packaging and client brand favourability in our region, particularly in Rivers Territory of Nigeria where we have great or sizeable number of consumer of refreshment products. Thus, there is a hole which is the reason for additional examination study to decide the connection between packaging colour and consumer brand favourability of drink products in Rivers State, Nigeria.

## PURPOSE OF THE STUDY

The purpose of the study was to investigate the relationship between packaging colour and consumer brand favourability. Specifically, the study sought to:

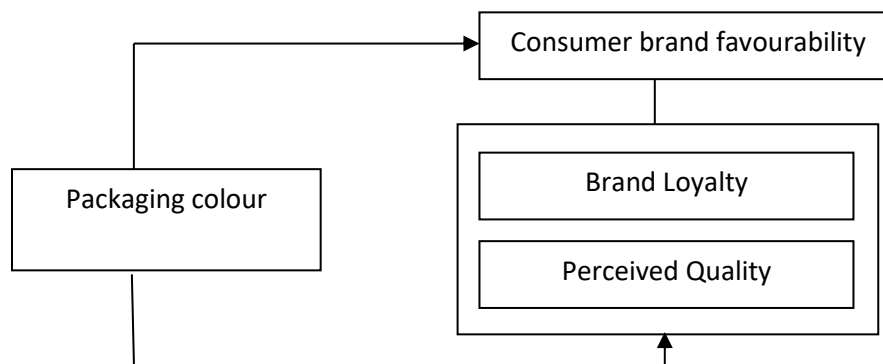
1. Determine the extent of the relationship between packaging colour and brand quality of beverage product firms in Rivers State.
2. Determine the extent of the relationship between packaging colour and perceived quality of beverage products firms in Rivers State.

## RESEARCH HYPOTHESES

Based on the purpose of this study the following hypotheses we formulated for the study.

- Ho<sub>1</sub>: There is no significant relationship between packaging colour and brand loyalty of beverage products in Rivers State.
- Ho<sub>2</sub>: There is no significant relationship between packaging colour and perceived quality of beverage products in Rivers State.

## Conceptual Framework



**Fig 1:** Conceptual Framework showing the relationship between The Influence of packaging colour and Consumer brand favourability.

**Source:** The dimensions of product packaging sourced from the work of Muhammed A. & Kamran. A., (2014); while the measures for consumer brand favourability were sourced from the work of Remars & Iraj, (2013).

## LITERATURE REVIEW

### Theoretical Framework

This study used the theory of attractive quality with emphasis on how quality packaging can affect consumers' brand favourability. This considered the most appropriate for this study.

### The Theory of Attractive Quality

The theory of attractive quality gives a clarification on the quality characteristic of a particular product in adding generally on customers' fulfillment. This theory furnishes the system with which to make sense of or depict how different quality ascribes can make consumer loyalty. The express quality ascribes of product brings about its fulfillment of the consumers. Gustaffsson, Ekdahl and Edvardson (1999), affirmed this when they thought that the hypothesis of appealing quality is vital in understanding different parts of how clients assess and pass judgment on a particular product. Packaging configuration essentially is utilized to draw in the client or purchaser. The plan likewise stands to impart to the customer. The packaging configuration similarly decides the consumer's initial feeling and buying conduct with respect to the product and its helpfulness.

Product packaging is extremely appealing and offers some benefit in itself on the grounds that numerous purchasers like to buy products with lovely packaging. Romica, Fritz, and Lucy, (2015) battled that product packaging with defensive compartment helps in taking care of and conveying the product from point of production to the purchaser. Product packaging gives straightforwardness attributes of the product quality. Product packaging stands out for client while shopping (Soroka, 1995). He went further to contend that product packaging depicts the qualities, product foundation, unrefined components accessibility and the sort of innovation utilized. It is basic thusly to take note of that product packaging ought to keep on standing apart conspicuously and ought to be focused on merited consideration to adapt to the fancies of undesirable rivalry in the business climate.

### Packaging Colour

A decent blend and suitable blend of variety upgrade and draw in both current and expected clients to the product. Color impacts client choice and brand review while making buy. Color is one of the primary things your objective market sees and it can assume a huge part in consumer conduct (Brand favourability). In his view, Keller (2009) certifies shade of the packaging is vital to the degree that specific tones can be utilized to recognize a specific product. Once more, Aslam (2006), contends colors address various implications and vary

among social boundaries which considers conceivable between market sections.

Asadollahi and Givee (2011) contended further that the packaging tones convey, reflect and show a few notable qualities and immaterial characteristics of the product. Various products have unequivocal packaging colors that likens with the product brand. This makes buyers openness on whether the product can clarify customers buy (Munyarazdi, 2013). Singh (2006) had it that a legitimate variety has an approach to separating one product brand from another. He expressed that colors now and again mean various things in discernment across societies and religion to such an extent that their purposes in product packaging are viewed as sacrosanct. From the previous, it is obvious that organizations utilize alluring variety, logos, images and subtitles to elevate their product to impact clients buy choices. Various colors implies various implications to various customers yet fitting blend or basic mix of at least two tones will make product alluring. For example, in a review led in 2021 eleventh Walk through [www.researchgatenet](http://www.researchgatenet) brown and green appear to stimulate certainty and dark and dark blue tones suggest authority.

Arens (2017) thinks that packaging is the compartment for a particular product enveloping the actual appearance of the holder, including the plan, variety, shape marking and material utilized. Brewer (2016) found that buyers gain variety relationship from current brands on the lookout, which lead them to favor specific tones for different product classes. Thus, involving variety as a piece of information on packaging can be an expected solid affiliation, particularly when it is extraordinary to a specific brand. Be that as it may, Individuals in various societies are presented to various variety affiliation and foster variety favourability in view of their own social affiliation. Brewer (2016) went further to say that educational components will quite often be less significant than visual in low association product choices.

In the view of Rundh (2017) packaging as opposed to advertising exposure which can be relatively brief, packaging keeps on building brand values during the broadening use of product and can drive brand value and brand loyalty. He further states that in a standard grocery store, the normal customer passes around 301 brands to definitely stand out of the buyer and flash buy. Smith (2016) kept up with that there are six factors that should be thought about by makers and originators while making an effective packaging: structure, size, variety, designs, materials and flavor. Youthful (2018) prompted that the most appealing or well-known plan isn't really the best one at the retail location, since it might neglect to impart key messages rapidly and obviously. Youthful (2018) further noticed that when either side of the fundamental visual, it pulls watchers in two bearings and frequently brings about certain

messages getting lost beyond the essential survey stream viewing flow. This shows the significance of colors in human discernment and consequently choice they take. Colors are extraordinary brand identifiers and it is significant they connect with your image. Variety determination is one of the most information parts of the packaging and brand plan that further increment the visual improvements.

### **Consumer Brand Favourability**

Consumer brand favourability is the workmanship or practice of predictable decision of a specific brand of product over another. Consequently, such client has gotten to know contending brands which have been attempted and tried before however chose to adhere to it. Purchaser brand favourability is a fundamental stage to grasp consumer conduct. Oliver and Swan (1989) states favourability implies the allure or decision among choices. Customer favourability is the ability to pick one product over one more with the discernment that the decision will bring about better fulfillment. Jafari (2011) noted as various consumers have different investigation and understanding of significant worth, associations ought to find their objective client's qualities. This is the force of brand results from information and consumers assessment in regards to their experience and brand-connected with showcasing program (Keller, 2009). Customers rehash buy leads to mark favourability which impacts their decision for picking a particular product brand over others (Feiz and Salahshur, 2010). In the expressions of Schiffman et al (2008) it is critical to take note of that customers are confronted with jumpers purchasing choices such these decisions are more complicated and troublesome and calls for more exertion by the buyer while others are standard and straightforward which require little exertion.

### **Customer Brand Favourability**

In this part we will audit the proportions of purchaser brand favourability utilized in this review, which incorporate Brand loyalty and saw quality.

### **Brand Loyalty**

Brand loyalty favorability for consumers implies the buyers rehashed decisions of a specific brand. Brand loyalty is when clients keep on buying from a similar brand again and again, notwithstanding contenders offering comparable products or administrations. Nadube (2021) thought that everything necessary is putting of a name, logo, a steady type of packaging, utilization of variety, shapes, typographic or a short depiction as in a tie line and brands are being made. Brand loyalty is the degree brand consistent faithfulness towards a product (Kotler and Keller, 2006). Brand unwaveringness

assists with laying out a connection between the client and a brand (Aaker, 1996).

Roy (2011) uncovered that brand loyalty depends on what degree good sentiments happen while buying a particular brand. His review affirmed that the loyalty methodologies that emerge from a brand review can be more successful by focusing available fragment that exhibits the most proper blend of brand loyalty part. Nadube (2021) cited Light and Morgan (1994) as expressing that while advertisers have long seen brands as resources, the genuine resource is brand loyalty. They state a brand isn't a resource yet brand loyalty is the resource. Light and Morgan (1994) as cited by Nadube (2021) went further to contend that making and expanding brand loyalty brings about a comparing expansion in the worth of the trust mark. The center part of brand dependability is the clients' ability to rehash buy. A client readiness to rehash some other brand of the brand proprietor (strategically pitching system) and to purchase higher worth brands (up-selling procedure) are likewise significant parts (Nadube, 2021).

### **Perceived Quality**

Perceived quality alludes to the assessments of clients about the general quality brand picture of the product or administration or brand itself. As such, it is the quality that clients perceive through touch, look and feel of a particular product. For example, the client takes a look at the product actual characteristics and may open the packaging to really take a look at the substance. However, what established the primary connection was the lovely quality packaging. Didia (2004) had it that for the most part, execution or conformance characteristics are found out according to the clients viewpoint the customers and not as expressed or guaranteed by the maker. He went further to contend that quality is one of the significant apparatuses in building product position. Aaker and Jacobson, (1994) characterized apparent quality as consumers' apparent judgment about a particular product's general execution. Perceived quality is an emotional rule since it is nature of a particular product or service based on the of the clients' discernments. Didia (2004) kept up with that quality can be seen from a few aspects by a client. That it very well may be as far as execution upkeep, unwavering quality or it could result from the client's assumption for the brand. From the previous, advertisers are tested to contemplate quality in creating procedures for their brands. This is on the grounds that apparent quality mirror clients' perspectives about the characteristics of the products and administrations. In this manner, product saw quality straightforwardly impact buy choice and brand favourability since clients have sentiments about what they see and contact prior to deciding.

## EMPIRICAL REVIEWS

### Relationship between Packaging Colour and Brand Loyalty

Mensah, Operation pong and Addae (2022) analyzed the impact of packaging on apparent quality and brand loyalty: The interceding job of brand relationship in over-the-counter market. The review utilized primary condition demonstrating by means of SPSS Amos 20. The review uncovered that brand affiliation to some degree intercedes the way among packaging and brand quality however completely intercedes the packaging's impact on brand loyalty in the over-the-counter wellbeing market. The investigation likewise discovered that brand quality assumes a fractional part in the effect of brand relationship on customer loyalty in the over-the-counter wellbeing market.

Kesinro (2015) concentrated on product packaging as determinant of brand loyalty in food and refreshments markets of Lagos State, Nigeria. The primary target of the review was to decide the connection between packaging plan and Brand loyalty in FMCGs markets of Lagos State, Nigeria. The consequences of the review uncovered that packaging configuration essentially impact client contribution in a brand in the food and drinks industry and this could be accomplished through successful decision of mark data, logo, brand size and shape. The concentrate nonetheless, suggested that promoting specialists should guarantee that product packaging is consumer amicable, packaging configuration should be finished to improve satisfactory tactile delight and excitement, tasteful parts ought to be mitigating for the buyers eyes, brand name and logo ought to be streamlined and contain precise data.

Luther et al (2014) concentrated on the job of marking and packaging in making client loyalty in the toothpaste market: The instance of Ghana. This study tried to examined what marking and packaging means for buyers' choice and what it means for them to be faithful to a specific brand of product (toothpaste). The review uncovered that marking and packaging is a fundamental device that impacts buyers buying conduct in their choice to buy a specific brand of toothpaste. It was additionally understood that toothpaste makers use marking and packaging to separate their products from that of their rivals.

Stephen et al (2017) concentrated on the impact of brand image on generally satisfaction and loyalty intention in the context of colour cosmetic.. The reason for this study is to analyze the impact of brand image benefits on satisfaction and loyalty goal with regards to color restorative product. Five brand image

benefits comprising of utilitarian, social, emblematic, experiential and appearance improves were researched. A review completed on 97 females showed that utilitarian and appearance upgrades essentially influence loyalty expectation. Four of brand image benefits: utilitarian, social, experiential, and appearance improves are decidedly connected with by and large satisfaction. The outcomes likewise demonstrate by and large satisfaction impacts clients' dedication. The outcomes suggest that advertisers ought to zero in on brand image benefits in their work to accomplish client loyalty. From the previous, it is vital to recall that packaging color impacts client and their buying choices as the customers respond emphatically to quality color and content. Considering the discoveries of these examinations it is conceivable that color packaging would have a critical relationship to mark favourability of refreshment products in Streams State. We thusly, hypothesize that:

Ho<sub>1</sub>: There is no significant relationship between packing colour and brand loyalty

Ho<sub>2</sub>: There is no significant relationship between packaging colour and perceived quality.

## METHODOLOGY

The review took on a cross-sectional study research plan. The number of inhabitants in the review contained twenty (20) refreshment item dispersion firms in Streams State. The review embraced the whole populace as its example size utilizing enumeration approach. Sixty (60) duplicates of organized poll were appropriated to 3 respondents in every one of the 20 drink item dissemination firms considered. Notwithstanding, 52 duplicates were recovered and utilized for the examination. The Pearson Second Relationship Coefficient was utilized to test the expressed speculations.

### Decision Rule

The null hypothesis was to be rejected when  $p_v = < 0.05$ , while the alternate hypothesis was to be accepted if otherwise, the null hypothesis would be accepted while alternate would be accepted.

### Decision Rule

Reject the null hypothesis (H<sub>0</sub>) if  $PV < 0.05$  for 2-tailed test and conclude that significant relationship exists.

### Test of Hypotheses

Ho<sub>1</sub>: There is no significant relationship between packaging colour and brand loyalty.

**Table 1:** Pearson Coefficient Connection result on the connection between bundling tone and brand Faithfulness

## Correlations

		Packaging Colour	Brand Loyalty
Packaging colour	Pearson Correlation	1	.903**
	Sig. (2-tailed)		.000
	N	52	52
Brand loyalty	Pearson Correlation	.903**	1
	Sig. (2-tailed)	.000	
	N	52	52

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 1 above shows the Pearson Connection Coefficient ( $r$ ) = 0.903\*\*, this worth is extremely high, suggesting that an exceptionally impressive relationship exists between pressing tone and brand reliability. The positive indication of the connection coefficient demonstrates a positive relationship. In other words that an expanded in brand faithfulness is related with the capacity for the associations to plan beautiful bundles.

As displayed in Table 4, the likelihood esteem is  $(0.000) < (0.05)$  level of importance; consequently the tracking down dismisses the invalid speculation and finishes up there is a critical connection between bundling tone and brand faithfulness.

$H_0$ : There is no significant relationship between packaging colour and perceived quality.

**Table 2:** Pearson Coefficient Connection result on the connection between bundling tone and saw quality

## Correlations

		Packaging Colour	Brand Loyalty
Packaging colour	Pearson Correlation	1	.891**
	Sig. (2-tailed)		.000
	N	52	52
Brand loyalty	Pearson Correlation	.891**	1
	Sig. (2-tailed)	.000	
	N	52	52

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 2 above shows the Pearson Connection Coefficient ( $r$ ) = 0.891\*\*, this worth is exceptionally high, suggesting that an extremely impressive relationship exists between pressing tone and saw quality. The positive indication of the connection coefficient shows a positive relationship. In other words that an expanded in pressing tone would set off a comparing expansion in saw quality by the drink organizations. As displayed in Table 2, the likelihood esteem is  $(0.000) < (0.05)$  level of importance; subsequently the tracking down dismissed the invalid speculation and closes there is a critical connection between bundling tone and saw quality.

## Discussion of Findings

From the results of the study discoveries it was seen that packaging color had serious areas of strength for a, and significant relationship with brand loyalty here the likelihood esteem is  $(0.000) < (0.05)$  level of importance. Additionally, the connection between packaging color and brand loyalty has a  $r^2$  worth of  $0.903^{**}$ , demonstrating an extremely impressive relationship. This position is in accordance with that of Mensah et al. (2022) when they revealed that packaging configuration essentially impact client contribution in a brand in the food and drinks industry and this could be accomplished through viable decision of name data, logo, brand size and shape. Prior researchers such Luther et al. (2014) had detailed simialr discoveries when they uncovered a critical positive relationship on marking and packaging as a fundamental device that impacts customers buying conduct. Furthermore, packaging color and saw quality was viewed as huge at  $.891^{**}$  with the likelihood worth of  $(0.000) < (0.05)$  level of importance. This position work together Kesinro (2015) who found that packaging configuration essentially impact client contribution in a brand in the food and drink industry and this could be accomplished through compelling decision of mark data, logo, brand size and shape.

## CONCLUSION

Based on the empirical result which aligns with extant literature we can conclude that packaging colour has a significant and positive relationship with both brand loyalty and perceived quality of beverage products distribution in Rivers State.

## RECOMMENDATION

The study recommends: Therefore, it is therefore, recommended that mangers and marketers, especially product managers in beverage product firms should give priority attention to product packaging colour in the production of their products if they want to outsmart their competitors and remain in business.

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